



Análisis comparativo de la banca ética con la banca tradicional: identificación de indicadores [

Universidad de La Rioja,
2007

text (article)

Analítica

This research analyses the principal differences between ethical banking and the rest of funding organization (banks, saving entities, credit cooperatives). With this object, we have defined previously the essential characteristics of the ethical banking; maximum social participation, efficient and professional management, the transparency as fundamental value, the existence of an ethical code, the inversion of the asset in projects with an adding social value and with global measure. Furthermore, and with the aim of providing an enlightening contrast among funding organizations, we propose an index that we designate Radical Affinity Index, which is focused essentially in the responsibility of implicate lenders in the decision about the final use of the funds

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Título: Análisis comparativo de la banca ética con la banca tradicional: identificación de indicadores electronic resource]

Editorial: Universidad de La Rioja 2007

Tipo Audiovisual: ethical banking index affinity banca ética indicadores afinidad

Documento fuente: Conocimiento, innovación y emprendedores, 2007-01-01, ISBN 84-690-3573-8

Nota general: application/pdf

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Enlace a fuente de información: Conocimiento, innovación y emprendedores, 2007-01-01, ISBN 84-690-3573-8

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