



INNOVATION MANAGEMENT IN NON-GOVERNMENTAL EDUCATIONAL INSTITUTION

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<https://doi.org/10.5281/zenodo.14958372>

Abstract: The article considers innovation management in non-governmental educational institutions as an important aspect of their development and competitiveness. The main focus is on strategic approaches, methods of innovation implementation and the role of management in this process. Special attention is paid to innovations in educational technologies, teaching methods and organization of the educational process. The factors contributing to the introduction of innovations in private educational institutions, as well as the challenges and problems faced by institutions in this context, are considered.

Keywords: innovation, management, non-governmental educational institutions, educational technologies, strategic management, private educational institutions.

Introduction; In the context of the dynamic development of the educational market, increasing competition and rapid technological progress, non-governmental educational institutions are faced with the need to constantly update educational approaches, teaching methods and management. Innovation in these institutions plays a key role in ensuring high-quality education, adapting to the needs of students and the labor market, as well as maintaining competitiveness against the background of public and private educational organizations. Innovation management in non-governmental educational institutions is becoming an important factor in their sustainable development.[1] Unlike public educational institutions, which often operate within strict government standards, private educational institutions have greater flexibility and freedom in decision-making, which provides them with unique opportunities to introduce new educational technologies, educational programs and methods. At the same time, innovation requires the management of educational institutions not only to be prepared for risks and investments, but also to be able to effectively manage the processes of change in order to ensure their successful integration into the educational process. Special attention should be paid to how innovations affect organizational processes within an educational institution, interaction with teaching staff, students and other stakeholders. The introduction of modern educational technologies such as online learning, artificial intelligence, as well as new methods of assessment and organization of the educational process require management not only technical, but also pedagogical expertise. [1]

The theoretical foundations of innovation management in education; Innovation management in education is the process of introducing and adapting new ideas, technologies, methods and approaches in order to improve the quality of the educational process and ensure its compliance with modern requirements. It is important to note that innovations in education can be both technological and organizational, and they relate not only to the content of curricula, but also to teaching methods, knowledge assessment and interaction with students.

The main theoretical approaches to innovation management in the educational field can be divided into several key areas.

-The innovation process in education; Innovations in the educational field may include new approaches to the organization of the educational process, the introduction of digital technologies, updating curricula, changing the structure of educational institutions. In the theory of innovation management, there are several models that help to understand how innovation is implemented in an organization. One of these models is the "innovation lifecycle" model. It includes the stages of idea generation, innovation development, implementation and dissemination, as well as support and evaluation. Each of these stages requires specific management decisions and approaches. In addition, it is important to consider the concept of "open innovation", which involves the use of external and internal ideas to accelerate innovation. In the context of educational institutions, this may mean collaboration with external research centers, private companies, and other educational organizations to share experiences and implement innovative solutions.

-The theory of innovative management; Innovative management in education includes the purposeful introduction of new educational technologies and approaches using strategic and operational management. It is important to understand that innovation management is not limited to technical aspects only. This also includes changing the organizational culture, managing human resources, and organizing the interaction of various participants in the educational process. The theory of innovative management in education is based on several key principles: [2]

Flexibility and adaptability. Educational institutions should be able to quickly adapt educational programs and approaches to changes in the external environment, labor market requirements, and student preferences.

Motivation and support of staff. The successful implementation of innovations requires the support of the teaching staff. This can include financial motivation, as well as learning new teaching methods and working with technology.

Strategic planning. An important aspect is the development of a long-term innovation strategy, which includes an assessment of needs, the selection of priority areas and the definition of key performance indicators.

-Innovation in educational technology; One of the most significant areas of innovation in education is the introduction of new educational technologies. In recent decades, considerable attention has been paid to the use of information and communication technologies (IT) in the educational process. This includes both the use of online platforms for distance learning and the introduction of multimedia and interactive technologies in classrooms.

The concept of "digital transformation of education" involves the use of technology not only as a tool for improving the educational process, but also as a basis for creating new formats of interaction between students and teachers. The introduction of artificial intelligence, big data and other technologies makes it possible to increase the personalization of learning, automate the process of knowledge assessment and improve the overall organization of educational activities.

