The Perspectives of the Development of the Strategic Management in Ukrainian Higher Education

Abstract

The research focuses on the perspectives of development of the strategic management in Ukrainian higher education. Strategic management is widely used by European higher education institutions and cannot be avoided by Ukrainian institutions if they are going to develop for a better future. Ukrainian higher education institutions are in the transition state and their understanding of strategic management is at the initial stage and further evolvement of the strategic management in Ukrainian higher education requires reforms from the state and willingness of the higher education institutions to accept the challenges of the modern environment.

Keywords: strategic management, autonomy, mission statement, research university, development program

1. Strategic management of European higher education institutions

The concept of strategic management was developed by I. Ansoff in the mid-1970s (Ansoff et al.). Strategies can be seen basically as a company's core goals and specific ways of achieving these objectives, which again should provide a guideline for allocating resources (Behm et al. 2011).

Strategic management is widely used in higher education institutions and cannot be avoided as these institutions are developed for a better future (Fumasoli, 2011, p.15). Strategic management is a particular form of management. It is participatory,