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Epistemology of Strategic Management Resignifying Health Management in the Light of Complexity

ABSTRACT

The purpose of this article is to emerge an epistemology on strategic management in health as a management process from complex thinking. To do this, this research is theoretically based on relevant constructs of strategic management, health management and complexity. In addition to being based on founding theories such as: Bertalanffy's Systems Theory, (1976), Jürgen Habermas's Theory of Communicative Action, (1981), 3-D Theory of Managerial Efficiency (Reddin1969) The Municipal outpatient clinics were selected as a scenario San Fernando, Apure State. It should be noted that this study is approached from the postulates of the postpositivist paradigm with a qualitative approach; In the methodological meanings, they are given from the accompaniment of a combined hermeneutic phenomenological method, with 5 key informants who were given an in-depth interview, in addition to the participant observation technique to demonstrate the essence of the phenomenon under study. Proceeding to the analysis of information through techniques such as categorization, structuring, triangulation and theorization. The results reveal that the complex strategic approach has a competitive advantage for the regularization of processes and attention to changes and solutions to uncertainty in health management as part of public policies for the benefit of citizens. Theorizing allowed to generate an epistemology of strategic management for health management from complexity. It concludes in an epistemology that visualizes a complex relation of three premises: Strategic innovation, emerging management, the resignification of strategic health management in the uncertainty of daily administrative actions.

Descriptors: Epistemology, Strategic Management, Health Management, Complexity.

Biographical Review: Professional Nurse attached to the Ministry of Popular Power for Health with performance in managerial functions and Master's studies in Public Health with knowledge in health management processes. Currently pursuing a doctorate in Advanced Education.