

CONFLUENCE OF PRACTICES BETWEEN CONSCIOUS CAPITALISM AND HUMANIZED COMPANIES

CONFLUÊNCIA DE PRÁTICAS ENTRE CAPITALISMO CONSCIENTE E EMPRESAS HUMANIZADAS

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ABSTRACT

The growing demand for organizational models that combine economic performance, human well-being, and socio-environmental responsibility highlights the need to understand emerging practices such as conscious capitalism and humanized companies. In this context, this study is justified by the relevance of investigating how these approaches intersect and what impacts they generate in corporate environments. The objective is to analyze the convergence between the practices of humanized companies and conscious capitalism, identifying perceptions, benefits, and challenges associated with their implementation, as well as understanding how such initiatives influence employee well-being and motivation. To this end, an exploratory study was conducted through a survey applied to 40 respondents using an online form composed of objective and open-ended questions. Data were analyzed using descriptive statistics, charts, tables, and word clouds, while complying with ethical research principles. The results indicate that, although participants have partial knowledge of the investigated concepts, they recognize benefits such as increased employee engagement, improved work environment, and strengthened corporate reputation. However, relevant challenges also emerge, including cultural resistance, implementation costs, and lack of technical expertise. It is concluded that integrating these practices enhances sustainable development, promotes more ethical organizational cultures, and contributes to purpose-driven business models, although structural and cultural barriers must still be overcome in future initiatives and research.

Keywords: Conscious Capitalism. Humanized Companies. Corporate Sustainability. Business Ethics. Organizational Engagement.

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RESUMO

A crescente demanda por modelos organizacionais que conciliem desempenho econômico, bem-estar humano e responsabilidade socioambiental evidencia a necessidade de compreender práticas emergentes, como o capitalismo consciente e as empresas humanizadas. Nesse contexto, o presente estudo justifica-se pela relevância de investigar como essas abordagens se inter-relacionam e quais impactos podem gerar no ambiente corporativo. Objetiva-se analisar a confluência entre práticas de empresas humanizadas e do capitalismo consciente, identificando percepções, benefícios e desafios associados à sua implementação, bem como compreender como tais iniciativas influenciam o bem-estar e a motivação dos colaboradores. Para tanto, realizou-se uma pesquisa exploratória, conduzida por meio de um survey aplicado a 40 respondentes, utilizando formulário online composto por questões objetivas e dissertativas. Os dados foram analisados por estatística descritiva, gráficos, tabelas e nuvens de palavras, respeitando-se os princípios éticos para pesquisas com seres humanos. Os resultados indicam que, embora exista conhecimento parcial sobre os conceitos investigados, reconhecem-se benefícios como maior engajamento dos colaboradores, melhoria do ambiente de trabalho e fortalecimento da reputação corporativa. Entretanto, também emergem desafios relevantes, como resistência cultural, custos de implementação e falta de conhecimento técnico. Conclui-se que a integração dessas práticas potencializa o desenvolvimento sustentável, promove culturas organizacionais mais éticas e contribui para modelos de negócios orientados ao propósito, embora barreiras estruturais e culturais ainda precisem ser superadas em futuras iniciativas e estudos.

Palavras-chave: Capitalismo Consciente. Empresas Humanizadas. Sustentabilidade Corporativa. Ética Empresarial. Engajamento Organizacional.

RESUMEN

La creciente demanda por modelos organizacionales que combinen rendimiento económico, bienestar humano y responsabilidad socioambiental resalta la necesidad de comprender prácticas emergentes, como el capitalismo consciente y las empresas humanizadas. En este contexto, el presente estudio se justifica por la relevancia de investigar cómo estas aproximaciones se relacionan y qué impactos generan en los entornos corporativos. El objetivo es analizar la convergencia entre las prácticas de empresas humanizadas y del capitalismo consciente, identificando percepciones, beneficios y desafíos asociados a su implementación, así como comprender cómo estas iniciativas influyen en el bienestar y en la motivación de los colaboradores. Para ello, se realizó un estudio exploratorio mediante un survey aplicado a 40 participantes, utilizando un formulario en línea compuesto por preguntas objetivas y abiertas. Los datos fueron analizados mediante estadística descriptiva, gráficos, tablas y nubes de palabras, respetando los principios éticos de investigación. Los resultados indican que, aunque los participantes poseen un conocimiento parcial de los conceptos investigados, reconocen beneficios como mayor compromiso de los colaboradores, mejor ambiente laboral y fortalecimiento de la reputación corporativa. Sin embargo, también emergen desafíos relevantes, como resistencia cultural, costos de implementación y falta de conocimiento técnico. Se concluye que la integración de estas prácticas potencia el desarrollo sostenible, promueve culturas organizacionales más éticas y contribuye a modelos de negocio orientados al propósito, aunque aún deben superarse barreras estructurales y culturales en futuras iniciativas y estudios.

