

ТЕОРІЯ І МЕТОДИКА УПРАВЛІННЯ ОСВІТОЮ

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ORGANIZATIONAL ASPECTS OF IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE MANAGEMENT OF INVESTMENTS OF A HIGHER EDUCATIONAL INSTITUTION

The relevance of the research lies in the fact that at the current stage of the development of society, the informatization process occupies one of the leading places. The educational sector is not an exception. For more than 20 years, the domestic educational and scientific space of Ukraine has been implementing information and communication tools. Nowadays, in conditions of a social crisis, such as military aggression in Ukraine (since 2014) and a global pandemic due to COVID-19 (since 2020), the pace of adoption of digital technologies in the educational environment has accelerated. It is an undeniable fact that the digitalization of higher education concerns not only the educational process or scientific activity, but managerial activity as well.

The aim of the study is to conduct an analysis of the available educational and informational resources that may be used in professional activities to manage the educational investments of a higher educational institution.

The theoretical basis of the research is the works of domestic scientists, such as: N. Andrushchenko, V. Bobrytska, O. Bogdanovych, N. Vasylenko, T. Vasylyuk, V. Gavrylyuk, V. Gamanyuk, A. Gurzhiy, L. Kartashova, A. Lipinska, P. Luzan, S. Protska, S. Semerikov, A. Stryuk, A. Yanovskyi, etc. At the same time, such researchers as V. Andrushchenko, V. Bobrytska, R. Vernydub, L. Grynevych, S. Danylyuk, S. Zakharin, L. Kalinina, V. Kremen, L. Martynets, L. Nazarenko, V. Ognevnyuk, T. Pylypenko,

N. Protasova, V. Shpak and others consider versatile aspects of educational management in their writings.

The educational sector is one of the priorities for the state. That is why the use of information resources to manage the internal processes of the university is quite natural. The implementation of digital technologies in the management of investments of a higher educational institution will contribute to the increase of labour productivity and financial and economic indicators, the construction of new communication channels with stakeholders in the management of the university, improvement of the educational process, development of a digital educational environment and the automated management system of the educational institution for comprehensive support of various areas of off-line work.

Within the framework of the study, we understand the digital educational environment as "a set of resources aimed at the organization and provision of the educational process, the implementation of scientific and technical and international activities, the creation of conditions for provision of educational services and management of higher education" [1, p. 167]. The main directions of management of a higher educational institution in the conditions of digital transformation include: informational (creating own content and maintaining a relevant image in the information space); scientific (use of special scientific and technical modules and programs to support scientific activity); educational (use of various web resources and the internal system of electronic training courses in the educational process); administrative (functioning of the automated system of electronic management of documents and management in an educational institution) [1].

However, despite the existing interconnection of the listed areas of activity in the digital sphere, not all of them relate to the organization and management of university investments. In this way, it is worth defining the main components of management activity in relation to investment processes in a higher educational institution:

- use of software (information processing programs and program documents);
- available resource base (verification and optimization of the use of available means for managing the educational institution);

- programming (technical means that implement the need to collect, systematize and distribute information);
- the level of technical support (availability of the necessary information and computing equipment, teaching aids, equipment).

Let's focus our attention on the use of software tools in management activities. On the basis of the previously conducted research, we can state that popular software tools for accounting of various university resources, including those related to investment processes, are the programs "1C: Accounting" [3] or "1C: salary and personnel management" [2], statistical reporting product "MEdoc" [4], "TQM systems" [5] and "Parus-Personal" [6]. Additionally, computer-integrated technologies for the management of educational investments can be represented by the created individual software of the organization and management of investments of higher educational institution.

One of the leading educational and information tools that can be used to implement management activities in investment processes is electronic training course management systems – Modular Object Oriented Distance Learning Environment (MOODLE).

MOODLE is an educational platform, but it allows to integrate certain processes and thus it is possible to comprehensively interact with students as with stakeholders. On the MOODLE platform, it is possible to disseminate information about possible investment projects, which students of higher education and scientific and pedagogical workers of the university can join in, conduct various surveys to determine the level of student involvement in making managerial decisions regarding investment activities, and publish a rating of the investment activity of structural units.

The use of social network messengers can be considered one of the leading integrated tools for the administration of investments in an educational institution. Currently, the most popular managers are Instagram, Messenger Facebook, Telegmam, Viber, WhatsApp, etc. In general, the main role of messengers in the organization of management of investment activities of a higher educational institution is to build communication links between interested management stakeholders. In our opinion, the use of messengers, as in the form of mobile applications or online programs, is the optimal form of communication for highlighting the results of the implementation of investment projects, receiving feedback

from partners (investors), reporting on the resources used, publishing working materials or documents, operational exchange of information between subjects of the university's investment activities.

Currently, Google services are an equally popular online tool used by Ukrainian higher educational institutions in their activities. The vast majority of Google services, namely: disk, calendar, forms, chat and others, can be used to implement the conceptual and technological components of the organizational model of the management of educational investments of the university.

In our opinion, the problematic aspects in the process of organizing investment management in the educational environment using computer-integrated technologies should include:

- the difference between the main goals of managing investment activities and provision of real resources;
- shortage of the necessary information and computing equipment and software;
- inconsistency in the level of digital competence of individual employees of the necessary or structural subdivisions;
- low level of information connections between the higher educational institution and stakeholders;
- technical and technological problems of building or functioning of the information space of the educational institution.

Based on the above, it can be concluded that the educational and informational environment of a higher educational institution as a tool for managing investment activities should be considered through the availability of technical means, the use of online services, the availability of specialized software and the level of digital competence of the persons responsible for the university's investments. The digital educational environment has close relationship with the components of the organization and management of investment activities in a holistic model. If the vast majority of integral elements of the organization of university's investment management are supported in the digital sphere due to the availability of software or information resources, then local components are implemented using the appropriate online services.

In general, the use of means and resources of the digital educational environment in organizational and administrative activities regarding

investments allows to identify positive points for certain subjects of management of educational investments of higher educational institutions.

References:

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