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STRATEGIC PLANNING FOR METROPOLITAN COMMISSION OF FIGHTING CORRUPTION (HONEST QUITO)

Abstract:

The Metropolitan Anti-Corruption Commission is a specialized unit in the city of Quito that prevents corruption and promotes transparency in Municipal Management. The purpose of this research was to propose strategic planning for the organization; the type of research was qualitative, and the interview with experts from the same institution was used as a research technique. The results showed that the strength of the organization is the specificity of its work and its experienced, dynamic, and motivated personnel; the opportunity is the awareness of citizens in the processes of transparency and accountability in municipal management; the threat is the ever-increasing budget cuts to public institutions. Finally, for follow-up and control, the Balanced Scorecard was applied, where the SWOT was placed in each of the defined perspectives and in this way, the strategic objectives were defined to build a culture of transparency in the Metropolitan District of Quito.

Keywords:

Strategic Planning, Balanced Scorecard

JEL Classification: M19