Abstract
Around the world, healthcare organizations have had to accommodate to national and international regulations governing work and health. This process has been accompanied by the introduction of knowledge and practices coming from social and administrative sciences. In this encounter between the liberal reforms and the particular ways of managing the workforce, the circulating meanings play an important role because, to a large extent, the agendas, programs and interventions geared towards workforce management depend on these circulating meanings to succeed. In this paper, meanings about work, worker, organization, human resources management and hiring that are currently circulating in a human resources department of a university hospital in Bogotá, Colombia, are presented. The qualitative design used in this paper aimed to collect the circulating meanings as well as their emotional correlative elements.

Keywords