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THE PROBLEMS OF EDUCATIONAL MANAGEMENT IN UKRAINE

Ukraine's entry into the European educational environment is an important priority for the development of education and society as a whole. Current reforms of the education system in accordance with the European principles are aimed at the creation of a single labor market, the provision of mobility among teachers and students, the significant improvement of the qualification level of academics and educators, the improvement of professional skills of specialists for the national labor market, and open prospects for the development of science based on innovative and integrative processes.

The need to address the problems in the field of education in Ukraine is of great importance. The solution of these problems is important for the formation and development of the Ukrainian educational system, which is so necessary for our society.

The problem has been revealed in many scientific works (Danilenko, 2009; Karamushka, 2003; Krizkov, 2004; Marmaz, 2014, Khrykov, 2010) but still remains an open question concerning educational management in new socio-economic conditions [5].

To start with, management in the field of education is a specific branch of administrative science, incorporating the sources of pedagogy, psychology, sociology of management, marketing and management itself.

The research has shown that educational management has its own specifics and inherited patterns. In educational management three tools are used:

- an organization, the hierarchy of management, the main tool here is the impact on the person from above with the help of motivation, planning, organization, control, incentives, etc .;

- management culture, which is developed and recognized by society, organizations, social norms and attitudes, behavioral features;

- a market, market relations, which are based on the equilibrium of the interests of the seller and the buyer [1].

Despite the fact that at present the services in the field of educational management are provided by business schools, training centers, etc. higher educational establishments remain a priority.

Since Ukraine signed the Bologna agreement new challenges in the system of higher education have appeared. In addition to the traditional problems such as modular education system, European scale assessment, credit system, etc., Ukrainian universities have started the "struggle" for applicants. It is obvious that the reduction of the student's amount leads to shortening the number of teachers so that the threat of dismissal arises every year. Therefore, an image of an educational establishment becomes a challenge for their administration. This happens because thanks to an image and successful advertising campaign applicants choose a certain educational establishment. The creation of a positive image of an educational establishment is impossible without effective management, which is based not only on the principles of administrative management but also on the knowledge of the market economy, the labor market and, of course, the needs of employers.

It is predicted that by 2018–2019 there will be a minimum number of school leavers in Ukraine. In order to provide the necessary amount of students higher educational establishments are forced to reduce the requirements to applicants on

entrance exams. On the other hand, universities might have the opposite problem soon. According to the statistics, the birth rate has risen over the last decade so universities might have a surplus of applicants after that again [2].

The findings have shown that among the external problems of the system of higher education in Ukraine, the following can be defined:

1. Poor financing from the state budget. The state financing of higher education and science in Ukraine is extremely unsatisfactory and does not meet the requirements and norms of «The Law on Education» and «The Law on Higher Education». The government therefore lacks professionals in many spheres because of the scale and quality of the training of scientific and pedagogical staff is decreasing, and the conditions for the research and creative work of scientists and teachers are markedly worsening.

2. The non-satisfactory state of research activity of higher educational establishments at the present stage due to the problems in educational management as well.

3. Low level of educational innovation. At all times, the relatively low rates of research in Ukraine have been perhaps the most important reason that none of our universities was able to enter the top 500 ranking universities in the world [3].

Positive prospects are possible only in case of interaction of the authorities and the educational management system and, as a result, priority directions should be outlined. There is a growing interest in this area, the need for changes is realized, but to increase the trust of business entities to the management of the education system, it is necessary to introduce new approaches, develop programs that will correspond to new requirements.

It is obvious that the future of the nation depends on the present quality of education so the system of higher education forms the most important wealth of the state, i.e. human potential. Therefore, it is fair to assert that the improvement of the quality of higher education and its impact on the development of the economy should become a national priority for the government [4].

The fundamental changes in the socio-economic situation in Ukraine, which have taken place in recent decades, the intensive development of market relations and integration processes also affect the sphere of higher education. Higher educational establishments of Ukraine are in such a competitive situation that requires a special personnel management approach, the need for existing and future university leaders to master such a field of scientific knowledge and management practices as educational management.

Thus, the educational policy of Ukraine is based on the principles of democratization and humanism, oriented towards the achievement of the worldwide recognized educational standards, the revival of the national identity, radical improvement of the content, forms and methods of teaching, and an increase of the intellectual potential of the country.

In our opinion, effective educational management in Ukraine can be realized in case the following steps are made:

- the organization of accessibility to education that is capable to satisfy the educational needs of the population;
- the provision of equal access to education for all people at all levels and levels of education;
- the improvement of the quality of education and establishing compliance in accordance with the requirements of the society;
- the design of an efficient policy for the development and modernization of the system of higher education both at the national and regional levels;
- the creation of the concept for the provision of the continuity of education;
- the integration of educational establishments of various types in new complex educational establishments;
- the provision of fair competitive educational environment between public and private universities.

Of course, the complexity of problems combined with the reduction of public funding requires reviewing the role and functions of the government, organizations,

universities, families, students in financing and organizing the overall educational system.

The Ministry of Education and Science in Ukraine is mainly involved into the functions of development of the higher education strategy and controls the processes of its implementation. In relation to institutions of higher professional education, the state is being transformed from a direct supervisor to the customer and the consumer of educational services.

Thus, the particular feature of management of modern educational system should be, first and foremost, the autonomy of educational establishments. It is necessary for higher educational establishments to choose a new direction for the educational process as well as methods, teaching tools, new sources of funding, etc.

To sum up, the Ukraine's state policy in the field of educational management should be aimed at the revival and further development of national scientific and educational traditions, updating of content, forms and methods of teaching, multiplication of the intellectual potential of the society.

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