

UDC 378.33

doi: 10.15330/jpnu.9.1.131-138

THE INFLUENCE OF GLOBALIZATION ON THE DEVELOPMENT OF EDUCATIONAL MANAGEMENT

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Abstract. The article substantiates the impact of globalization on the system of management of education and identifies the main directions of its impact on education. Management of the educational sphere in modern conditions determines the procedure for the establishment and legalization of educational institutions, formation of decisions in the educational sphere, support of the vital activity of the structure and control over functioning and development of educational institutions. In conditions of the globalized world in management of education the issues related to supporting educational initiatives and innovations, creating conditions for stable functioning and development of educational systems, development and self-realization of participants in the educational process, legal and economic protection of education, forecasting and making optimal decisions. designing optimal models of educational systems come to the forefront. On the basis of the analysis of scientific works of the leading domestic and European researchers, the tasks of management of education in conditions of globalization have been summarized: definition of strategies of educational activities, improvement of methodologies of quality of management of education taking into account current trends in social development, working out of innovative approaches to management of educational services, intensification of European integration processes, introduction of information technologies in the system of management of education, development of mechanisms for regulating educational activities in a market environment, modification of scientific approaches to human resources management in education and modernization of training of specialists in management of education. The main ways for improving modern management in the process of implementation of educational policy in Ukraine have been proposed.

Keywords: globalization, education management, educational services, market environment, information technology, human capital.

1. INTRODUCTION

At the present stage of development, public life is pierced by dynamic globalization processes. Globalization covers all spheres of public life: economics, politics, culture, science, etc. Globalization affects social development of all countries of the world, so Ukraine must find its own optimal way to adapt to globalization.

A rapid penetration of information technology into all spheres of public life is taking place and political transformation and integration at both regional and global levels is seen. The main result

of globalization is the creation of a single world market. A transformation of political and cultural institutions based on the growing interdependence and sensitivity of national economies to external social and economic factors is taking place.

The modern model of globalization is transforming the sphere of education. Educational institutions respond to economic and political factors by changing the main directions of state educational policy. Globalization changes have caused the need in new approaches to the management of the educational sphere, which is an integral set of educational structures, relationships, activities and consciousness that ensure the reproduction and development of intellectual potential of the society.

Management of the educational sphere in modern conditions determines the main functions of educational institutions of all forms of ownership; the procedure for the establishment and legalization of educational institutions; formation of decisions in the educational sphere; support of the vital activity of the structure and control over functioning and development of educational institutions.

The issue of mutual recognition of educational product, and namely training of a specialist capable of active highly professional activities in the fields of production and services is being studied in the context of the impact on the future of the state [6]. The development of education is aimed at acquiring a significant amount of knowledge and narrow specialization of education in the context of rapid accumulation of information. Increase of competitiveness of the economy of the country and its regions is impossible without effective management of education and its compliance with international standards. The formation of the European educational space requires modernization of the entire management vertical of the education system [8]. At the same time, the education management system is slowly adapting to the market environment. Due to the constant influence of economic, legal, demographic, social and cultural factors, management of education at the present stage is not proportional to the rapid changes in the educational space.

2. RESULTS AND DISCUSSION

Globalization is becoming a new type of world development, which marks the emergence of new trends that will develop the world over the next few decades. Interpenetration of ideas on reforming education systems, improving methods, tasks and concepts of educational development, management of education, management of educational institutions are the processes that today actualize the development of educational systems at the international and European levels.

Globalization affects the development of education management, as it determines the following:

- optimal variants of organizational strategy of education and its content at the international, European and national levels [1, 15];
- peculiarities of interaction of local educational environments, mutual testing of innovative environments, which creates identical educational situations in many countries and promotes the development of education in general;
- vector of development of international relations in the education system;
- formation of new methodological techniques, skills and values in the educational environment.

