


Chapter 1

Anthropology and Ethnography in Organizations

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ABSTRACT

This study aims to analyze some of the theoretical, conceptual, and methodological implications between organizational anthropology and ethnography. Starting from the assumption that ethnographic analysis and interpretive research in organizational anthropology has an emergent and symbolic role rooted in social processes and without a priori assumptions, with explanations and categories defined by organizational actors. This is a part of the continuous changes that the organizations around the world are facing, like the Covid 19 pandemic that changed the way of working, modifying many of the rituals, symbols, behaviors, and employee's collaboration in this new era of the virtualization. The method used is based on analytical and descriptive questions from the theoretical and empirical review of the literature that

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leads to reflective analysis. It is concluded that ethnographic methodology is pertinent to be used in the analysis of its interactions with organizational anthropology as a new specialty in organizational studies.

INTRODUCTION

The origin and establishment of organizational anthropology responds to situations, conditions, different but articulated anthropological visions that lead to diverse perspectives and approaches. Where 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 contribute 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 ethology, 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. In the words of Gonnet (2012), the organizational space from an emic perspective of its own members oversees nurturing anthropology and organizational theory.

PROBLEM STATEMENT

The relationship between the academic and professional fields of anthropology contribute to the theoretical framework supported to contribute to organizational psychology. In this regard, Fotaki, et al. (2020) point out 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. Also on through these it is possible to contribute to organizational development, build a dialogue and dissertation of organizational studies. That is, cultivating learning that addresses behavioral problems at work in organizations.

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