Abstract

Administrative fads, as contemporary theoretical developments of administration, have been characterized by being temporary and responding to the needs of the market economy, which seeks solutions in administration in order to resolve the crises in which they have been immersed in recent years. This article sets out to analyze reengineering, as one of the most representative developments of the phenomenon of administrative fads, understanding the context in which it arose, its main characteristics and the reasons for their particular names. The aim is to analyze them in the light of certain proposals that have originated in other disciplines such as 'Blackmail of the enlightenment' and its Critical ontology in the subject-organization interrelationship. These developments have moved away from contributions from other branches of knowledge such as psychology, sociology, anthropology or political science, among others, in the framework of a recognition of the complexity of organizations, and thereby vindicate the central role that the human being must occupy in organizations, and which has made it difficult for the management of organizations to serve as the backbone for growth and socioeconomic development.

Keywords

Administrative fads, human being, organization.