

UDC 37.07:005.09

## DEVELOPMENT OF THE MODEL OF MANAGING PRESENTATION ACTIVITIES OF GENERAL EDUCATIONAL INSTITUTIONS

Pochuieva O.O.

Simon Kuznets Kharkiv National University of Economics

Based on the analysis of modern scientific and theoretical research in the field of management, there clarified definitions of concepts «presentation activities», «management of presentation activities of general educational institutions», «competitiveness», «competitiveness of an educational institution», «positioning», «positioning an educational institution in the educational services market and the labor market». A model of managing presentation activities of a general educational institution based on the system, andragogic, competence, and qualimetric approach has been developed and theoretically justified. The created by the author model of managing presentation activities of general educational institutions allowed to solve the following tasks: to develop methodological recommendations on introducing the model of managing presentation activities of general educational institutions for students of advanced studies courses of institutes of postgraduate pedagogical education; elaborate a special course program «Management of presentation activities of general educational institutions» and corresponding methodological recommendations. The obtained results demonstrated that: the developed model provides for both improving the image of an educational institution and increasing the awareness of its target audience; the elaborated special course for students of postgraduate education courses «Management of presentation activities of a general educational institution» contributes to increasing the professional competence of the head of an institution; the developed by the author complex target program ensures systematicity and continuity in management of a general educational institution; the use of the factor-criteria (qualimetric) submodel provides an objective assessment of managing presentation activities of a general educational institution. The technique of conducting the experiment is described, the research results are analyzed, methodological recommendations for heads of educational institutions on introducing the model of managing presentation activity in practical work are formulated.

**Keywords:** presentation activities, competitiveness, positioning an educational institution in the education market and the labor market, model, factor-criteria submodel.

**Formulation of the problem.** The gradual transition of the education sector in Ukraine in general and educational institutions in particular to market relations demonstrates that competition issues, which until recently were characteristic only for economy, are becoming topical. The emergence of the phenomenon of competition between general educational institutions stimulates the latter to use elements of marketing activities, in particular, presentation ones. Due to presentation activities educational institutions have the opportunity to create and improve their image and form a system of interaction with the target audience.

**Analysis of recent research and publications.** Competitiveness in a broad sense is an evaluation

category characterizing the ability of the evaluated object to compete successfully. Ensuring the competitiveness of an educational institution and the quality of educational services provided by it is the subject of consideration in works of Z. Ryabova [5], H. Fedorov [8], etc. Marketing activities of an educational institution and its communication marketing are highlighted in studies of H. Dmytrenko [1], E. Kaverina [2], Ph. Kotler [3], Z. Ryabova [5], T. Sorochnan [6], J. Trout [7].

**Isolation of unsolved aspects of the problem.** However, the analysis of scientific sources on managing presentation activities of general educational institutions makes it possible to assert that this issue has been studied insufficiently both theoretic-

cally and in practice due to a number of contradictions between:

- the need of general educational institutions to create their own image and the insufficiently developed mechanism of presentation activities for its creation;
- the need for dissemination of information on educational services provided by an educational institution and the lack of awareness of heads of general educational institutions on using presentation activities in management;
- the need to attract the target audience (consumers of educational services) to an educational institution and the fragmentation of positioning educational institutions in the educational services market and the labor market.

In solving these contradictions an important role should be played by a specially developed system of presentation activities of the educational institution, the implementation of which is intended to ensure a positive dynamics in the level of awareness of the target audience about the benefits of training in a particular institution; development of the initiative and growth of the activity of pedagogical and student collectives in order to increase competitiveness; creation of an individual trajectory of presentation activities of an educational institution, etc.

The aim of the research is to theoretically substantiate, develop and test an experimental model of managing presentation activities of general educational institutions on the basis of the qualitative approach.

To achieve this goal, the following main tasks are defined:

1. To substantiate the essence, content, types and forms of presentation activities of a general educational institution.
2. To develop, theoretically substantiate and experimentally test the model and factor-criteria submodel of managing presentation activities of general educational institutions.
3. To develop methodical recommendations for heads of general educational institutions on introducing the model of managing presentation activities.

