EL PROCESO DE TOMA DE DECISIONES ESTRATÉGICAS EN LAS UNIVERSIDADES PÚBLICAS

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THE PROCESS OF MAKING STRATEGIC DECISIONS IN PUBLIC UNIVERSITIES

ABSTRACT
This article aims at contributing a set of practical proposals to benefit the process of making strategic decisions in public universities. Using the results of previous research, this paper outlines the strategic imperatives to succeed both in the design and implementation of strategic decisions. The paper concludes with the construction of a systemic model based on the diversity of the management team, the consistency of its values and leadership style, variables that act as conclusive factors of the rationality, politicization, conflict, procedural justice, and the flexibility for a strategic decisions process.

Key words: making strategic decisions, strategic direction, public universities

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