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MODERN EDUCATIONAL MANAGEMENT IN ACCORDANCE TO SOCIAL CHALLENGES

***Annotation.** The question of formation of managerial competence as the basis of the professional activity has been raised. Thus, the aim of research is the development of professional managerial skills and thinking, especially rational decision making in context of Educational Management, what is a component of professional competence and requires the identification of effective pedagogical approaches aimed at supporting and developing managerial and leadership positions. So, the prospects for the modernization of professional training in the conditions of modern society are outlined, paying due attention to the formation of decision-making skills, teamworking, according to social challenges.*

***Key words:** Educational Management, System of Professional Training, special course, leadership, social challenges.*

***Анотація.** Підняте питання управлінської компетентності як основи професійної діяльності. Тож, метою дослідження визначено розвиток професійних управлінських навичок та мислення, зокрема раціонального прийняття рішень у контексті менеджменту освіти, як складової професійної компетентності і потребує визначення ефективних педагогічних підходів, спрямованих на підтримку та розвиток управлінських та лідерських позицій.*

Отже, окреслено перспективи модернізації професійної підготовки в умовах новітнього суспільства, приділяючи належну увагу формуванню навичок прийняття рішень, роботи в команді відповідно до соціальних викликів.

***Ключові слова:** освітній менеджмент, система професійної підготовки, спецкурс, лідерство, соціальні виклики.*

Introduction. One of the determining criteria for the development of the State is the high level of education of its citizens: the level of everyday and social comfort, the state of culture and spirituality in society, as well as the pace of economic, social, scientific, technical, and political progress depends on the quality and level of education. Higher education is the indicator of freedom of intellectual, professional and social choice, which is why in Ukraine it is recognized as a priority area of social, economic, spiritual and cultural development of society. Modern requirements for the educational level of specialists, their competitiveness in conditions of free employment require high-quality System of Professional training and, as a condition for the implementation of this requirement, reform of the structure and modernization of the content of higher education in accordance with European and world standards [3; 8, p. 108].

The purpose and tasks of the novaday researches are characterized by the manifestation of managerial competence as the basis of the professional activity of a social specialist which is determined by the peculiarities of awareness of the behavior and activity of people in the organization and is part of the sphere of work culture, the culture of professional management activity. Thus, the aim of researches is the development of professional managerial skills and thinking, specially intuition as a component of rational and intuitive decision making in context of Educational Management [7; 8, p. 215].

Theoretical framework. Scientists declare, that in order to bring the educational management systems of European countries closer, the following steps have to be taken: harmonize education level systems, adopt an education system based on educational levels, create a European system credit units, as well as to

introduce such a concept as «European area of higher education» (M. Lukashevich, O. Snisarenko, L. Snitsar, O. Romanovskyi, R. Sopivnyk, N. Semchenko, D. Suprun). Higher education in Ukraine should ensure the training of specialists who could compete with graduates of prestigious foreign universities. Let's mention Intuition decision-making as a concept that has been studied across various disciplines, such as management (Lauren, 2022), sociology, psychology, and philosophy (Hodgkinson, 2003; Sinclair&Ashkanasy, 2005; Dane & Prat, 2009; Hogarth, 2010). It has been established by R. Sopivnyk and D. Suprun that effective leadership in student age is provided by such features as the ability to self-discovery, self-assertion, pronounced independence, the ability to self-determination, the desire for collectivity, public activity etc. Thus, it's age for open ability for development of rational and Intuitive Decision Making.

Presentation of material. Scientific research addresses to the realities of the functioning of Higher Education in the conditions of martial law, the determination of tools for the effective use of existing university resources for the transformation of the *survive and endure* paradigm to the *live, recover and develop* paradigm in accordance with today's global challenges and the projected post-war period of development of Ukraine. We need to outline the primary task for the higher school: improvement of the content of university education by enriching it with humanistic ideas, views, orientation, and the best ideals of Ukrainian and world culture. At the same time, the determining role in the formation of the personality of the student is given to national education as a priority educational component, which is implemented through the creation of conditions for the development of national consciousness, self-identity, and self-awareness as a part of Ukrainian and world social space.

