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THE ROLE OF DIGITAL TECHNOLOGIES IN ORGANIZING EFFECTIVE MANAGEMENT IN EDUCATIONAL INSTITUTIONS

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Annotation. The article examines the role of digital technologies in ensuring effective management of educational institutions. Modern management models, the advantages of using information systems, and their impact on improving the quality of education are analyzed.

Keywords: education management, digital technologies, efficiency, management, innovation.

Annotatsiya. Maqolada ta'lim muassasalarini samarali boshqarishni ta'minlashda raqamli texnologiyalarning roli o'rganiladi. Zamonaviy boshqaruv modellari, axborot tizimlaridan foydalanishning afzalliklari va ularning ta'lim sifatini oshirishga ta'siri tahlil qilinadi.

Kalit so'zlar: ta'limni boshqarish, raqamli texnologiyalar, samaradorlik, boshqaruv, innovatsiya.

Аннотация. В статье рассматривается роль цифровых технологий в обеспечении эффективного управления образовательными учреждениями. Анализируются современные модели управления, преимущества использования информационных систем и их влияние на повышение качества образования.

Ключевые слова: управление образованием, цифровые технологии, эффективность, менеджмент, инновации.

INTRODUCTION.

In the context of today’s globalization and digitalization, improving management processes in the education system is considered one of the most pressing issues. The effectiveness of management in educational institutions is closely linked not only to the quality of education, but also to the activities of the teaching staff, the rational use of resources, and strategic planning. Digital technologies enable the automation of management processes, the making of prompt decisions, and the strengthening of monitoring systems. Therefore, the introduction of modern technologies into educational management processes is of significant scientific and practical importance.

MAIN PART

1. The Essence and Importance of the Management System in Educational Institutions

The management system in educational institutions includes the processes of planning, organizing, coordinating, monitoring, and analyzing the educational

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process. Effective management has a direct impact on the quality of education, the performance of teaching staff, and the level of students' academic achievement. In modern conditions, educational management is not limited to administrative control alone, but also encompasses strategic planning, innovative approaches, and the development of human resources.

The management activities of the head of an educational institution should be aimed at the continuous improvement of the pedagogical process. In this regard, transparency in management, adherence to democratic principles, and cooperation with the staff are of great importance.

2. Opportunities for Using Digital Technologies in Educational Management

Digital technologies make it possible to automate and optimize management processes in educational institutions. Electronic document management, information and management systems, electronic journals, and rating systems create a fast and accurate information base for administrators.

In addition, digital platforms enable the monitoring of the educational process, the evaluation of teachers' performance, and the analysis of students' academic progress. This, in turn, contributes to making well-grounded and effective management decisions. Remote management and online communication tools further strengthen cooperation between administrators and teachers.

3. Modern Management Models and Their Role in the Education System

Today, a number of modern management models are being applied in educational management. These include strategic management, quality management, innovative management, and competency-based management models, which are widely implemented in educational institutions.

Strategic management serves to define the long-term development goals of an educational institution, while quality management focuses on the continuous improvement of educational services. Innovative management enhances the effectiveness of education through the introduction of new ideas and technologies. The integration of these models ensures the competitiveness of educational institutions.

4. Management Competencies of the Head of an Educational Institution

The head of an educational institution must possess a high level of professional and managerial competencies. They should have skills in strategic thinking, team management, problem-solving, and decision-making. Digital literacy is also one of the essential requirements for a modern leader.

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The leadership abilities of the head play an important role in directing the teaching staff toward a common goal, increasing motivation, and creating a healthy working environment. At the same time, the leader should continuously work on self-development and regularly analyze their management activities.

5. Impact of Digital Technologies on Decision-Making in Educational Management

One of the most significant advantages of digital technologies in educational management is their positive impact on decision-making processes. Data-driven management allows administrators to rely on real-time and accurate information rather than intuition or delayed reports. Learning Management Systems (LMS), Education Management Information Systems (EMIS), and institutional dashboards provide comprehensive data on student performance, teacher effectiveness, attendance, and resource utilization.

Through data analytics and reporting tools, educational leaders can identify strengths, weaknesses, and emerging trends within their institutions. This supports evidence-based decision-making, strategic planning, and timely interventions, ultimately improving institutional performance and educational outcomes.

6. Digital Technologies and Quality Assurance in Education

Digital tools play a crucial role in ensuring and enhancing quality assurance in educational institutions. Online assessment systems, digital feedback mechanisms, and automated evaluation tools help monitor learning outcomes and teaching effectiveness more consistently and objectively.

Moreover, digital platforms enable continuous quality monitoring through key performance indicators (KPIs). This allows administrators to evaluate institutional effectiveness, ensure compliance with national and international standards, and promote a culture of continuous improvement within the organization.

7. Challenges in Implementing Digital Management Systems

Despite their numerous benefits, the implementation of digital technologies in educational management faces several challenges. These include limited financial resources, insufficient digital infrastructure, and a lack of digital competencies among administrative and teaching staff.

Resistance to change is another common obstacle, as some educators may be reluctant to adopt new technologies. Data security and privacy issues also pose serious concerns, especially when handling sensitive student and staff information. Addressing these challenges requires comprehensive training programs, clear digital policies, and strong institutional leadership.

8. Professional Development and Capacity Building of Educational Leaders

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For digital transformation in educational management to be successful, continuous professional development of educational leaders is essential. Administrators must be trained not only in the technical use of digital tools but also in digital leadership, change management, and strategic innovation.

Workshops, online courses, and international collaboration programs can help develop leaders' digital competencies. A digitally competent leader is better equipped to guide institutions through technological change, foster innovation, and ensure sustainable development.

9. The Role of Artificial Intelligence and Big Data in Educational Management

Artificial intelligence (AI) and big data are increasingly influencing educational management. AI-based systems can support predictive analytics, early identification of students at risk, automated scheduling, and resource optimization.

Big data analytics enables institutions to analyze large volumes of educational data to improve planning, personalize learning pathways, and enhance institutional efficiency. The integration of AI and big data into educational management systems represents a major step toward smart and adaptive education systems.

10. Future Prospects of Digital Educational Management

The future of educational management lies in the further integration of advanced digital technologies. Smart campuses, cloud-based management systems, blockchain for credential management, and AI-driven decision-support tools are expected to become more widespread.

In the long term, digital educational management will contribute to greater transparency, accountability, and inclusiveness in education systems. Institutions that successfully adapt to digital transformation will be better positioned to meet global educational standards and respond to rapidly changing societal needs.

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CONCLUSION.

In conclusion, organizing the management system of educational institutions on the basis of digital technologies is a requirement of the modern era. This process increases transparency, efficiency, and responsiveness in management. Moreover, developing the managerial competencies of leadership personnel and the rational use of modern information systems contribute significantly to improving the quality of education. In the future, the widespread

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implementation of innovative approaches in educational management will be of great importance.

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