

*Materials of Conferences***THE ROLE OF HUMANITARIAN
TECHNOLOGIES IN ENHANCEMENT
OF A HIGH EDUCATIONAL INSTITUTION
MANAGEMENT QUALITY**

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The world practice shows that an important part of the «innovation-driven economy» is creation favorable conditions by the state to form special intellectual elite of the society – people who are changing the future, the so-called «creative class».

Availability of educated youth and concentration of scientific activities, a special environment facilitating development of new knowledge and technologies, aspiration of everyone for innovation and self-development are indicative of state capability to make technological breakthroughs. In this regard President N.A. Nazarbayev pays a special attention to the issue of personnel training of a new formation. On his initiative the state program of education development was drawn up, a new law on education and science was passed, appropriate measures on improvement of the current system of training and retraining were specified, education is being modernized, new intellectual schools are being established, innovative models of higher education institution are created on the basis of Nazarbayev University, international personnel training is being conducted under the «Bolashak» program.

However, education must not only ensure the establishment and development of innovative economy but the formation of cultural values in the society of a new millennium: the freedom of choice, independent actions, having initiative, tolerance, and responsibility for the near and distant future. The goal of the national education system today is becoming «the most important factor in the humanization of socio-economic relations, forming personal attitudes» [2].

In the framework of the country's innovative development strategy humanization of socio-economic relations is characterized by the fact that culture and competency management is more important than system and procedure management.

A new management paradigm is formed as a method of a quality breakthrough in cognition and understanding of the management essence as means of developing human capital. Today there is a need to work out management concepts which adequately reflect characteristics of the «knowledge-based economy» and in which a key resource of organizations is intellectual capital – a set of necessary personal, cultural and professional competencies. The

higher intellectual potential of a state, the higher its national competitiveness is.

«Knowledge-worker» is one of the key terms that appeared in the world educational space last decade. Such employee is not formed by the mastering standard work methods. The essence of the «knowledge-worker» is participation in mastering and creation of knowledge (knowledge creation, modification and synthesis, implementation of information management, the production of analytical services, data collection and processing). Those who able to work in a team with extensive competences rather than a narrow specialization and have developed adaptability and purposefulness are in demand. Joint actions of self-regulatory teams of an organization create «... a positive synergetic effect – competitive advantages of jointly working subjects at a minimum resource and time expenditures» [3].

In the work of a growing number of organizations there is a trend in transition from simple execution of instructions given by staff leadership, hard regulations, algorithm based actions to flexible, complex types of activities which require idea generation, synthesis of solutions and its implementation plans based on information analysis. This activity requires, as a rule, joint work in groups, discussion of possible solutions to problems and experience transfer.

Last decade has witnessed a new trend in management theory which is called the «talent management». It is a type of an organization activity which helps to identify not only the current level of professional competence and effectiveness, but potential of employees and make investments in a talented staff. According to the published findings of the 2006 study of American Society for Human Resource Management (SHRM) «Talent Management Initiatives Survey» most American organizations use talent management systems. According to the President of SHRM C.P. Mazinger more and more severe competition in the global marketplace dictate new rules for achieving success through effective talent management schemes, as well as the fact that every employee's career aspirations are in sync with the mission, goals of the organization as a whole [4].

Meanwhile, analysis of the domestic management theory and practice has shown that issues of human resource management system, development of managerial models that enable to develop and use personal potential of education subjects are mostly neglected.

In the circumstances, management of higher education development should be aimed at, first of all, the most efficient use and increase of employees' talent and optimization of all their activities.

Therefore, the development of management models to intensify and use this potential is becoming more urgent. In this case the process of management based on actualization of innovative potential of higher education subjects must be build on the value-oriented approach that, in its turn, defines the requirements for creating modern management systems on the basis of *humanitarian technologies*.

The term «humanitarian technologies» has increasingly been used in recent years in the context of the humanistic paradigm of education and society. In the general sense, humanitarian technologies are technologies focused on personal development and the creation of conditions for this. In other words, these are the ways of improving the moral and ethical standards of behavior, development of intellectual capacity and physical health [5, p. 29].

Management on the basis of the humanitarian technologies as a new approach to the education system management includes identification, development and cultivation of values which, on the one hand, meet the strategic objectives and functions of education as a social institution and, on the other hand, are shared by those who implement these objectives and functions. Implementation of the humanitarian technologies in management requires consideration of employees' personal values, forming a system of organizational values that leads to the development of human capital and, ultimately, quality improvement of the organization.

For example, organizations in the work with human resources apply technologies aimed at development of individual and personal qualities of staff, improvement of interpersonal relations and socio-psychological climate of staff, promotion of professional growth, creativity and business partnerships, and etc. The management function of humanitarian technologies is designing of social and professional activity of staff and the basic elements of humanitarian technologies in this field are assumed to be actions in the field of personnel policy, upgrading and social mobility, employees' motivation and incentives, development of multilateral and multidirectional communication, conflict management and etc.

There are the following humanitarian technologies in the sphere of management:

- promotion to the market of the brand or product within the associated lifestyle (public relations, brand-building, marketing, advertising);
- organizational design and project management;
- reflexive management;
- behavior management;
- personnel assessment, selection, their motivation, training and psychological support (personnel management);
- development of theories of absolute creative content production for all intellectual products.

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Here are applications of humanitarian technologies in the field of management:

a) society system management, which can be characterized as the unity of the market economy, civil society and rule of law. In such system, subjects of the market, free citizens and legal entities are on the one hand, and mechanisms that make the market, social and legal relations happen on the other hand, are concrete definitions of «reflective» elements and management itself as humanitarian technologies;

b) management of the education sphere, which according to its function should train adapted to real life for real public education system. The main step in the management implementation is to understand that executors should not be managed but the system of reflective elements (creativity, innovation and etc.) Moreover, it is reflexiveness of the system elements that forms the only resource for further development.

Thus, from among various educational technologies one can single out a separate constituent – humanitarian technologies of management designed to create an organizational environment that would help to achieve a person's potential and generate new ideas (the principles, ideas) that will undoubtedly lead to the achievement of a quality new result in the university activity.

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