

UNIVERSIDAD PRIVADA SAN JUAN BAUTISTA

ESCUELA DE POSGRADO



**LA GESTIÓN ESTRATÉGICA EMPRESARIAL COMO UNA
HERRAMIENTA DE GESTIÓN PARA PROMOVER LA
COMPETITIVIDAD EN LAS MICRO Y PEQUEÑAS EMPRESAS
TEXTILES DE GAMARRA, PERÍODO 2016**

**TRABAJO DE INVESTIGACION
PARA OPTAR EL GRADO ACADÉMICO DE MAESTRO EN:
GESTIÓN ESTRATÉGICA EMPRESARIAL**

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ABSTRACT

The main objective of this research work is to determine if the Strategic Business Management as a management tool influence and promotes competitiveness in the Micro and Small Textile Enterprises of Gamarra, 2016 period.

The research has had a type of non-experimental design, of a descriptive nature, whose methodological design is transversal, considered as quantitative research due to the practical scope, supported by standards and technical instruments such as the collection of information, where the contributions of the research of different authors who have helped me with the subject investigated. The population consisted of 386 people, dedicated to the textile part of Gamarra, in La Victoria, with a sample size that reaches 95 people among managers, administrators, accountants and workers of the Micro and Small Companies of Gamarra.

The results of the research work in the field show aspects of the knowledge of the company by the workers, which makes their management efficient and therefore more competitive, so they can face situations that arise in the future as having exports, as well as having financing; so that each day they approach the business associativity that will benefit the company within its field of action.

Keywords: Management, Competitiveness, Associativity