

CORPORATE LEARNING FOR EFFECTIVE DECISION-MAKING IN DYNAMIC AND COMPLEX UNIVERSITY ENVIRONMENTS

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ABSTRACT

This study focused on analyzing how corporate learning can be a key tool for effective decision-making in dynamic and complex university environments. The main objective was to examine the relationship between these concepts and their impact on educational management. The methodology used was bibliographical documentary type, using a qualitative approach under the interpretive paradigm, with the analysis of academic texts and relevant articles on the subject. The results revealed that organizational learning is essential for universities to adapt to constant changes in their environment, especially regarding innovation and continuous improvement of their processes. Decision making, by combining data analysis and managerial intuition, is significantly improved in complex environments. Furthermore, it was highlighted that organizational resilience is essential to face challenges and adapt quickly. The discussion compared various theories on organizational learning and decision making, observing that the integration of approaches such as systemic thinking (Senge, 1990) and knowledge creation (Nonaka and Takeuchi, 1995) is crucial for universities. The combination of technological tools and managerial strategies strengthens decision making, while organizational resilience, supported by continuous learning, favors adaptability. In conclusion, organizational learning is a fundamental pillar for effective decision making in universities, allowing their sustainability and competitiveness in times of change. The implementation of continuous learning systems and organizational adaptability is essential for institutional success.

Keywords: Learning, Corporate Decision Making, Effective Environments, University, Dynamic, Complex

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