

Management Strategies for Strengthening Administrative Management in the Care of Older Adults in a Charitable House in the State of Carabobo

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ABSTRACT

The general objective of this research was to propose management strategies to strengthen administrative management in the care of the elderly in a Charitable Home in the State of Carabobo. The methodology was structured under a quantitative, field paradigm, with a descriptive level, non-experimental design with a feasible project modality, the population was made up of a total of 12 people, the survey was used as a technique for data collection and as tool a dichotomous questionnaire of 22 items, which was validated by experts and a reliability of 99.45%, the results showed the importance of management strategies, which constitute a deliberate search of actions to develop the competitive advantage of the institution, which is why it is imperative to develop activities, techniques and tactics, for the proper management of the organization, which led to the conclusion that the application of management strategies constitute a set of functions of the administration to launch the effective functioning of the different components that make up the structure of the organization, which is why planning, orientation, communication, motivation, supervision and control, among others, are necessary.

Descriptors: Strategies, Management strategies, administrative management, Attention, Seniors, Home

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