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POSSIBILITIES OF USING EDUCATIONAL TECHNOLOGIES WITHIN THE CONCEPT OF MANAGEMENT 4.0

The rapidly changing working conditions for business, characterized by global changes in the economy as a result of the acceleration of the pace of development of digital technologies, require more adaptation, flexibility and speed of response from the management of organizations. In this regard, the concept of Management 4.0, which includes advanced strategies, innovative approaches and the use of modern information and communication technologies, is being formed and developed.

In the thesis we have presented, the need for improving the management approaches in organizations, as well as educational institutions, and applying innovations and advanced digital technologies in their activities is justified. The main goal is to consider how modern educational technologies act as a management tool.

As we know, from the beginning of the XX century to the modern era, different approaches to the study of management have been formed in different periods and different concepts have been put forward in the direction of improving the management of organizations. Starting from the beginning of the XXI century, it is possible to talk about the transition to the era of innovative management, characterized by the support for innovation and creativity, the development of flexible and adaptive management methods.

Acceleration of technology development, increasing need for competition based innovation, constant development and improvement, adaptation and flexibility of business processes are the main factors contributing to the transition to the new management era. The main features of the Management 4.0 concept, designed to ensure effective management of the organization in a rapidly changing digital

environment, include the following key parameters:

- application of modern technologies such as Internet of Things (IoT), artificial intelligence (AI), cloud platforms for optimization of business processes and management decisions;
- data integration and analytics: collection, analysis and interpretation of large volumes of data to identify trends, predict outcomes and make evidence-based management decisions;
- innovation and flexibility: the organization's ability to adapt to changing conditions and make operational innovations to meet customer requirements and compete in the market;
- mixed reality: use of virtual and augmented reality technologies to improve production processes, employee training and interaction with customers;
- digital culture: creating an organizational culture that encourages digital innovation, development of data and technology management skills at all levels of employees, etc.

Considering that the digital society, supporting the most modern technological fields and innovations, will become the leading force of development in the future through a modern education system, Management 4.0. Due to this advantage offered by the concept, its use in the education sector will be effective [1].

By applying educational technologies available in the digital age, it makes it possible to make use of advantages such as speed, accessibility, cost-effectiveness, constantly increasing productivity, and environmental compatibility. The use of such technologies at all levels of management will support the elimination of problems not only in education, but also in organizational matters: increasing the involvement, motivation and interest of learners in the educational process; activation of independence and cognitive activity; presentation of the material in visual and more entertaining way; to obtain a large amount of information; reduction of paper documentation; feedback, facilitating communication between learners, teachers and parents; the use of remote technologies and the opportunity to study in any part of the world with an Internet connection, etc.

It is no coincidence that in "Azerbaijan 2030: National Priorities for socio-economic development" "Competitive human capital and space for modern innovations" was chosen as one of the 5 important priorities. For the successful realization of this priority, the creation of an educational, creative and innovative society in accordance with the requirements of the XXI century has been set as an important task. Thus, in the conditions of revolutionary technological changes observed in the world economy in recent times, international competition has increased even more. There is no doubt that the current and future life will be characterized by the deepest digitization, active application of new technologies and rapid development of the most modern fields without human participation. Therefore, in order to be ready for the increasing competition in the world in the coming years, the priority of every country includes forming highly competitive human capital. In this regards, the main goal focuses on the modern education and suitable conditions that encourage innovation [2].

We think that the use of educational technologies for the digital age within the framework of the Management 4.0 concept will open wide opportunities for achieving the goals of the above-mentioned program in the Republic of Azerbaijan.

Outcome: The concept of Management 4.0 represents one of the directions of modern management and can be considered the evolution of scientific schools of management. It incorporates the best of the contributions of previous management schools and introduces new aspects related to digital transformation and modern information technologies. The application of Management 4.0 tools will help organizations in various sectors, including the education sector, to significantly react, show flexibility and adapt to new challenges and changes in the environment of uncertainty.

Literature

1. Law of the Republic of Azerbaijan "On Science". Approved by Decree No. 1009 of the President of the Republic of Azerbaijan dated August 9, 2016.
2. Azerbaijan 2030: National Priorities for socio-economic development, approved by the Decree of the President of the Republic of Azerbaijan dated February 2, 2021.