




Volumen 5 Número 2 Julio 2022

Revista Semestral. Venezuela

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Strategic management in light of an effective organizational culture in contemporary organizations.

How to cite this article: —Lic. Angel Alvarado: Strategic management in light of an effective organizational culture in contemporary organizations. (2022), (1-13)

Received: 04/02/2022 Revised: 11/02/2022 Accepted: 11/03/2022

ABSTRACT

This research seeks to understand the epistemological contributions that derive from managerial practice in relation to human talent from the organizational culture for better performance in private organizations. Taking into consideration the general lines, this research is part of the following line: Recent evolution of strategic management in the face of administrative problems. The study was based on Clifford James Geertz's Theory of Organizational Culture (1973), Jurge Hagerman's Theory of Communicative Action (2016), Immanuel Kant's Critical Theory of Reason, and Horkheimer's Critical Theory and Philosophical Horizon. For its part, the methodological research was carried out under the qualitative paradigm, with a hermeneutic phenomenological method, under the scenario of a private organization called Química La Villa, C.A., in which three significant subjects belonging to the strategic level of the organization were approached. An analysis of content, categorization, structuring, contrast and triangulation was carried out from where the bases that constitute the final scientific fact emerged. This research is part of the line of research: Recent evolution of strategic management in the face of administrative problems. The research provides emerging reflections, in which it stands out, the organizational culture that is interrelated with values, since it is what maintains the behavior of people, all this goes hand in hand with norms, which help maintain an organization. Synchronized and in an atmosphere of respect.

Descriptors: strategic management, organizational culture, contemporary organizations.

Bibliographic Review: Public accountant graduated from the National Experimental University Rómulo Gallegos - San Juan de los Morros Guárico State. and currently a student in the 5th trimester of the Master's degree in Administrative Management, in the Postgraduate area. In addition to this, he has experience in the Management area, acquiring a wealth of knowledge, having taken different courses, forums and seminars, among which are: Accounting update, political leadership, radio production, and human rights, among others. Nowadays Head of Purchasing Chemical Company La Villa, C.A.