

Dyshlovoi Igor Nikolaevich,

Doctor of Economics, Associate Professor,
Professor at the Department of Management,
V.I. Vernadsky Crimean Federal University,
Simferopol.

Pegushina Anna Aleksandrovna,

Ph.D. in Economics,
Senior Lecturer of the Department of Management of Sustainable Development,
V.I. Vernadsky Crimean Federal University,
Simferopol.

OPTIMIZATION OF MANAGEMENT OF HIGHER EDUCATIONAL INSTITUTIONS AS A BASIS OF COMPETITIVENESS

In the article the problems of management of higher educational institutions are revealed, negative tendencies are indicated, which testify to the need to reform the education. The authors consider the conditions (external and internal environment) that require close attention when optimizing the management of a higher educational institution. The problematic aspect in the context of optimization is the construction of an optimal organizational structure. In the course of the study, the main directions for the analysis of the current management system were identified. The foreign experience of implementing the administrative policy by higher educational institutions is considered. On the basis of the analysis, a number of strategic and tactical tasks have been singled out, the solution of which will contribute to improving the efficiency of the management of domestic higher education institutions.

Keywords: management optimization, structural reorganization, higher education institution, organizational structure, professional competence, structural and management analysis, competitiveness, labor market.

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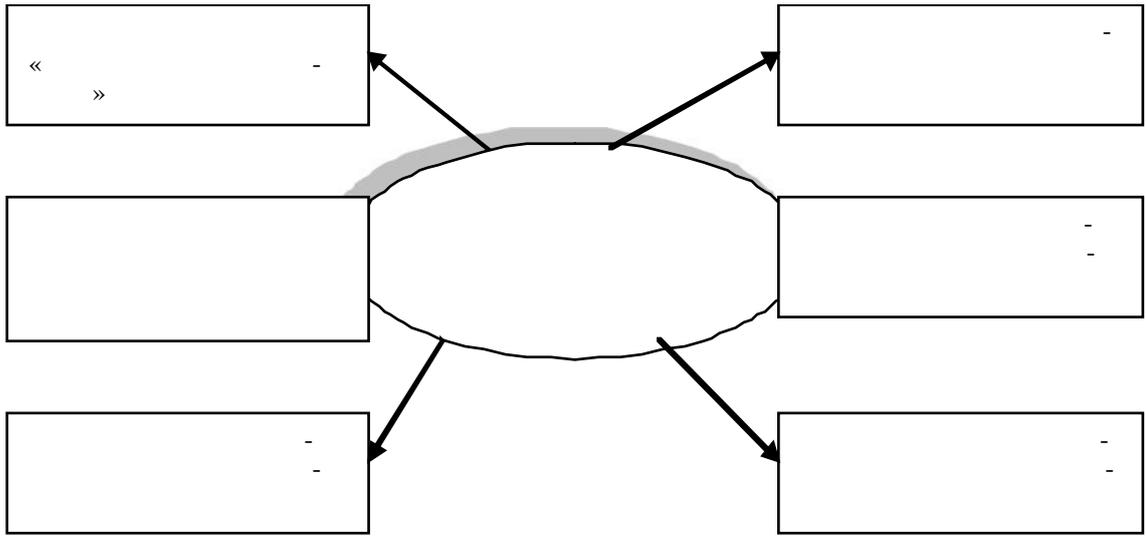
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