

# Management of higher education in the face of great challenges and threats, caused by the pandemic of the coronavirus COVID-19

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## Abstract

The publication is devoted to the conceptualization of adaptive transformations of higher education management under the influence of the crisis caused by the pandemic of the COVID-19 virus and its consequences. **Goals and objectives.** The purpose of the study is to identify key factors contributing to the development of the education management system in modern conditions. **Research Objectives:** 1) Determine what acts as the main catalyst for the development of the education management system and contributes to its growth; 2) Identify the factors that obstruct the development of the education management system. **Methodology.** The work was carried out on the basis of a review of challenges in the management of higher education in the new crisis conditions (first of all, the total transfer to non-contact forms of education), supported by a analysis of assessments of expectations and the quality of distance learning in comparison with traditional contact forms. To forecast further trends in the organization and management of educational systems, the foresight methodology is applied. **Results.** The trajectories of the prospective development of university management systems and the organization of the educational process as a result of the crisis caused by COVID-19 are presented. It is proved that in the near future, university management systems will face the need for adaptation, the basis of which will be the total development of distance learning. The need for further development and unification of digital distance learning platforms was emphasized. The author's vision of the main future transformations of university management in key areas is presented, and recommendations for adaptive management are presented. **Practical application.** Based on the results obtained in the study, a system of measures for the adaptive transformation of university management in the framework of the COVID-19 crisis and its consequences can be developed. **Findings.** Thus, in the very near future, university management systems will face the need for adaptation, the basis of which will be the total development of distance learning, which will require the implementation of serious adaptive managerial transformations.

**Keywords:** *higher education management, crisis management of universities, COVID-19, distance learning, adaptive management*

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