

ABSTRACTS

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STRATEGIC MANAGEMENT AS A SYSTEMIC MEANS OF ENSURING THE COMPETITIVENESS OF AN EDUCATIONAL INSTITUTION

Unbalanced structure of education in Ukraine, unstable legal framework, budget deficit of educational institutions, lack of experience in managing higher education institutions under the conditions of strong competition, confirm the presence of problematic task for the strategic management of a higher education institution.

We should start by adopting highly competitive rates with strategic planning of an educational institution. In addition, it is clear that employees' understanding of the real level of competition is a strong argument for their own motivation in innovative development of an institution – while the perspective characterized by decrease in capacity to meet personal needs is not desirable.

The dynamics of changes taking place in an educational institution should ensure creation of conditions under which such an institution of higher learning will have the best chance to be competitive in the education market. At this, a strategic plan should be considered as a set of specific management decisions that will ensure efficiency in achieving the objectives.

The internal factors that conduce to the success of strategic management of a higher education institution to ensure its competitiveness, in our view, include the following ones: regulatory – legal, financial – economic, material – technological, socio – motivational, and personnel – management.

However, it should be noted that there must be a sufficient level of team's readiness to use the approaches of strategic management within an educational establishment. The use of the mentioned type of management is important in an education institution in general, and in its every separate unit in particular.

Converting strategic management into the main systemic means of ensuring competitiveness of an education institution will facilitate concentration of administrative work on the main issues and ensure increase the quality of education.

Key words: strategy, management, strategic management, strategic planning, institution's competitiveness, innovations.