


Chapter 8

Organizational Anthropology and Ethnography


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ABSTRACT

This study aims to analyze some of the theoretical, conceptual, and methodological implications between organizational anthropology and ethnography. Departing from the assumption that ethnographic analysis and interpretive research on organizational anthropology has an emergent and symbolic role rooted in social processes and with no a priori assumptions, with explanations and categories defined by the organizational actors, the method employed is based on analytical and descriptive issues from the theoretical and empirical literature review leading to reflective analysis. It is concluded that the ethnographic methodology is pertinent to be used in the analysis of its interactions with organizational anthropology as a new specialty in organizational studies.

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INTRODUCTION

The origin and establishment of organizational anthropology respond to situations, conditions, and different, but articulated anthropological visions that lead to diverse perspectives and approaches. This latter mentioned implies that organizations are conceived as a legitimate research laboratory in fields such as organizational anthropology, psychology and sociology. That is why organizational anthropology studies have become relevant to make contributions to the organizational and administrative school of thought and provide complementarity to sociology, psychology, biology and history.

Organizational anthropology is an inclusive administrative discipline of knowledge processes in the management of organizations to increase efficiency. Anthropology together with etiology, ethnology, sociology and psychology in organizational and managerial studies are relevant for the analysis of administrative relations such as production-consumer-consumption management.

Diverse contexts in a differentiated socioeconomic world are demanding new anthropologically oriented organizational forms as specific responses for survival and adaptability. According to Gonnet (2012), the organizational space from an emic perspective of its members is in charge of nurturing anthropology and organizational theory.

Problem Statement

The relationship between the academic and professional fields of anthropology contributes to the theoretical framework supported to contribute to organizational psychology. In this regard, Fotaki, et al. (2020) alluded that the reference to the discipline of anthropology is still conspicuously absent in organizational studies.

Even though the interdisciplinary of organizational anthropology is marked by the interrelated work carried out by industrial psychology, social anthropology, ethnology, sociology, etc., it is still necessary to continue working on studies focused not only on the knowledge of man, but also on through these it is possible to contribute to organizational development, build a dialogue and dissertation of organizational studies, which cultivates learning that addresses behavioral problems at work in organizations.

The term Anthropology comes from the Greek ἄνθρωπος, *ánthrōpos*, which means man or human being, and λόγος, *logos*, which means word, treaty, knowledge, study. Anthropology is a science with a holistic approach to studying humanity as a human being, people, and human groups in terms of values, norms, lifestyles, patterns, etc. of homosocial and culture. The study of the human being has a long tradition carried out by Herodotus (484-425 BC), Hippocrates (460-377 BC) and

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