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DEVELOPMENT AND SIGNIFICANCE OF MANAGEMENT CULTURE IN EDUCATION

The evolution of management culture in the field of education is a process deeply intertwined with the broader developments in society and the economy. It did not emerge suddenly but gradually took shape as the complexities of educational systems expanded and the demand for higher standards of quality grew. Since the mid-20th century, the rapid pace of industrialization and informatization has brought about profound transformations in social organization and management practices. These shifts inevitably influenced the education sector, which began to prioritize the scientific and effective management of its operations. Traditional experience-based methods of managing schools became insufficient in addressing the expanding scale and intricacies of educational institutions. This necessitated the adoption of modern management theories such as system management and goal-oriented management, concepts originally designed for enterprises.

This cultural shift toward management in education was further fueled by advancements in disciplines such as psychology and education science. Research in cognitive psychology provided insights that improved instructional design and student learning management, while theories of organizational behavior offered frameworks for optimizing school structures and personnel management. Moreover, globalization introduced an unprecedented level of interaction among educational systems worldwide. This exchange of ideas and best practices contributed significantly to the rise of a shared management culture in education, allowing institutions to learn from one another and innovate collaboratively.

The significance of this transformation is profound. One of the most notable impacts of management culture in education is the improvement of educational quality. Through the establishment of scientific quality management systems, educational institutions are better equipped to define clear goals, streamline teaching

processes, and allocate resources effectively. These improvements result in enhanced learning outcomes and a more robust educational experience for students. Another critical impact of management culture is its role in enhancing the competitiveness of educational institutions. Institutions that embrace modern management practices are better positioned to respond to societal needs, attract talented educators and students, and strengthen their reputation within the educational landscape. This competitive edge ensures that such educational institutions remain relevant and influential in a rapidly changing world. Equally important is the contribution of management culture to promoting educational equity. By ensuring the fair distribution of resources, effective management reduces disparities between regions, urban and rural areas, and individual institutions. This creates a more inclusive educational environment, where every student has access to quality education, regardless of their circumstances. The adoption of management culture also stimulates educational innovation. By encouraging educators to explore new teaching models, curricular designs, and pedagogical approaches, it brings fresh energy and ideas into the educational system. This culture of innovation ensures that education evolves to meet the demands of contemporary society and prepares students for an increasingly dynamic world. Furthermore, management culture fosters a positive educational ecology. A well-managed educational institution promotes harmonious relationships among all stakeholders, including teachers, students, and administrators. This collaborative environment supports effective communication, cooperation, and a shared commitment to excellence, creating a nurturing space for learning and growth [1; 2].

Finally, the role of management culture in ensuring the sustainable development of education cannot be overstated. By enhancing the adaptability and resilience of institutions, it enables them to navigate internal challenges and external changes effectively. This positions education systems to achieve long-term stability and growth, ensuring their relevance and impact for future generations.

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OPTIMIZATION STRATEGIES OF EDUCATIONAL MANAGEMENT CULTURE

The optimization of management culture in educational institutions necessitates a strategic approach rooted in the distinct characteristics of its constituent elements.