The scientific novelty of the study is that:

- the model and factor-criteria submodel of managing presentation activities of general educational institutions are theoretically substantiated on the basis of the qualimetric approach;

- the content of developing professional competence of heads of general educational institutions on a competence basis is improved by introducing the author's special course.

The practical significance of the results obtained is in development of methodological recommendations for heads of educational institutions on introducing the model and creating an educational and methodical complex for developing professional competence of heads of educational institutions.

To achieve this goal and solve certain problems, a set of theoretical and empirical research methods was used:

- theoretical ones (the analysis of scientific sources on the topic for determining the state of research of the management problem, the monographic method for an in-depth study of the indicated problem, the abstract-logical method for generalizing the key concepts and formulating conclusions, the modeling method for creating a model);
- empirical ones (inquiry, polling, interviewing, testing, observation, the method of peer review (Delphi method), the self-evaluation method for determining the level of presentation activities).

The methods of mathematical statistics (statistical (qualimetric data processing); the method of arithmetic means and index estimation, graphical methods (for visual representation of the research results, namely for illustration and comparison of experimental results in graphic forms and tables) were used to process the data obtained.

**The purpose of the article.** Results of a research on development of model of management of presentation activity of general education educational institutions are presented and it is proved its efficiency.

**Statement of the base material.** The result of the theoretical and preconceptual study is the substantiation of the essence, content, type and form of presentation activities of a general educational institution; development of a model and a factor-criteria (qualimetric) submodel of manag-

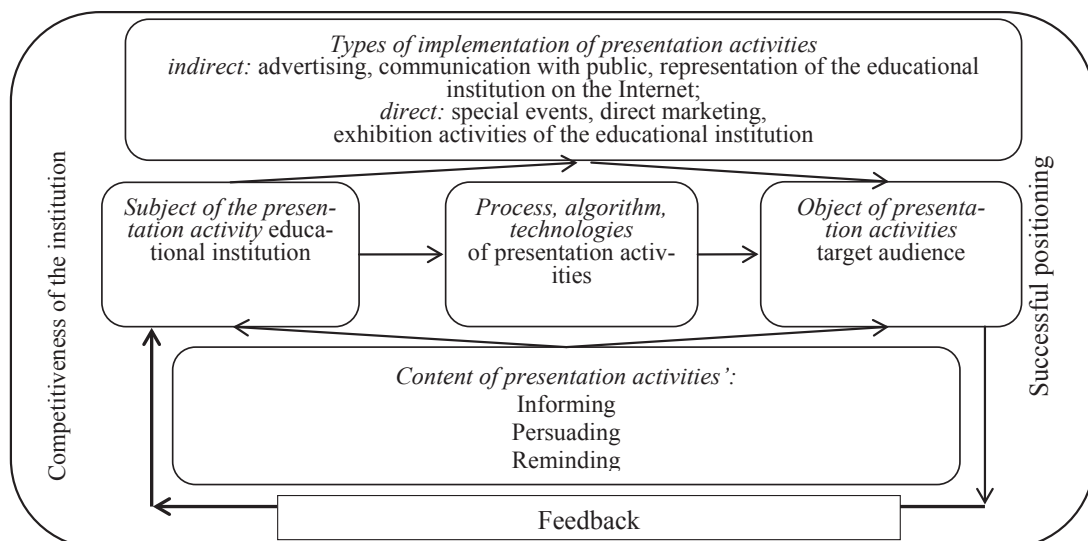


Fig. 1. Essential components of the structure of presentation activities of a general educational institution

ing presentation activities of general educational institutions.

It is determined that presentation activities of a general educational institution is a kind of tool for ensuring the positive positioning of the educational institution in the educational services market and the labor market and contributes to creation of conditions for increasing the competitiveness of the educational institution. The content of presentation activities includes informing, persuading, reminding. The structure provides indirect and direct influence on the target audience. The indirect influence is realized due to advertising, communication with public, representation of the educational institution on the Internet, and the direct influence is realized through special events, direct marketing and exhibition activities of the educational institution as it is shown in Figure 1.

