

STRATEGIC PLANNING FOR THE SUSTAINABILITY OF ECONOMIC POLICIES IN ECUADOR

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Summary

A documentary review was carried out on the production and publication of research papers related to the study of the variables Strategic Planning and Sustainability of Economic Policies. The purpose of the bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during the period 2018-2022, achieving the identification of 275 publications. The information provided by this platform was organized through graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics have been described, the position of different authors towards the proposed theme is referenced through a qualitative analysis. Among the main findings made through this research, it is found that the United States, with 41 publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions in that country. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material referring to Strategic Planning and Sustainability of Economic Policies was Environmental Science with 153 published documents, and the Type of Publication most used during the period indicated above was the Journal Article with 197 documents of the total scientific production.

Keywords: documentary, Sustainability, Knowledge, production

1. INTRODUCTION

Although in different proportions it is possible to affirm that the administration of a company and the management of an entire country have many similarities, especially in relation to the implementation of action plans that allow the achievement of objectives that benefit several parties and that must be based on factors that determine the future and permanence of the project over time. Such is the case of Strategic Planning, a term used mostly in business areas but due to its importance can be very influential in the development of large state projects.

In the words of José Javier González and Myriam Teresa Rodríguez, Strategic Planning can be defined as:

A planning tool that cyclically begins with the approach of corporate objectives, which will be achieved through strategies, using organizational resources in the best way to facilitate the decision-making process of management. (González Millán & Rodríguez Díaz, 2020)

For the elaboration of Policies of any kind, it is undoubtedly essential that the objectives to be met and the strategies and tools that will be used to carry out said plan are clear, so that only its success depends on that Planning. Today, due to the multiple changes that our environment and ecosystem have experienced, the implementation of Economic Policies aimed at Sustainability are the protagonists in the multiple governments interested in achieving the global objectives that lead to the preservation of non-renewable resources and the subsistence of all species that inhabit the entire world.

Although Strategic Planning does not refer to a modern term, it should be noted that in the past its poor implementation, influenced by conflict of interest and the imposition of bills that only sought to satisfy some, credibility in it had been reduced almost to oblivion. That is to say, "Planning as a long-term socio-political process, seems, then, to want to reinstall itself in the vision and practice of public management, attempts are still scarce but growing". (ECLAC, s.f.) For this reason, we intend with this research article to verify the influence of Strategic Planning for the Sustainability of Economic Policies in Ecuador through the description of the main characteristics of the set of publications attached to the Scopus database and that are directly related to our variables, as well as the description of the position of certain authors affiliated with various institutions during the period between 2018 and 2022.

2. GENERAL OBJECTIVE

Analyze from a bibliometric and bibliographic perspective, the elaboration of works on the variables Strategic Planning and Sustainability of Economic Policies during the period 2018-2022.

3. METHODOLOGY

This article is carried out through a mixed orientation research that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of Strategic Planning and Sustainability of Economic Policies.

On the other hand, examples of some research works published in the area of study indicated above are analyzed from a qualitative perspective, starting from a bibliographic approach that allows describing the position of different authors against the proposed topic. It is important to note that the entire search was performed through Scopus, managing to establish the parameters referenced in Figure 1.

3.1 Methodological design

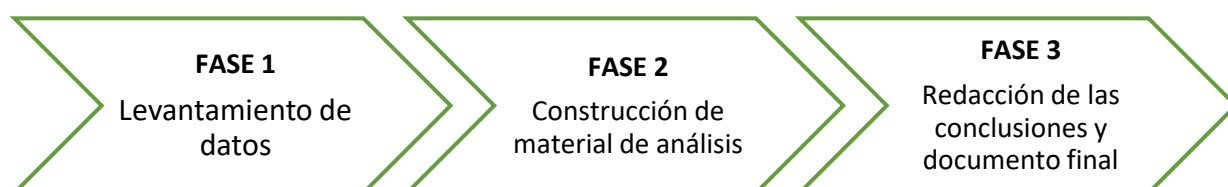


Figure 1. Methodological design

Source: Authors.

