

Name: Amar Ravit

Passport No: 12400291

Management of innovative activity in higher education institutions

There are considered the development methods of university research, the problem of management of innovative development of institutions science, the specificity of innovative activity in higher education institutions, approaches to the management and implementation of innovations.

Keywords: management, education, development, planning, innovation, economy and science.

Innovations in the educational process must be considered as the introduction of new in the content of learning, which introduces significant changes in the nature of cognitive activity and thinking styles of learners and forms their innovative competences.

In the institutions the innovative activity should be directed: to significant improvement of the quality of education and the quality of the personality; creation of new intellectual or knowledge-based educational technology, textbooks and educational equipment; development of new sources of financing the higher education institutions; improving working motivations; increase professional level of the professional teaching staff; creation of innovative infrastructure and its activation.

With regard to the assessment of the innovative potential of the institution, it is usually determined by three groups of indicators: 1) indicators of the quality of the educational services; 2) indicators of the balance of the infrastructure; 3) indicators of the results of innovative development of the institution (social, economic, environmental).

It is necessary to distinguish between innovations of the Education System, which are the newest scientific and technical achievement for the entire education system, and innovations are used in this institution. For one institution the specific method (method, technique, technology) can be innovation, and for another institution, it has become a familiar method long time ago, and so it is widely implemented on the faculties of the institution.

In considering of the problem of management of innovative development of the

educational complex under the innovative development of the institution it is expected to understand the innovation process from a new idea to its realization in the educational products, services or technologies, as well as the dissemination of innovations for the improvement of the quality of education and enhance of the competitiveness of the educational complex and the national economy in general. In other words, the innovative development of the institution - it a complex of events that lead to final result to the development and implementation of new ideas and knowledge with a purpose of their practical application to satisfy the specific requests the consumers of the educational services.

The innovation process means a complex activity on the creation, development, use and dissemination of innovations. The institution which has purposes of the innovative process should be, firstly, the satisfaction of the needs of economy in the generation of new knowledge and, secondly, the improvement of their own activity in order to improve the quality, the efficiency and the economic outputs.

The innovative capacity of the institution – is the institution’s capability: to produce new knowledge; to conduct scientific developments; to organize production; to commercialize the results of their scientific researches; to distribute a commercial product and to satisfy the needs of the society in this product; to implement innovative advancing learning of students of pupils.

Innovative activity in the institution should be directed to the creation, implementation and obtaining pf economic, social, and other types of effects from the realization of the innovative products:

- Innovations in education - are the results of innovative activities in the form of new educational courses, professions, directions (profiles) of training and retraining of the personnel, new educational technologies;
- Scientific and technological innovations - are the results of innovative activities as in the form of new technologies, patterns of new equipment, materials, products, scientific and technical services and other high-technology products;
- Innovation in the management - are the results of innovative activities in the form of new technologies of management as activities and business and, of course, the focus of innovative activities of the institution on the search and development of the most talented youth.

The scientific and innovative activities of the institutions include: scientific research and experimental design activities \rightarrow (from the idea to experimental example); productive activities (from project stage to the issue of the innovative product); information analysis; marketing; service; Economics and management; consulting; personnel and other services. Innovation

infrastructure means functioning of centers of creation and promotion on various directions of activities.

For the innovative development the state institutions have a large, but as yet largely unused potential. Institutions, like any other institution can independently autonomously provide the all innovative cycle: from conducting of scientific researches to the introduction of innovative production into industrial companies, and can also provide and to export this product by prepared personnel.

It must be said that in order to construct an effective innovative environment at the institution in a short time is not easy, as it requires certain conditions. It is necessary to instill the university the spirit of dynamics, innovation, collective interest in improvement of the level of conducted scientific researches, to think about how to make sure that the created as the result of researches new knowledge will become innovation. It is necessary to adopt mechanisms that stimulate deployment at the University of the complete cycle of innovative works, including through the establishment for the purpose of special funds, and to effectively enabling to use the existing instruments of innovation support.

Institutions need to create conditions conducive to the intensification of scientific research activity of students, including the development of research work forms within the framework of educational activities (educational, scientific and research work of students, coursework, productive practices, practice-oriented course and diploma project), the work of student research structures (scientific student clubs, competitions, student scientific conferences), attraction of the students to conducted in the departments of scientific research works, publication of student scientific papers. There is needed a preparation of specialists for work in corporate research divisions, start-ups and companies of support innovative businesses.

Innovations in management - are the results of innovative activities in the form of new technologies of management in the way of activities and business.

In contemporary market conditions, conditions of rapidly changes of the factors organizational environment, structure of the institution, with the all conservatism of high school, cannot be frozen once and for all. There must be a constant search for the new. The frozen management system is doomed to destruction; it must have a great flexibility and dynamics. We need to establish a management system that is capable to react timely to external threats and difficulties. It should be able to orientate and to be able, depending on market requirements to adapt the educational and scientific process at the institution. Therefore for the current institution it is very relevant the issues of development of science-based management structure, that provides both training competitive professionals in the labor market and the generation of new knowledge and technologies.

