

## FRAMEWORK OF STRATEGIC LEARNING - PDCA CYCLE

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### **Abstract:**

Nowadays, strategic planning has to be permanent process and it should be supported by organizational learning. Researchers in theories of organizational learning attempt to understand processes, which lead to changes in organizational knowledge, as well as the effects of learning on organizational performance. In this article authors discuss the PDCA cycle as a framework of strategic learning process, including both single-loop and double loop learning. Authors proposed the ideas for further research in area of organizational learning and strategic management.

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