Thus, the aim of Education is to characterize and provide the components of the Quality and Innovative System of Professional Training in accordance to educational management and to analyze the main paradigms of the organization of management, psychological and pedagogical process, which made it possible to identify the principle positions of Ukrainian Education in the world scientific society [6; 8, p. 12].

We should attach special importance to two factors: the first is the digitization of modern society, which requires teachers, students, educators, education managers to have a high level of analytical skills, the ability to critically perceive, realize, select the necessary information, forecast, identify typical and exceptional, find ways solving interdisciplinary problems, etc.; the second factor is the combination of production, science, education and business into a single functional model, which dictates the need for students to develop the ability to create something new, rebuild their own state, which, in turn, leads to the improvement of conceptual and applied support of the educational process [11, p. 12].

Nowadays, in the conditions of war, the process of education has been transformed to a great extent. It is extremely difficult to organize the educational process under inhumane circumstances: disconnection of light, water, heat, air alarms, lack of constant contact with students. That is, today, in the conditions of war, a lot depends on the teacher, his conscientiousness, qualifications, creativity, ability to effectively use technical means of education, the latest information.

Discussion. Thus, we can say about psychological differences in Model of educational management. The model of educational management is a theoretical framework that describes personal, psychological and social factors that affect the effective management of an education. This model is based on researches in pedagogy, psychology, sociology, and other scientific disciplines that examine human behavior and social interactions.

In particular, the model of educational management in Ukraine and other Europe may be somewhat different due to differences in cultural traditions and approaches to common management and education. In Ukrainian culture, an authoritarian style of management is quite common, when the manager makes all decisions and controls the actions of subordinates. At the same time, abroad, a democratic style of management is more common, when management treats subordinates as equals and interacts with them on an equal basis [8; 10, p. 15].

In addition, a certain hierarchy can be observed in Ukrainian education management. In Europe, on the other hand, management and subordinates can have

an equal relationship and workers can be more active in the management and educational process. Therefore, we can say that the model of educational management has peculiarities in Ukraine due to different approaches to common management, educational styles, motivational aspects, Leadership decision making styles, communication and hierarchy styles and conflicts resolution [8; 9, p. 32].

Thus, we consider the necessary of inclusion as the the comprehensive goal of the integrated courses such as Psychology of Management, Innovative Entrepreneurship and Startup Project Management, Organizational Psychology, Psychotechniques of Self-Regulation, Psychology of Success Achievement Motivation, Image and Leadership Psychology, Personal Life Design Psychology, Psychology of Business Communication etc. which will help to increase students' level of professional adaptability, managerial culture; assimilation by future specialists of the essence, regularities, principles, conditions of formation of the qualities of an active and socially competent subject of work culture; practical training of an individual to perform various functions and tasks, solving problems of professional and personal self-development. These target settings are aimed at future specialists' development: 1) a system of universal leadership and management-psychological abilities and skills ensure the realization of a professional position (teaching oneself and adequately assessing one's capabilities, independently building ways to solve problems and difficult situations in personal and professional life, implement projects to improve one's own professional competence, personal self-realization); 2) methods of productive cooperation and communication, conflict resolution; 3) readiness for the optimal solution of managerial and professional tasks in the latest political and economic conditions[8, p. 71].

Conclusion. The Ukrainian State faces new challenges related to political, economic, and globalization processes, to overcome which professionals in various fields, experts-leaders who accompany almost all types of social activities are sufficiently prepared to overcome them. At the same time, the response between tasks related to the integration of the Ukrainian Higher School into the European space of higher education and the current system of training specialists, society's needs for

competent specialists and the quality of training, which requires modern scientifically based modernization, has intensified. Thus, the identified trends can be used and clarify the strategy of increasing the level of development of leadership qualities as a managerial component of professional training. We have no right to stop. We have no right to lose interest in creative research directions in accordance with educational management trends. The educational scientific community should focus on overcoming disruptions, developing a new vision of the system, creating conditions for the transformation of the educational network, improving quality and maintaining an innovative environment. Prudence, experience, equanimity, multiplied by enthusiasm, seasoned by the desire to eternally search for optimal options for the implementation of the planned, will definitely bring Ukrainian education to a qualitatively new level.

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