

THEORETICAL FOUNDATIONS OF THE MOTIVATION OF AN EDUCATIONAL INSTITUTION'S PERSONNEL IN THE MANAGEMENT SYSTEM

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Abstract:

The innovative development of social and educational spheres worldwide has heightened the demand for management personnel with creative thinking and leadership potential. The 70 Sustainable Development Goals adopted at the UN General Assembly in 2030 emphasize the need for human resource development in education and the creation of professional-oriented training programs. Research efforts globally focus on implementing innovative models for training and retraining management personnel while enhancing the leadership and managerial competencies of educational administrators. Organizations such as the European University Association and the European Network for Quality Assurance in Higher Education are working to develop platforms for leadership assessment through modern information and communication technologies. In this context, the development of management and leadership skills in higher education institutions is crucial for improving education quality and scientific innovation. Key strategies include continuous professional development, personnel assessment, recruitment of creative and competent employees, and the use of digital technologies in staff training. Additionally, psychological support and motivation management play vital roles in increasing employee engagement and institutional success. By fostering a positive work environment, professional growth, and modern teaching methodologies, higher education institutions can ensure long-term sustainability and effectiveness in education management.

Keywords: Motivation, personalization, technology, quality-effectiveness, approach-based learning, management, self-learning, stimulation.

Introduction

The rapid advancement of the global educational and social landscape has significantly influenced the requirements for managerial personnel in higher education institutions. In contemporary society, educational leaders must not only possess strong administrative capabilities but also demonstrate creativity, innovation, and strategic decision-making skills. The increasing demand for highly skilled professionals with leadership potential has led to the emergence of various models of management training and competency development. In response to this, the 70 Sustainable Development Goals (SDGs) adopted at the 2030 UN General Assembly emphasize the importance of human resource development in education. These goals highlight the necessity of forming educational programs tailored to professional needs while ensuring a synergistic effect in all areas of education.

In this context, universities and educational institutions worldwide are actively working on innovative strategies to enhance leadership and managerial competencies among educators. Institutions such as the European University Association and the European Network for Quality Assurance in Higher Education have developed infrastructure for human resource development, focusing on integrated platforms that assess and improve leadership skills through modern digital technologies. These advancements have led to the establishment of new training programs aimed at equipping educational administrators with the tools needed to lead effectively in an ever-changing academic environment.

Higher education institutions play a critical role in shaping the future of the workforce by ensuring that faculty members and administrative staff receive continuous professional development. The effectiveness of an educational institution is largely determined by the skills and competencies of its personnel. Therefore, universities must prioritize professional training, retraining, and upskilling programs that align with contemporary educational standards. Moreover, the introduction of continuous teacher and staff assessment is essential for analyzing performance and fostering a culture of excellence. Implementing a well-structured evaluation system can help in identifying strengths and areas for improvement, ultimately leading to enhanced educational quality.

Another fundamental aspect of improving education management is the recruitment and retention of highly qualified personnel. Universities should actively seek talented individuals with strong pedagogical backgrounds,

creativity, and a commitment to innovation. The selection process should not only consider academic achievements but also assess candidates' leadership abilities, teamwork skills, and adaptability to new teaching methods. Effective management of human resources contributes to the overall efficiency of educational institutions and enhances their ability to address modern challenges. Additionally, the integration of digital technologies in education management has revolutionized staff training and professional development. The use of online platforms, e-learning tools, and virtual training programs facilitates continuous learning and ensures accessibility for educators worldwide. Furthermore, fostering a psychologically supportive work environment is crucial for maintaining staff motivation and well-being. By prioritizing leadership development, continuous assessment, digital transformation, and staff well-being, educational institutions can significantly enhance their effectiveness, ensuring sustainable growth in the academic sector.

The innovative development of social and educational spheres in the world has further increased the need for management personnel with creative thinking and leadership potential. In this regard, the 70 Sustainable Development Goals adopted at the 2030 anniversary session of the UN General Assembly identified the synergistic effect of human resource development in all areas of education, the formation of educational programs focused on professional interests and needs. Research is being conducted around the world to develop and implement innovative models of training and retraining of management personnel, and to develop leadership and management competencies of educational managers. Organizations such as the European University Association, the European Network for Quality Assurance in Higher Education are working on improving the infrastructure for human resource development, creating integrated platforms for the development and assessment of leadership competencies through modern information and communication technologies. Special attention is paid to improving the content, form, methods and tools. The development of management skills and leadership potential of higher educational institutions in our country plays an important role in improving the quality of education, effectively organizing scientific and innovative activities. Priority areas for developing proposals and recommendations for the meaningful and purposeful organization of work on the training, retraining, advanced training, and development of scientific and innovative activities of teachers in the higher

