

Research Paper

Analysis of effective factors on education administration in the organization with using the SWOT method (A Training-oriented approach)

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Abstract

The aim of this study was to analyze the factors affecting the management of education in educational organizations with emphasis on the educational approach. The method of the present study was descriptive in the form of SWOT method. The statistical population of this research is all articles and researches related to this subject with emphasis on content sources of the 5 recent years, which have been indexed by databases. The tool used was a researcher-made checklist of factors influencing education management. Using descriptive statistics, tables related to the factors affecting education management in educational organizations in two categories of external and internal factors as well as strategic factor analysis (SFAS) were presented. Findings of this study showed that; lack of attention to creativity, innovation and intellectual development of learners; the presence of professors, educators and teachers unfamiliar with the topics of education; lack of flourishing of learners' talents in the educational environment; more emphasis on theoretical courses and voluminous assignments and lack of motivation and moving learners is one of the main obstacles and factors in managing education in the organization. Therefore, to plan and reduce the adverse effects of these factors, solutions such as the use of new technologies in education; increasing the quality of support programs and services, equipment and educational space; increasing the quality of the scientific level of professors, educators, teachers and learners; continuous educational pathology; and proportionality of professors, educators and Teachers to learners can be used.

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Extended Abstract

Introduction

Today is the age of management and leadership, and the success of institutions and organizations largely depends on the efficiency and effectiveness of management. The educational system structure in any country includes a set of needs of the official organizations of that country; and the performance of the education system, which is managed by the educational directors, is not only important in terms of economic and social progress, but also is of crucial importance in terms of impact on job mobility and expectations. Education is also the best tool for changing values and behaviors, and it makes people, according to their talents and desires, ready to perform social and economic services and get jobs, and as a result, personal comfort. Hence, since the beginning of the last century, no country without education and training in educational institutions and educational administrators has gone through the stages of development and progress (Asemandareh & Bakht, 2022). Reaching the peaks of progress and development in all its dimensions; Scientific, political, social, cultural and economic, has been one of the greatest concerns of various nations and societies, especially in recent centuries. Numerous factors play role in the comprehensive development of a country, of which education and, consequently, educational systems are the most important. The educational system in the country also plays a decisive role in the development of the country. (Abbaspour, et al, 2019)

In our society, not much attention has been paid to the management of educational organizations in terms of training and making the necessary preparations for officials. This lack of attention to this serious matter has caused problems for novice official managers. On the other hand, since it is necessary to change the education as well as other social affairs, so the matters and cases that the officials and staff of educational institutions deal with should be carefully examined in order to make them successful and facilitate the progress of the crucial matter of education. (Sabokzehi & Bavar, 2022)

Therefore, sufficient and comprehensive knowledge of the factors and obstacles that exist in this direction, can be very effective in educational decisions and policies and helps policymakers in this area to be able to be based on a precise and fact-based view. Monitor educational affairs and carry out educational planning. Therefore, in this article, we are looking for the factors affecting education management in educational organizations and analysis of these factors. Using the SWOT model, internal and external factors related to education management in educational organizations are counted and then strategic strategies are analyzed. They can be used to improve the training management strategy in the organization. So the main questions of the article are:

1. What are the most important external factors (opportunities and threats) related to education management in educational organizations?
2. What are the most important internal factors (strengths and weaknesses) related to education management in educational organizations?
3. What are the most important strategic factors of education management in the organization?
4. What are the training management strategies in the organization?

Theoretical framework

A review of theoretical foundations and research shows the importance of recognizing the factors affecting education management in the organization. Pali and Tafazoli (2021) in a study entitled "Study of the impact of educational technology equipment and teaching aids on the rate of academic achievement of sixth grade students in Rudsar" showed that educational technology equipment and teaching aids have an impact on the rate of academic achievement