Palabras clave: Capitalismo Consciente. Empresas Humanizadas. Sostenibilidad Corporativa. Ética Empresarial. Compromiso Organizacional.



1 INTRODUCTION

Capitalism, traditionally associated with the incessant pursuit of profit, has undergone a significant transformation in recent decades. The growing awareness of the social and environmental impacts of business activities drives the search for fairer and more sustainable business models. In this context, the concept of humanized companies, which puts the well-being of employees and social responsibility in the foreground, stands out. Conscious capitalism, in turn, proposes a new way of doing business, seeking to generate value for all stakeholders, including society and the environment.

This research aims to analyze the intersection between humanized companies and conscious capitalism, seeking to understand how this relationship impacts company performance, employee satisfaction and sustainable development. The premise is that as companies recognize the benefits of adopting practices that favor not only profit, but also the well-being of people and the environment, they tend to adopt these approaches more enthusiastically. This study explores how these practices interact and complement each other, offering a comprehensive overview of the changes in contemporary business practices.

The importance of this research lies in its ability to provide a deeper understanding of contemporary business practices and how the integration of the concepts of humanized companies and conscious capitalism can transform the business environment.

By analyzing how these approaches intersect and influence each other, the research seeks to offer valuable insights to managers, academics, and policymakers. Understanding the intersections between these practices can contribute to the formulation of more ethical and sustainable business strategies, benefiting not only companies but also society and the environment.

In this context, the objective of this study was to analyze the intersection between humanized companies and conscious capitalism to understand how these business practices complement and influence each other, as well as to investigate the perception of employees in relation to how these practices influence the well-being and motivation of employees.

In this way, the research contributes to deepening the understanding of these practices and their implications, highlighting the relevance and benefits of adopting a business model that integrates environmental and business sustainability with people's well-being.

2 THEORETICAL FRAMEWORK

The concept of corporate social responsibility (CSR) began to take shape in the early twentieth century, with movements that sought to regulate and humanize business practices. Critical events, such as the New York fire (Kaplan, 1985) and Fordism (Gramsci, 2023), have

highlighted the need for safer and fairer labor practices. These events were crucial for the development of a business awareness more focused on social and environmental responsibility.

Humanized companies promote practices that respect workers' rights, ensure a healthy work environment, and invest in the personal and professional development of employees. Conscious capitalism, on the other hand, aims to align the financial objectives of companies with the creation of value for society and the environment, arguing that it is possible to achieve financial success while promoting a social and environmental mission.

The relationship between humanized companies and conscious capitalism is intrinsically connected. Both approaches share the goal of promoting ethical and sustainable business practices, which consider the long-term impacts of business activities. Humanized companies often adopt principles of conscious capitalism, such as creating value for all *stakeholders* and environmental responsibility. This alignment can result in a business model that improves employee satisfaction, corporate reputation, and contributes to sustainable development and the health of local communities.

Capitalism, as an economic system, had its origins in mercantilism, which was prevalent in Europe between the sixteenth and eighteenth centuries. Mercantilism emphasized the importance of a favorable trade balance and state intervention in the economy to protect national interests, laying the foundation for industrial capitalism (Dobb, 1981).

With the Industrial Revolution in the late eighteenth and early nineteenth centuries, capitalism underwent a significant transformation. The introduction of new technologies, such as the steam engine and the mechanization of production, led to an exponential increase in productivity and the creation of large industries (Bresser-Pereira, 2011). This period was marked by the growth of cities, mass migration to urban centers, and the formation of a new working class. Industrial capitalism also brought challenges, such as poor working conditions, labor exploitation, and social inequalities, which eventually led to the emergence of labor movements and the implementation of social reforms (Beaud, 1986).

