

## Chapter 53

# The Control of Continuing Education Based on the Digital Economy

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### ABSTRACT

*The chapter deals with the methodology of creating a unified information educational environment, providing the implementation of continuing education, the development and implementation of educational models, programs, environments, implemented with the use of digital technologies. The concept of “open educational system” was determined. The necessity of system analysis at the macro and micro levels with views of subsystems, which are its elements, was sufficiently justified. The notion of “system of continuous education” was determined. The related problems were analyzed and the solutions for the management of system of continuous education in the market economy and in terms of accession to the digital economy, were proposed. Were classified digital learning technologies in order to implement them in the open education systems. The paper shows that shaping of creative potential of future specialists can be performed through the introduction of digital technologies on the basis of educational technology and information and telecommunication technologies.*

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## **INTRODUCTION**

The acceleration of technological progress, the impact of digital technology, creativity and intelligence on the entrepreneurship make the radical change in the external environment as a normal phenomenon. Under these conditions, analysis of the general laws of development, understanding of the most likely trends and the ability to adapt to the new reality are of particular importance (Mkrttchian & Aleshina, 2017).

These trends are reshaping the education system, where the crucial principles are considered to be the availability of the best schools, teachers, and programs for all students, regardless of geographic conditions, distance, resources, and ability to work. Penetrating into the various spheres of public life, IT-the technology is irreversibly affect the society itself, science and education. At the macro level the most competitive is a society in which continuously being improved and implemented innovations. Society and, above all, the state should adopt a new “rules of the game” that dictates the digital economy, deeply comprehending the processes occurring in it. Intense formation of a society of digital economy, where the main resources are information and knowledge, inevitably entails the problem of knowledge management on the basis of expertise in order to achieve those objectives and goals, innovation, competence, efficiency, which are considered to be a competitive advantage. The transition from the physical to the digital economy requires a fundamentally new approach not only in the sectors and industries, but also in the areas of capacity building for the digital economy: education, training and innovative human capital management (Mkrttchian et al., 2016).

The present study aims to develop conceptual approaches to the strategic management of continuing education processes, to innovative development of educational institutions management and develop practical recommendations based on digital technology. In this connection, the main objectives of the proposed research are as follows:

- To study the process of formation of innovative educational systems and their competitiveness in terms of diversification and integration of national education in the world educational space;
- To conduct a systemic analysis of the structure and composition of the managerial tasks and develop a behavioral model of functioning of subjects of situational management of innovative development of continuing education processes;
- To develop a methodology for formation of management strategy for continuous education processes;
- To form the procedure of organization of information relations in the management of continuing education processes based on digital technologies;

To develop indicators and to propose the management mechanisms of continuing education processes on the basis of digital technologies (Mkrttchian et al., 2016).

## **Background**

In the management process, focused on the principles of obtaining and processing information, it is advisable to start with the term of “the subject of the information society.” The subject of the information society is characterized by the following: actions only in its own interest; possession of full information about the problem, knowledge of all possible options, the consequences of each possible decision; striving

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