

Managing change as an entry point for developing the administrative performance of academic leaders in Egyptian universities, "a proposed vision"

The aim of the research is to develop a proposed concept for developing the administrative performance of academic leaders in Egyptian universities in the light of the entrance to change management, by identifying the concept, importance, goals, characteristics, areas and requirements of change management in universities, in addition to identifying the nature of administrative performance of academic leaders in universities, and developing a proposed concept for the role of management. The change in the development of the administrative performance of academic leaders in universities through the following dimensions: The first dimension: the change in methods and the conduct of work in a way that contributes to the development of performance, the second dimension: the change in the organizational structure that contributes to the development of performance, the dimension For the third: the change in the organizational culture so as to contribute to the development of performance, the fourth dimension: the change in the technology used in administrative work, thus contributing to the development of performance.