

JENNY VINUEZA

Universidad de las Fuerzas Armadas - ESPE, Ecuador

MARCELA VITERI

Universidad de las Fuerzas Armadas - ESPE, Ecuador

ELEMENTS THAT INFLUENCE THE UNIVERSITY-STAKEHOLDERS OF FAIR TRADE: A LOOK FROM THE DIFFERENT ACTORS

Abstract:

In the present investigation, the issue of fair trade is addressed with a focus on sustainability and highlights its importance in promoting equity in global trade. The problem addressed in the research is the lack of links between fair trade organizations and universities, and how this affects the study and development of this type of trade. The methodology used is non-experimental and intentional sampling is used. The units analyzed are fair trade organizations, state services, non-governmental organizations, and universities; semi-structured interviews and secondary information sources produced by the participants are applied to stakeholders on their web pages. Among the main conclusions, it is identified that fair trade organizations perceive a lack of interest and knowledge about fair trade in universities, which makes collaboration between both parties difficult. In addition, it is pointed out that universities are not familiar with the concept of fair trade and lack trained personnel in this field. Organizations demand more research topics and propose collaborations through talks, workshops, and fairs at universities. It is observed that public institutions also face difficulties in approaching academia and fair trade organizations due to bureaucracy and lack of funds. On the other hand, it is highlighted that universities do not have macro projects on fair trade, although they show openness to broaden knowledge in this area. Likewise, it is revealed that most of the career directors are unaware of fair trade issues, but they recognize its importance as a development alternative

Keywords:

Fairtrade, Sustainability, Universities, Fair trade

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