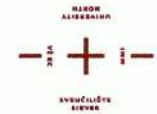




37TH INTERNATIONAL SCIENTIFIC CONFERENCE ON
ECONOMIC AND SOCIAL DEVELOPMENT –
"SOCIO ECONOMIC PROBLEMS OF SUSTAINABLE DEVELOPMENT"
BAKU, 14-15 FEBRUARY 2019



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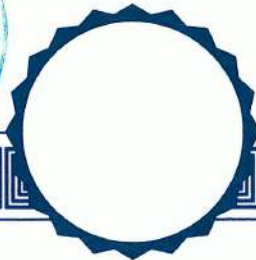
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■ NEW APPROACH TO MANAGEMENT EDUCATION IN THE POST-SOVIET STATES


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BAKU, AZERBAIJAN
14-15 FEBRUARY, 2019

Varazdin Development and Entrepreneurship Agency
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Economic and Social Development

37th International Scientific Conference on Economic and Social Development –
"Socio Economic Problems of Sustainable Development"

Book of Proceedings

Editors:

Muslim Ibrahimov, Ana Aleksic, Darko Dukic



ISSN 1849-6903



9 771849 690004 >

Baku, 14-15 February 2019

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Title ■ Economic and Social Development (Book of Proceedings), 37th International Scientific Conference on Economic and Social Development – "Socio Economic Problems of Sustainable Development"

Editors ■ Muslim Ibrahimov, Ana Aleksic, Darko Dukic

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Publishing Editor ■ Domagoj Cingula

Publisher ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco

Printing ■ 100 CD

ISSN 1849-6903

The Book is open access and double-blind peer reviewed.

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NEW APPROACH TO MANAGEMENT EDUCATION IN THE POST-SOVIET STATES

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ABSTRACT

Globalization and the rapid implementation of innovations in management processes have fundamentally changed the approach to management education. The need to train modern creative managers is triggered by the needs of business organizations and government agencies. In fact, in the post-Soviet states, the transition to a capitalist management system was completed, but the methods of managing the economy stayed mostly administrative. At the same time, the peculiarity of the development of separate states is so individual and multifactorial that it is impossible to formulate a single recipe for increasing the relevance of management education. Management as the most relevant science of our time, cannot be unified for all states, and the use of its methods, principles, functions very much depends on the mentality of the people, its culture, history, and the characteristics of the ethnogenesis of the nation. The changes that are occurring with a cosmic speed in Azerbaijan dictate an increase in the requirement for the training of modern managers, the changes of our education with the world's leading educational institutions. Therefore, the main task of management today in the country is the study of methods and ways of adapting innovation management to the real economy. If these modern challenges are not realized, Azerbaijan will not stand the competition. Therefore, the task of innovation management is a rapid breakthrough in managing the process of introducing new technologies into the economy and training progressive managers. The paradigm of the new millennium is becoming knowledge, increasing the productivity of mental labor, mastering the methods of its measurement. All this is completely related to management education. Consequently, the training of creative managers should be based on new educational standards, which provide for a completely new approach, involving the creation of a unified system. State, business and universities. This social triangle is a necessary condition for the development of society. Management education should be based on new modern learning technologies. The learning process itself must be synthesized with real practice. In the context of globalization, the pace of changes in economic processes, the replication of innovative novelties, their application in the production sector with the intensification of innovation activity on a qualitatively new basis are undoubtedly accelerating throughout the world. In fact, this is the "positively charged" effect of globalization, which allows an ever-increasing number of countries to benefit from innovative achievements, advanced technical standards and new management practices. According to forecasts, the growth of the world economy in the short and medium term future will occur as a result of the influence of this particular factor. The problems of education are firstly the preparation of highly qualified, specialized managers; secondly, the mass involvement of students in the process (through the start-ups) of creating innovative products that can withstand competition. The role of the state, in this case, is a) to coordinate the activities of start-ups, the creation of technoparks and technopolises; and b) economic incentives for their activities. It seems expedient to create integrated technoparks based on the synthesis of business ideas and resource opportunities. Modern information technologies allow solving this problem. At the same time, in this case, the problem of human capital development will be solved, the main indicator of which is education. Changes that occur in the training of managers require its cooperation by modern world universities.

