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**A STUDY OF STRATEGIC MANAGEMENT WITH RESPECT TO
ORGANIZATIONAL BEHAVIOUR**

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ABSTRACT

To achieve continual growth, major organisations around the world use strategic management techniques. Despite the fact that a company's size is not a determining factor for its strategic approach to business practises, large firms tend to have more visible strategies due to their prominence in corporate and marketing communications. In the current economy, retaining employees is crucial to the success of any business. Every business must adopt new technology in the manufacturing sector if they want to maintain their competitive edge in the market. Finding, developing, and keeping the appropriate people is just as crucial to the industry's survival as adopting new technologies. This is turning out to be difficult. The issue with the current Maharashtra region labour market is that there are workers available, but it is difficult to identify and retain the suitable ones. No of the size or type of firm, all entrepreneurs adhere to a set of management principles. In light of several circumstances, including the shifting nature of the business environment, fierce rivalry, consumer dominance, government attention and support, societal expectations, etc., there has been a significant change in business practises over the years. In light of the Indian context, the current study provides an overview of strategic management in MSMEs.