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Hermeneutics of Management Praxis in the use of Social Networks for Scientific Publications in the University Communication Context

165

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ABSTRACT

The intentionality of the research is based on performing a Hermeneutics of Management Praxis in the use of Social Networks for Scientific Publications in the University Communication Context. Case: National Experimental University of the Central Plains Rómulo Gallegos, in this sense, the scientific restlessness of the researcher starts from an absence of the use of the platform of social networks, for the dissemination of scientific publications through a managerial process administrative. In this sense, the study is based on the Theory of the Organization of Koontz and Weihrich (2011), Theory of the Strategic Management of Basanta (2009), Theory of Administrative Management of Rodriguez (2009), Theory of Social Networks of Mijares (2014) and Communication Theory Habermas (1990). For its part from the methodological point of view, it relied on the interpretive paradigm, under the hermeneutical method, with five (5) key informants, being the scenario the UNERG, San Juan of the Morros, the informants were given the interviews, a systematic record of their opinions was taken on the use of the Social Networks for Scientific Publications, the validity was obtained by the suitable selection of the informants and the credibility for the systematic return of Interviews with the informants who gave faith of the information, the analysis of the information was carried out through categorization, structuring and triangulation. The highlights include the need to use social networks for the dissemination of the scientific production of the Research Centers of the UNERG, which favors the integration of the scientific journals of each center, complying with the administrative management procedures of planning, organization, management, Supervision and control.

Descriptors: Social Networks, Management Praxis, Scientific Publications

Brief Biographical Review: MSc Merly Orta Assistant to the Office of the Chancellor UNERG 2015-2016, Assistant to the Dean of Research, Production and Socialization of Knowledge 2017-2018, Coordinator of the Unit of Development and Institutional Production DEINVEXT 2018-2019, Assistant to the Dean's Office of Postgraduate from 2018 until now