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Humanist Management: A Transdisciplinary View of Management Processes in Business Organizations

ABSTRACT

The study set as general purpose: Interpret humanistic management as a transdisciplinary managerial process in the business organization Farmacia Hospitalaria Plus C.A of San Fernando, Apure state. It was based on the managerial theory of dynamic networks by Najmanovich (2001), Human Relations by Hawthorne-Mayo (2000) and the Business Complexity Theory by Pernía, Coscojuela and Vásquez (2005). It was based on the interpretative paradigm with a qualitative methodology and the hermeneutic method. The scenario was the Hospital Pharmacy Plus C.A. The key informants were 3. The collection of information was carried out through participant observation and semi-structured interview, supported by the instruments of notebook and interview script. The interpretation of the information was carried out through categorization, structuring, triangulation and theorizing. The validity and credibility were the product of contrasting and triangulation. The results revealed: The need for a management centered on the human being, the appreciation of their intellectual talent and the priority that the human condition plays in the management process; with a transdisciplinary vision focused on the integrality of the elements that intervene in the management process of the company. Finally, it was concluded; that the new managerial vision in these postmodern times must be conceived from a transdisciplinary canvas, which implies the collaboration of all knowledge. It is imperative to propose a business philosophy that places the human being in first order above political, economic or material interests.

Descriptors: Humanistic management; transdisciplinary vision; Management processes; Business organizations.

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