

ABSTRACTS

Neo-institutionalism*Carlos Martínez*

As a neo-institutional theoretical perspective *ipso facto* is interdisciplinary, then it must integrate economic theory with that from management, law, sociology, psychology and history by its very nature; however, the most recent articles published in our area have been written from an economic perspective. This article tries to make a contribution to neo-institutional theory from a management theory perspective by looking at management interacting with structure, human behaviour, business and institutions. The limitations of a classical approach to management theory have thus been identified. The possibility of going more deeply into costs, resource assignment efficiency and formal and informal structure are also considered regarding the dynamics of the organisational and institutional setting.

Key words

Neo-institutionalism, management, organisations, company, setting, transaction costs, institutions, organisation, basic functions, division, efficiency, productivity, human behaviour.

The managerial revolution in public management*Edgar Enrique Martínez Cárdenas*

This article focuses on contemporaneous theoretical development related to public administration during the last three decades. It tries to show that rather than new theories being formulated, certain business administrative practices have been happening framed within the concept of a "managerial revolution" reacting to the State crisis and available options for reforming it which have formerly been considered to be part of the bureaucratic paradigm from an administrative point of view. However, the opposing view considers (at least in countries like Colombia) that the task lies not in superseding bureaucratic culture (generally being nonexistent here), substituting it for management culture, but rather in political populism and public function clientelism being superseded, replacing them with rule of law driven by a genu-

inely bureaucratic administration responsible for the proper exercise of the State's exclusive, higher functions.

Key words

Public administration, bureaucracy, new public management, State reform, managerial revolution.

Entrepreneurial transformation in the graphic arts industry. Analytical challenges arising from stories waiting to be told*Florentino Malaver*

Those trends framing transformation in the graphic arts, printing and editorial industry during the last two decades are identified in the first part of this article. This period has seen the forming of entrepreneurial groups amidst the great impact of technical change driven by graphic production becoming digitalised and accelerated technological convergence brought about by the graphic arts industry becoming integrated with the information, communication and entertainment industries. This production sector has thus become immersed in reconfiguration affecting its morphology. The second part tries to elucidate certain analytical challenges emerging from such detected transformation. It poses integrating contributions from transaction cost theory, the evolutionary perspective of technical change and resource and capacity approaches when interpreting the dynamics of detected entrepreneurial transformation and its vital role in technical change. Analytical synthesis (such as that proposed here) demands a disciplinary opening concordant with those challenges presented by entrepreneurial transformation which have been little studied in Colombia.

Key words

Chain of production, cluster, entrepreneurial development, technical change, business history, graphic arts industry.

Graphic art companies clusters*Edgar Augusto Valero*

The chain of production (specifically the dynamics of the *paper-graphic arts indus-*

try-publisher relationship) is analysed to characterise what type of cooperation and understanding is typically constructed by graphic arts industry business people, based on qualitative information obtained from different businesses. The article tries to establish how developed production strategies have become in this sector, based on the idea of networks and clusters of businesses (emphasising achievements and difficulties regarding coordinating efforts and creating production liaison). Special attention is paid to how social actors in production structure their strategies, creating mutual confidence for ensuring advances within the new scenarios dictated by competition.

Key words

Graphic arts industry, industrial businesses, chain of production, clusters, business networks, liaison, industrial subcontracting, industrial competitiveness.

The malt industry in Colombia*Bernardo Parra*

Colombia's malt industry is studied, dealing with its origin, evolution and current state. Figures are presented regarding production and sales' behaviour. Relationships concerning ownership are shown and the article describes the company's relative importance with other subsidiaries from the economic group to which it belongs. Worker/management relationships are also analysed within the current context and relationships with Colombian agro-industry.

Key words

The malt industry, *Malterías de Colombia*, malt, brewing barley, the brewing industry, malt production, *Malterías Tropical*, Tibitó.

The new stage in normalising international accountancy and its implications in Colombia*Ernesto Sierra González*

The preponderance of the financial aspect of capital within the current dynamics of globalisation has been characterised by a profound deregulation of capital markets to guarantee capital's free movement (mo-

bility). Transparent, homogenous information is required to enable the circulation of financial resources. Current international discussion concerning International Accountancy Standards, and the worldwide tendency to incorporate them, has made it become necessary to adopt them in Colombia and thus to discern the convenience of taking such a decision and that framework within which, eventually, such regulations must be sheltered.

Key words

International accountancy, accounting harmonisation, International Accountancy Standards, accountancy regulation.

A model for predicting bankruptcy in Colombian businesses

Jorge Rosillo

This article has used the model proposed by professor Altman (applied to Colombian conditions) for defining which financial indicators allow difficult financial situations or the prelude to bankruptcy to be predicted with greater certainty. The goal is to have a tool available for giving prior warning of when a business is facing financial difficulties so that business people can take corrective action to avoid bankruptcy.

Key words

Financial indicators, bankruptcy, discriminating analysis.

Notes on projecting a fair society

Edgar Antonio López

This work forms part of a research project discerning those conditions which must be given for social justice to become estab-

lished within Colombian society's complex context, especially in that referring to the economic area. David Hume and Adam Smith's liberal ethical theories, evaluated from Amartya Sen's perspective, are used here as the main point of reference because they enable critical reflection regarding people's well-being and quality of life when living in a capitalist system. Analysis of Colombian reality from those notions of property/ownership and liberty proposed by the aforementioned ethical theories shows the need to subject economic growth to the equitable distribution of goods.

Key words

Social justice, ethics, economics, liberty, responsibility, equity.

The company as a moral community

Leticia Naranjo

This article proposes considering a company as being a moral community (i.e. as a space for personal interaction where not only the impact of a particular organisation is felt within its broader socio-economic setting, but also the ethical quality of people's daily lives within a particular company). The first part establishes some conditions which must be fulfilled for a community to become a plausible model of a moral entrepreneurial community. Some of the characteristics defining such an organisation are identified in terms of Charles Taylor and Ernst Tugendhat's notions concerning, respectively, moral agency and moral community. The second part of this article deals with the possible ways in which a moral community could be formed and what this would imply in terms of different types of coexistence. The third part deals with some of the consequences attending analysis of the foregoing fictional setting, regarding those ethical elements making up an entrepreneurial

community's daily life. It is hoped to draw attention to these elements' importance when it comes to dealing with entrepreneurial ethics as seen from the perspective of community life in an organisation.

Key words

Business/company, moral community, entrepreneurial community, ethics, model.

The analysis of some factors fostering technological management in biotechnological businesses

Oscar Castellanos, Claudia Jiménez, Yanneth Medina

Technological management is studied in some businesses operating within the Colombian biotechnology sector, based on results from work done by the Universidad Nacional de Colombia's Bio-management's lines of research. This article emphasizes the role played by determined factors particularly related to human resources in technological management. The first part of this analysis presents those companies having biotechnological processes characterised according to the degree of development in applying technology to their production processes, evaluating their technological development activities, their financing and the role of the human factor. The following levels are discriminated: operational, technical and professional. The second part emphasises analysing those qualitative and quantitative variables involved in organizational culture, through applying competitive referencing or benchmarking, leading in turn to evaluating company strengths and weaknesses.

Key words

Technological management, biotechnology, innovation, human factor.