



Volumen 5 Número 2 Julio 2022

Revista Semestral. Venezuela

Lic. Eudis Alfonso González Bravo

Rómulo Gallegos National Experimental University of the Central Plains. Venezuela

Email: eudisgonza@gmail.com

ORCID Code: <https://orcid.org/0000-0003-4067-8812>

Strategic Planning as a Management tool to Guarantee the Institutional Efficiency of Alimentos del Guárico Sociedad Anónima (ALGUARISA)

How to cite this article: —Lic. Eudis Alfonso González Bravo: Strategic Planning as a Management tool to Guarantee the Institutional Efficiency of Alimentos del Guárico Sociedad Anónima (ALGUARISA). (2022), (1-15)

Received: 11/02/2022 Revised: 15/02/2022 Accepted: 19/04/2022

ABSTRACT

Strategic Planning is a managerial tool that allows management to be improved, through the timely design of objectives and strategies that will later allow defining a set of actions to be executed, guaranteeing long-term success, moving from an initial situation to a desired future situation, becoming Thus, it is a fundamental tool that guarantees effectiveness, efficiency and quality in the institutional management of an organization, since this process considers all those situations present in the environment that exert a positive or negative influence on the organization. The general objective of this research work is to propose a model of institutional strategic planning in the field of Venezuelan public administration. It should be noted that it is framed in the positivist paradigm, quantitative approach, hypothetical deductive method, it is a field investigation, non-experimental design, under the feasible project modality; Likewise, the population was made up of 80 workers and the sample represented by 20 workers of the ALGUARISA company. It is important to mention that the data collection was done through the survey and the questionnaire with dichotomous questions YES/NO, validity through expert judgment and reliability, the Richardson Kuder formula was applied, which yielded a value of 0, 81. However, in relation to the data analysis techniques, it was through descriptive statistics, capturing the results in tables to later be represented in graphs that show the almost total absence of planning in the administration.

Descriptors: Strategic planning, administrative processes, institutional efficiency.

Bibliographic Review: Bachelor of Regional Planning. MSc in Administrative Management (pending delivery of Degree). Professor of Planning in the Area of Economic and Social Sciences at the Universidad Nacional Experimental Rómulo Gallegos.