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THE MANAGEMENT OF EDUCATIONAL INSTITUTIONS IN THE CONTEXT OF ONGOING CHANGE

The landscape of education is undergoing profound changes, influenced by rapid technological advancements and evolving educational paradigms. Managing educational institutions within these changing conditions requires innovative models and adaptive strategies. In this study we aim to examine key aspects of contemporary educational management, focusing on new models and technological integration that support effective administration and educational excellence.

At the core of managing educational institutions in this evolving environment is the implementation of flexible organizational structures that can adapt to technological and pedagogical innovations. Leaders must embrace a culture that values agility and responsiveness, ensuring that institutional policies and practices can evolve alongside technological changes and educational demands [5, p. 45].

New models of educational management, such as distributed leadership and collaborative governance, have emerged as effective strategies to decentralize decision-making and empower educators at all levels. These models promote an inclusive approach, encouraging contributions from diverse stakeholders, thereby enhancing institutional resilience and innovation [1, p. 58].

The integration of technology in educational management is pivotal. Educational leaders are leveraging data analytics, artificial intelligence, and digital platforms to enhance decision-making processes, personalize learning experiences, and optimize operational efficiency. These technological tools enable educational institutions to harness real-time data, allowing for more informed and timely decisions that cater to the unique needs of students and educators [2, p. 67].

Despite the numerous advantages offered by these new models and technologies, challenges remain. Issues such as digital equity, cybersecurity, and the need for continuous professional development must be addressed to fully realize the benefits of technological integration in education. Strategies aimed at overcoming these challenges include investing in digital infrastructure, ensuring equitable access

to technology, and providing ongoing training for faculty and staff to keep pace with technological advancements [1, p. 79].

In conclusion, the effective management of educational institutions in the context of these changes hinges on the ability to integrate new models and technologies that support adaptive and innovative educational strategies. By fostering a culture of collaboration, leveraging technological tools, and addressing potential challenges proactively, educational leaders can enhance institutional effectiveness and drive educational success in a rapidly changing environment.

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THE CRITICAL ROLE OF THE ADMISSIONS MANAGEMENT TEAM AND THE BOUNDARIES OF THEIR RESPONSIBILITIES

The primary objective of our study is to explore the critical role of Enrolment Management Teams in higher education institutions and outline their borderline responsibilities.

As the core executive body of enrolment, the Admissions Management Group assumes the important responsibilities of formulating enrolment policy, implementing enrolment plan, ensuring enrolment quality and improving enrolment efficiency. In this paper we made an attempt to analyse the organizational structure and function allocation of the Enrolment Management Group. In this regard we highlight its importance in ensuring the fairness, justice and transparency of the enrolment process. Additionally, we emphasise the critical role of the admissions management team in formulating and adapting policies in the face of diverse student populations and complex social needs. Beside this, we strongly believe these challenges can be addressed through effective communication and coordination mechanisms.

It was interesting to analyse the boundaries of responsibility of the Admissions Management Team in the admissions process, including its legal, ethical and