Global capitalism at the beginning of the twenty-first century is marked by events and crises that affect the world economy and the daily lives of citizens. The 2008 U.S. housing crisis, triggered by the collapse of *subprime* mortgages, led to a global recession, highlighting the interconnectedness of financial markets. In the Middle East, the Islamic Revolution in Iran in 1979 transformed the geopolitical and economic dynamics of the region, affecting oil prices and, consequently, the global economy. In Europe, the increase in spending on subsidies to farmers, especially in the context of the Common Agricultural Policy (CAP), has generated

debates about fiscal sustainability and competitiveness in the global market. These phenomena demonstrate how regional events can have global repercussions, affecting the pockets of citizens around the world. The "Golden Age" of globalization, which followed World War II, brought a period of economic growth and integration of international markets. However, the two world wars of the twentieth century interrupted this process, leading to a temporary collapse of globalization. Since then, the world has sought a path back to the international integration of markets, facing challenges and opportunities in an increasingly interconnected economic scenario (Frieden, 2008).

In the post-industrial era, starting in the second half of the twentieth century, capitalism evolved again, this time towards an economy based on services and information technology. Globalization and the liberalization of financial markets have allowed for greater economic integration between countries, while technological innovation has transformed the way businesses operate and interact with consumers (Chaves, 2014).

Contemporary capitalism is characterized by an emphasis on creating value for stakeholders, corporate social responsibility, and environmental sustainability. Over the past five centuries, capitalism has demonstrated a remarkable capacity for adaptation and transformation, shaping the history of the West and profoundly influencing global economic and social structures (Chang, 2013).

Following this evolution, conscious capitalism is a business approach that emerged in the early twenty-first century, grounded in the idea that businesses can thrive while promoting social and environmental well-being. Its origins are linked to the corporate social responsibility (CSR) movement and the growing demand for more ethical and sustainable business practices (Begnini, 2019).

The fundamentals of conscious capitalism include creating value for all *stakeholders*, conscious leadership, purpose-driven organizational culture, and the integration of social and environmental responsibility into business operations (Bremer, 2016). This model argues that companies should go beyond the pursuit of immediate profit, considering the long-term impacts of their activities and contributing to the sustainable development of the communities in which they operate. By aligning financial objectives with a social and environmental mission, conscious capitalism seeks to create a lasting positive impact, demonstrating that it is possible to achieve economic success while promoting a fairer and more sustainable world (Mackey; Sisodia, 2018).

Business ethics are essential for the development of a solid and sustainable organizational culture. For this ethic to be consolidated, it is essential that the company's leadership and strategy are aligned with human appreciation in the workplace. The

competence to be ethical must be cultivated at all levels of the organization, promoting the understanding that ethics is essential to business life and success. Integrating ethics into daily practices and strategic decisions not only strengthens the company's trust and reputation, but also creates a fairer and more motivating work environment. For business ethics to become a philosophy of life, it is necessary for all employees to internalize these values, recognizing that ethical practices are fundamental for collective well-being and long-term sustainability (Matos, 2016).

Environmental Management and Corporate Social Responsibility (CSR) are essential to business strategies in today's scenario, where sustainability and ethics are increasingly valued. Organizations need to ensure the efficient execution of their processes along the evolutionary chain to achieve success, expand markets, win new customers, and obtain results favorable to growth. Significant changes in the business context indicate the need for management that is socially responsible and environmentally friendly. This requires the adoption of new management models that integrate sustainable and ethical practices, allowing managers to understand and adopt an ethical stance towards customers and the community in general. By incorporating environmental management and CSR into their strategies, companies not only improve their reputation and competitiveness but also contribute to sustainable development and social well-being, creating a lasting positive impact (Tachizawa, 2019).

Corporate sustainability and ESG (*Environmental, Social, and Governance*) criteria emerge as central themes of today and the future, reflecting the need to redirect business evolution towards sustainable development. Corporate sustainability involves the integration of practices that ensure the longevity of the business, while promoting social well-being and environmental preservation. ESG criteria, in turn, assess the ethical impact and sustainability of companies, considering environmental, social, and governance aspects. Given the historical impacts caused by the way humanity has developed its results and shaped its society, it is imperative that modern organizations abandon the methodology of profiting for profit's sake. Instead, they should seek to profit from a positive purpose, where the economic result is added to environmental, social, and governance issues. This approach not only strengthens institutions to face future crises, but also serves as an example for a cultural migration of society, promoting good practices and ensuring the relevance and sustainability of companies in the long term (Goi Junior, 2022).

