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MODERN MANAGEMENT TECHNOLOGIES IN HIGHER EDUCATION

With the development of globalization processes, approaches to the management of higher education institutions are changing, so the management of each of the higher education institutions is trying to conduct more effective management activities, based on the application of an innovative approach to management. Given that the aim of the article is to reveal the conceptual basis for the application of innovation in the context of providing higher education management.

In order to ensure the innovative development of higher education in the system of innovation management should be included:

1) educational innovations (including updating curricula, implementation of the latest educational programs, use of new pedagogical technologies in the educational process, improving the skills of teaching staff, providing the educational process with the latest information and methodological technologies) [1];

2) managerial innovations (including the formation of the innovation structure of higher education institutions, improving the level and management system of higher education institutions, automation of higher education institution management processes, optimization of higher education institution management systems, improving the quality of higher education institutions by creating a separate unit in management structure higher education institution) [2];

3) ideological innovations (ensuring the participation of higher education institutions in various international and national research and educational programs and projects, development and capacity building of higher education institutions to conduct research and development work aimed at future production of innovative products, development and expanding cooperation with employers, developing and increasing the level of interaction with the public, meeting the needs of consumers of educational services due to expanded study of the market of educational services and building an effective marketing strategy for higher education, developing a mechanism to attract higher education. including financial, and efficient use.

Management of higher education institutions from the standpoint of innovation is the management activity of heads of higher education institutions in relation to ensuring the development and effective functioning of higher education institutions, improving the quality of educational services and improving the educational process.

The management of higher education institutions from the standpoint of innovation is based on a number of principles, including the principle of systematic and consistent management process; the principle of forecasting and predicting the results of the application of innovations in management; the principle of purposefulness; the principle of acceleration, which provides for the rational and progressive use of innovation; the principle of logistical and information support; the principle of anticipation; the principle of flexibility; the principle of modeling; the principle of continuity of innovation.

References

1. Modern Technologies in Education. Collective Scientific Monograph. Opole: The Academy of Management and Administration in Opole, 2019. 495 p.
2. Shvardak M. Modern technologies of management of educational establishments. *Освіта і наука*. 2018. Vol. 24 (1). P. 227–230.