

CULTURA ORGANIZACIONAL



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Durante muito tempo os estudos de Administração foram marcados por duas grandes tradições: Administração Científica e Relações Hu-

manas. Estas duas escolas, e isto não é novidade, praticamente inauguraram o "teorizar" em Administração, ainda que seja discutível a profundidade dos conhecimentos teóricos obtidos. Relegadas, porém não desaparecidas, essas escolas volta e meia ressurgem.

Não seriam as preocupações com Ciência e Tecnologia, de um lado, e com Cultura Organizacional, de outro lado, um renascimento das antigas tradições?

É claro que estaríamos exagerando se preten-

dêsemos reduzir Ciência e Tecnologia à Administração Científica ou Cultura Organizacional a Relações Humanas. O paralelo serve como alerta para que especifiquemos o que de particular existe no exame do abrangente tema: Cultura Organizacional.

Apesar de a bibliografia anotada a seguir ter uma forte tinta de busca de eficácia através dos mecanismos culturais, a questão cultural nasceu em um domínio bastante distante da Administração — Antropologia, Etnografia — e quase sempre tendo um enfoque compreensivo. Em decorrência, a ponte entre os estudos antropológicos e os estudos organizacionais foi sempre muito difícil de ser construída.

Estudo como Guerra de Orixá, de Yvonne Magee, apesar de ser estimulante ensaio sobre a luta pelo poder, só pode ser utilizado como metáfora quando abordamos organizações. As questões da modernização, dos mitos, da dicotomia tradicional/novo são bastante freqüentes em Antropologia. Já em estudos organizacionais

o moderno foi visto como fim durante muito tempo.

As grandes qualidades da literatura organizacional sobre cultura são a de mostrar a importância da especificidade, mais uma vez, cultural e a de desvencilhar esta temática dos preconceitos que os estudos de Administração trazem desde a Escola de Relações Humanas.

A extensa lista de artigos, ainda que não exaustiva, é um bom começo para quem se preocupa em atender demandas de compreensão e intervenção em organizações. Da Antropologia, absorvemos os elos importantes entre cultura e cotidiano. Da Teoria das Organizações, trazemos as indagações sobre modernização e impactos de valores culturais em sociedades modernas.

Um dos grandes desafios talvez seja o de se produzir uma releitura da bibliografia sobre organizações a partir dos *insights* das leituras antropológicas. Um bom caminho é examinar, com atenção, as referências bibliográficas. Elas podem ser uma pista.

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Responsável pela chefia do Serviço de Documentação da Biblioteca Karl A.Boedecker da EAESP/FGV.

Observações

■ A pesquisa foi realizada no acervo da Biblioteca da EAESP/FGV, sendo que as referências bibliográficas foram organizadas em ordem alfabética, dentro de cada ano de publicação (os anos aparecem em ordem cronológica decrescente, abrangendo o período de 1983 a 1988).

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