

Journal: <https://ifsmrc.org/index.php/aijrm>**“FOREIGN EXPERIENCE OF INTELLIGENT MANAGEMENT: DIGITAL UNIVERSITY MODELS AND EFFECTIVE MANAGEMENT PRACTICES IN THE USA, EUROPE, AND ASIAN COUNTRIES”**

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Ernazarov Zohid Nazarovichernazarovzohid011@gmail.com<https://doi.org/10.5281/zenodo.20428556>**Abstract**

This article analyzes foreign experience in intellectual management within the higher education system. In particular, the processes of digitalization of higher education in the USA, Europe, and Asian countries, the Smart University concept, digital university models, and the application of modern management technologies are examined. Special attention is paid to the role of artificial intelligence, Big Data, Learning Analytics, and automated management systems in university activities. Based on international experience, the advantages of effective management mechanisms and the prospects for their implementation in the national education system are analyzed.

Keywords: intellectual management, digital university, Smart University, Learning Analytics, Big Data, artificial intelligence, higher education, digital transformation.

Introduction

In the context of modern globalization and digital transformation, the introduction of innovative technologies into higher education management has become an important strategic direction. Today, universities in developed countries are transitioning from traditional management methods to digital and intelligent management systems [1].

Intelligent management is a system based on optimizing the decision-making process through the use of information technologies, artificial intelligence, Big Data, and automated monitoring systems. This approach makes it possible to improve university efficiency, monitor the quality of education, and manage resources rationally [2].

The experience of foreign countries demonstrates that digital university models are an important factor in increasing the competitiveness of higher education systems.

Experience of Intelligent Management in US Universities

The higher education system of the United States is considered one of the most advanced systems in implementing digital management technologies. Universities such as Harvard University, Stanford University, and Massachusetts Institute of Technology actively use artificial intelligence-based management platforms [3].

The following technologies are widely implemented in US universities:

Learning Management Systems (LMS);

Learning Analytics;

Student Information Systems (SIS);

Big Data monitoring;

AI-based recommendation systems.

For example, at MIT, Big Data technologies are used to analyze student activities, and forecasting systems for academic performance have been developed [4]. These systems help identify students' achievement levels in advance and eliminate academic problems at an early stage. One of the key

features of the US experience is data-driven decision-making. All academic and financial processes in universities are managed through a unified digital platform [5].

Digital University Models in European Countries

European countries also have extensive experience in the digitalization of higher education. In universities across Germany, the United Kingdom, Finland, and the Netherlands, management systems based on the Smart University concept have been established [6]. In the United Kingdom, universities such as University of Oxford and University of Cambridge use electronic management platforms that cover all stages of the educational process. Student registration, electronic libraries, online assessment, and distance learning systems are integrated into a single platform [7].

In Finnish universities, digital management has been organized on the basis of the student-centered learning model. This model focuses on analyzing students' needs and developing individualized educational trajectories [8]. In European practice, the "Green Digital University" model is also developing in order to improve the ecological and economic efficiency of universities. This model aims to reduce paper consumption and optimize management costs through digital technologies.

Intelligent Management Practices in Asian Countries

Asian countries, especially South Korea, Japan, Singapore, and China, are rapidly implementing digital transformation in higher education systems [9]. In South Korea, the "Smart Campus" system has become highly developed, and university infrastructure has been fully digitalized. Students use mobile applications to access class schedules, grades, electronic resources, and university services [10]. At the National University of Singapore, artificial intelligence-based management platforms are used to monitor student performance and improve educational quality. AI systems analyze students' academic activities and provide individual recommendations [11].

In Chinese universities, Big Data technologies are used to centralize university management. Educational processes, financial systems, and scientific activities are integrated into a unified digital management platform [12].

The main characteristic of the Asian experience is the strong digital cooperation between governments and universities. This contributes to the innovative development of the education system.

Analysis of Effective Management Practices

The experience of foreign universities demonstrates that intelligent management systems provide the following advantages: improving management efficiency; monitoring educational quality; rational use of resources; rapid decision-making; identifying students' needs; forecasting academic risks.

In addition, digital management systems positively influence universities' positions in international rankings. Modern technologies contribute to the development of scientific activities, international cooperation, and educational quality improvement [13].

However, there are also certain challenges in implementing intelligent management, including:

- high financial costs;
- insufficient technical infrastructure;
- low levels of digital competence;
- information security problems.

Despite these challenges, foreign experience demonstrates that digital university models represent the main direction for the future development of higher education systems.

Conclusion

In conclusion, intelligent management systems in the United States, Europe, and Asia have become important tools for increasing the efficiency of higher education. The Smart University concept, Learning Analytics, Big Data, and artificial intelligence technologies contribute significantly to the modernization of university management. Based on foreign experience, the

development of digital university models, management automation, and the implementation of intelligent monitoring systems in the higher education system of Uzbekistan remain among the most actual and important tasks.

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