

THE ESSENCE OF EDUCATIONAL MANAGEMENT AND ITS MODERN CHARACTERISTICS

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ABSTRACT: This article analyzes the theoretical and practical foundations of educational management, its role within the management system, and its modern characteristics. The main functions, principles, and human-centered approaches of educational management are examined from a scientific perspective. Furthermore, the significance of innovative management methods in modern education systems is substantiated.

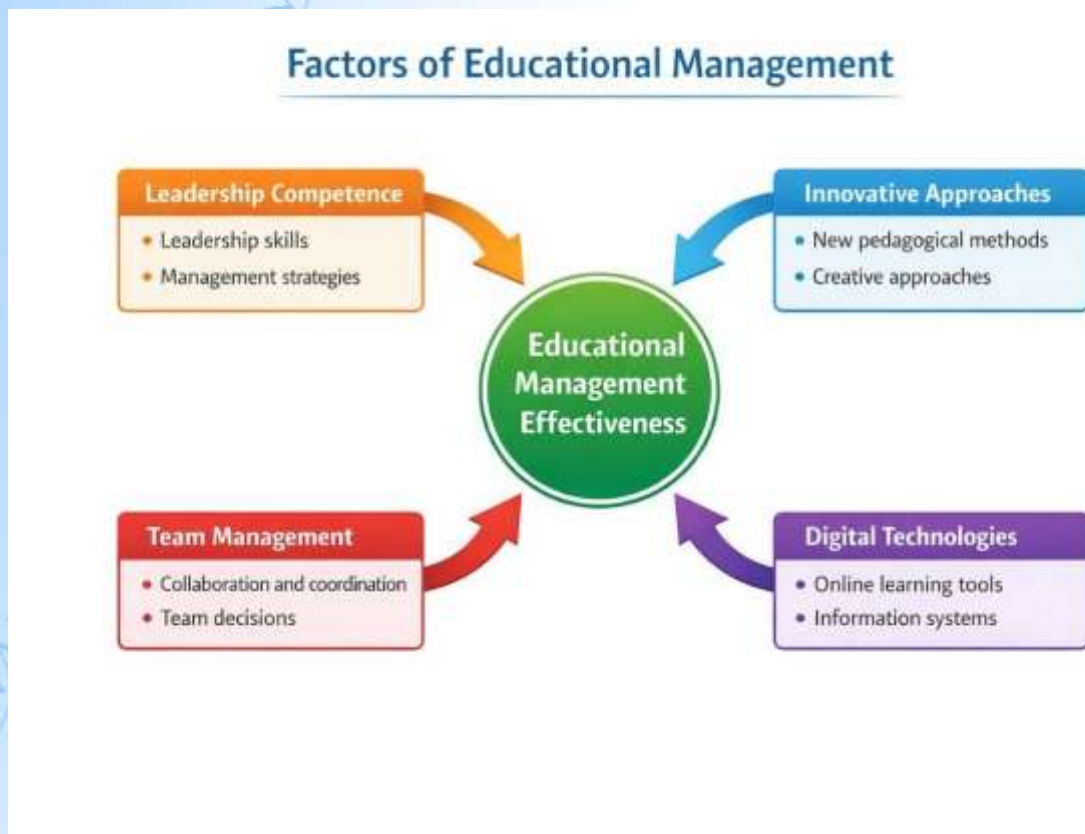
KEYWORDS: Educational management, leadership, governance, innovation, education quality, system, development.

In modern society, the education system is considered one of the key factors of national development. This is because education forms human capital and directly influences the economic, social, and cultural development of society. Therefore, the effective management of educational institutions—namely, the proper organization of educational management—has become one of the most pressing issues of our time. Educational management is not merely administrative control; rather, it is a scientifically grounded, strategic, and systematic activity. It encompasses all processes within educational institutions, including planning, organizing, leadership, motivation, and control. Under modern conditions, educational management increasingly integrates innovative technologies and digital solutions. During the research process, the essence of educational management and its modern developmental characteristics were thoroughly analyzed. The findings indicate that educational management today is evolving not only as a managerial activity but also as a comprehensive system aimed at improving the quality of education. In this system, processes such as planning, organization, control, and development are implemented in close interrelation.