Humanized companies are those that, driven by passion and purpose, transcend the pursuit of profit and focus on helping all their *stakeholders* thrive: customers, investors, employees, partners, communities, and society in general. These companies act in a positive

way, being recognized, valued, admired, and even loved by their *stakeholders*. They improve the world through their business practices, and the world responds positively to this approach. By building a high-performance business based on love, these companies help people find the self-fulfillment they are looking for, promoting a radical social transformation of capitalism. This goes beyond creating a productive and happy work environment, it's about establishing truly mutually beneficial relationships with partners, being a company enthusiastically welcomed by communities, and ensuring that all *stakeholders*, including investors, win (Wolfe et al., 2019).

In view of the literature analyzed, conscious capitalism and humanized companies emerge as innovative responses, proposing an approach that goes beyond immediate profit and considers the well-being of employees, social responsibility and environmental sustainability. These practices not only improve business performance, but also contribute to a fairer and more sustainable development, reflecting a radical social transformation of capitalism.

3 METHODOLOGY

This exploratory research was conducted through a survey, with the objective of understanding the public's perceptions and understanding of conscious capitalism and humanized companies. The exploratory nature of the study allows for an initial investigation, providing valuable insights that can guide further future research (Prodanov; Freitas, 2013).

The sample was composed of 40 respondents, selected in a non-probabilistic manner and approached voluntarily through social networks, ensuring a diversity of profiles and opinions. Choosing a diverse sample is key to capturing a wide range of perceptions on the topic.

The data were collected through a Google form, containing 23 objective and essay questions, designed to capture the opinions and knowledge of the participants. Using an online form made it easier to collect data from a diverse audience and allowed for efficient analysis of responses.

All stages of the study were conducted in accordance with the ethical principles established for research with human subjects (Witiuk et al., 2018). Participants were informed about the context and objectives of the research before answering the questionnaires, and informed consent was obtained by signing the Informed Consent Form (ICF). The survey ensured the anonymity of the participants, respecting their rights and privacy. Submission to the Ethics Council was not necessary, as the research did not involve direct interventions, significant risks, or sensitive data collection.

Data analysis was quantitative, using descriptive statistics to interpret the results with the support of Tables and Figures that were prepared using Excel software. Regarding the open questions, the analysis was based on Figures called word clouds with the Wordart application, in its free version (<https://wordart.com/>), as this type of figure facilitates content analysis through the visualization and understanding of the information collected. Content analysis with the support of word clouds is a method that has already been widely used, so the analysis of the collected data (Camargo et. al., 2013) allowed the identification of trends and patterns in the participants' responses, providing a solid basis for the interpretation of the findings.

Among the limitations of the study, the non-probabilistic sample stands out, which may not be representative of the general population. In addition, data collection through an online form may have excluded individuals without access to the internet or with difficulties in using digital technologies. These limitations should be considered when interpreting the results and generalizing the findings. The survey was carried out between June and July 2024, ensuring an adequate period for data collection and analysis.

4 RESULTS AND DISCUSSIONS

The analysis of the survey results brought a series of perceptions about how companies are dealing with these practices. By examining the data, it is possible to observe the diversity of ages of the respondents, the size of the companies where they work, the level of knowledge about the topics, the definitions they provide, the challenges and opportunities they identify, in addition to the positive impacts and their expectations for the future. This analysis helps to better understand the attitudes and barriers that exist, and highlights the importance of raising awareness and developing effective strategies to implement more ethical and sustainable business practices.

Table 1 shows the age distribution of the 40 respondents. The majority of participants (24) are in the 18-25 age group, indicating a young audience and possibly more open to new ideas and innovative business practices. The 26-30 years, 31-50 years, and 51-65 age groups have an equal representation of 5 respondents each, while only 1 respondent is over 66 years old. This distribution suggests that perceptions of conscious capitalism and humanized companies can be influenced by different generations, with a predominance of young adults.

Table 1

Age group of respondents

Age Group	Quantity	%
18 to 25 years old	24	60,00%
26 to 30 years old	5	12,50%
31 to 50 years old	5	12,50%
51 to 65 years old	5	12,50%
More than 66 years old	1	2,50%
Grand Total	40	100,00%

Source: survey data.