education system have been identified. The implementation of these tasks requires the implementation of a continuous professional development process to ensure the quality of higher education, the improvement of integrated information, and the methodological provision of the development of management competencies based on innovative approaches. Continuous assessment of teachers and staff: An effective assessment system for teachers and other employees should be introduced in the educational institution. This, in turn, will help analyze their activities and implement positive changes. Such an approach will lead to an increase in the efficiency of the educational institution, the creation of new opportunities, and the professional growth of employees. Personnel policy and attraction of new employees: In order to attract new, qualified and creative employees, the educational institution should constantly search for students who have studied at the best universities and educational institutions in our country. When selecting employees, not only their knowledge, but also their pedagogical approach, creativity and initiative should be taken into account. Development of organizational and managerial skills: It is necessary to develop the leadership and managerial skills of heads and managers of educational institutions. This, in turn, ensures the effective functioning of the team. It is important to develop cooperation and teamwork among employees, as well as create an effective communication and decision-making system. Use of information technologies: The use of modern information technologies in the process of increasing the staff of an educational institution increases the quality of education. This is especially useful in training and improving the skills of employees through distance learning, online courses and electronic materials. Psychological support: To ensure psychological health among employees in an educational institution, it is necessary to create a psychological support system. This will help reduce stress among employees and increase performance. Motivation directly affects the functioning of an educational institution. If the employees of an educational institution are highly motivated, they will strive to provide high-quality education to students. This, in turn, increases the success of students and enhances the reputation of the educational institution. Also, effective management of motivation helps to introduce innovations in the educational process, apply modern methods and improve the quality of education. In educational institutions, staff motivation plays a very important role in ensuring the effectiveness of the educational process. To increase employee motivation,

proper management, encouragement, professional development, and a positive work environment are necessary.

Conclusion

The continuous evolution of social and educational sectors worldwide necessitates the development of innovative approaches to educational management. In response to the growing demand for leaders with creative thinking and strategic vision, universities and higher education institutions must prioritize the enhancement of leadership and managerial competencies among their staff. This requires a well-structured approach that integrates continuous professional development, personnel assessment, recruitment of highly skilled professionals, and the effective use of digital technologies in education management. By adopting these strategies, institutions can significantly improve the quality of education and foster a dynamic and efficient learning environment. One of the fundamental aspects of successful educational management is the ongoing assessment and development of teaching staff. A well-designed evaluation system allows institutions to analyze educators' strengths and weaknesses, identify areas for improvement, and implement targeted professional development programs. This approach ensures that faculty members remain updated with modern teaching methodologies, ultimately enhancing the overall quality of education. Moreover, the implementation of continuous assessment mechanisms fosters a culture of accountability and motivation, encouraging educators to strive for excellence in their professional roles.

In addition to staff assessment, attracting and retaining talented professionals is crucial for institutional success. Universities must actively seek educators and administrators with innovative pedagogical approaches, creativity, and leadership potential. The recruitment process should go beyond academic qualifications, focusing on candidates' ability to adapt to modern teaching techniques and contribute to the institution's long-term vision. By fostering a culture of innovation and excellence, higher education institutions can create an environment that nurtures professional growth and encourages continuous improvement.

The integration of information and communication technologies (ICT) in education management has also played a transformative role in enhancing institutional effectiveness. Digital platforms and e-learning tools facilitate

continuous learning opportunities for educators, enabling them to stay ahead in their fields. Online training programs, webinars, and virtual professional development courses provide accessibility and flexibility, ensuring that educators can upgrade their skills while managing their teaching responsibilities. The use of digital solutions in educational management not only improves efficiency but also enhances collaboration and communication within academic institutions.

Furthermore, ensuring psychological well-being and motivation among educational staff is essential for maintaining a productive and harmonious work environment. Employee motivation directly impacts the effectiveness of an institution, influencing both teaching quality and student performance. Institutions must implement strategies that foster a positive work culture, encourage professional growth, and provide necessary psychological support. This can be achieved through recognition programs, mentorship opportunities, and initiatives that promote work-life balance.

Ultimately, the development of leadership potential and management competencies in higher education is a key factor in driving institutional success. By focusing on continuous professional development, personnel assessment, digital transformation, and psychological support, universities can enhance their ability to meet modern educational challenges. Through these initiatives, higher education institutions can create a sustainable and forward-thinking academic environment that nurtures both educators and students, ensuring long-term progress in the education sector.

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