The main objective of the research is to analyze the nature and essence of educational management, identify its modern development features, and substantiate ways of organizing

effective management in educational institutions. The object of the study is the management system of modern educational institutions, while the subject focuses on the main functions of educational management and their practical implementation.

The scientific novelty of this research lies in the fact that educational management is systematically analyzed based on modern approaches, and proposals are put forward to enhance management efficiency in the context of digital transformation. In addition, the role of the human factor in management processes and its impact on the quality of education are comprehensively examined. The research results contribute to improving management processes in educational institutions, introducing modern management methods, and enhancing the overall quality of education. The analysis shows that traditional approaches to managing educational institutions are gradually being replaced by modern, democratic, and collaborative management models. In such approaches, a leader is not merely a directive authority but acts as a facilitator who fosters team development, provides support, and defines strategic directions.



Educational management is considered not only as the organization of management processes but also as a comprehensive system aimed at improving the quality of education. It encompasses key management functions such as planning, organizing, motivation, and control.

During the research process, methods such as analysis of scientific literature, comparative approach, system analysis, and generalization were employed. In addition, both local and international academic sources in the field of educational management were studied. According to the research findings, educational management is a complex system composed of several interrelated functions.

Firstly, the planning function determines the main directions of an educational institution. At this stage, strategic goals are developed and resources are allocated.

Secondly, the organizing function shapes the structure of the educational process. In this process, responsibilities are distributed among teachers and staff members.

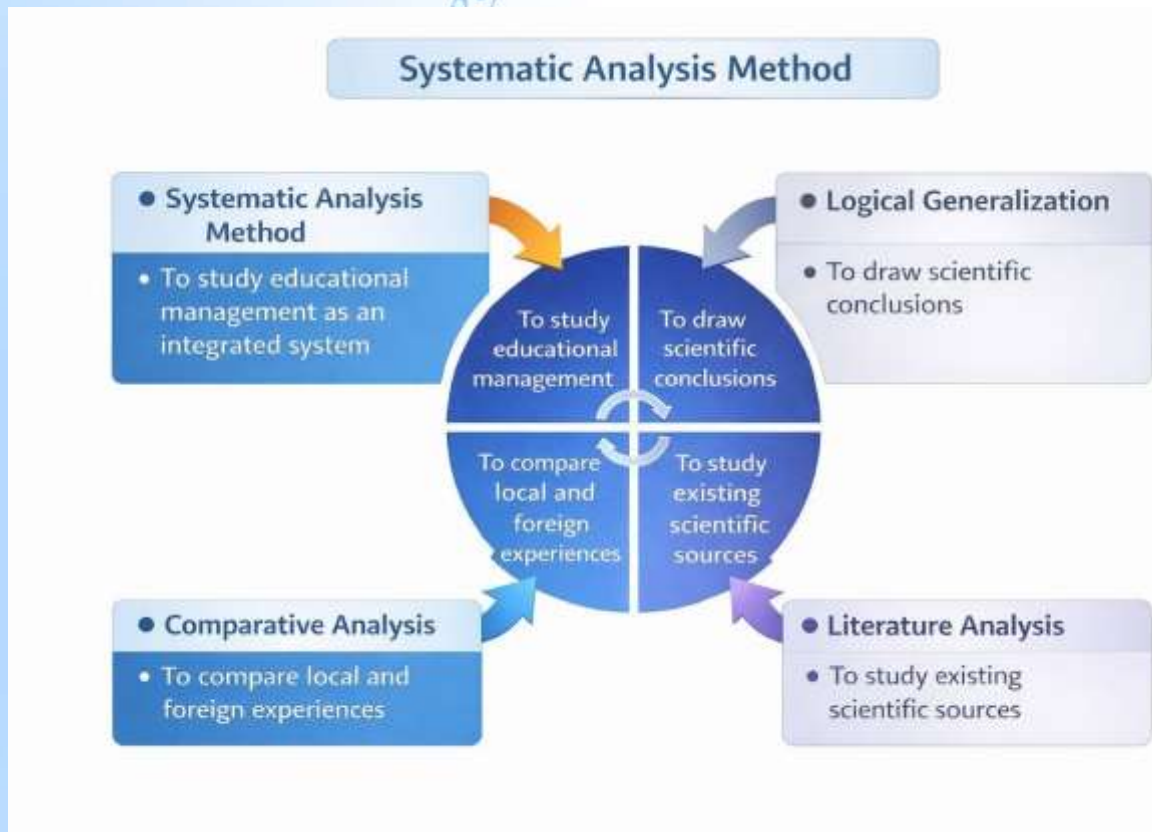
Thirdly, the motivation function serves to enhance employees' work efficiency. Managers activate and engage the team through various incentive mechanisms.