Table 2 presents the distribution of respondents according to the size of the company in which they work. Most respondents (16) work in companies with more than 1000 employees, followed by companies with 1 to 10 employees (9 respondents). This indicates a diversity of business contexts, from small startups to large corporations. This variety is important for understanding how different sizes of companies perceive and implement conscious capitalism practices and humanized companies.

Table 2

Count of Company Size in number of employees

Size	Quantity	%
1 to 10 employees	9	22,50%
11 to 50 employees	3	7,50%
51 to 200 employees	6	15,00%
200 to 500 employees	3	7,50%
501 to 1000 employees	3	7,50%
More than 1000 employees	16	40,00%
Grand Total	40	100,00%

Source: survey data.

Table 3 reveals that 20 respondents have heard of humanized companies, while 12 do not know the subject and 8 may know about it. This shows that, although there is a reasonable knowledge about the concept, there is still a significant portion of people who are not familiar with it. This data highlights the need for greater dissemination and education about humanized companies to expand the understanding and adoption of these practices.

Table 3

How many people know the topic of Humanized Companies

Reply	Quantity	%
No	12	30,00%
Yes	20	50,00%
Maybe	8	20,00%
Grand Total	40	100,00%

Source: survey data.

Regarding what the respondents think about what humanized companies are, the analysis of Figure 1 reveals that the respondents associate humanized companies mainly with attention and care for the needs of employees. Terms such as "needs", "employees" and "well-being" indicate an appreciation of the work environment that promotes the health and satisfaction of employees.

In addition, words such as "inclusion" and "diversity" highlight the importance of practices that promote equality and respect for differences within companies, reflecting a growing trend of valuing diversity as an essential component of a humanized company.

Respondents also perceive humanized companies as those that adopt personalized management and are concerned with social and environmental responsibility, as indicated by the terms "more humanized management" and "ESG companies".

However, the presence of the expression "I don't know" suggests that there is still a significant portion of people who are not familiar with the concept, pointing to the need for greater dissemination and education on the subject.

In summary, it can be said that humanized companies are seen as those that promote the well-being of employees, value inclusion and diversity, recognize the value of people, adopt personalized management, and are concerned with social and environmental responsibility.

Figure 1

More relevant answers about what Humanized Companies are



Source: elaboration by the authors.

Table 4 shows that 20 respondents do not know the topic of conscious capitalism, while 12 have heard of it and 8 may know about it. As in the case of humanized companies, there is a need for greater awareness and education about conscious capitalism, as half of the respondents are not familiar with the concept.

Table 4

How many people know about the topic of Conscious Capitalism

Answers	Quantity	%
No	20	50,00%
Yes	12	30,00%
Maybe	8	20,00%
Grand Total	40	100,00%

Source: survey data.

When it comes to what survey respondents think about what humanized companies are, the analysis of Figure 2, which compiles into a word cloud the most relevant answers about what survey respondents understand by conscious capitalism, reveals several important insights.

The most prominent terms, such as "value", "sustainable", "consumption" and "conscious", indicate that respondents associate conscious capitalism with business practices that go beyond immediate profit, focusing on sustainable value creation and conscious consumption.

This suggests an appreciation of practices that promote sustainability and responsibility in business operations.

Other words present in the cloud, such as "business", "companies" and "world", reinforce the idea that conscious capitalism is seen as a global approach that involves all spheres of the company.

The emphasis on terms such as "sustainable" and "conscious" highlights the importance of ethical and responsible business practices, which consider the long-term impacts of business activities on the environment and society. In summary, respondents perceive conscious capitalism as an approach that integrates value creation with sustainability and social responsibility, promoting a lasting positive impact.