-Theory of organizational change; Innovation management in education is impossible without taking into account the theory of organizational change. Organizational changes are associated with the redistribution of resources, the revision of the structure, the change of tasks and roles of participants in the educational process. For the successful implementation



of innovations, it is necessary that the entire structure of the educational institution is focused on the maintenance and development of innovations. [3]

In the context of educational institutions, the formation of an innovative culture plays an important role. This means creating an atmosphere of openness to new ideas, willingness to experiment and update. Leaders of educational organizations should not only promote innovation, but also actively involve teachers and students in this process. It is expected that an innovative culture will form the basis for the formation of flexible, sustainable and productive educational institutions.

- The role of management in the innovation process; Management plays a key role in the implementation of innovation processes. Heads of educational institutions should not only organize and control the introduction of new technologies and techniques, but also support changes at all levels of the organization. It is important that management has a strategic vision and can provide the necessary resources for innovation, including financial, human, and information resources.

Strategic management models, such as the SWOT analysis method, help the management of educational institutions identify the strengths and weaknesses of the organization and identify areas for innovation. Moreover, effective innovation management requires taking into account the views of all stakeholders, including students, teachers, parents, and employers, which ensures a high degree of engagement and coherence among all participants in the educational process.

One of the key areas of innovation in private educational institutions is the introduction of modern educational technologies. This includes the use of online platforms for distance learning, electronic learning materials, multimedia technologies, and other digital tools. Successful adaptation of these technologies requires not only technical equipment, but also training of teaching staff. Teachers should be trained to work with new tools, and methodological materials have been developed to help effectively integrate technology into the learning process.

Curriculum flexibility is an important aspect of the innovative approach in non-governmental educational institutions. Private educational institutions can quickly adapt their curricula to the changing demands of the labor market and new trends in educational technology. This may include courses in relevant areas, the introduction of interdisciplinary programs, and the use of a practice-oriented approach.

The active exchange of knowledge and the integration of scientific activity into the educational process is also important for the introduction of innovations. Non-governmental educational institutions can actively cooperate with scientific centers, organizations and other educational institutions to introduce scientific developments and advanced technologies into the educational process.

Management plays a key role in the successful implementation of innovations in non-governmental educational institutions. Effective innovation management requires leadership skills such as strategic planning, change management, and leadership. Managers should be prepared to manage the risks associated with the introduction of new technologies and methods, as well as to overcome resistance from the teaching staff. Management should also provide resource support for innovative initiatives, including financial support, teacher training, and the purchase of necessary equipment. [2]

One of the most important factors for successful innovation is leadership. Heads of educational institutions should inspire and motivate their employees to innovate, maintain an atmosphere of creativity and openness to change. The use of leadership as an innovation management tool helps to increase the effectiveness of the educational process and strengthen the competitive position of the educational institution.

An innovative culture in an educational institution implies the creation of an environment in which staff and students are open to new ideas, experiments and improvements. An important element of this culture is the encouragement of initiative and support for innovative projects by management.

Problems and challenges of introducing innovations in non-governmental educational institutions; Despite the obvious advantages, the introduction of innovations in non-governmental educational institutions faces a number of challenges. [4] One of the main ones is the financial burden associated with the purchase of technology, teacher training, and infrastructure adaptation. In addition, not all teachers are ready for rapid changes, which can lead to resistance to innovation and reduce its effectiveness.

Another problem is the lack of research and analysis of the effectiveness of innovation in the educational process. It is important to regularly evaluate how new technologies and methods affect the quality of education, as well as to take into account the opinions of students and teachers.

Conclusion: Innovation management in non-governmental educational institutions is an important element of their development and competitiveness. The introduction of innovative educational technologies, flexibility of curricula, support for scientific activities and active leadership in the organization of innovation processes are key strategies for the successful functioning of private educational institutions. At the same time, effective innovation requires an integrated approach, attention to staff training and solving financial and organizational problems.

Future research in this area may focus on a deeper analysis of the factors influencing the success of innovation in private educational institutions, as well as on assessing the impact of these innovations on the quality of education.

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