Fourthly, the control function enables the evaluation and analysis of the quality of the educational process.

A comprehensive scientific approach was applied in conducting this research. The findings related to the human factor are also of significant importance. It has been confirmed that the effectiveness of educational management largely depends on the professional competence and motivation of teachers. Therefore, working with personnel, improving their qualifications, and enhancing working conditions remain key priorities of the management system.

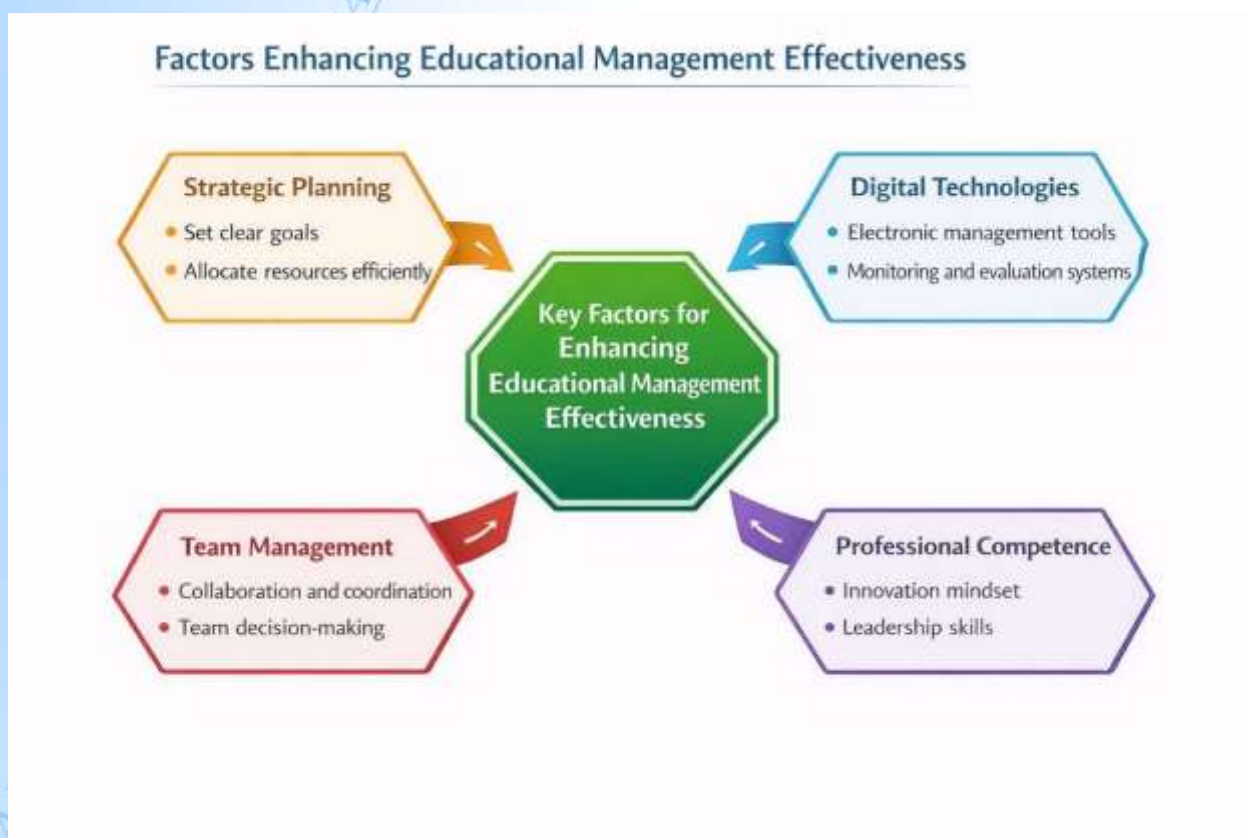
From the perspective of a systems approach, it was determined that an educational institution should operate as an integrated system in which all components are interconnected. The alignment between the educational process, financial resources, organizational management, and internal control directly affects the quality of education. If this alignment is not sufficiently ensured, management effectiveness may decline. The study also confirmed the particular importance of the motivation factor. It was observed that the level of interest and responsibility of teachers and staff in their professional activities depends on the effectiveness of the incentive system. One of the important findings is that the balanced application of both material and non-material incentives has a positive impact on productivity. The results related to the control function indicate the necessity of a systematic approach in assessing the quality of the educational process. Continuous monitoring and analysis expand the opportunities to identify existing shortcomings and eliminate them. This, in turn, ensures a process of continuous improvement within the educational institution.