Due to the constant concern of people about the problems faced by the environment daily and the need to generate awareness and subsequently take corrective and in some cases preventive measures, Strategic Planning has been used again as a guarantor of the elaboration of Economic Policies based on Sustainability and the use of renewable resources. Although the term Strategic Planning is old, for a long time it was related to authoritarianism or simply to the imposition of policies that did not take into account those involved in a particular situation so it needed a change in order for people to trust the decision-making process again.

4.2 Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.

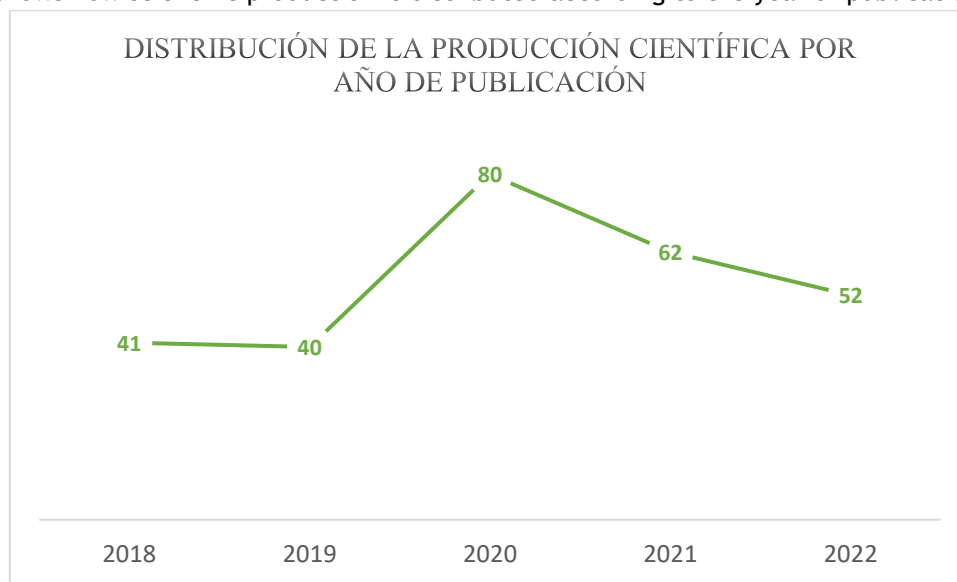


Figure 3. Distribution of scientific production by year of publication.

Source: Own elaboration (2023); based on data exported from Scopus

In figure 3 we find the scientific production concerning the variables Strategic Planning and Sustainability of economic policies during the period between 2018 and 2022 which resulted in the publication of 275 documents, in the Scopus database, containing the keywords. Likewise, it is evident that some changes were experienced throughout the period. We started with the year 2018 with 40 documents, a figure that increases considerably in 2020 and decreases again during the following two years reaching 52 publications in 2022.

Precisely in 2020, the article entitled "Strategic planning and challenges for the deployment of renewable energy technologies on the world stage: their impact on global sustainable development" was highlighted, in which it is highlighted that in order to solve the (Pal, Patra, Yadav, & Yadav, 2020) multiple environmental problems that afflict the whole world, it is necessary to implement lasting projects that facilitate the achievement of progress in sustainable development. An example of this may be the use of clean energy leading to the use of renewable energy technologies hereinafter known as RET. For this reason, "the possible contribution associated with the RET to the three segments of sustainability" is presented (Pal, Patra, Yadav, & Yadav, 2020), mainly it is believed that it has the capacity to improve "sustainability indicators such as access to energy and energy security; These impacts promote permanent social and economic development" although some obstacles that require the development of policies that help "(Pal, Patra, Yadav, & Yadav, 2020) achieve the goal of sustainability and mitigation of climate change" must also be considered. (Pal, Patra, Yadav, & Yadav, 2020)

4.3 Distribution of scientific production by country of origin

Figure 4 shows how scientific production is distributed according to the nationality of the authors.