Characteristics of effective management, which have exemplary companies, fully apply to the higher education institution management. Among these features:

- ✓ Focusing on the vigorous and rapid activity;
- ✓ Constant contact with the customers;
- ✓ Providing for the employees a certain autonomy, encourage their entrepreneurial spirit;
- ✓ Consideration of employees as the main source of increase of labor productivity and production efficiency;
- ✓ Connection with the life, an increased focus on one (or more) things that have a key meaning of the value of the business;
- ✓ Limiting of their activities only to those that you know and you do best;
- ✓ Simplicity of the forms of management, scarcity of managerial staff;
- ✓ Simultaneous combination of freedom in control and stiffness in one another.

These principles of effective management are in demand in business, and in each of these characteristics of management there is a large field for renewing and innovation.

The purpose of any organizational innovation at the institution should be the achievement of a close interrelation with business, improving the practical directionality, the scientific research activity, the student learning based on the newest technologies and current scientific developments. The criterion of the effectiveness of innovation management serves the achievement of the control system of economic, scientific and technical, social and other purposes for which the institutions exist. As more innovative tasks the institution set for itself, so more innovative has to be its management structure.

The Model of Management of innovative institution of higher education should be oriented primarily for improving the effectiveness of its functioning in expense of optimization of its resource support structure (human, financial, material, etc.). Employees should understand that an innovative institution - is one where there are innovative infrastructure, innovative business innovative climate.

The process of creation of innovations in the field of management is no less important for the economic and social progress than creation of educational, scientific and technical and other innovations, as we said above. Many higher education institutions are often faced with a situation where the management of the institution begins to think and to act in the categories of the effectiveness of the activity, and some employees still live and evaluate management actions and the institution as a whole, depending on how many years they have been taught, and the environment in which they lived and worked. In this regard, it is necessary in the institution to

take measures in order to improve the legal and economic culture of not only the leaders of all levels of management, but also of the ordinary employees. The team should have a clear understanding of the idea of the emergence and the functioning of the innovative university.

When we solve the problems of the introduction of new management innovation, we must consider that the process of generation of innovation should not be subordinated to a strict formalization. Innovation must become one of the key components of the organization's corporate culture. In an environment that generates projects (innovations), it is necessary to form new worldview, to introduce the basics of a new organizational culture.

Most of the problems of implementation which institutions work today, are usually has interdisciplinary nature, that requires for their solution participation of specialists of various departments and faculties, as well as interaction with other scientific and educational institutions. And the essence of management lies in fact in the capability, to join forces for a variety of creative solutions teams for the solution of the problem that was defined in the project without destroying the vertical relationships.

During the management, as during the implementation of any project, there must be maintain of fundamental principles: coordination the requirements of the interested individuals and the definition of measurable objectives of the project; the establishment of the project team, appointment of the head (manager) of the project; limiting of the time and dedicated budget.

Usually, the project brings together various structural units of the institution, which aren't related to the vertical of management, as well as economic units of other organizations. According principles of management it is possible to construct an implementation of many educational programs; it is important to coordinate the actions of the participants of the project and the resources which are available to them. For example, Scientific Educational Centers (SEC), widely used in the last years, so they are one of the organizational forms of project management.

SEC, as the project team integrate the necessary human, material and information resources of the departments, the laboratories and other units of the institution, as well as its external partners and ensures the organization of educational scientific process. SEC Management in implemented according to the principles of project management, i.e. through a program with clear defined objectives, steps of implementation and appropriate to them control indicators that are defined by SEC leaders of this partnership (institutions and other research and productive organizations).

Project-oriented management approach does not destroy the traditional vertical management structure. This combination of vertical hierarchy of educational and scientific departments and the horizontal subsystem, which act as of project teams units (temporary

creative groups). It is about functional association that may be in the framework of temporary creative groups, rather than on the organizational merger or takeover. The department is maintained as the main link of the university. Management is constructed on a combination of the traditional vertical structure of the university and the horizontal relationships between institution departments (scientific educational centers, project teams, temporary creative groups and etc.), and by developing and so supporting of creative initiatives of the university employees.

Project-oriented approach provides maintaining of organizational bases of scientific and educational activities, does not deny any traditions of the academic community and not lead to the elimination of various institution structures and positions. All what is offered by this this method managerial has additional nature.

Thus, under other equal conditions, with respect to innovative activity in higher education institutions management is one of the most important factors to ensure the accelerated development of science and innovations.

Bibliography

Afonin I.V. Innovative Management. Moscow, 2005.

Balykhin G.A. Management of the development of education: organizational-economic aspect. Moscow, 2003.

Berdashkevich A.P., Safaraliev G.K. About forms of support of innovative activity in the Russian Federation // Innovations. 2003. N ° 2.

Folomev A.N., Geiger EA. Management of innovations. Theory and practice. Moscow, 2007.

Gretchenko A.I., Gorohov, I.V. New instrumentation of long-term planning of innovative economics Vestn. Russian Economic Academy named G.V. Plekhanov. 2010. № 04.

Gretchenko A.I., Zuev V.N. Higher education problems in the light of the new law "On Education in Russian Federation" // Vestn. Russian Economic Academy named G.V. Plekhanov. 2013. No 2 (56). S. 5-12.

Ivanova N.I. National innovation systems. Moscow, 2002.

Todosiychuk A.V. Innovative processes as object of management of economic development. Moscow, 2003.

Received for editing in the date 05/08/2015