On the basis of the analysis of scientific works of the leading domestic and European researchers [N. Avshenyuk [1], V. Andrushchenko [2], B. Wulfson [15], H. Horta [4], N. Nychkalo [5, 6], V. Ognevyuk [7], (2010), S. Pasyeka [8], M. Poster [9], A. Shakhno [11], etc.) the task for development of management of education in conditions of globalization have been generalized:

- 1) definition of strategies of educational activity;
- 2) improvement of methodologies for management of quality of education, taking into account

current trends in social development;

- 3) working out of innovative approaches to the management of educational services;
- 4) intensification of Eurointegration processes;
- 5) implementation of information technologies into the system of management of education;
- 6) working out of mechanisms for regulating educational activities in a market environment;
- 7) modification of scientific approaches to human resource management in the field of education;
- 8) modernization of the system of training of specialists in management of education.

1. *Definition of the strategy of educational activities.* Public needs act as vectors that change the concepts of education management. The strategic goal of the concept forms the tasks of modern education management, which are mostly related to systematization, competence and qualimetry; identifies students as one of the subjects of management; regulates cooperation between the subjects of the educational process and modernizes the diagnosis of the quality of the educational process, etc.

The concept of modern education management should solve the problem comprehensively: to meet harmoniously the educational needs at the individual and societal level; to combine economic requirements in the educational process with pedagogical imperatives in the educational system. Optimization of educational processes should not be limited to reducing costs, but to pursue the goal of the significantly improving quality of education. Thus, to improving and systematically studying the educational and training process on the basis of information and communication technologies, it is necessary to build a model of increasing the quality of educational process and timely adjust according to the needs of the market of educational services [7].

In conditions of information economy, an important component in the system of management of education is human capital, education, knowledge and information. In particular, according to N. Nychkalo, the concept of human capital is key to mastering a set of issues related to functioning of the labor market, ensuring rational employment, responding to dynamic changes in the labor market, modernization of training according to labor market needs. At the personal level, human capital takes the form of knowledge and skills that a person has acquired through education, training, practical experience, so he can offer his own production services to consumers. At the microeconomic level, human capital is a set of professional abilities and qualifications of all employees of education institution, as well as the total capacity of an institution for effective organization of work and staff development. At the macroeconomic level, human capital is the accumulated investments in education, training and retraining, career guidance, employment, rehabilitation, etc. [6].

2. *Improvement of methodologies for management of the quality of education, taking into account current trends in social development.* Management of the quality of education depends on the educational concept and effective activity of the subjects of management. The theoretical basis of quality management is formed in the concept, which is based on the principles of: unity of strategic and tactical management; coherence of social justice and decisions taken; frontal quality management (customer-oriented service, improving the organizational structure, involving staff in management, decision-making based on established facts); ensuring uninterrupted quality management of the educational process (self-improvement, self-realization, its openness and accessibility, focus on professional and personal development, meeting the needs of students, monitoring of educational achievements); structural approach (integrity, purposefulness, controllability, hierarchy, comparison, consistency); synergetic approach (self-organization, causation and consequential relationships, subordination); qualimetry (measuring and evaluating the general and partial properties of the object of study, comparing the quality of the object and the sample, the ability to compare the quality of the educational product, etc.).

3. *Working out of innovative approaches to the management of educational services.* Knowledge is

becoming the most important factor in economic development. Globalization has a significant impact on the formation of educational services, as a reassessment of different types of knowledge is conducted. Education can be an exactly determining innovative factor in the formation and increase of competitiveness of a specialist in the labor market and it includes not only the level of education but also educational potential and educational competence, the result of formation of which is readiness for innovation activity, perception of change, the developed individual style and as a result is perfect level of development of the market of educational services.

4. *Intensification of European integration processes.* An important factor in the emergence of modern globalization processes it is necessary to consider the development of integration trends at the regional and interregional levels in the process of formation of a common educational space and European consciousness. In the field of education at the European level, there are two main integration associations – the European Council and the European Union. School and pedagogical science are actively involved in the construction of the European educational space. The movement in this direction is taken place with the support of the branched structure of political, scientific and public institutions: the Conference of Ministers of Education, the European Cultural Foundation, the European Teachers' Association, the European Network for Educational Research, the European Society for Comparative Education. The initiatives of the European Council and the European Union foresee the formation of a European citizen on the basis of a dialogue and cooperation between the participants in the integration process. When educating a European citizen, it is proposed to take into account the historical and cultural kinship of Western countries.