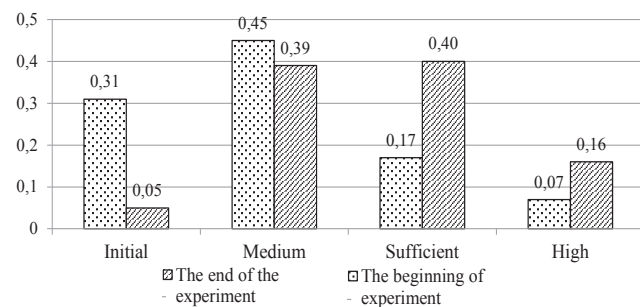
The model of managing presentation activities of general educational institutions is developed, theoretically substantiated and experimentally tested. According to all indicators, the model is a system one, since it corresponds to the generally accepted provisions of the theory of systems: purposefulness, complexity, divisibility, integrity, structuredness. The model is characterized by a set of interrelated and interdependent organizational, scientific, scientific and methodological approaches and procedures. It is based on a number of components (target, theoretical, methodological, content, resource and technological, efficiency corrective) linked by bilateral ties.

The efficiency of the developed model of managing presentation activities of general educational institutions was analyzed in two stages.

At the first stage, there was carried out an expert evaluation of the developed package of materials (the model of managing presentation activities of an educational institution, the program of the special course «Management of presentation activities of an educational institution», the qualitative submodel of managing presentation activities of an educational institution). Six educational institutions of Kharkiv, two regional methodological centers of Kharkiv and two postgraduate institutions of Kharkiv and Zhitomir were involved in the expert evaluation.

The second stage implied an experimental verification of the result of applying the developed model. The experimental higher educational institution «Kharkov Academy of Continuing Education» was chosen as the experimental basis for the research. The forming stage of the experiment was conducted during 2012-2013 with students of advanced training courses – heads of educational institutions

of Kharkiv and Kharkiv region – the number of which amounted to 196 people. During the forming stage the participants were divided into the experimental (97 participants) and control (99 participants) group and the level of their knowledge in management of presentation activities was determined. The participants of the experimental groups studied the special course «Management of presentation activities of a general educational institution», within the framework of which the students had the opportunity to improve their competence in the field of educational marketing in general and management of presentation activities in particular. The dynamics in the knowledge level of the participants in the experimental groups is shown in Fig. 2.



**Fig. 2. Dynamics in the knowledge level of heads of educational institutions in management of presentation activities in an educational institution (experimental group)**

The generalized results of the dynamics of the knowledge level of the heads of educational institutions in managing presentation activities of general educational institutions in the control and experimental group are presented in Table 1.

To study the influence of the model of managing presentation activities of a general educational institution on the results of the activity of the educational institution, an experimental verification of certain model parameters was carried out. The corresponding values of certain parameters were analyzed and their average indices are calculated. With the help of index estimates, the change in the weight of the parameters was calculated. The tool for performing the evaluation is the developed by us factor-criteria submodel of managing presentation activities of general educational institutions.

The obtained results showed that the parameters of the developed model do influence the efficiency of managing presentation activities of general educational institutions. At calculating the average value, the total volume of the characteristic in the aggregate remained unchanged. The increase in the index estimate by the parameters

**The generalized results of the dynamics in the knowledge level of the heads of educational institutions in managing presentation activities of general educational institutions of Kharkiv and Kharkiv Region, Ukraine**

Table 1

Groups	The distribution of the heads of educational institutions by the level of knowledge (B – the beginning of the experiment, E – the end of the experiment, %)							
	Initial		Medium		Sufficient		High	
	B, %	E, %	B, %	E, %	B, %	E, %	B, %	E, %
control	0.25	0.25	0.46	0.45	0.17	0.18	0.12	0.12
experimental	0.31	0.05	0.45	0.39	0.17	0.40	0.07	0.16
Difference	-0.26%		-0.06%		+ 0.23%		+ 0.09%	

of the factor-criteria submodel comprises: identification and satisfaction of the educational needs of existing and potential consumers of services provided by the educational institution 0.25 (25%); creation of conditions for using presentation activities and developing professionalism of the teaching staff 0.33 (33%); implementation of presentation activities 0.18 (18%); quality of the results of implementing presentation activities 0.17 (17%). The difference in the results of evaluation at the beginning and at the end of the experiment is 0.23 (23%).

