

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.

Leadership plays a pivotal role in managing educational processes. Managers are required to possess skills in communication, problem-solving, and strategic planning to create an environment conducive to learning. Balancing academic rigor with flexibility enables institutions to adapt to the evolving needs of students and society [2; 3].

The integration of technology has become a transformative force in educational management. Digital tools streamline administrative functions, facilitate data-driven decisions, and enable personalized learning experiences. Moreover, technology supports collaboration among educators, students, and other stakeholders, enhancing the overall effectiveness of the educational process.

A comprehensive and adaptive approach is essential for addressing both current and future demands in education. By adhering to modern management principles and embracing technological advancements, institutions can strengthen their capacity to provide innovative and equitable learning environments. This ensures that educational systems remain relevant and capable of preparing individuals for success in a rapidly changing world.

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FORMATION OF A POSITIVE IMAGE OF A MODERN LEADER

In the contemporary global and digital era, the effectiveness of a leader extends beyond decision-making and strategic competence. A positive leadership image has become essential for building trust, inspiring teams, and fostering organizational success. The development of this image is influenced by a complex interplay of factors, strategies, and tools, which collectively shape public perception and credibility.

The foundation of a leader's image lies in the conditions that define their environment and personal attributes. Personality traits, emotional intelligence, and leadership style are internal factors that significantly impact how a leader is perceived. External conditions, such as organizational culture, societal norms, and public expectations, establish the broader framework within which a leader operates.