

EL PROCESO DE CAMBIO ORGANIZATIVO EN LAS INSTITUCIONES DE EDUCACIÓN SUPERIOR

O PROCESSO DE MUDANÇA ORGANIZACIONAL EM INSTITUIÇÕES DE ENSINO SUPERIOR

THE PROCESS OF ORGANIZATIONAL CHANGE IN INSTITUTIONS OF HIGHER EDUCATION

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RESUMEN

El interés de la presente investigación es el proceso de cambio organizativo en las Instituciones de Educación Superior de Colombia, que presentan programas en el campo de conocimiento de la Educación Física.

La reconfiguración de la economía y de la sociedad en el ámbito mundial producto de fuerzas como la globalización y el desarrollo de tecnologías de la información y la comunicación, ha permeado la educación superior y obliga a que las universidades se enfrenten a procesos de cambio para dar respuesta a las nuevas demandas de un mercado cada vez más competitivo.

Se han seleccionado la teoría de recursos y capacidades, la teoría institucional y la ecología de las poblaciones para explicar el proceso de cambio, por su relación con el objeto de investigación. Así mismo, se acogen tres modelos que se corresponden con un cambio

planificado, por fases y que reconoce la presencia de revoluciones y evoluciones en el proceso, buscando comprender la interrelación que pudiese presentarse entre estas teorías y modelos. Desde lo práctico, interesa trascender el paradigma en torno a la gestión académica y reconocer que las teorías organizacionales tienen validez y aplicación en las instituciones y que éstas demandan un perfil profesional específico de sus dirigentes.

En este sentido, se busca reconocer el proceso de cambio en las Instituciones de Educación Superior de Colombia con programas en el campo de conocimiento de la Educación Física, desde las resistencias y elementos facilitadores.

La investigación se desarrolla desde un enfoque cualitativo bajo el método de estudio de casos. En una primera fase se identifican las instituciones que han adelantado procesos de cambio incrementales o estratégicos, para luego seleccionar una institución para cada fase (*unfreezing, change y refreezing*). Se entrevistarán a una muestra significativa de los colectivos de profesores, estudiantes y administrativos.

Finalmente, se pretende generar una ruta que sirva de orientación a directivos de Instituciones de Educación Superior, para enfrentar un proceso de cambio de manera exitosa.

PALABRAS CLAVE: Cambio organizativo, instituciones de educación superior, teorías del cambio, modelos de cambio

RESUMO

O interesse desta pesquisa é o processo de mudança organizacional nas Instituições de Educação Superior da Colômbia, que têm programas na área de conhecimento de Educação Física.

A reconfiguração da economia e da sociedade em nível de produção mundial de forças, tais como a globalização o desenvolvimento das tecnologias de informação e comunicações que permeiam a educação superior e exigem que as universidades estejam enfrentando processos de mudança para dar resposta às novas exigências de um mercado cada vez mais competitivo.

Nós selecionamos a teoria de recursos e capacidades, a teoria institucional e a da ecologia de populações para explicar o processo de mudança e sua relação com o objeto de pesquisa. Além disso, três modelos que correspondem a uma mudança planejada em fases e que reconhece a presença de revoluções e evoluções no processo, buscando compreender a relação que possa surgir entre estas teorias e modelos que são bem-vindos. A partir dos

interesses práticos para transcender o paradigma em torno à gestão acadêmica e reconhecer que as teorias organizacionais são válidas e aplicáveis e que essas instituições precisam de um perfil profissional específico de seus líderes.

Neste sentido, procura-se reconhecer o processo de mudança nas Instituições de Educação Superior da Colômbia com programas no domínio do conhecimento da Educação Física, a partir das resistências e facilidades.

A pesquisa foi desenvolvida a partir de uma abordagem qualitativa pelo método de estudo de caso. Numa primeira fase, as instituições que avançaram processos de mudanças incrementais ou estratégicas, para então selecionar uma instituição para cada fase (unfreezing, change e refreezing). Foi entrevistada uma amostra significativa de grupos de professores, alunos e administradores.

Finalmente, pretende-se gerar uma rota que fornece orientações para gestores de instituições de ensino superior, para enfrentar um processo de mudança com sucesso.

PALAVRAS-CHAVE: Mudança organizacional, as instituições de ensino superior, as teorias da mudança, modelos de mudança

ABSTRACT

The goal of this research is to examine organizational change in Institutions of Higher Education of Colombia with programs in Physical Education.

The reconfiguration of the economy and society worldwide has resulted from globalization and the development of information and communications technology, and it has permeated into higher education and requires that universities face process changes to meet the new demands of an increasingly competitive market.

We have selected the theory of resources and capabilities, institutional theory and the ecology of populations to explain the process of change due to their relationship with the object of research. Additionally, three models corresponding to a planned change in phases and that recognize the presence of revolutions and evolutions in the process were applied to understand the relationship that might arise between these theories and models. Practically, there is interest in transcending the paradigm around academic management and in recognizing that organizational theories are valid and enforceable in institutions and that they require a specific professional profile among their leaders.

In this sense, it will be important to address changes in processes in the Institutions of Higher Education of Colombia with programs in Physical Education, considering resistor and enabler elements.

This research was developed based on a qualitative approach under the case-study method. In the first phase, the institutions with advanced incremental or strategic change process will be identified, and then an institution for each phase (unfreezing, change and refreezing) will be selected. A significant sample of groups of teachers, students and administrators will be interviewed.

Finally, this research aims to generate a route that provides guidance to managers of higher education institutions in successfully navigating change processes.

KEYWORDS: Organizational change, institutions of higher education, theories of change, change models.

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