Keywords: *business idea, innovation, management, start-up*

1. INTRODUCTION

The formation of market management methods requires a substantial reorganization of the system of personnel training in modern types of organizations and a completely new approach to managing new conditions. The developmental characteristics of individual countries are so unique that they can not formulate a single global recipe for the relevance and effectiveness of education. It is convincingly proven that one of the rapidly developing sciences is unequivocal for all states and it is impossible to reflect mentality, culture, history and traditions of different peoples. Changes in the education system of Azerbaijan, especially in the field of contemporary innovation and creative managers, require accurate clarifications based on the experience of the world's leading universities. We strongly condemn such an idea that the modernization of the country's economy is impossible without new creative thinking managers. As in other post-Soviet countries today, the main task of management in our country is to study the problem of effective management of innovative management in all spheres of economy. Globalization puts very strict requirements characterized by the fact that everything new to the citizens of the country is very rapidly applied to public life. If society is not adapted to these innovations, it will lose its competitiveness. The purpose of innovation management in Azerbaijan is to achieve a breakthrough in the field of innovative technologies and to achieve an effective and sustainable growth in education. The formation and realization of human capital in the market economy is essentially different from the realization of its socialist economy.

2. CHAPTER 2

At the end of the eighties of the twentieth century and early nineties, effective managers and specialists were primarily knowledgeable and at the same time quite knowledgeable. It was stable from these knowledge, but in the same way as in separate enterprises it required the use of the weaknesses of the country's economy in the planned management system. The pragmatism and the breadth of knowledge, as well as the ability of people to use logical analysis tools were given special value. The ability to produce logical outcomes would be the basis for success in decision-making, as some kind of future would have a logical transformation of the past. This approach to education has completely justified itself. It should be noted that the leading training centers were able to succeed in training such professionals. Graduates of a number of universities and educational centers were well-prepared for their management activities in state bodies and state-owned enterprises. However, the radical changes in the management of the enterprise demanded radical changes in the market economy, which seriously changed everything. If the earlier management strategy focused on the past, relying on past experiences, management in the new context was completely aimed at creating a future, as opposed to the past and present. Instead of logic, intuition and creativity have come. Of course, this can not be perceived as a denial of logical analysis and logical outcomes. They also demanded that all other changes be fully reviewed and addressed by the graduates of the training and retraining department. This, in turn, required the content of the education and teaching methods to be viewed from a new perspective. In our view, this last approach should be considered more important. Education is a combination of the knowledge that this student reflects on the entire educational institution and in particular with teachers and students. More precisely, education is a process of positive changes in the student as a result of a complex interaction with these educational institutions. Education is the process of changing this person. By educating, people change their outlook and acquire new qualities that they did not have before. At present, our republic is trying to make radical and effective changes to the content of the education system. Entry into a completely new education system is not a simple matter, but rather a complicated process that covers all aspects of the public recycling system. If somebody thinks that a change in the education system can be made, it's totally wrong. The education system should be based on modern innovations, using the past experience as a future

development system. Today, there are problems in the labor market and education services interactions. Thus, graduates of educational institutions increase the number of "unemployed" army because the offered specialties do not meet the needs of the labor market. Business-science-education social triangle is a necessary condition for today's development. It is possible to talk about innovation economy within the framework of mutual influence of the business-power-education model. So, it is important to stand on the following issues. First of all, let's look at the distinctive features of management education, and then analyze how students and teachers interact in this type of education and how the teaching process is being implemented. The management education system incorporates the combination of elements and factors of professional managers, as well as elements of training specialists in the fields of economics, finance, accounting, law, social science and other fields that can become potential managers in the future. In the modern management education system, postgraduate education institutions include specialization, modification, retraining and additional education, faculties, business schools, management centers, educational and business centers, etc. is of great importance. Today, Azerbaijan has the right to provide training services to technical universities, even for high schools, in the field of preparation of interesting, but also contradictory, managers, entrepreneurs and businessmen in the field of managerial management. Another observed shortfall is that organizations should create higher education institutions to meet their limited and limited needs, using their favorable capacities. The tendency to tough commercialization of management education, in turn, affects its development in Azerbaijan. Most of the specialists in management, marketing, entrepreneurship and other fields in Azerbaijan are trained on commercial terms. A few words could be said about the distinctive feature of management education. Usually speaking, the conversation is entirely spontaneously understood by the activities of the teaching centers, primarily of their teachers. Teaching means the amount of knowledge, attitudes and habits that a student collects during a conversation with an educational institution, especially with a teacher and other students. To put it more precisely, education means the changes occurring in students (future specialists) as a result of complex interactions in the educational institution. Education (teaching) is a process of changing people. People can change their outlook by learning new things they do not have before. All this changes the reality that people live and operate. Therefore, it is possible to look at the change in the understanding of reality in general education. The main trends of the transformation of the teaching process into new teaching methods are as follows:

- The first is to switch to integrated education in the context of studying the subject rather than learning and examining these key topics, tasks, and individual questions.
- Secondly, focusing on the ability to concentrate on the problem of teaching correct answers to these questions. Real truth does not have the correct answer, regardless of experience. People achieve the results they can achieve by applying certain methods of solving problems.
- Third, the type of passive education that distinguishes the listener, the teacher, the repetitive role of the student, the knowledge, decisions, information and so on. Replacement with the type of education that is active creator.
- Fourth, replacing the teacher with supervision by the teacher in the teaching process.

