

Heterodox management in the Venezuelan university context: A new vision.

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ABSTRACT

Heterodox management allows Universities in Venezuela to adapt quickly to changes in the environment, both intrinsically and externally. This becomes a great ability to express the hardships of students and society. The purpose of this essay is to analyze the theoretical aspects to implement heterodox management in the Venezuelan university context. And by sowing creativity and qualifying thinking, heterodox management encourages the refinement of facts, opinions, and procedures. The methodological approach was carried out under the interpretive paradigm, with a qualitative approach, through documentary analysis, using bibliographic reviews on the creation of new academic programs, the use of innovative technologies and the search for collaborations with the institutional academic sector. The Results show novel theories such as that of Fayol, in the application of heterodox management from the university educational process. Thus concluding that heterodox management encourages the contribution among the actors of the university community, such as educators, students, administrative staff and others. This enhances the teaching-learning process and provides resolution of complex difficulties in Venezuelan Universities.

Keywords: Heterodox Management, University Management, Educational Innovation, University Transformation, Institutional Performance Evaluation.

Biographical Overview: I am Juan Marcos Salazar Ochoa, a native of Valle de la Pascua-Guárico. I hold a sociologist, lawyer, Master's degree in Educational Research, and PhD in Educational Sciences. I am an Associate Professor at UNELLEZ and Rector of the Territorial Polytechnic University of Alto Apure "Pedro Camejo."