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## **GAMIFICATION IN EDUCATION: TRANSFORMING ENGAGEMENT AND MOTIVATION THROUGH PLAYFUL LEARNING STRATEGIES**

The integration of gamification in education has emerged as a promising strategy to enhance engagement and motivation among learners, particularly in preschool education where foundational skills and attitudes are formed. This playful approach aligns well with the needs of young learners, offering a dynamic and interactive platform for skill development. As educational institutions increasingly recognize the value of playful learning, it becomes crucial to explore its potential in cultivating leadership competence from an early age, thereby laying the groundwork for effective leadership training at the university level. This study aims to investigate the effectiveness of gamification in transforming engagement and motivation through playful learning strategies, specifically focusing on its role in fostering leadership competence in preschool education. By examining various gamified approaches, the research seeks to identify key strategies that can be incorporated into educational curricula to nurture leadership skills.

A mixed-methods approach is proposed, combining quantitative surveys and qualitative interviews with preschool educators and students. The study will analyze existing gamified educational programs, assessing their impact on leadership competence through targeted evaluations. Additionally, case studies of successful implementations will be examined to extract best practices and lessons learned. The expected outcomes will highlight the positive correlation between gamification and leadership competence formation, showcasing how playful learning strategies can enhance skills such as decision-making, teamwork, and communication.

The findings will underscore the importance of incorporating gamified elements into educational practices to foster a more engaging and motivating learning environment conducive to leadership development. The implications of this research emphasize the need for educational institutions to adopt gamification as a strategy for enhancing leadership competence in preschool education. By integrating playful learning approaches, educators can create a supportive and stimulating environment that nurtures leadership skills from an early age. Future research should focus on refining these strategies and exploring their long-term impact on leadership development throughout the educational journey, from preschool to university-level training.

Gamification in Education: Transforming Engagement and Motivation

Through Playful Learning Strategies The integration of gamification in education has emerged as a promising strategy to enhance engagement and motivation among learners, particularly in preschool education where foundational skills and attitudes are formed. This playful approach aligns well with the needs of young learners, offering a dynamic and interactive platform for skill development. As educational institutions increasingly recognize the value of playful learning, it becomes crucial to explore its potential in cultivating leadership competence from an early age, thereby laying the groundwork for effective leadership training at the university level. This study aims to investigate the effectiveness of gamification in transforming engagement and motivation through playful learning strategies, specifically focusing on its role in fostering leadership competence in preschool education. By examining various gamified approaches, the research seeks to identify key strategies that can be incorporated into educational curricula to nurture leadership skills. A mixed-methods approach is proposed, combining quantitative surveys and qualitative interviews with preschool educators and students. The study will analyze existing gamified educational programs, assessing their impact on leadership competence through targeted evaluations. Additionally, case studies of successful implementations will be examined to extract best practices and lessons learned. The expected outcomes will highlight the positive correlation between gamification and leadership competence formation, showcasing how playful learning strategies can enhance skills such as decision-making, teamwork, and communication. The findings will underscore the importance of incorporating gamified elements into educational practices to foster a more engaging and motivating learning environment conducive to leadership development. The implications of this research emphasize the need for educational institutions to adopt gamification as a strategy for enhancing leadership competence in preschool education. By integrating playful learning approaches, educators can create a supportive and stimulating environment that nurtures leadership skills from an early age. Future research should focus on refining these strategies and exploring their long-term impact on leadership development throughout the educational journey, from preschool to university-level training.

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## **COMPUTERIZATION OF EDUCATIONAL INSTITUTIONS: A MANAGEMENT PERSPECTIVE ON NAVIGATING DIGITAL TRANSFORMATION**

With the rapid development of information technology, the digital transformation of the education sector has become an important issue facing global