Figure 3

Challenges that respondents' companies face to implement Humanized Business and Conscious Capitalism practices

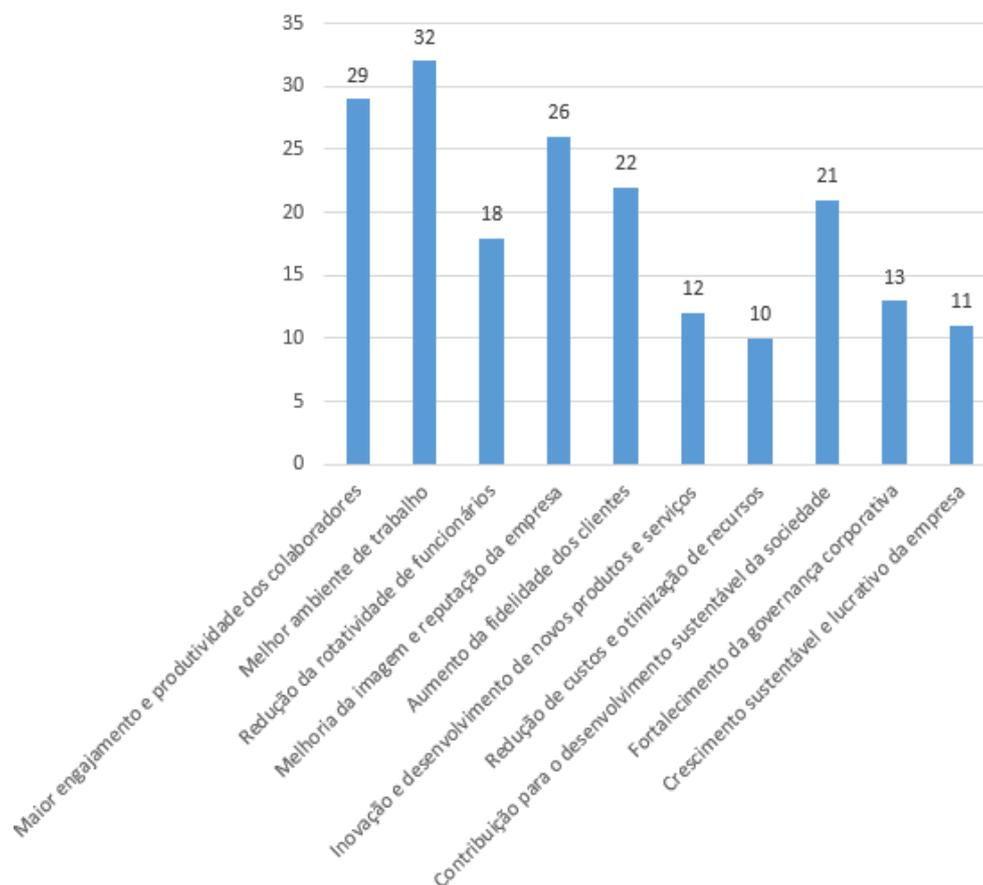


Source: elaboration by the authors.

Figure 4 shows that the main positive impacts perceived by respondents include "greater employee engagement and productivity", "better work environment" and "improvement of the company's image and reputation". These results indicate that respondents recognize the tangible and intangible benefits of adopting humanized business practices and conscious capitalism, which can lead to sustainable and profitable growth.

Figure 4

Main positive impacts that the practices of Humanized Companies and Conscious Capitalism can generate for your company according to the respondents



Source: survey data.

Figure 4 shows the opportunities identified by respondents to implement humanized business practices and conscious capitalism. The most prominent terms, such as "development", "employees", "company" and "admiration", indicate that respondents see significant opportunities in employee development and in improving corporate image. This suggests that investing in employees' personal and professional growth and gaining admiration in the marketplace are seen as important competitive advantages.

Other words in the cloud, such as "market," "customers," and "government," highlight additional opportunities related to market expansion, strengthening customer relationships, and complying with government regulations.

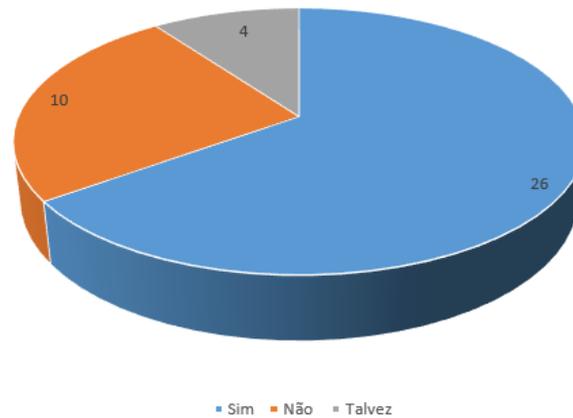
The presence of terms such as "implementation" and "training" indicates that respondents recognize the importance of training employees and adopting effective strategies to implement these practices.

