



The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
BUSINESS ECONOMICS AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



STRATEGIC MANAGEMENT IN DEVELOPING COUNTRIES: AN EMPIRICAL STUDY

DR. ABHISHEK GUPTA*; MS. NEETU GUPTA**

*Administrative-cum-Accounts Officer,
Sardar Swaran Singh National Institute of Renewable Energy,
Kapurthala, Punjab, India.

**Student.

ABSTRACT

The term strategic management is of relatively recent origin and is currently the accepted term for the fields of business policy and planning. However, as a separate field of study, it is still at a fairly young and relatively evolutionary stage. The terms “strategic planning,” “policy,” and “strategic management” often mean precisely. Whilst conflict about it, confusion and an abundance of jargon characterize scientific endeavor in an emerging field this paper will focus on the following definitions of strategy and determination of the basic long-term goals and the objectives of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goal.