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# HUBS OF SUSTAINABLE DEVELOPMENT: PROCESS APPROACH TO STRATEGIC MANAGEMENT OF INNOVATIONS IN NATIONAL TECHNICAL UNIVERSITY

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Worldwide universities became gravity centers of sustainable development and promotion of green industrialization policy based on synergy effect of partnership and collaboration between faculty members, staff, students, broad stakeholders and alumni communities. Results of numerous multidisciplinary researches defined role of universities as engines of societal transformations and practical implementation of sustainable development goals (SDGs) on local (regional, country) and global levels [1, p. 1344]. Thus, controversial issue of coherence between national agenda of industrial and socio-economic policy, SDGs and mission of national technical universities becomes focus of our research, because

of collegiate nature of higher education sector, with its shared governance models and different constituencies and performance drivers, means that sustainability at a strategic level must be strategic task for all university managers at all levels acting with purpose.

Process approach as key element of strategic management of innovations in national technical university can be observed as part of transformative institutional change implemented into top-down and bottom-up strategies in pursuit of sustainable development (fig. 1).

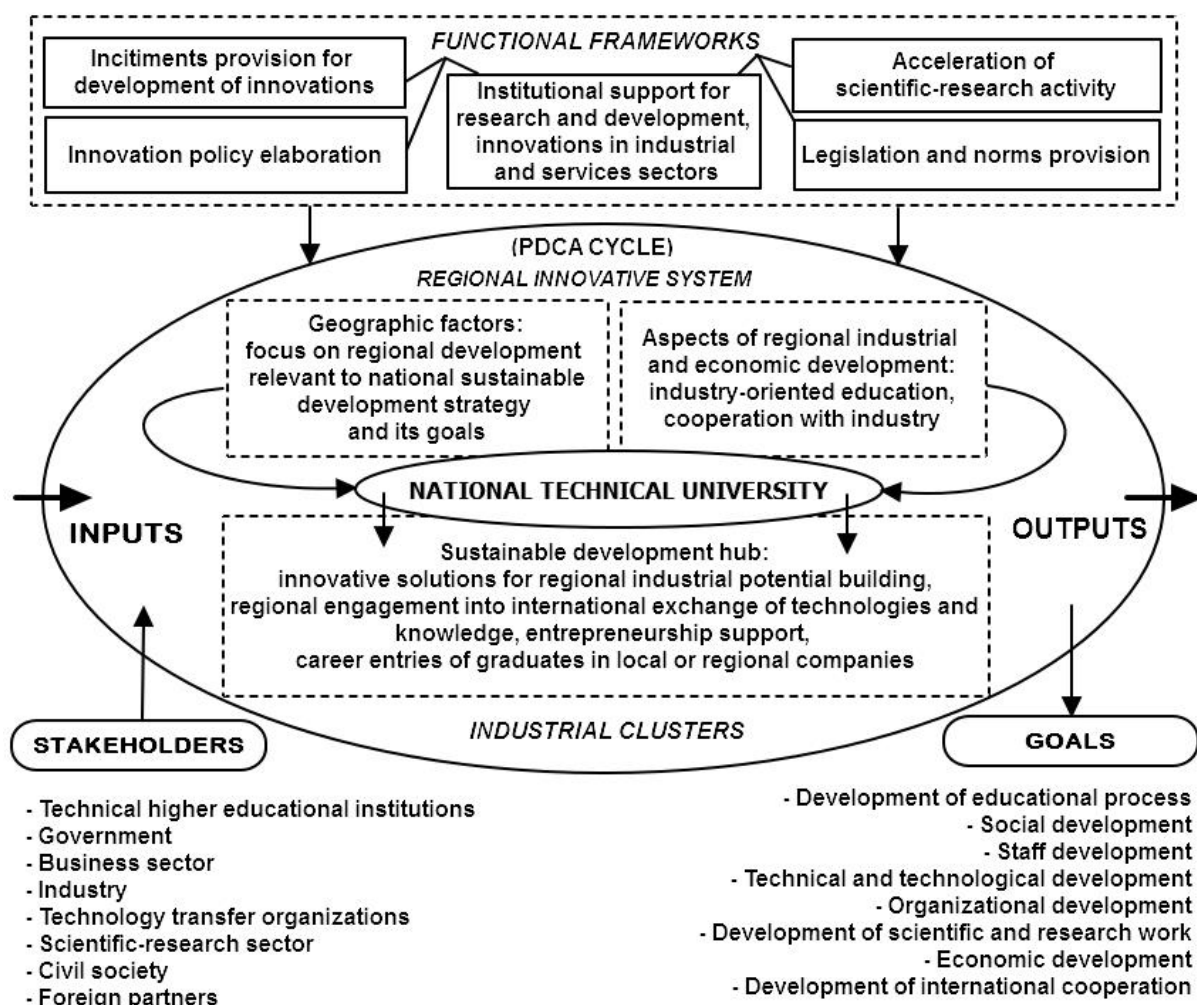
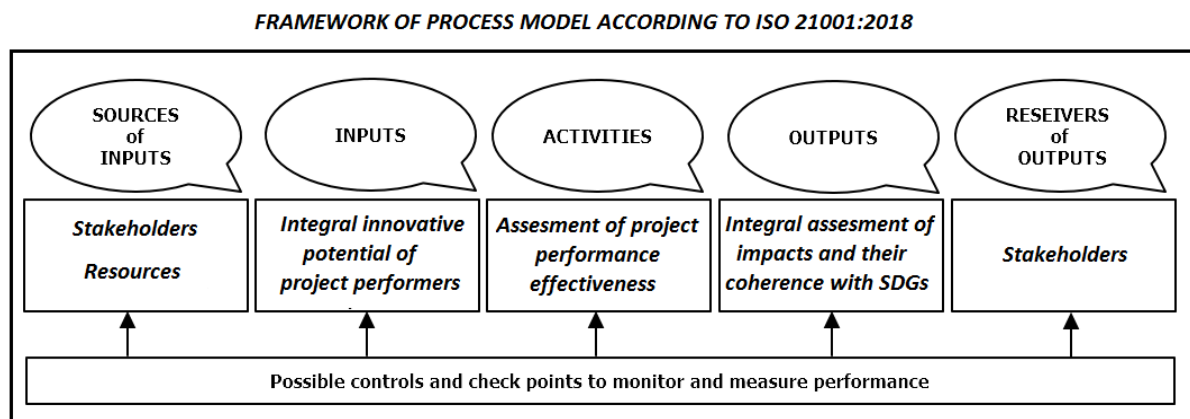


Fig. 1. Conceptual model of process approach to strategic management of innovations in national technical university [Authors compilation].

Framework of the Sustainable Development Goals (SDGs) ensures social cohesion, economic prosperity and protection of the environment. Education,

research and innovation are essential in sustainable development, making universities key contributors to achieving the goals. Free access to quality education can be concerned as main precondition for sustainable development, but quality assurance mechanisms for educational services provided by and their recognition (certification) on local and international levels still stay stumbling block for many of Ukrainian technical universities on their way to success [2]. That is why most of national universities have successfully designed and implemented on practice requirements of international Quality standards for educational institutions and R&D activities (fig. 2) within process models and diagnostic instruments of their quality management systems.



*Fig. 2. Designing of R&D process model [Authors compelation].*

When university members work in partnership with representatives of private and the public sectors, they create knowledge to produce innovative solutions. Many of European universities have incorporated SDGs into their institutional strategies: management, teaching, research and facilities with other universities or external partners.

## REFERENCES

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- [2] Garnyk, L.P. and Snihurova, I. I. (2020), “Competitive strength of educational services: factors, risks and perspectives”, *Adults education: world trends, Ukrainian realities and perspectives*, Chapter 1.8., pp. 67-78.