

Organizational Memetics and Human Talent Selection in the Public Sector: a Typology of Technological Resistance And Adoption

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ABSTRACT

The incorporation of digital technologies into the recruitment and selection systems of human talent in public organizations has generated, in the last two decades, a field of theoretical and practical tensions that few studies have addressed from a memetic perspective. This article, with a hermeneutic documentary approach, aimed to construct an analytical typology of technological resistance and adoption based on a critical review of key authors in educational sciences, public administration, and organizational studies. The methodology followed an interpretive paradigm, with a corpus of thirty-two texts selected for their theoretical relevance and their capacity to contribute constructs on the diffusion, mutation, or extinction of ideas in bureaucratic contexts. The results revealed three predominant memetic types: structural resistances (anchored in the traditional meritocracy culture), mimetic adoptions (which replicate private sector solutions without contextual adaptation), and emerging hybrid practices (which combine logics of equity and technological efficiency). The discussion underscores how these tensions are not merely instrumental, but rather reflect antagonistic conceptions of the public sphere. It is concluded that organizational memetics offers a fertile language for understanding the processes of change and stagnation in the management of public talent, with direct implications for the training of public managers.

Keywords: organizational memetics, human talent selection, public administration, technological resistances, documentary hermeneutics.

Biographical Sketch: I hold a degree in Public Accounting from Santa María University and a specialization in National Taxes from the National School of Administration and Public Finance (ENAHP). I am currently pursuing a Doctorate in Administrative Sciences at the Simón Rodríguez National Experimental University. I worked as an administrative assistant at the Ministry of Education of the People's Power for Education and am also an independent accountant.