**Kravchenko Olena. Principles of the modeling of the university’s strategic development.**

In the modern changing environment the problem of creating the modeling of the university’s strategic development plays a key role in management of education institutions. Principles of the modeling of the university’s strategic development are justified as fundamental assumptions of the university’s activity in the long term perspective. The attention is focused on the important issues of the modeling of the university’s strategic development. It is emphasized that the modeling of the university’s strategic development should reflect the main processes of strategic management. The author focuses on searching the ways of solving the problem of designing effective development strategies for universities with clearly defined mission, vision, values, aims and expected results, etc. The modeling of the university’s strategic development is necessary not only for internal use as a guide to achieve the goals, but as a representation of the management perspective to the public. The practical meaning and importance of solving this problem is not only to identify the characteristics of the development strategy of the university, but, above all, to get a real working tool – a correct, reasonable basis to address a number of critical practical tasks.

Thus, basic principles of the modeling of the university’s strategic development are : the principle of timely reaction to changes in the educational environment; the principle of a comprehensive study of the environment and the internal capacity of the university; the principle of the development strategy of a university in accordance with its competitive position in the education market; the principle of predicting the future in the long term perspective; the principle of responsibility for the mission of the University to the community; the principle of the reasonableness strategic objectives of the university’s development; the principle of the definition of strategic alternatives of the university’s development; the principle of flexible response to information flows; the principle of the purposeful management of the university’s adaptation to its strategic objectives. Compliance with these principles it is possible to successfully solve tasks of modeling strategic development of the university.

***Key words***: principles, modeling, strategic development, university.