

*INNA CHERVINSKA,  
YAROSLAVA ATAMANYUK,  
ANDRII CHERVINSKYI,  
NAZARII PINCHUK*

**THE PROFESSIONAL IMAGE OF THE EDUCATION MANAGER AS A  
PSYCHOLOGICAL AND PEDAGOGICAL PHENOMENON AND SUBJECT  
OF SCIENTIFIC STUDIES**

In the article, the authors consider the issue of formation of the professional image of the education manager as a psychological and pedagogical phenomenon. The researchers point out the relevance of the research problem, because professional educational management characterizes the level of corporate culture in many ways, the degree of commitment of employees to their educational institution, motivation for pedagogical activities, and affects the image of the educational organization. The main task of the publication is to reveal the essence of the professional image of the education manager as a psychological-pedagogical phenomenon through the prism of research by Ukrainian and foreign scientists and scientific studies on pedagogical management, based on the analysis of modern approaches of scientists to the outlined problem.

It is emphasized that the problem of forming a positive image of an education manager is one of the most urgent in modern pedagogical science, since in recent years' scientific works have appeared dedicated to various aspects of image formation of specialists from various fields of education.

Researchers note that the effectiveness of the work of the educational institution is determined by qualitative and quantitative indicators, directly by the students, participants in the educational process, and the relevant structures that monitor the quality of educational services. The authors clarified the essence of the key concepts of the study, revealed their structure, described the components, and analyzed the functions. It is indicated that the professional image of the education manager under the modern realities of reforms and transformations of the educational system is

defined as an interesting psychological and pedagogical phenomenon that becomes the subject of scientific studies, going beyond the boundaries of psychological and pedagogical disciplines and acquiring interdisciplinary significance.

The article comprehensively characterizes the image of an education manager, which is defined as a harmonious combination of internal qualities and external characteristics, an integral professional asset that contributes to his successful interaction with colleagues, students of education, partners and competitors, consumers of educational services.

The authors emphasize that the education manager needs to constantly work on the formation of a professional image as a successful option of the self-development and self-realization program, through the development of professional and personal competencies, hard work on the formation of the ability to work in a team, develop creative and critical thinking.

**Key words:** image, professional image, education manager, interaction, education.