The obtained data testify to the positive result of the experimental work related to strengthening the criteriality, purposefulness of managerial (self-management) influences, developing on this basis self-dependence through enhancing motivation, self-correction and self-esteem on the part of the head of the general educational institution and raising the level of his/her professional competence. Based on the results of the research, there prepared methodical recommendations for heads of educational institutions on introducing the model for managing presentation activities of general educational institutions and the educational and methodological complex for developing professional competence of heads of educational institutions, which propose diagnostic materials with the justification of the technology for their use, the developed by the author special course «Management of presentation activities of general educational institutions» and methodical recommendations on its implementation [4]. With the help of the MS Excel spreadsheet application there created the following factor-criteria submodels: the submodel of managing presentation activities of general educational institutions in the region; determining the level of motivation of the teaching staff for

implementing presentation activities and the readiness of the head of the educational institution to implement management of presentation activities, and tables for the database are built with the subsequent creation of appropriate diagrams illustrating the dynamics in management parameters of presentation activities.

**Conclusions and offers.** The results of introducing the model of managing presentation activities of general educational institutions are:

- successful positioning of a general educational institution in the educational services market and the labor market;

- readiness of the head and motivation of the teaching staff for implementing presentation activities;

- emergence of additional educational services provided by an educational institution;

- increase of the level of: professional competence of teachers, academic achievements of students, awareness of the target audience about the differences and features of education in a general educational institution.

The results of the research can be used in higher education institutions of Ukraine when preparing students in specialty 073, specialization «Management of an educational institution»; institutions of postgraduate education in courses for improving skills of leading cadres in the system of postgraduate pedagogical education. The conducted research does not exhaust all aspects of the problem of practical application of the model of managing presentation activities of general educational institutions. An additional study is required concerning development of technologies for the successful positioning of a general educational institution in the market of educational services and the labor market.

## References:

1. Dmytrenko H. A. Stratehichnyi menedzhment: Tsilove upravlinnia na osnovi kvalimetrychnoho pidkhodu: navch. posib. / H. A. Dmetrenko. – K.: IZMN, 1996. – 140 s.
2. Kaverina E. A. Organizatsiya reklamnoy deyatel'nosti vuza: ucheb. posobie / E. A. Kaverina. – SPb.: OOO «Knizhnyi Dom», 2007. – 184 s.
3. Kotler F. Osnovnyi marketinga / per. s angl. – 2-e evrop. izd. / F. Kotler, G. Armstrong, D. Sonders, V. Vong. – M.: Izdatelskiy dom «Vilyams», 1998. – 1056 s.
4. Pochuieva O. O. Upravlinnia prezentatsiinoiu diialnistiu zahalnoosvitnoho navchalnoho zakladu: Metodychni rekomendatsii kerivnykam kerivnym pedahohichnym kadram dlia provedennia kursiv pidvyshchennia kvalifikatsii. Kharkiv, Ukraina: KVNZ «KhANO», 2004. – 91 s.
5. Riabova Z. V. Naukovi osnovy marketynhovoho upravlinnia v osviti: monohrafiia / Zoia Viktorivna Riabova. – K.: Pedahohichna dumka, 2013. – 268 s.
6. Sorochan T. M. Osvitnii menedzhment v umovakh zmin: Navchalnyi posibnyk / L. Kalinina, L. Karamushka, T. Sorochan, R. Shyian ta in. / Za red. V. Oliinyka, N. Protasovoi. – Luhansk: SPD Rieznikov V. S., 2011. – S. 215-235.
7. Traut Dzh. Pozitsionirovanie. Bitva za umyi / Dzh. Traut, El. Rays. – SPb.: Piter, 2007. – 336 s.
8. Fedorov H. V. Marketynh v osvityakh zakladakh / H. V. Fedorov // Pedahohichnyi dyskurs: zb. nauk. pr. / hol. red. A. Y. Syrotenko. – Khmelnytskyi: KhHPA, 2009. – Vyp. 5. – S. 216-220.

