

Perspectives on Digitalization of Public Education Institutions' Management Process

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Abstract: *This paper presents the results of a research whose main objective was to reveal, in a prospective manner, the use of digitalization tools in improving the management process in Romanian public organizations in the educational field. The research was carried out by means of a survey based on a questionnaire using snowball as a sampling method and having a sample of 127 subjects, managers, and executives from the public educational system in Romania. The results of the research showed that cloud-based data management software products are the most used digital tools for forecasting, as is the case with organizations. The extent of digital twin use is inherent to the perfection of the organization. The improvement of coordination will involve, according to the results obtained, the use of social media, mobile applications, virtual reality and other specific digital tools. In the case of control, improvement also involves dedicated digital tools for data analysis and processing. The results of the research confirm some of the previous studies on the influence of digitalization on the management of organizations and show that there are digital tools that can be mainly associated with the exercise of certain management functions.*

Keywords: management; digitalization tools; management process; educational institutions.

Introduction

Digitalization has become, in the last two decades, an imperative of the organizational transformation processes of contemporary companies and institutions. The unprecedented development of the IT&C field, the extent of the research results in this field, and the speed with which they were assimilated into economic activities created the potential framework for taking them into the current activity of organizations from different fields of activity. The first two decades of this century mark the unification of real and virtual spaces, as a process of integrating social interactions that take place in physical and digital environments, through emerging technologies such as augmented reality, virtual reality, and mixed reality, a trend that will increase in the future (Laužikas, & Miliūtė, 2020). The scope and diversity of digitalization tools allowed their selective takeover at the organizational level, in different fields, depending on applicability, particularities, and specific interests. Significant is, from this perspective, the studies previously carried out worldwide by Brink, Packmohr and Vogelsang (2020); Davtyan et al. (2021) and in the Romanian context by Banciu et al. (2023); Popa et al. (2023, 2024); Simion et al. (2023); Simion, Popa and Albu (2018); Tilibașa et al. (2023).

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