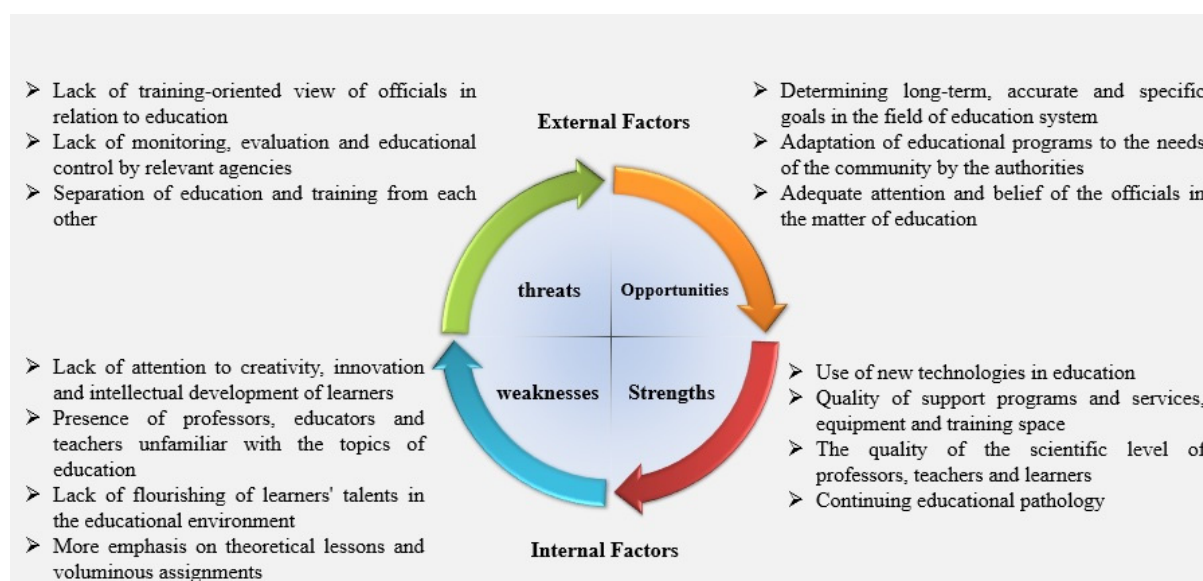
of students (pali & tafazoli, 2021). Nasiri and Jahanian (2018) in a study entitled "The role of creativity in educational management" stated that creativity in the field of education is a comprehensive, broad and effective issue that, if properly identified and managed, can play a role in all matters of education arranged for the components of the educational system. (Nasiri & jahanian, 2018)

Methodology

The research method is descriptive in the form of SWOT method. The statistical population of this research is all articles and researches related to this subject with emphasis on content sources of the 5 recent years, which have been indexed by databases. The tool used was a researcher-made checklist of factors influencing education management. Using descriptive statistics, tables related to the factors affecting education management in educational organizations in two categories of external and internal factors as well as strategic factor analysis (SFAS) were presented. After reviewing various sources and using the views of experts, many methods and techniques can be used to analyze strategic cases, but SWOT analysis is the most common (Ghanbari & et al, 2015). SWOT analysis is an important decision support tool and is typically used as a tool to analyze the external and internal environments of the system (Kangas, 2003). The SWOT technique or matrix is a tool for identifying threats and opportunities in the external environment of a system and recognizing its internal strengths and weaknesses in order to assess the status and formulate a strategy to guide and control that system. In fact, it is the best strategy for organizations.

Discussion and Results

In order to answer research questions about external and internal factors related to education management in the organization, these factors were analyzed, and to organize external and internal factors in the form of opportunities, threats, strengths and weaknesses facing the organization, with the use of grading factors and according to the importance of each opportunities, threats, strengths and weaknesses; and according to the impact of each of them on the management of education in the organization, these factors were calculated and determined in the form of analysis tables.





Also, by using the analysis tables of internal and external factors and their combination, the most important strategic factors in the management of education in the organization are presented. In fact, by analyzing strategic factors, planners who make strategic decisions can limit strengths, weaknesses, threats, and opportunities to a smaller number of factors and develop various offensive (SO), contingent (ST), adaptive (WO) and defensive (WT) strategies by overlapping each factor.

Conclusion

The aim of this study was to analyze the factors affecting education management in educational organizations with emphasis on the educational approach. Findings of this study showed the effective factors in managing education in the organization in two categories of external and internal factors as well as strategic factors and strategies. According to the findings of this study, education management has a special place and importance in the organization, the effects of which directly appear on learners and its audience. Considering the situation and identifying the strengths and opportunities as well as the weaknesses and threats that exist in the education management process, the effective approaches to this process according to the SWOT model, indicate that the most important strengths (internal factors) that the organization faces with in education management: The use of new technologies in education, the quality of support programs and services, equipment and educational space, the quality of the scientific level of professors, teachers and learners and continuous educational pathology, which is found in Pali & Tafazoli's research (2021). which pointed to the impact of educational equipment and technologies and teaching aids on the rate of promotion of students' academic achievement and also is consistent with Shalian's research (2021) which deals with the relationship between teachers' communication skills and students' academic adjustment and academic well-being. It is also in line with the research of Sigil Morad et al. (2021) and Nasiri and Jahanian (2018) on weaknesses (internal factors), and share the result on the most important opportunities (external factors) in education management with Eghbali Barmchi's research. (2020) and Boak & Crabbe (2018).