



AN INTEGRATED APPROACH TO INTELLIGENT MANAGEMENT, DIGITAL TEXTBOOKS, SOCIAL PLATFORMS, AND AUTOMATION OF PERSONNEL SELECTION IN THE MODERN EDUCATION SYSTEM

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Abstract:

This paper analyzes the integration of intelligent management systems, digital educational tools, social platforms, and automated personnel selection in the modern educational environment. It highlights the impact of digital resources on the learning process, the role of social networks in knowledge exchange, and the advantages of AI-driven systems for selecting educational staff. The study also explores how modern technologies can improve the quality of education, foster digital competencies in students, and ensure transparency in educational management.

Keywords: Digital textbook, intelligent management, social platform, automation, personnel selection, artificial intelligence, digital education.

The development of modern information and communication technologies has radically transformed the education system. Traditional teaching methods are being replaced by approaches based on digital tools, electronic textbooks, mobile applications, and social platforms. These tools are particularly significant in teaching modern disciplines such as the Theory of Intelligent Management. This subject requires advanced analytical thinking, a systematic approach, and digital competencies, necessitating the use of innovative and progressive methods in its instruction.

From this perspective, the integration of digital textbooks and social platforms creates favorable conditions for delivering course content to students in an interactive, simplified, and comprehensible manner. Furthermore, teaching the Theory of Intelligent Management demands a harmonized digitization of both education and management systems, calling for a broader, integrated approach.

In many educational institutions today—whether schools, colleges, or universities—the processes of recruiting staff, hiring, and monitoring their qualifications are still conducted manually, using traditional methods. This can result in time loss, human error, and even unfair practices. Therefore, the introduction of automated personnel selection systems within educational management structures is essential. These systems—known as digital human resources management platforms—rely on artificial intelligence, expert systems, and automated decision-making mechanisms within the framework of the Theory of Intelligent Management.



For example, algorithms that automatically analyze résumés, remote test administration platforms, and modules that conduct and evaluate interviews online using point-based scoring—all contribute to simplifying management processes while improving their transparency and efficiency.

Gradual implementation of these digital tools in the education sector will not only transform the learning process but also digitize the internal management of institutions. Alongside theoretical instruction, students can engage in practical implementation of intelligent management systems. They will be given opportunities to test their automation projects in real-life management scenarios, thereby narrowing the gap between academic knowledge and real-world practice.

Within such integrated systems, digital textbooks, social platforms, and automated management tools function cohesively. A student learns theoretical material via a digital textbook, discusses the content through a social platform, and completes practical assignments using an automation system or participates in a simulated management environment. This three-tiered approach fosters intellectual development, digital literacy, and practical competence in harmony.

Future enhancements may include blockchain technologies, digital student portfolios, comprehensive rating systems, and unified electronic management platforms. These innovations will not only ease the workload of students and teachers but also provide tools for automatic quality control and monitoring in education.

Moreover, automating personnel selection in the modern educational process plays a vital role. In particular, human subjectivity, time constraints, and bureaucratic complexities continue to hinder effective staff recruitment in schools and educational institutions. Therefore, developing automated hiring systems based on the theoretical and practical foundations of intelligent management is necessary. Recommendation systems powered by AI, automatic résumé analysis, and algorithms that assess candidate compatibility with required competencies will provide support in this regard. These systems help rank candidates based on their skills and knowledge, ensuring precision, speed, and fairness in human resource management.

This integrated approach—combining digital textbooks, social platforms, and automated personnel selection—enhances not only the quality of education but also the modernization of educational management based on digital principles. At the core of Intelligent Management Theory is the concept of scientifically and technologically optimized decision-making. As such, mastering modern technologies and applying them in education, management, and personnel policy fosters a vital link between theory and practice.

Another important aspect is content personalization. In today's digital environment, a one-size-fits-all approach is no longer effective. Each user—whether a student, teacher, or administrator—has unique learning styles, needs, and interests. Thus, adaptive learning systems are becoming increasingly relevant. These systems study user behavior and recommend the most appropriate textbook sections, quizzes, or additional resources. This significantly enhances the effectiveness of learning and enables a personalized approach to student development.

In conclusion, teaching the Theory of Intelligent Management should not only provide theoretical knowledge but also contribute to the modernization of educational management in this era of digital transformation. Therefore, the integration of electronic textbooks, social

platforms, and automated management systems into a unified environment represents an innovative and contemporary approach that meets the needs of today's educational landscape.

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