

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.

These elements – values and ideas, rules and regulations, behavior patterns, material culture, and communication mechanisms – serve as pillars that collectively shape the identity and functionality of educational institutions. By understanding and strategically optimizing each of these aspects, educational institutions can create a more cohesive, adaptable, and effective educational environment.

Values and ideas form the ideological foundation of an educational institution. To ensure their relevance and resonance, educational institutions must regularly organize discussions involving teachers and students. These forums provide an opportunity to refine values in alignment with societal developments and the unique realities of the educational institutions, ensuring that they remain stable yet adaptable. A robust communication mechanism is essential for embedding these values into the educational institution's community. Various channels, such as campus radio, themed class meetings, and visual displays, serve to disseminate core values, making them an integral part of daily life. Recognizing and rewarding those who exemplify the institution's values reinforces their significance and ensures their perpetuation through role modeling [1].

Rules and regulations are vital for providing structure and order within the educational institution's environment. To remain effective, they must be periodically reviewed and revised to address evolving educational contexts. Inclusivity in the development and revision of these rules is crucial; engaging teachers and students in the process ensures that the regulations are both standardized and contextually appropriate. Publicizing these rules and offering training on their implementation further ensures that all members of the educational institution's community understand their importance, fostering compliance and active participation.

Behavior patterns within educational institutions reflect its cultural ethos and influence its overall atmosphere. Enhancing professional development for leaders and teachers equips them to model exemplary behavior, thereby elevating the educational management standards. A systematic behavior supervision and evaluation mechanism allows for the timely identification and rectification of negative habits, ensuring that the community adheres to high standards of conduct. A positive campus culture that encourages collaboration and innovation plays a crucial role in cultivating constructive behavioral norms.

Material culture, encompassing the physical and technological environment of the educational institutions, significantly impacts the educational experience. A thoughtfully designed campus environment, imbued with educational and artistic elements, embodies the institution's values and philosophy. Regular updates to teaching facilities and the integration of advanced educational technologies enhance the efficiency and effectiveness of instructional processes. Additionally, the development of unique and attractive campus cultural identifiers strengthens the symbolic and inspirational aspects of the educational institution's environment.

Effective communication mechanisms underpin the seamless functioning of an educational institution. Diversified communication platforms, such as online forums and social media groups, expand interaction channels, fostering openness and inclusivity. An efficient information feedback system ensures timely and accurate communication, allowing for responsive and transparent decision-making. To further

enhance communication, educational institutions should invest in training programs that build the communication skills of both teachers and students, promoting more effective and meaningful exchanges [2].

In conclusion, the optimization of an educational institution's management culture requires a deliberate and comprehensive approach that considers the unique characteristics of its foundational elements. By fostering a dynamic interplay among values and ideas, rules and regulations, behavior patterns, material culture, and communication mechanisms, educational institutions can create a vibrant, innovative, and resilient educational ecosystem. Such efforts not only elevate the quality of education but also ensure its adaptability and sustainability in a rapidly evolving world.

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### BASIC PRINCIPLES OF THE EDUCATIONAL PROCESS MANAGEMENT

Effective management of the educational process is a cornerstone of delivering high-quality education and fostering student development. This multifaceted discipline goes beyond administrative functions, encompassing strategic planning, decision-making, and the implementation of practices aimed at achieving institutional goals. Fundamental principles such as goal orientation, scientific decision-making, democratization, and continuous improvement serve as the backbone of successful educational management [1].

Goal orientation emphasizes aligning all activities with clearly defined educational objectives. By setting measurable targets, educational managers can ensure that resources and efforts are directed toward meaningful outcomes. Scientific decision-making, which relies on data analysis and evidence-based practices, enhances the effectiveness of strategies and policies. Democratization, or the inclusive involvement of stakeholders, promotes collaboration and ensures that diverse perspectives are considered in decision-making processes. Continuous improvement highlights the importance of regular evaluation and adaptation to address challenges and embrace opportunities for growth.