



THE EFFECTIVENESS OF IMPLEMENTING DIGITAL MANAGEMENT SYSTEMS IN PRIVATE EDUCATION CENTRES

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Abstract: This article examines the issues of improving management efficiency in the private education sector, particularly in private education centers of Uzbekistan. In recent years, due to government support and reforms, the number of private educational institutions has increased significantly, which has led to stronger competition among centers. As a result, new challenges have emerged, including the underdevelopment of management systems, difficulties in evaluating employee performance, and problems in ensuring consistent service quality.

The article analyzes the role of innovative digital management systems such as Face ID, CRM platforms, and KPI indicators in addressing these challenges. It also highlights how these systems contribute to improving operational efficiency, strengthening competitiveness, and ensuring stable and high-quality educational services. The study concludes that the implementation of digital management technologies is a key factor in the sustainable development of private education centers.

Keywords: Private education centers, management efficiency, digital management, Face ID, CRM, KPI, competitiveness.

Introduction

It is well known from global experience that investments in human capital play a crucial role in ensuring long-term economic growth and social development. Education, as a key component of human capital, directly influences the quality of workforce and the competitiveness of a country. Therefore, improving the education system, including the development of private educational institutions, has become one of the priority directions in many countries.

On April 8, 2022, the President of the Republic of Uzbekistan Shavkat Mirziyoyev signed Decree No. PF-101 **(1)** aimed at improving the business environment and creating favorable conditions for the development of the private sector. As a result of this decree, significant support has been provided to various private sectors, including non-state educational institutions.

According to official statistics, as of the beginning of the 2024/2025 academic year, a total of 112,093 students are studying in 455 non-state general educational institutions. Compared to the 2018/2019 academic year, this figure has increased by 8.1 times **(3)**, which clearly demonstrates the rapid growth of the private education sector in Uzbekistan.

As a natural consequence of this growth, the number of private education centers has also increased significantly. While this expansion creates new opportunities for improving access to

education, it also brings a number of management-related challenges that need to be addressed effectively.

The rapid increase in the number of private education centers has led to several important problems related to management efficiency and organizational effectiveness.

1. Increasing Competition

As the number of private education centers grows, competition in the market more intense. Each center tries to attract more students and improve its reputation. However, not all centers are able to maintain a stable flow of clients. As a result, some institutions face difficulties in attracting new students and retaining existing ones. Moreover, increased competition requires centers to constantly improve the quality of their services. Without effective management systems, it becomes difficult to maintain consistency in teaching quality and customer satisfaction.

2. Underdeveloped Management Systems

In many private education centers, management systems are not sufficiently developed. Administrative processes are often carried out manually or without a clear structure. This creates difficulties in coordinating daily activities and controlling operations.

In addition, the lack of proper management tools makes it difficult to evaluate employee performance objectively. Managers often rely on subjective judgments rather than data, which can lead to ineffective decision-making and reduced overall efficiency.

3. Limited Monitoring of Student Performance and Service Quality

Another important issue is the limited ability to monitor individual student progress and overall service quality. Without proper tracking systems, it is difficult to analyze students' academic results and identify areas that need improvement. At the same time, the use of KPI systems and electronic monitoring tools remains limited in many centers. This prevents managers from obtaining accurate and timely information about performance indicators, which in turn affects the effectiveness of management decisions.

4. Insufficient Use of Digital Technologies

Despite the availability of modern technologies, many private education centers do not fully utilize digital tools in their management processes. The absence of CRM systems, electronic journals, and automated identification systems slows down operations and increases the workload on administrative staff. As a result, routine tasks take more time, errors become more frequent, and overall efficiency decreases. This shows that digital transformation is not only desirable but necessary for modern education centers.

The Role of Innovative Management Systems

In order to overcome the above-mentioned problems and improve management efficiency, it is essential to introduce innovative digital management systems. Among them, Face ID systems, CRM platforms, and KPI indicators play a particularly important role.

1. Face ID System

The Face ID system is an advanced identification technology that allows automatic control of attendance for both employees and students. This system helps to accurately record the time of arrival and departure without the need for manual registration. The use of Face ID systems is especially important for maintaining discipline in private education centers. It ensures that both teachers and students follow schedules properly. In addition, managers can monitor attendance in real time, which increases transparency and accountability.

Furthermore, this system reduces the possibility of errors or manipulation in attendance records. As a result, administrative processes become more efficient, and resources are used more effectively.

2. CRM (Customer Relationship Management) Systems

CRM is a system designed to manage relationships with customers, in this case, students and their parents. In private education centers, CRM systems play a crucial role in organizing and optimizing interactions with clients. Through CRM platforms, centers can register new students, assign them to appropriate groups, manage class schedules, and keep track of payments and services **(2)**. All information is stored in a single system, which makes it easy to access and manage. The use of CRM systems also improves communication with students and parents. Notifications, reminders, and feedback can be managed efficiently, which increases customer satisfaction and trust. As a result, CRM systems not only simplify administrative processes but also contribute to the overall development and competitiveness of the education center.

3. KPI (Key Performance Indicators)

KPI indicators are essential tools for measuring and evaluating performance. In private education centers, KPIs can be used to assess both teacher effectiveness and overall institutional performance. For example, indicators such as the number of students, attendance rates, student satisfaction, and academic results can be analyzed to evaluate performance. This allows managers to identify strengths and weaknesses and take appropriate actions. The use of KPI systems also encourages accountability among employees. **(4)** When performance is measured objectively, staff members become more motivated to achieve better results. In addition, KPI-based analysis helps managers make more informed and accurate decisions, which ultimately improves the efficiency and effectiveness of the organization.

Overall Impact of Digital Management Systems

The integration of Face ID, CRM, and KPI systems creates a comprehensive digital management environment in private education centers.

These systems together help to:

- automate routine processes
- improve accuracy and reduce errors
- increase transparency in management
- enhance employee performance
- ensure consistent service quality

As a result, education centers become more organized, efficient, and competitive in the market.

Conclusion

In conclusion, the rapid growth of private education centers in Uzbekistan has created both opportunities and challenges. One of the main challenges is ensuring effective management and maintaining high-quality services in a competitive environment. The implementation of digital management systems such as Face ID, CRM, and KPI indicators provides effective solutions to these challenges. These systems improve operational efficiency, enhance transparency, and support better decision-making. Therefore, the adoption of innovative management technologies is not only beneficial but essential for the sustainable

development of private education centers. By implementing these systems, educational institutions can strengthen their competitiveness and ensure long-term success.

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