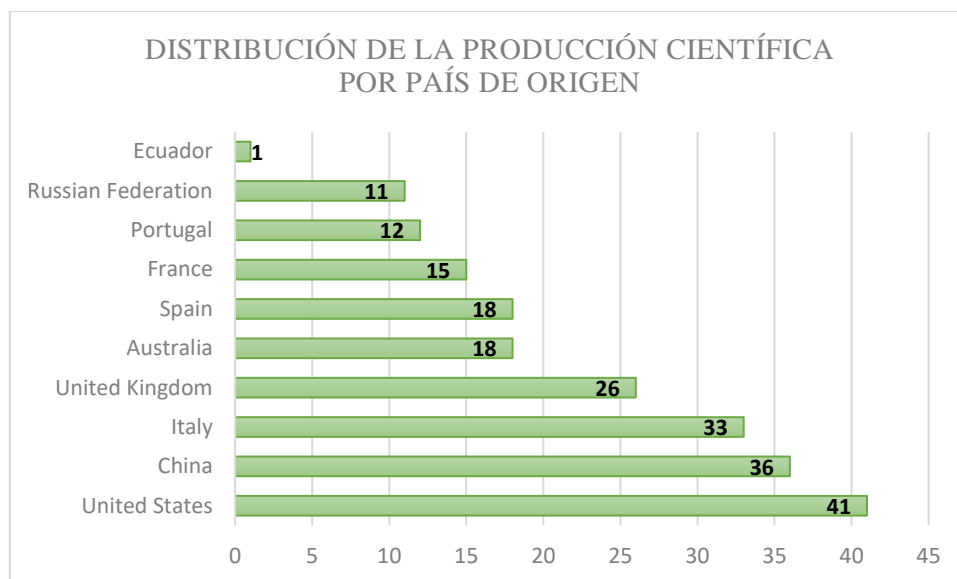


Figure 4. Distribution of scientific production by country of origin.
Source: Own elaboration (2023); based on data provided by Scopus.

In the study of Strategic Planning and Sustainability of Economic Policies, the United States identifies the list of published documents with a total of 41 records in the Scopus database during the period of the years 2018-2022, followed by China and Italy with 36 and 33 documents respectively.

"The effects of strategic planning, human resources and asset management on economic productivity: a case study in Indonesia" is an article focused on Indonesia, mainly in the rural economy so an investigation based on the OLS model was carried out to determine that "strategic planning, human resource management and asset management had a significant positive effect on the increase of productivity of the rural economy". (Saputra, Sara, & Utama, 2021) That is to say that Strategic Planning should be considered as one of the most important aspects for any "industry, company or organization as a guide to achieve optimal performance" and (Saputra, Sara, & Utama, 2021) serve as a guide together with the management of assets and resources in decision-making in a company or in the public sector and with it the elaboration of public policies.

At this point, it is important to note that the preparation of scientific publications in many cases is carried out from collaborations that may involve private and/or public institutions from one or more countries. Therefore, the same publication can be linked to one or more authors with different nationalities and thus to more than one country simultaneously, being part of the total number of articles or publications of each of them in the final sum. Next, in *Figure 5*, you will see in greater detail the flow of collaborative work carried out by several countries.

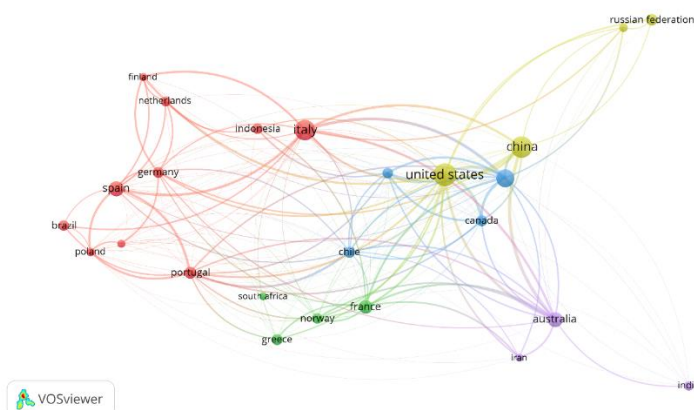


Figure 5. Co-citations between countries.
Source: Own elaboration (2023); based on data provided by Scopus.

