Abstract: This essay challenges the prevailing view of progressive rationality and disenchantment as set out in Max Weber’s social theory and reproduced in organizational neo-institutionalism. We observe that rationality and disenchantment cannot exist in the absence of magic, mystery and enchantment. We argue that the contemporary celebration of rationality and disenchantment is a modernist discourse that has marginalized equally compelling instances of re-enchantment. Drawing from the popular press and management research we identify five themes of re-enchantment in the world; the rise of populism, the return of tribalism, the resurgence of religion, the re-enchantment of science and the return to craft. We use these phenomena to elaborate four alternative constructs which are authenticity, reflexivity, mimesis and incantation - that counterbalance the over rationalized and paralyzing concepts in neo-institutionalism legitimacy, embeddedness, isomorphism and diffusion.

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