

Functional Simulation in the Development and Management of Innovation Potential of Educational Institution

A.M. Rubanov

Tambov State Technical University, Tambov

Key words and phrases: educational institution; educational services market; functional model; innovation potential formation; innovation potential management; principles of management.

Abstract: The paper analyzes the main factor providing stable competitive position of an educational institution in educational services market; the functional model of formation and management of educational institution in the educational services market.