

## عنوان مقاله:

Estimating of an Organizational Strategic Planning (Case Study of Student-Cultural Section of Urmia University of Technology)

## محل انتشار:

کنفرانس بین المللی مدیریت و علوم اجتماعی (سال: 1394)

تعداد صفحات اصل مقاله: 12

## نویسندگان:

Rahim Dabbagh - *Department of Industrial Engineering, Urmia University of Technology, Urmia, Iran*

Sona Hashempour - *Department of Industrial Engineering, Urmia University of Technology, Urmia, Iran*

## خلاصه مقاله:

Nowadays, existence of accelerated environmental changes turns the planning into an undeniable necessity. Strategic planning is the process of writing the aims and administrative decisions for realization of long term organizational objectives. In this article, the theoretical issues of strategic planning in educational organizations are studied and then a suitable and realistic plan for student and cultural section of university is presented. Initially, by studying of upstream documents of the ministry of science in fifth five-year development plan and affiliated university, affecting factors in environmental conditions of related university section in present and future are identified. In the next step, to prioritize the specified parameters, a number of 35 questionnaires are distributed between held a number of senior students and related experts. Results are weighted and prioritized using fuzzy logic and finally with application of strategic planning techniques; one-year, three-year and five-year policies of the studied section are presented.

## کلمات کلیدی:

Strategic planning, Fuzzy logic, SWOT matrix

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/514035>

