

The 9th international Conference on Business Anthropology

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Andreas School of Business and Public Administration

Barry University

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Business Anthropology: the different dimensions of network organization from the past to the future

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Abstract

The research provides an original conceptualization on the emerging emphasis inherent in the architecture of reticular organizations, analyzing the latter both as a pre-existing social construct and as a contemporary artifact. The anthropo-ethno-organizational investigation takes into account the parallelism made with the socio-organizational structure of the Bushmen. The nature of decentralized network systems such as the blockchain is also compared. The methodology used takes into account an interpretative and conceptual anthropological approach, based on the technique of indirect ethnography, in order to avoid excessive consumption of resources for the replicability of a research as an alternative to those already previously carried out. In addition to this juncture, the dimension of originality would be verified by the scarce presence of literary contributions in this specific transdisciplinary area. In this sense, the main results were provided precisely through a synoptic perspective that takes into account the dimensions mentioned above (contemporary, atavistic-tribal network organization and blockchain architecture), respectively intersecting a logic of present, past and future, with characters, reasons, benefits and risks in parallel encountered. The research of an exploratory and positional nature crosses the themes of organizational theory, innovation, complexity and anthropology.