An integral part of integration is academic mobility, which provides an opportunity to enlarge its knowledge with the latest European developments, with the results or areas of research, to increase foreign language skills, to participate in the development of new projects, to establish direct international contacts and to expand its horizons.

5. *Introduction of information technology in the system of management of education* is an electronic internationalization, which consists in the inclusion of international aspects in research, teaching and administrative activities of higher education institutions based on the use of modern information technology. Modern information systems are able to assess the external environment, to take into account all important macroeconomic factors in the market, to measure, evaluate and forecast results, to provide adequate strategic responses to existing and expected problems in the system [10].

Areas of virtual internationalization in the system of education are determination of the forms and ways of international cooperation, participation in international associations and the availability of international student programs, which are now actively implemented in the form of international webinars and e-workshops. Very important direction remains the exchange of teachers and students, joint programs with foreign universities, participation in multilateral international programs, franchising agreements with foreign organizations, translated and adapted educational materials for participants in the educational process, international video conferences, video lectures and video seminars.

It is worth noting such forms as participation in international professional Internet forums and social networks that promote personal development; pedagogical video seminars and virtual project teams during internships in foreign companies and educational institutions; sponsorship of foreign organizations; online cooperation in the preparation of scientific articles; involvement of foreign companies in the development of educational, scientific and socially oriented programs.

6. *Working out of the mechanisms for regulating educational activities in conditions of market environment.* A high level of education quality is necessary for a modern market economy and social and economic development of society. The market economy transforms the mechanism of the system of education, encourages the search for new sources of funding and changes the process of education management, etc. Responsibility for educational activities does not rely solely on the

state, but is shared among many of all subjects of the educational process.

The market of educational services requires the participation of the state in the process of implementing of educational policy. The state acts as a guarantor of citizens' rights to education and provides them with reliable information on the quality of educational services. The role of the state in regulating the development of the education system is transformed towards the results of educational activities.

The economic interests of educational institutions lie in the plane of profitability from educational activities, which will provide them with economic freedom and competitiveness in the market of educational services.

The interests of public authorities are differentiated and built on the basis of the demands of the state educational standard and the need in providing the required amount of quality services.. The mechanism of state regulation of the education system must take into account the interests of all subjects of the educational process.

State regulation of education covers a system of economic, social, legal, political and organizational forms and methods of influencing the subjects of the educational process that meet the strategic interests of the state and the interests of all participants in the educational process.

State regulation of the education system affects the development of educational institutions through the use of instruments of legislative, administrative and economic regulation. Educational activities are implemented through a system of educational institutions that operate in a market environment, so it must act in accordance with market laws. The mission of educational institutions is to increase the level of knowledge of pupils and students who hope to find their place in a globalized economy. In many respects, schools and universities are cultural and scientific centers. Therefore, the education system must be adapted to the new requirements of the information society. Management of education should ensure a balance of elements of state regulation, market mechanisms and globalization processes, balanced integration of these components will ensure the development of educational activities.

7. Modification of scientific approaches to human resource management. Human resources in the field of education should be optimized so that high quality of educational services is obtained at a minimum level of cost and meet the requirements established by law. The education system must respond quickly to changes in the market environment. Based on the analysis of sources [3, 6, 14], the main directions in the system of human resources management in education will be professional competence; personal responsibility of employees for their own development; creating a basis for comprehensive development; active participation in the formation and implementation of social partnership policy both at the level of state education management and at the level of organization, institution, educational institution.

Management in the system of human resources management should be based on purposeful interaction of the manager with the objects and subjects of the educational process. The purpose of management is to achieve strategic and tactical goals of education management on the basis of creating the most favorable conditions for self-development and self-actualization of the individual through the optimal organization of the education system and educational process. The result of the work must be the formation of intellectually developed, educated, trained and self-actualized personality with moral qualities that correspond to universal and national cultural values.