It can be inferred that respondents perceive that the main opportunities for the implementation of humanized business practices and conscious capitalism include employee

Figure 7 reveals that the majority of respondents (26) believe that humanized companies and conscious capitalism represent a new way of doing business, while 10 do not believe and 8 are undecided. This indicates a growing recognition that these practices can positively transform the business environment.

Figure 7

Number of correspondents who believe that Humanized Companies and Conscious Capitalism represent a new way of doing business

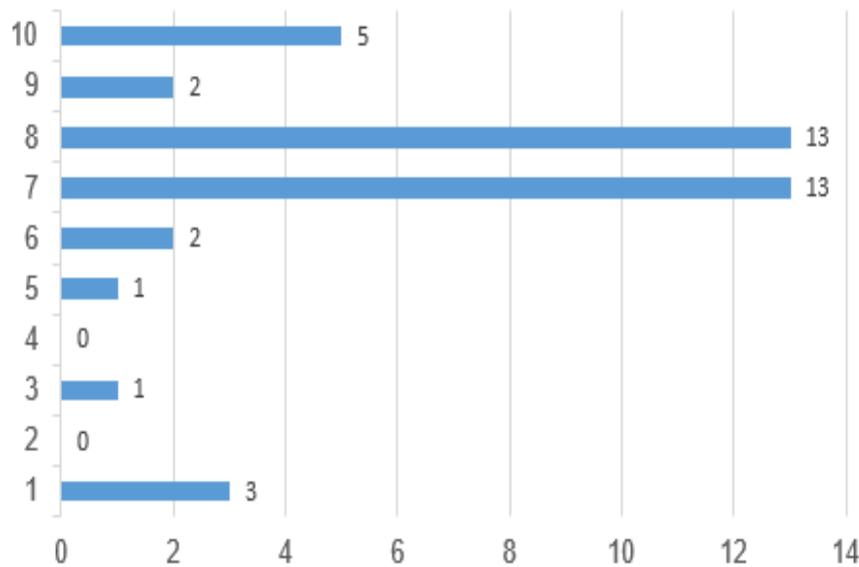


Source: survey data.

Figure 8 shows that expectations for the future of humanized companies and conscious capitalism are varied, with a majority expressing optimism about the positive impact of these practices. However, there is also a significant portion of uncertainty, reflecting the need for more evidence and successful examples to consolidate these expectations.

Figure 8

Expectations for the future of humanized companies and Conscious Capitalism according to correspondents



Source: survey data.

The results of the survey indicate that there is a reasonable, but still limited, knowledge about the concepts of humanized companies and conscious capitalism among the respondents. While many recognize the benefits of these practices, such as increased employee engagement and improved corporate reputation, they also face significant challenges, such as cultural resistance and lack of resources.

The analysis highlights the importance of promoting greater education and awareness on these topics, as well as developing effective strategies to overcome barriers to implementation. Ultimately, the convergence of corporate sustainability, ethical stewardship, and social responsibility can offer a promising path to a more balanced and sustainable business future, aligning economic success with positive social and environmental impact.

5 CONCLUSION

The main findings of this study indicate that the adoption of humanized and conscious practices can significantly improve business performance, increase employee satisfaction and promote sustainable development.

The survey also revealed that, although there is reasonable knowledge about these concepts, there are still cultural and practical barriers that hinder their implementation.

The proposed objectives of the study were achieved, since it was demonstrated that the integration of humanized practices and conscious capitalism not only benefits companies, but also contributes to a more ethical and sustainable business environment.

Therefore, the most important findings are considered to include the identification of challenges such as employee resistance and high costs, as well as opportunities for competitive differentiation and improved corporate reputation.

Nevertheless, it is recognized that the limitations of the study include the non-probabilistic sample and online data collection, which may not represent the general population. Therefore, it is suggested that future research could explore broader and more diverse samples, as well as investigate more deeply the strategies to overcome the identified barriers.

Finally, it is understood that this study contributes to the field of research of Applied Social Sciences, especially Human Resource Management, by providing a deeper understanding of contemporary business practices and their implications. It also offers managers, academics, and policymakers some relevant points for consideration. Promoting a business model that integrates sustainability and human well-being is essential for a fairer and more sustainable business future.

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