**Почуєва О.О.**

Харківський національний економічний університет  
імені Семена Кузнеця

## **РОЗРОБКА МОДЕЛІ УПРАВЛІННЯ ПРЕЗЕНТАЦІЇ ДІЯЛЬНОСТІ ЗАГАЛЬНООСВІТНІХ НАВЧАЛЬНИХ ЗАКЛАДІВ**

### **Анотація**

На основі аналізу сучасних науково-теоретичних досліджень у сфері управління уточнено визначення понять «презентаційна діяльність», «управління презентаційною діяльністю загальноосвітніх навчальних закладів», «конкурентоспроможність», «конкурентоспроможність навчального закладу», «позиціонування», «позиціонування навчального закладу на ринку освітніх послуг та ринку праці». Розроблено й теоретично обґрунтовано модель управління презентаційною діяльністю загальноосвітнього навчального закладу на засадах системного, андрагогічного, компетентнісного, кваліметричного підходів. Створена авторська модель управління презентаційною діяльністю загальноосвітніх навчальних закладів дала змогу розв'язати такі завдання: розробити методичні рекомендації щодо впровадження моделі управління презентаційною діяльністю загальноосвітніх навчальних закладів для слухачів курсів підвищення кваліфікації інститутів післядипломної педагогічної освіти; розробити програму спецкурсу «Управління презентаційною діяльністю загальноосвітніх навчальних закладів» та відповідні методичні рекомендації. Отримані результати засвідчили, що: розроблена модель сприяє як підвищенню іміджу, так обізнаності цільової аудиторії; розроблений спецкурс для слухачів курсів підвищення кваліфікації післядипломної педагогічної освіти «Управління презентаційною діяльністю загальноосвітнього навчального закладу» сприяє підвищенню професійної компетентності керівника; авторська комплексно-цільова програма забезпечує системність і наступність в управлінні загальноосвітнім навчальним закладом; використання факторно-критеріальної субмоделі забезпечує визначення об'єктивної оцінки управління презентаційною діяльністю загальноосвітнього навчального закладу. Висвітлено методіку проведення експерименту, проаналізовано результати дослідження.

**Ключові слова:** презентаційна діяльність, конкурентоспроможність, позиціонування навчального закладу на ринку освітніх послуг та ринку праці, модель, факторно-критеріальна субмодель.

**Почуєва О.А.**

Харьковский национальный экономический университет  
имени Семена Кузнеця

## **РАЗРАБОТКА МОДЕЛИ УПРАВЛЕНИЯ ПРЕЗЕНТАЦИИ ДЕЯТЕЛЬНОСТИ ОБЩЕОБРАЗОВАТЕЛЬНЫХ УЧЕБНЫХ ЗАВЕДЕНИЙ**

### **Аннотация**

На основе анализа современных научно-теоретических исследований в области управления уточнено определение понятий «презентационная деятельность», «управление презентационной деятельностью общеобразовательных учебных заведений», «конкурентоспособность», «конкурентоспособность учебного заведения», «позиционирование», «позиционирование учебного заведения на рынке образовательных услуг и рынка труда». Разработана и теоретически обоснована модель управления презентационной деятельностью общеобразовательного учебного заведения на основе системного, андрагогического, компетентностного, кваліметричного подходов. Создана авторская модель управления презентационной деятельностью общеобразовательных учебных заведений позволила решить следующие задачи: разработать методические рекомендации по внедрению модели управления презентационной деятельностью общеобразовательных учебных заведений для слушателей курсов повышения квалификации институтов последипломного педагогического образования; разработать программу спецкурса «Управление презентационной деятельностью общеобразовательных учебных заведений» и соответствующие методические рекомендации. Полученные результаты показали, что: разработана модель способствует как повышению имиджа, так осведомленности целевой аудитории; разработан спецкурс для слушателей курсов повышения квалификации последипломного педагогического образования «Управление презентационной деятельностью общеобразовательного учебного заведения» способствует повышению профессиональной компетентности руководителя; авторская комплексно-целевая программа обеспечивает системность и преемственность в управлении общеобразовательным учебным заведением; использование факторно-критеріальної субмоделі обеспечивает определение объективной оценки управления презентационной деятельностью общеобразовательного учебного заведения. Представлена методика проведения эксперимента, проанализированы результаты исследования.

**Ключевые слова:** презентационная деятельность, конкурентоспособность, позиционирование учебного заведения на рынке образовательных услуг и рынке труда, модель, факторно-критеріальна субмоделей.