8. Modernization of training in the field of educational management. Professional training of specialists in education management in European higher education institutions is aimed at educational leadership, development and implementation of program principles of educational activities [4].

The analysis of training programs for education managers in European higher education is implemented in the context of two directions. The first is implemented at the legislative level of educational activities (administration of education, evaluation of the quality of educational

activities, internal cooperation of educational institutions, international cooperation, national educational standards, special schools and inclusion, training of educators, public relations, work with pedagogical documentation). The second direction reflects the specifics of the implementation of conventional policy in the field of education (development of the program of the development of education, cooperation between educational institutions and cooperation between educational institutions and local governments, etc.) [4].

In conditions of a globalized world in management of education the issues related to supporting educational initiatives and innovations, creating conditions for stable functioning and development of educational systems, development and self-realization of participants in the educational process, legal and economic protection of education, forecasting and making optimal decisions. designing optimal models of educational systems come to the forefront. The management of educational organizations provides legal, social and moral responsibility to society.

3. CONCLUSIONS

The tasks of management of education in conditions of globalization should be aimed at the realization of national interests and the declaration of its own national position in the global world. In most European countries, decentralization has become one of the main goals of educational policy, which has increased the quality, fairness and efficiency of educational management [13]. Ukraine should use the experience of European countries to implement accounting and control functions in the field of quality assurance of educational services.

Optimization of functions of management and distribution of powers should become actual directions of modern management of educational policy in Ukraine; balancing of the resources of government and development of education; monitoring of education and its public accountability; increasing the role of education in resolving interethnic and interfaith conflicts, providing of the market mechanisms in the system of educational services, efficient use of financial and material resources in achieving the goals of management of education, fair access to quality educational services; formation of educational standards.

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Received: 14.01.2022; **revised:** 21.02.2022.

Савків Уляна, Сидор Галина. Вплив глобалізації на розвиток менеджменту освіти. *Журнал Прикарпатського університету імені Василя Стефаника*, **9** (1) (2022), 131–138.

В статті обґрунтовано вплив глобалізації на систему менеджменту освіти та визначено основні напрямки її впливу на сферу освіти. Менеджмент освітянської сфери в сучасних умовах визначає процедуру щодо утворення та узаконення діяльності освітніх інституцій, формування рішень в освітній сфері, підтримку життєдіяльності структури та контроль за функціонуванням та розвитком освітніх інституцій. Розвиток освіти спрямований на засвоєння значного обсягу знань та вузьку спеціалізацію освіти в умовах стрімкого накопичення інформації. В умовах глобалізованого світу у менеджменті освіти на перший план виступають проблеми щодо підтримки освітніх ініціатив та нововведень, створення умов, що забезпечують стабільне функціонування й розвиток освітніх систем, розвиток і самореалізацію учасників освітнього процесу, правовий та економічний захист освіти, прогнозування та прийняття оптимальних рішень, проектування оптимальних моделей освітніх систем. На основі аналізу наукових праць провідних вітчизняних і європейських дослідників узагальнено завдання менеджменту освіти в умовах глобалізації: формування стратегій освітньої діяльності, удосконалення методологій управління якістю освіти з врахуванням сучасних тенденцій суспільного розвитку, розробка інноваційних підходів до управління освітніми послугами, активізація евоінтеграційних процесів, впровадження інформаційних технологій в систему менеджменту освіти, розробка механізмів регулювання освітньої діяльності в умовах ринкового середовища, модифікація наукових підходів до управління людськими ресурсами в освітній сфері та модернізація системи

підготовки фахівців з менеджменту освіти. Запропоновано основні шляхи удосконалення сучасного менеджменту в процесі реалізації освітньої політики в Україні.

Ключові слова: глобалізація, менеджмент освіти, освітні послуги, ринкове середовище, інформаційні технології, людський капітал.