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Abstract

The Río Piedras campus is the flagship institution of the University of Puerto Rico. It has made several attempts, throughout its history, to establish a distance education environment. None have succeeded. A new grass-roots movement is developing, which is conscious of the past history. Nevertheless, it is moving forward because it is situated in a conscious process of organizational culture change. Theory E and Theory O, developed at the Harvard University School of Business to analyze organizational change, is used to analyze the change process occurring at this academic institution. (HRK / Abstract übernommen)