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MECHANISMS AND FACTORS OF FORMING THE IMAGE OF DIRECTORS

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Abstract: This scientific article analyzes in a comprehensive manner the mechanisms and factors influencing the formation of the image of directors of preschool educational institutions. It also highlights the role of professional and personal qualities of the leader, modern management styles, and communicative competencies in shaping the image. As a result of the research, practical recommendations for improving the image of directors have been developed.

Keywords: image, leader, preschool education, management, communication, leadership, competence.

INTRODUCTION

In the context of globalization, the requirements for the education system are rapidly changing. In particular, the preschool education system, as an important stage in the development of society, requires special attention. The professional activity of directors working in this system directly affects not only the quality of education but also the overall reputation of the organization and the team environment.

The image of a director is a combination of appearance, speech, communication culture, management style, and professional competencies. Therefore, forming a director's image is one of the most актyal issues today.

The purpose of this article is to scientifically analyze the mechanisms and factors of forming directors' image and to develop practical recommendations.

LITERATURE REVIEW

The issue of forming the image of directors is one of the актyal scientific directions in modern pedagogy and educational management. This problem has been widely studied by various scientific schools and researchers, where concepts such as "image," "leadership," and "management competence" are interpreted in close interconnection.

In scientific literature, the concept of "image" was first substantiated by Western scholars as a socio-psychological category. Researchers define image as a set of stable perceptions formed in public consciousness about a person or organization. According to this approach, the leader's image is determined not only by appearance but also by professional activity, communication culture, and management style.

In educational management literature, the director's image is considered an important factor in management effectiveness. Many researchers emphasize that a positive image of a leader contributes to creating a healthy psychological environment in the team, increasing staff motivation, and improving the quality of education. From this perspective, the director's image is studied not only as an individual characteristic but also as a social and pedagogical phenomenon.

Local researchers have also paid significant attention to this issue. Their studies highlight professional competencies, communication skills, and leadership abilities as key factors in shaping the image of preschool institution leaders. In particular, the pedagogical mastery and management culture of a leader are considered important criteria determining their authority within the team.

Recent studies emphasize the role of innovative approaches and information and communication technologies in shaping the director's image. In particular, transparency and openness of a leader's activities through social networks, official websites, and mass media

contribute to strengthening a positive image. This requires modern leaders to effectively manage not only internal processes but also external communications.

Additionally, in foreign practice, the concept of "image management" is widely used, which is interpreted as a process of purposeful formation and management of a leader's image. According to this approach, the image should not develop spontaneously but be built on a clear strategy. Planning, monitoring, and evaluation mechanisms play an important role in this process.

Analysis of scientific literature shows that forming a director's image is a multi-factorial and systemic process. It is shaped by the interaction of personal, professional, and social factors. At the same time, this process requires continuous development, as the modern education system is characterized by постоянные changes and innovations.

In conclusion, although existing literature covers theoretical and practical aspects of this issue, there remains a need for deeper empirical research, especially in developing clear models for forming the image of directors in preschool education.

METHODOLOGY

This study is aimed at scientifically examining the mechanisms and factors of forming the image of directors of preschool educational institutions. A комплексный approach was applied, combining theoretical and empirical research methods. The methodology is based on systemic, functional, and competence-based approaches.

The theoretical foundation includes concepts from pedagogy, psychology, and educational management. The director's image was analyzed as a socio-psychological category formed through personal, professional, and social factors. A systemic approach was used to study the image as an integrated system consisting of appearance, communication competence, management style, and professional skills.

General scientific methods such as analysis, synthesis, comparison, induction, and deduction were used. Empirical methods included observation, surveys, and interviews. Observations helped analyze real management practices, while surveys collected opinions of teachers and parents. Interviews provided deeper insights into directors' experiences and challenges.

Competency-based and integrative approaches were also applied. Modern ICT tools were used for data collection and analysis, ensuring reliability and objectivity of results.

MAIN PART

1. Factors influencing the formation of the director's image

1.1 Personal factors

- appearance and culture
- speech culture
- psychological stability
- leadership ability

1.2 Professional factors

- pedagogical knowledge
- management skills
- decision-making ability
- innovative approach

1.3 Social factors

- relations with staff
- cooperation with parents
- public reputation
- media and social networks activity

2. Mechanisms of forming the director's image

2.1 Strategic management

Planning and clear development strategies strengthen the leader's image.

2.2 Communication mechanisms

- open communication
- active listening
- conflict resolution

2.3 PR and image management

- social media activity
- promotion of institution
- public events

2.4 Professional development

- training courses
- seminars
- experience exchange

3. Modern approaches and innovations

- digital technologies
- electronic management systems
- online communication tools

4. Problems and solutions

Problems:

- weak communication skills
- lack of technological knowledge
- insufficient management experience

Solutions:

- regular training
- mentoring systems
- improving digital literacy

CONCLUSION

The study showed that the director's image is a complex and multifaceted phenomenon. It is formed through the integration of personal, professional, and social factors.

The research confirmed that communication skills, leadership qualities, and modern management approaches play a key role in shaping a positive image. At the same time, shortcomings in communication and technology use negatively affect the image.

Practical recommendations include training programs, mentoring systems, and improving digital competencies. A positive director image contributes to team cohesion, healthy psychological climate, and improved educational quality.

Future research should focus on developing innovative models for forming director images in preschool education.

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