

TECHNOLOGY OF SCENARIO-STRATEGIC ANALYSIS AND PLANNING

Jumaniyazova Dilbar Azatovna,
1st Year Master's Student in the Specialty
"Management of Educational Institutions"

Morkhova Inessa Vyacheslavovna,
Doctor of Philosophy in Pedagogical Sciences (PhD),
Associate Professor of the Department of "General Pedagogy"
Tashkent State Pedagogical University named after Nizami

ABSTRACT

The entire range of educational services provided by state and non-state universities of various importance does not always adequately reflect the transformation of the requirements of the socio-economic sphere of modern society. The article discusses the importance of technology of scenario-strategic analysis and planning of organizations.

Keywords: scenario approach, education system, globalization, educational strategies, sociology of education.

INTRODUCTION

Scenario management in the socio-economic development of regions is important from the position of correlation with human capital, based on the mechanism of scenario management of regional universities. Based on this, scenario management is understood as a certain conglomerate of mechanisms and techniques aimed at obtaining the effect from the implementation of such interdependent processes as [1]:

- the use of rational logistics of all kinds of strategy tools in managing the regional system of higher professional education in the context of parity between the implemented educational and research processes and innovative strategies for the development of the local economy;
- multicomponent verification of the complex of implemented strategic and innovative tasks in the economy of a particular region in relation to the organization of educational and research activities from the position of compliance of the range of specialties produced by regional universities with the urgent needs of the economy;
- formation of strategic thinking for management levels of all socio-economic entities of the region in terms of the development of socio-economic potential in their perspective for the calculation of calculation and analytical methods and foresight technologies;
- rational framing and justification of criteria for selecting tools for long-term planning strategies for further socio-economic development of both the subjects of Uzbekistan and regional universities;
- drawing up self-learning programs for universities as economic entities of the region in the context of the evolutionary development of the potential of a rational system for organizing cooperation with partners for the effective implementation of various public-private and public relationships focused on the challenges of the modern market.

MATERIALS AND METHODS

As a result, the very implementation of the scenario management strategy in the regional education system allows universities to receive a response from regional authorities in the form of a clear description of the required parameters of university graduates and a clear description of possible socio-economic regional challenges associated with both the production of high-tech goods and the needs of industrial enterprises.

The authors propose to consider this problem from a socio-economic perspective, when a synergetic approach is needed in the context of resolving accumulated problems, the solution of which can be implemented in line with the regional system of higher professional education. The prospects for the possibilities of scenario management in regional science and education are based, as we see it, on the previously achieved comprehensive results of systemic-situational accounting of the components themselves in the perception of knowledge-intensive production of goods and services in the region by a variety of contact cohort groups of society with an eye to different time periods planning, where a wide variety of tools can be used to fully and effectively ensure the strategic development of the region.

RESULTS AND DISCUSSION

As for the general issues of scenario management of universities, in relation to this area of ensuring development, the goals of universities are usually difficult to measure, but, as a rule, they have a high level of quality, which allows one to be involved in the work on scenario strategies for the development of universities. Strategic intangible assets are formed taking into account the sustainability of the competitive advantages of universities in cooperation with private structures at the level of public-private partnerships, public organizations and non-profit associations, as well as at the level of the media and social media. All this aims to improve the quality of the level of human capital in each specific region, since the modern education system is based on a competency-based approach. The regional specificity of the implementation of educational programs forces us to take into account the ethnopsycholinguistic characteristics of a potential student when providing educational services [4]. However, regional universities often show insufficient activity in improving the position of the local regional labor market and educational services. This implementation plan is predetermined by the complexity of the chronotope of the formation of strategic intangible assets, as well as the polycomponent nature of the very mechanism for implementing the increase and conservation of human capital in a particular region, which is only possible in the aspect of constructing interdependent scenarios for the development of universities, and these scenarios are associated with plans for the formation of individual industries industry and services in the region [5]. The regional specificity of scenario management of universities is manifested through: a) the achieved results of research work of universities and educational services; b) public-private partnerships focused on the creation of material benefits that arise as a real result of the activities of universities. In this regard, the scenario management of universities is focused on the effective elimination of internal contradictions between the main directions of the university's activities. Consequently, the regional specificity of scenario management of universities has a number of exclusive features. First of all, regional scenario management is based on a hierarchical system of basic values of regional culture, geography,

regional social structure and economy, taking into account the ethnopsycholinguistic specifics of the general, regional and individual thinking of the bulk of the population and developers of educational services in the context of the need to form demanded characteristics and training parameters future specialists in this region.

Regional universities, implementing utilitarian tasks of the socio-economic development of the region, experience difficulties in influencing the construction of promising directions for the development of the region, which is associated with stereotypes of everyday life common in society. However, we believe that regional universities have significant reputational capital, which can influence the content and nature of interactions between the main actors in the local labor and education markets. In this regard, regional universities are underestimated in terms of forming and expanding the field of additional opportunities in the preventive policy of possible socio-economic threats and challenges in the region. In addition, the emerging new digital paradigm in the field of public management of universities is based on taking into account the multifactor parameters of competitive mechanisms, which are associated with the distribution of subsidies between universities at the state, regional level, interregional cooperation, as well as taking into account a differentiated approach to analysis the effectiveness of universities in accordance with the type of their status and level of funding.

CONCLUSION

The identified problems indicate the need for rational application of mechanisms and methods for scenario management of universities in the regions. Scenario strategies for the development of regional universities should be focused, in our opinion, on integration in resolving strategic issues regarding the long-term socio-economic development of the region. This approach will make it possible to understand how regional universities can be effective in implementing their strategic programs in the context of the long-term development of human capital in the region. At the same time, models of scenario management of universities should be focused on qualitatively increasing the level of use of intellectual resources of future young specialists produced by regional universities.

REFERENCES

1. Perfil'yev Yu.S. and others. Main directions of development of higher education in Russia and abroad: monograph. Krasnoyarsk: KrasGAU Publishing House, 2011.
2. Blagoz H.R. Functional-target adaptation of the management system of a technological university in a market environment: monograph. Maykop, 2011.
3. Maltseva G.I., Uvarova T.G. and others. Development of economic indicators and indicators of the effectiveness of university activities. Vladivostok, 2004.
4. Karabulatova I.S., Savchuk I.P. Stereotypes of everyday life in modern advertising discourse. Linguistics of the future: new trends and prospects: materials of the International Scientific Conference, 2019: 219 – 223.
5. Karabulatova I.S., Vorontsov K.V. Digital linguistic migratology and monitoring of potentially dangerous texts about migration. Migration bridges in Eurasia: new approaches to the formation of migration policy in the interests of sustainable development: materials of the XI International Scientific and Practical Forum. Edited by S.V. Ryazantseva, M.N. Khramovoy, 2020: 189 – 204.