The teacher defines the rules of the teaching process, and the student controls how the education process is implemented and how the teaching process is carried out. Control is carried out not on the principle of "knowledge-student performance," but on the "principle of the educational process - the degree of achievement of the student". When talking about management education, which is considered to be a particular type of education, it is not entirely enough to agree that it meets the maximum educational requirements of the educational process. It is important to look at the factors that are characteristic of the management education process to describe the

specific features that are relevant to it. One of the most widespread education processes in most types of education is the transfer and acquisition of knowledge. As a result of this process, a certain scheme is scratched at the head of a person. Undoubtedly, education can not be done without this process. However, it should be noted that this process in management education is extremely limited. Thus, this process can not have a major impact on the main results of business education, the attitude and attitude of the educator. At the same time, education is carried out by observing the behavior of others. It is not important to observe the observation in this case. This process can have a significant impact on the student's behavior. This can be more vividly reflected in the context of non-standard original behaviors in a surrounding environment. Such observation facilities are primarily teachers, scholars, famous and well-known professionals. It is a great experience for experiments based on experiments for a number of educational processes. This type of education allows the idea to be formed in practice. Such education does not only help the student to become a reality, but also to create certain habits and skills in the student. A more complex and at the same time a more effective method of education is learning and learning. This type of education is carried out in the form of realistic tasks in real terms, in other words, to the realest possible conditions. In this process, we observe the interaction of all previous educational processes in the process of solving the tasks set up in natural competition. If we talk about management education, then the high effectiveness of action is vastly undeniable. If we try to describe the profile of the past graduate with a course of management education, then it should definitely combine three groups of abilities and qualities:

- the ability to understand the situation;
- definite skills and abilities;
- defined behavior;

Thus, the ability to understand the situation means that the knowledge gained is concentrated on three objects (business environment, people, organization and organizational process). The existence of a certain behavioral pattern is a more important requirement for a graduate who wishes to work in a large business organization that has gone through a curriculum and has a "corporate" culture. This requirement is conditioned by several factors.

- First, the graduate should have a certain level of cultural development. This is to know and understand the history, customs and traditions of the country and people, to adhere to its ethical norms, to know the rules of etiquette and so on;
- Secondly, the graduate must work in the group, in the team, coordinate their interests with their interests, follow the required place, and respect the certain requirements of the team;
- Third, the ability of young professionals to enter into an independent and responsible life has the ability to communicate, to properly understand the meaning of their actions, to use information, to listen and to respond properly to responses;
- Fourth, the graduate must be open to the novelty and be prepared for change;
- Fifthly, the graduate should be responsible for the work, has responsibility and dedication in the organization;
- The sixth should the scope should aspire the graduate to work. If a graduate does not like to work, it will be difficult for him/her to work in harmony with his/her work, especially with the staff involved. Because most of the modern, advanced organizations are characterized by intense labor of its employees.

The core of the new technological structure is the combination of NBIC technologies. The name is an abbreviation of the initial letters of the term "nano, bio, information and cognitive technologies." According to representatives of the US National Science Foundation, which regulates the financing of scientific projects, NBIC technology determines the development of

civilization for the next 50 years (Musaev A., Shevchuk A. Tikha, 2016, p. 44-51). In our country there are indeed shifts aimed at the development of innovations in the industrial sector. Considerable attention is paid by the state to organizing the work of technology parks and start-ups to integrate them into the global innovation community.

3. CONCLUSION

Modern management education is a symbiosis of integrated professional management education and compulsory innovation-intellectual (i.e artificial intelligence) education. Establishment of management schools in our times is crucial. Management schools differ from business schools in their aim and play a major integrating role in society, namely management, its proper organization, bringing high profits to business organizations. Highly professional managers (not politicians) manage economic processes, their knowledge and qualifications guarantee the success of an organization. To solve the problems of modernization of the economy of Azerbaijan following are necessary:

- creation of a new industrial policy aimed at the development;
- creation of an industrial policy management structure;
- active state influence in the processes of technological development;
- effective use of raw materials, human, intellectual and scientific resources;
- creation of sites (clusters) for the successful implementation of the new industrial policy;
- focus on personnel, by creating training programs for qualified personnel to work with advanced technology.

These proposals are crucial for the transition to a new model of economic development, which is associated with the advanced development of industrial sectors and services. The training of qualified personnel can increase the economic efficiency of the industry, help to overcome technological stagnation and make step forward, into a new industrial revolution.

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