

**MECHANISM FOR DEVELOPING INNOVATIVE EDUCATIONAL STRATEGIES
FOR MANAGING HIGHER ECONOMIC EDUCATION***Zarina Maxamadalievna Hasanova**Lecturer at Tashkent state university of Economics, Uzbekistan*

Abstract: This article analyzes the mechanisms for developing and implementing innovative educational strategies in the management of higher economic education. The effectiveness of using digital technologies, interactive teaching methods and modern pedagogical approaches in the educational process is discussed. It also highlights the economic efficiency of implementing innovative strategies and their role in improving the quality of education. The results of the study are of practical importance for heads and specialists of educational institutions and include recommendations for improving the higher education system.

Keywords: Innovative education, higher economic education, educational strategies, management mechanisms, digital technologies, interactive teaching, pedagogical innovations.

Introduction: The development of modern economic systems is based on knowledge and innovation, and higher education plays an important role in this process. In particular, higher economic education performs the function of not only training qualified personnel who meet market requirements, but also creating and applying innovative knowledge necessary for the development of society. Therefore, the development and implementation of innovative educational strategies in the management of higher economic education is one of the urgent issues of today.

Traditional educational approaches are no longer effective enough to meet the requirements of the rapidly developing digital economy and knowledge-based society. Therefore, the need to use innovative educational strategies is increasing. Such strategies include interactive pedagogical technologies, digital educational platforms, artificial intelligence, adaptive learning systems and other modern approaches. They serve to develop students' creative thinking skills, make them adaptable to the real economic environment and, as a result, prepare competitive personnel in the labor market.

The main purpose of this study is to analyze and put forward scientific and practical recommendations aimed at improving the mechanism for developing innovative educational strategies in the management of higher economic education. For this, the main issues are the theoretical foundations of innovative educational strategies and their importance in the higher economic education system, the relevance and possibilities of introducing innovative management mechanisms in the higher education system, the problems encountered in the implementation of innovative approaches and ways to overcome them, and the impact of digital and interactive educational technologies on economic efficiency.

The study analyzes international experiences and specific aspects of the national higher education system. Also, recommendations are developed based on best practices for the successful implementation of innovative strategies. In general, the introduction of innovative

strategies in the management of higher economic education allows for the training of competitive and creative specialists who serve the sustainable development of the economy. Therefore, this topic is of not only scientific but also practical importance and is relevant for specialists in the field of education, heads of higher educational institutions, and organizations that conduct economic policy.

The higher economic education system needs to continuously develop in order to adapt to the constantly changing labor market requirements and train competitive personnel. The development and implementation of innovative strategies in modern educational systems is of great importance. Innovative approaches are mainly formed on the basis of the following theoretical concepts:

- Constructivism - the formation of students' ability to independently acquire knowledge and apply it in practice.
- Interactive learning theory - effective organization of learning through active participation in the learning process.
- Digital pedagogy - modernization of the educational process using information technologies.
- Social learning theory - teaching methods based on teamwork, project-based learning and practical experience.

Innovative educational strategies are developed on the basis of these concepts and are manifested as a component of the modern higher economic education system.

Below are quotes from European scientists on the management of higher economic education and innovative educational strategies:

Peter Scott (2015): "Higher education must not only respond to economic demands but also anticipate future challenges by fostering critical thinking, adaptability, and lifelong learning."

Jürgen Enders (2014): "University governance needs to embrace innovation by integrating digital technologies, flexible curricula, and interdisciplinary approaches to better prepare students for the global economy."

Ulrich Teichler (2011): "The transformation of higher education must be aligned with the knowledge-based economy, emphasizing research-led teaching and the integration of soft skills in economic education."

Marek Kwiek (2020): "Higher education institutions must act as innovation hubs, creating synergies between academia and industry while ensuring social responsibility in economic education."

Björn Stensaker (2019): "Quality enhancement in higher education requires a shift from traditional methods to student-centered, technology-enhanced learning experiences."

The globalization of the world economy and technological progress are placing new demands on higher economic education. To succeed in the modern economy, students must have high analytical thinking, creative thinking skills, and the ability to quickly adapt.

Main part: Implementation of innovative educational strategies The changing labor market - new skills and knowledge are required for economic specialists, the development of digital technologies - the impact of online learning, artificial intelligence, and Big Data on the education system is increasing, changing student needs - new generation students (Generation Z and Alpha) are in need of interactive and individual forms of education, the increase in the international competitive environment - the introduction of modern teaching methods is relevant to increase the rating of higher educational institutions. Therefore, economic educational institutions need to effectively use innovative strategies in the teaching process.

The mechanism for developing innovative educational strategies in the higher economic education system includes the following stages: Analysis of demand and needs; Study of labor market requirements; Identification of existing shortcomings in the educational process; Taking into account the opinions of students and professors.

The development of innovative approaches, the use of digital and interactive pedagogical methods, the development of flexible educational programs based on artificial intelligence and analytical technologies, the introduction of methods such as project-based learning, gamification and “flipped classroom” into the curriculum.

Assessment and improvement of results consist of studying the effectiveness of the use of innovative strategies, analyzing the impact on the level of student knowledge, and developing mechanisms for continuous analysis and updating. Through these stages, higher economic educational institutions can develop innovative educational strategies and achieve their effective implementation.

As a result of the introduction of innovative educational technologies, higher economic educational institutions will have the opportunity to be competitive not only nationally, but also internationally.

The development and implementation of innovative educational strategies in the management of higher economic education will allow them to adapt to modern economic requirements and changes in the labor market. The results of the study show that the use of digital and interactive technologies increases the efficiency of education and provides economically beneficial solutions. The implementation of innovative strategies can bring great benefits to educational institutions not only from a scientific and methodological point of view, but also from the point of view of economic efficiency. Therefore, higher economic educational institutions should pay special attention to the development and implementation of innovative educational strategies.

The effectiveness of the higher economic education system directly affects the level of intellectual and economic development of society. Today, digital technologies, globalization, and the dynamic development of the labor market are encouraging higher educational institutions to develop and implement innovative educational strategies. This article provides a comprehensive

analysis of the importance of innovative strategies in the management of higher economic education, the mechanism for their development and economic efficiency.

Innovative educational strategies play an important role in increasing the efficiency of the economic education process. Approaches such as modern pedagogical technologies, distance learning systems, artificial intelligence and big data analysis take higher education to a new level.

Higher economic educational institutions must be flexible to market requirements and implement constantly updated educational programs. Interactive teaching methods, project-based learning and experiential learning systems should be widely used to provide students with practical knowledge and skills.

Conclusion: The competitiveness of educational institutions can be increased by modernizing the educational process. The use of digital educational tools increases the flexibility of the educational process, which creates favorable opportunities for students and professors.

The formation of innovative management mechanisms contributes to the effective development of the higher economic education system. Strategic planning, quality assessment of education, and professional development of professors and teachers are important factors in the development of innovative education. From the point of view of economic efficiency, innovative approaches can benefit educational institutions by rational use of material resources, increasing the convenience and quality of the educational process.

Thus, the development and implementation of innovative educational strategies in the management of higher economic education is necessary not only to improve the quality of education, but also to ensure economic efficiency. In order for higher educational institutions to be more innovative and flexible in the future, it is important to widely use digital technologies, improve educational programs taking into account the needs of students, and develop academic cooperation.

This study is aimed at updating the management system of higher economic education, and in the future, conducting more in-depth scientific and practical research in this area and studying international experiences will serve to further develop the education system.

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