Abstract
This study seeks to characterize the organizational culture of the Colombian public universities, emphasizing its importance in organizational life and its impact on higher education. Culture and effectiveness are measured and compared using qualitative and quantitative methodologies and expert workshops are undertaken to carry out an analytical triangulation, conclusions and final recommendations. The intention is for the appropriation of a new modeling paradigm and the simulation of the area of research in social sciences. A modeling and cultural simulation mechanism based on agent-based culture (ABMS) is envisaged, analyzed, designed and validated, in order to faithfully reflect the dynamics of evolution, emergence and adaptation of university culture to support decision-making for universities and higher education policies. JEL Classification: C63, C70, D23. Simulation; Computational Organization Theory; Organizational Culture; Organizational Effectiveness; ABMS.

Keywords
Simulation; Computational Organization Theory; Organizational Culture; Organizational Effectiveness; ABMS.