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THE CURRENT STATE OF DIGITIZATION IN HIGHER EDUCATION

This research examines the ways in which higher education institutions can effectively promote computerisation in order to achieve holistic optimisation of academic processes, administrative procedures and the provision of services. By examining a number of successful cases from both national and international contexts, our study aims to identify the key considerations that higher education institutions should prioritise during the digital transformation process. It is our position that in terms of digitalization following factors warrant sufficient attention: strategic planning of institution, infrastructure development, professional growth, data management and privacy protection, student centeredness, continuous assessment and teaching-technical adaptation.

At the present time, considerable advancement has been achieved in the implementation of digital transformation in higher education. This encompasses the utilization of digital instruments and platforms, the modification of pedagogical approaches, and the reorganization of administrative procedures. In terms of this our study provides a modern overview of the current status of digitalization in higher education, including major trends, challenges, and opportunities.

At the current stage of education development key trends include the widespread adoption and integration of Learning Management Systems (LMS), as well as advanced features such as adaptive learning, analytics, and mobile access provided by modern LMS platforms. We have seen a significant increase in the number of online and blended courses, especially during the COVID-19 pandemic when institutions have rapidly shifted towards distance learning, ensuring the quality and certification of online courses has become a key focus.

Besides these the use of Open Educational Resources (OER) is becoming increasingly common, reducing students' financial problem. Various educational

applications and software tools are highly integrated into the curriculum to support different learning activities.

Additionally, we saw the tendency of systematic use of data analysis and personalized learning technology to monitor student performance through learning analysis, and adaptive learning technology to personalize learning experiences based on student needs. The use of online collaboration tools and social media platforms enhances the sense of interaction and community between students and teachers. For example, Virtual reality (VR) and augmented reality (AR) technologies are being explored for creating immersive and interactive learning experiences, particularly in fields such as medicine, engineering, and history [4, 95].

However, we should state that digital transformation also faces many challenges, including the problem of the digital divide, that is, not all students have equal access to the necessary technology and Internet connectivity, which aggravates the existing inequality. We should also mention about teacher training and resistance. Many teachers need continuous training to effectively integrate digital tools into teaching, resistance to change and lack of confidence in technology can hinder the adoption of digital practices.

Reliance on digital systems makes institutions more vulnerable to cyber-attacks. Thats way, in terms of data privacy and security issues, we strongly believe that ensuring compliance with data protection regulations such as GDPR and FERPA, are crucial for protecting student and employee data.

Despite these challenges, digital transformation also brings enormous opportunities, including enhanced accessibility, digital platforms that enable institutions to reach global audiences, and educational opportunities for students who cannot attend traditional campus courses. Innovative teaching methods, such as blended learning and flipped classrooms, create a more dynamic and flexible learning environment. An equally important role is played by lifelong learning, by providing short-term courses, micro certificates, and career development programs, meets the constantly changing needs of the workforce and promotes a culture of continuous learning and career growth [1, 112].

To summarise, the current digital transformation in higher education presents the characteristics of rapid adoption of digital tools and platforms, innovative teaching methods, and emphasis on data analysis and personalized learning. By addressing these challenges and fully utilizing the potential of digital technology, higher education institutions can continue to develop and meet the constantly changing needs of students and society.

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