

**PROBLEMS AND SOLUTIONS OF THE ANALYSIS OF THEORETICAL
VIEWS ON MANAGEMENT ACTIVITIES IN HIGHER EDUCATION
INSTITUTIONS USING THE EXAMPLE OF THE EXPERIENCE OF
FOREIGN COUNTRIES**

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Analyzing theoretical perspectives on management activities in higher educational institutions is a complex and multifaceted task, which requires a deep understanding of different approaches and practices used in different countries. Based on the experience of foreign countries such as the USA, Great Britain, Australia, Germany, and Canada, we can identify and offer solutions to the main problems of increasing the effectiveness of management in higher education is the diversity of practices across countries. Each country has its own system of higher education governance, which makes it difficult to make direct comparisons and identify universal best practices. To address this issue, researchers and policymakers can use a comparative approach, examining the strengths and weaknesses of different systems to inform their practice. Another issue is the evolving nature of higher education institutions and the increasing demands placed on governing boards. With the rise of digital technology, globalization and changing student demographics, institutions must adapt their management strategies to remain competitive and relevant. [4]

Solutions to this problem include investing in the professional development of board members, fostering a culture of innovation, and embracing data-driven decision-making processes. In addition, the lack of standardized indicators for evaluating governance performance in higher education institutions is effective will be a serious obstacle to analysis. Without clear criteria and indicators, evaluating the impact of management decisions will be subjective and difficult. To overcome this obstacle, stakeholders can collaborate to develop a set of key performance indicators tailored to each institution's unique goals and mission. In addition, stakeholder engagement and communication in management performance analysis the question of doing is an important problem. Effective governance requires transparent channels of communication between boards, administrators, faculty, students, and external

partners. By developing a culture of collaboration and inclusion, institutions can improve decision-making processes and build trust among stakeholders and causes difficulties in providing quality education to students. Differences in governance structures and decision-making processes can create conflict between administrators, faculty, and the board of governors, affecting an institution's ability to effectively implement strategic initiatives recruitment of teachers and cooperation with foreign institutions can create problems related to cultural differences, language barriers and compliance with regulations. Keeping pace with rapid technological progress and integrating digital tools into teaching, research and administrative processes can be a significant management challenge for higher education institutions. Ensuring academic quality while balancing the demands of stakeholders and regulatory bodies and meeting accreditation standards can be a complex management challenge for institutions in foreign countries.[9]

Addressing issues related to student satisfaction, retention, and academic success requires effective management strategies to enhance the overall student experience. Providing professional development opportunities, mentoring programs, and support services for faculty members is critical to maintaining a motivated and engaged academic workforce. Lead sustainability initiatives, reduce carbon footprint, and promote environmentally friendly practices within the institution management may be a problem in foreign countries with different rules and priorities. Developing and implementing long-term strategic plans that align with the organization's mission, vision, and values, and adapting to changing external factors, requires strong leadership and effective management practices. Responding to emergencies, natural disasters, public health crises, or political unrest can test an institution's crisis management protocols and require rapid decision-making and communication strategies. These examples illustrate the variety of management challenges facing higher education institutions abroad shows the diversity and emphasizes the importance of proactive and innovative management approaches in effectively solving these problems.[3]

A number of general management problems usually arise in the management of higher education institutions in foreign countries. These challenges can affect various aspects of the institution's operations, management and strategic direction. Managing a diverse student body, faculty, and staff with diverse cultural



backgrounds can lead to communication barriers, misunderstandings, and challenges in creating an inclusive and supportive environment. Language differences can hinder effective communication between stakeholders, affect decision-making processes, collaboration, and the overall academic experience of international students and faculty. Complying with foreign country regulations, accreditation standards, and legal requirements can be complex and time-consuming, requiring a thorough understanding of local laws and policies can be a significant management challenge, especially in the face of competing priorities. Developing and implementing strategic plans that align with the institution's mission, vision, and goals while taking into account external factors and market trends requires effective leadership and stakeholder engagement.[5]

Ensuring academic quality, maintaining accreditation and meeting international standards while meeting the diverse needs of students and stakeholders can be a management challenge for higher education institutions abroad management, cross-cultural negotiation skills, and a clear understanding of mutual goals and expectations. Using technology to improve teaching, research, and administrative processes while addressing digital literacy gaps and infrastructure limitations Management in foreign higher education institutions may be a problem.[2]

Providing comprehensive support services for international students, including academic advising, career counseling, mental health resources, and cultural adaptation programs, requires effective management and coordination. Supporting the professional growth, research, and teaching performance of faculty members through mentoring, training programs, and recognition initiatives is critical to maintaining a motivated and engaged academic workforce strategic planning, effective communication, stakeholder engagement, continuous improvement and a commitment to innovation are required.[1]

Conclusion:

In conclusion, it can be said that the analysis of theoretical views on management activities in higher educational institutions is a complex task and requires a deep understanding of global practice and local conditions. By addressing issues such as management diversity, technological advances, performance evaluation and stakeholder engagement, institutions can strengthen their management practices and



drive continuous improvement in the higher education sector. The analysis of theoretical views on management activities in higher education institutions using the experience of foreign countries also reveals solutions in this regard. Providing professional development opportunities for board members and board members can improve their skills and knowledge of higher education management. Curriculums in management, leadership, and strategic planning can improve decision-making processes. Developing and implementing strategic plans that are consistent with the mission and vision of an educational institution can help overcome the challenges of higher education management. Setting clear goals, priorities, and performance indicators can guide decision-making and resource allocation. Involving stakeholders in the management process, including students, faculty, staff, alumni, and industry partners, can foster collaboration, transparency, and accountability. Building strong relationships with stakeholders can enhance an institution's reputation and support its strategic goals. [8]

The use of technological solutions such as data analysis, management information systems and online platforms can simplify management activities and increase efficiency. Technology integration can facilitate data-driven decision making and improve operational efficiency. Comparison with international standards and adoption of best practices of successful foreign institutions can provide valuable insights for improving management activities in higher education. Learning from the experiences of foreign countries can inspire innovation and continuous improvement. By addressing these challenges and implementing solutions, higher education institutions can strengthen governance, increase institutional effectiveness, and achieve sustainable growth and excellence in the global education landscape.[7]

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