Corporate technocracy as specific management option

The project develops and analyzes how the technocracy applied in a company that operates, or participates, in the technology or in consulting sector can be a great option for managing of it. This is a concept of shared management to the staffs, which provides autonomy to the technical project development and management services. The purpose of this study is to demonstrate that small and medium enterprises have great advantage in the application of this concept allowing the possibility of a superior range and level of ideas to those hierarchical business administration, motivated by the culture naturally created and encouraged by corporate technocratic management. Wouldn’t be hierarchical levels and, because of the culture essentially created, all employees would act in the creation and maintenance of innovation of products / services offered. The development will have as authors base as Professor Patricio Morcillo and anthropologist Edward T. Hall using concepts of culture and theoretical applications of *empowerment employee* and *employee Involvement*. This study helps to expand the possibilities of shareholders and entrepreneurs in the implementation of their investments, although these do not have knowledge in the fields.

Keywords: Entrepreneurship, Technocracy, Business, Corporate Culture.