

## Management in Public Management in Guárico State: a Perspective from Institutional Strategic Planning

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### ABSTRACT

Strategic Planning is a management tool that guarantees the effectiveness, efficiency and success of management, since this process considers all those situations present in the environment, which exert a positive or negative influence on the organization. This doctoral inquiry has as its general objective to propose a theoretical construct of institutional strategic planning in the field of public administration of the Guárico state with a national or supranational projection. The methodological journey was framed in the first instance in the positivist paradigm, quantitative approach, hypothetical deductive method, and later it is complemented with the post-positivist paradigm under the qualitative approach, non-experimental design, field modality, the population consisted of eighty (80) workers and the sample represented by twenty (20) workers of the public administration of the state of Guárico. The collection of quantitative data was done through the survey technique and the questionnaire instrument with dichotomous questions YES / NO, the validity through expert judgment and the reliability was applied to the Richardson Kuder formula, these data were analyzed through descriptive statistics, represented in tables and graphs, as for the qualitative data, the semi-structured interview was used with three (3) subjects and analyzed through the processes of categorization, structuring, contracting and triangulation to generate the theoretical construct. Public administration management must have certain abilities and skills that allow them to grasp reality and interpret the positive or negative situation of the environment in order to make the best decision.

**Keywords:** Strategic planning, administrative processes, institutional efficiency.

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