Furthermore, the research findings once again confirmed the decisive role of the human factor in educational management. It was determined that teachers' professional competence, their motivation, and the psychological climate within the team significantly influence management effectiveness. Therefore, improving personnel policy has been identified as one of the priority directions of educational management.



In addition, the works of leading scholars in the field of educational management were analyzed, and modern management trends were studied. Unlike other management systems, educational management is a complex system based on the human factor, as the primary resource in the educational process is the individual—namely, teachers and students. In modern educational institutions, leaders function not only as administrative managers but also as strategic leaders. They guide teams, provide motivation, and implement innovative changes. Today, digital transformation has a significant impact on educational management. Electronic journals, remote management systems, and digital platforms contribute to improving the quality of education, making management processes more transparent and efficient. Furthermore, international experience shows that democratic management styles and collective decision-making significantly enhance the effectiveness of educational institutions. In addition, it has been determined that it is necessary to consider an educational institution as an integrated system. The harmony between the educational process, organizational management, financial

resources, and internal control directly affects the quality of education. If the balance among these elements is disrupted, management effectiveness may decline. At the current stage, digital technologies are becoming an integral part of educational management. Through electronic journal systems, remote management platforms, and digital monitoring tools, opportunities to optimize management processes are expanding. This not only saves time and resources but also ensures transparency in management. At the same time, the analysis of international experience indicates that approaches based on democratic governance, collective decision-making, and open communication significantly increase the effectiveness of educational institutions. Such approaches foster a climate of trust between leaders and teams and serve as an important factor in achieving common goals.



CONCLUSION

In conclusion, educational management is a fundamental and integral component of the modern education system. It serves to effectively organize, manage, and develop the educational process. The research findings indicate that the effectiveness of educational management is directly related to the professional competence of leaders, their innovative thinking, and their management styles. Therefore, the introduction of modern management approaches in the education system remains a pressing issue.

Furthermore, the development of strategic planning and collaborative management principles in educational institutions plays a significant role in improving the quality of education. Today, the integration of digital technologies into management processes is recognized as one of the key factors enhancing the effectiveness of educational management. In addition, developing leadership skills among managers and establishing effective communication with the teaching staff positively influence the overall development of educational institutions.

The study also substantiates the need to implement several practical measures to improve the effectiveness of educational management. In particular, it is important to continuously enhance the qualifications of educational institution leaders and develop their modern leadership skills. The widespread implementation of digital technologies in educational management contributes to further improving management processes. The development of electronic management systems, monitoring, and evaluation mechanisms accelerates decision-making and increases its accuracy. This, in turn, plays a crucial role in improving the quality of education and ensuring transparency within the system.

Overall, a comprehensive approach is required for the development of educational management, in which the integration of modern management methods, innovative technologies, and leadership competencies plays a key role. Systematic reforms in this area contribute to increasing the competitiveness of the education system and creating a high-quality and effective learning environment for future generations. At the same time, improving the system of material and non-material incentives for teaching staff and creating conditions for their professional development significantly enhance management effectiveness.

Moreover, the broad implementation of digital technologies in educational institutions and the automation of management and control processes remain urgent tasks. By developing collaborative management principles, establishing open communication, and ensuring transparency in decision-making, it is possible to increase the overall effectiveness of educational institutions. In general, improving educational management ensures the sustainable development of the education system, contributes to the training of competitive specialists who meet modern requirements, and serves as an important factor in societal development.

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