Figure 5 shows the grouping of research according to the collaboration between authors belonging to various international institutions. There is evidence of outstanding participation among authors affiliated with institutions in countries such as the United States, China, Germany, Brazil , to name a few.

4.4 Distribution of scientific production by area of knowledge

Figure 6 shows the distribution of the elaboration of scientific publications from the area of knowledge through which the different research methodologies are implemented.

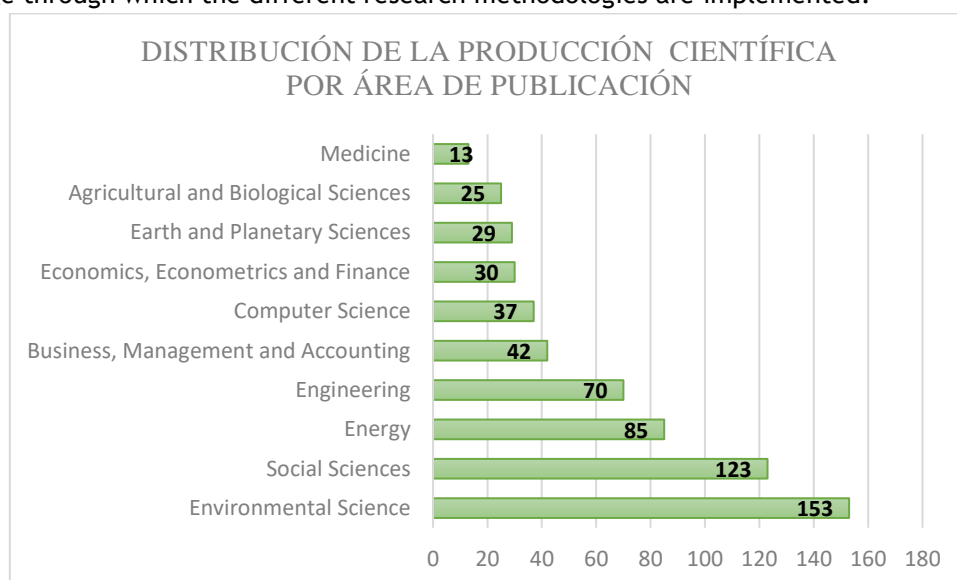


Figure 6. Distribution of scientific production by area of knowledge.

Source: Own elaboration (2023); based on data provided by Scopus.

Due to the dependence between the variables Strategic Planning and Sustainability of Public Policies with social, economic and environmental factors of a country, it is not surprising that most of the publications found in the Scopus database on these are made from environmental science, occupying the leading position in the publication of documents. Additionally, studies are carried out from other areas such as environmental science as well as social sciences and energy have contributed to the study of these variables, publishing 123 and 85 documents respectively.

That is, as we can see in Figure 6, the variables object of this study are relevant in various areas of knowledge, since they have the capacity to positively and /or negatively impact the economy and general welfare of a nation.

4.5 Type of publication

In the following graph, you will observe the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.

