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The Quadruple Helix and Society: Perspectives in Brazil

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ABSTRACT

Researchers have developed the quadruple helix (QH) model due to having identified some problems with the triple helix model (TH). The perspective of bringing one more dimension to the model is described in the literature because the TH model would be vulnerable when we observe the cooperation of the actors. One of the vulnerabilities is the inability to distribute power among the actors. The new proposal includes media, culture, and civil society organized in the propeller, making up the fourth helix.

In addition to the three dimensions of the triple helix, university, industry, and government, another dimension was added: "society". This work aims to understand the content referring to the emergence of cooperativism and associativism in the world, associating it with the quadruple helix concept, discussing the relationship of this model and the idea of cooperativism as an agent of income generation.

The gaps found due to the lack of clarification regarding the development and performance of cooperatives in Brazil can directly impact the precariousness of work and the submission of income generation. The cooperative ideology can show exhaustion of work alternatives and values essential to social well-being. On the other hand, its reproduction in the labor market leads us to reflect on the possibilities of generating income in the face of the adversities found in our country.

In an environment of uncertainty, we can justify this work by discussing the essential idea of cooperativism, reviewing the exclusively capitalist thinking that leaves aside the principles of cooperativism. It is a narrative review of the literature with a qualitative approach. The database used was Google Scholar, with the following keywords: cooperativism, associativism, quadruple helix.

The reflection carried out considers that some of the most important contemporary events in the labor market are forms of assimilation to the logic of capital. Aesthetic thinking cannot be seen as a negative impact on the analysis of this market problem. The increase in income generation shows a capitalist bias more focused on

the identity logic of its economic essence. In Brazil, from the 1980s, signs of fomenting the new productive form in companies emerged, focusing on adopting new concepts in the organization. The perspective of the flexible accumulation used information technology as a more specific tool of the just-in-time system and teamwork, with quality control in a macro view and the increase of microelectronics. This phenomenon took advantage of elements of cooperativism to introduce, for example, the idea of 'collaborators' in the mechanism and involvement of employees.

Thesing (2015) adds that cooperation is a social process based on associative relationships, in which people seek to find solutions to their everyday problems in a cooperative way. Both associativism and cooperativism are forms of organization that aim to benefit the entire group in the same way. However, the capitalist system use cooperative ideas to produce more profit for companies, but that profit no reflects better wages, working conditions, and rights for workers.

Bearing in mind that the media and society are agents with the function of "mediation" and "information", its introduction in the helix deserves a more in-depth reflection. The performance of the four helix should put the well-being of an entire society into action. However, the capitalist system has enough power to appropriate this fourth helix according to its interests.

The preliminary findings show some proposals designed as a way of generating more significant jobs and income in local development were: 1) Policy of inclusion of the population in jobs that do not require a high degree of specialization, using this workforce in municipal, state, or federal works paralyzed in the local community; 2) Greater inclusion of vulnerable families in the localities based on issues related to agriculture developed by the family; 3) Sensitize the local community to what it is, what its role is, and how the solidarity economy can help in the local development of the population together with associations and cooperatives; 4) Encourage medium and large companies so that there are more significant hires regularly; 5) In a location based on tourist activity, seek a policy of minimizing the cost of living for residents by giving discounts, as in the price of food purchased by the local community.

KEYWORDS: Triple helix, quadruple helix, management, local development, social inclusion.

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