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Innovative anti-crisis
management of competitive education

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Abstract. *Innovative anti-crisis management in the field of competitive education is a modern approach to the management of educational institutions (universities, colleges, online platforms), ensuring their sustainability, efficiency and ability to adapt during crises. This approach integrates advanced technologies such as Big Data, artificial intelligence and digital platforms, as well as flexible management methodologies, in particular Agile and Design Thinking. The main goal is not only to overcome crisis challenges, but also to use crises as a catalyst for innovation and improving the quality of educational services. Such management contributes to the diversification of educational programs, the implementation of digital transformation and the creation of effective risk monitoring systems. As a result, educational organizations are able to ensure sustainable development, increase competitiveness and strengthen their positions in the global market of educational services.*
Keywords: *innovation, educational management, crisis management.*

Introduction.

Modern organizations and enterprises operate in conditions of high turbulence [1, 2], uncertainty [3, 4], for example, in conditions of accelerating technological changes, global competition, instability and crises of all types [5, 6]. In such conditions, traditional approaches to managing competitiveness and resilience/stability no longer ensure long-term success [7, 8]. It is innovative competitive management that is a modern management concept [9, 10] aimed at creating a sustainable competitive advantage through the systematic implementation of innovations [11]. It combines elements of strategic management, intelligent marketing, digital transformation [12] and knowledge management [13], [14] forming the basis for long-term business adaptability. This is achieved through the integration of advanced technologies (artificial intelligence [15, 16], Data Science [17], Big Data, IoT), flexible management methodologies (Agile, Design Thinking) and the formation of a culture of innovation.

The Main Part.

Innovative anti-crisis management of competitive education is a modern concept of managing the education system (universities, colleges, educational platforms) in order to ensure its sustainability, efficiency and competitiveness in crisis situations (economic, technological, social).

The education sector in the 21st century faces unprecedented challenges: globalization, digitalization, demographic changes, pandemics, economic crises. These

factors lead to increased instability and intensify competition between educational organizations at the national and international levels. In such conditions, traditional management approaches lose their effectiveness, since they do not provide sufficient flexibility and adaptability.

Innovative anti-crisis management of competitive education is a strategic approach based on the use of modern technologies (Big Data, artificial intelligence, online platforms), flexible management methodologies (Agile, project management, design thinking) and new educational models (Blended Learning, Microlearning, EdTech).

The main goal of such a management model is not just to overcome the crisis, but to use it as an opportunity for innovative development, improving the quality of education and forming competitive advantages. This is achieved by:

- diversification of educational services (online courses, corporate training, international programs);

- digital transformation of management and training processes;

- implementation of risk monitoring and forecasting systems using data analytics.

Thus, innovative anti-crisis management in education allows ensuring sustainable development of educational organizations, increasing their attractiveness for students and partners, and forming long-term positions in the global educational services market.

Conclusions.

Innovative anti-crisis management of competitive education is a key factor in the survival and growth of educational organizations in the context of global instability. Its implementation requires a comprehensive approach: from digitalization of the educational process and the introduction of modern platforms to the formation of an innovative culture within the team. The most important area is the integration of educational programs with modern technologies (EdTech, AI, VR / AR), flexible adaptation to labor market demands and personalization of training. These measures allow not only to minimize the consequences of crises, but also to create new opportunities for development, attract investors, strengthen international positions and form an innovative educational ecosystem. In the future, innovative anti-crisis management will be the basis for the transition from traditional learning models to flexible, adaptive and personalized formats, which will ensure the competitiveness of the national educational system at the global level.

Discussion.

As stated above, modern education is developing in conditions of high turbulence: economic and political crises, pandemics, technological breakthroughs, demographic changes increase risks and create new challenges for educational organizations. To maintain competitiveness and sustainability in such conditions, management approaches are needed that can quickly adapt to the external environment [18] and use the crisis as a growth point [19]. Hybrid technologies are becoming one of the key tools

of innovative anti-crisis management in the field of education. They are understood as the integration of traditional management methods with digital technologies (Big Data, artificial intelligence, cloud solutions, blockchain) and flexible methodologies (Agile, Scrum, Design Thinking). Such synergy allows combining the advantages of proven practices and modern digital solutions, ensuring a high level of adaptability and efficiency [20]. As a result, hybrid technologies are becoming not just an adaptation tool, but a strategic resource capable of transforming the educational system, making it resilient to crises and competitive in the global digital economy.

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