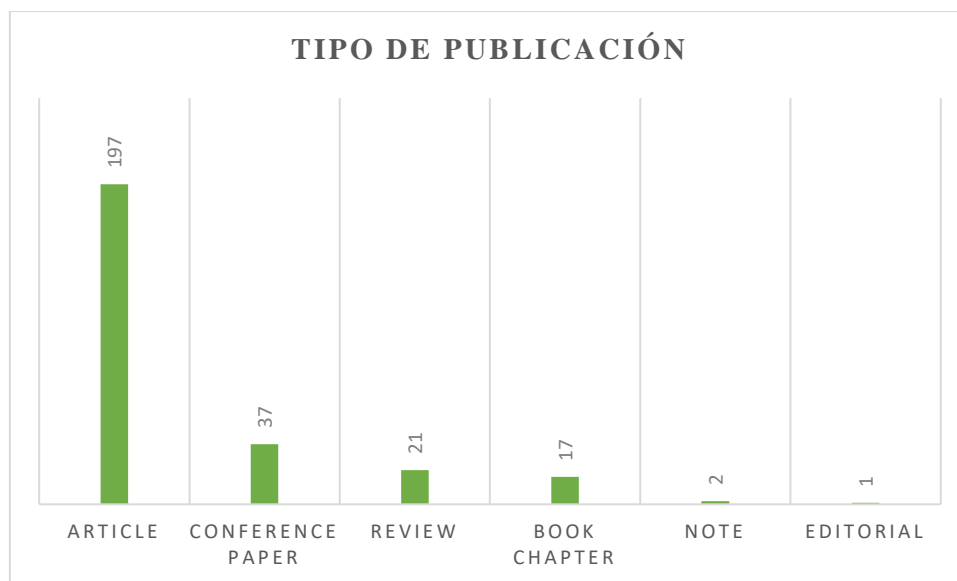


Figure 7. Type of publication.

Source: Own elaboration (2023); based on data provided by Scopus.

Figure 7 clearly shows that the predominant type of publication in the study of Strategic Planning and Sustainability of Economic Policies was the journal article with a total of 197 documents, followed in second and third place by conference proceedings with 37 publications and reviews with 21 titles. The article entitled "The influence of systematic strategic planning and strategic business innovation on the sustainable performance of manufacturing SMEs: the case of Palestine" states that economic growth depends on SMEs and seeks to determine how profits can be maximized in manufacturing companies in developing countries. located in unstable countries such as Palestine. "The results show that several factors can improve the sustainability performance of manufacturing SMEs, such as the adoption of a supportive national policy to improve the concept of sustainability at the policy level", in (Arshad, Double, & Mohd Shariff, 2022) addition to that requires strategic planning and innovative alternatives that facilitate the development of SMEs mainly in complicated environments.

5. CONCLUSIONS

After the bibliometric analysis carried out in the present research work, it was established that the United States was the country with the highest number of records published for the variables Strategic Planning and Sustainability of Economic Policies with a total of 41 publications, in Scopus database during the period 2018-2022 and that the area of knowledge with the greatest contribution was environmental science. with 153 texts.

In addition, it was established that there is a positive relationship between Strategic Planning and the Sustainability of Economic Policies, as pointed out by some authors "The results show that several factors can improve the sustainability performance of manufacturing SMEs, such as the adoption of a supportive national policy to improve the concept of sustainability at the policy level". (Arshad, Double, & Mohd Shariff, 2022) Similarly, another study found that:

Strategic planning is the most important thing in the industry, company or organization as a guide to achieve optimal performance, in addition human resource management and asset management are positive supports to increase the economic productivity of rural communities to achieve welfare goals. that strategic planning should be carried out considering the existing potential, both from sources of natural resources, human resources and economic resources. On the other hand, human resources management and asset management are essential to support the sustainability of an organization or company so that the benefits of the study as study material in strategic decision making, both in companies and in public policies. (Saputra, Sara, & Utama, 2021)

However, it was not possible to find information specifically related to Ecuador, so we cannot describe the role of these variables in its economic context. Of the 275 articles, most referred to purely

business issues and others to countries located in regions other than Latin America. For all of the above and with the sole objective of continuing to raise awareness of the importance of guaranteeing access to this type of information in a transparent manner by anyone, we hope to promote with this article the participation of scientific communities in the study of these variables from any scientific profile and area of knowledge always seeking to provide more alternatives that contribute to the investigation of General interest.

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