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## **DIGITAL UNIVERSITY IN THE CONTEXT OF DIGITAL ECONOMY TASKS IMPLEMENTATION**

The current state of economic sectors is significantly influenced by the development of digital technologies. Improving the quality of life of the country’s population directly depends on the use of digital technologies. Therefore, the key issue is to organize interaction and create a technological basis for the development of social and economic spheres. One of the important aspects of digitalization is the transformation of the educational system, which includes the automation of management processes in educational institutions, the use of data analysis, online services, information and automated systems, etc. [1; 2].

The digitalization of universities is an important area that contributes to improving the efficiency of the educational process and introducing new technological approaches to the implementation of higher education programs [3, p. 49]. Due to digitalization, universities are modernizing their educational models, adapting to the needs of the digital economy. This includes updating key management and learning processes to reflect current economic and technological trends.

Digitalization promotes the integration of digital technologies into the daily activities of universities, changing approaches to the educational process, resource management, and interaction between students, teachers, and administration. This involves the introduction of modern online platforms, combining them with traditional forms of education, as

well as the use of new formats and technological solutions to create a flexible and accessible educational environment [4; 5].

Implementing the digitalization of universities is a key stage in fulfilling the tasks of the digital economy. In this process, the digitalization of administrative processes is of particular importance. This tool is a modern solution that provides centralized management of the student contingent and the provision of necessary services through an “only window” system. The digitalization of administrative processes helps to optimize administrative processes, increase efficiency, transparency of procedures, and create convenient conditions for students and teachers. It also ensures the integration of various digital platforms, which increases the efficiency of interaction within the university.

The tasks of the digitalization of administrative processes:

- administrative support of the educational process;
- student contingent management;
- student performance monitoring;
- counseling students on the educational process, university-wide block of disciplines, tuition fees, scholarships and financial support;
- providing services to students (or their parents);
- familiarization of students (or their parents) with local and regulatory acts of a university.

Key areas of the digitalization of administrative processes:

- issuance of study certificates, extracts from orders, copies of educational documents (certificate, diploma);
- acceptance of applications for academic leave, transfer, expulsion, renewal;
- extension of the session for valid reasons;
- making changes to passport data.

The development of digital technologies has led to significant changes in the administration of the educational process. Information and communication technologies are actively used for effective management of educational activities. The relevance of automation of the educational process is undeniable, especially when it comes to the activities of

administrative units, such as deans' offices, which perform the most labor-intensive tasks in higher education institutions.

Employees of administrative departments perform a large amount of work related to student contingent recording, processing applications, and requests, preparing credit and examination records, collecting statistical information, and compiling various types of reports. For this purpose, various types of data are used, and the speed and timeliness of their provision are critical.

One of the main functions of university administrative departments is document management, which in the traditional format is carried out in paper form. It includes a large number of documents, in particular, personal cards of students, credit and examination records, generalized information, curricula, annexes, etc. Preparation of each document is a labor-intensive process that involves not only employees of administrative departments but also students and employees of other university departments.

The use of information systems and the introduction of the digitalization of administrative processes can significantly reduce the amount of paperwork, optimize interaction between employees, and increase overall efficiency. However, a number of tasks arise, such as organizing the placement and content of information in the digital system, training staff, and ensuring high-quality support of the information system.

An important aspect of the digitalization of administrative processes is the transition to electronic document management, including the introduction of electronic student record books and student cards, as well as electronic information. This avoids interaction with paper documents during sessions, which reduces the risk of losing documents and the need to spend time restoring them. As part of the digitalization of administrative processes, universities are implementing online portals that provide students and teachers with access to up-to-date class schedules, student portfolios, educational and methodological materials, curricula, etc.

One of the main advantages of the digitalization of administrative processes is the unification of procedures related to document management. This allows staff to be freed from routine tasks and simplifies access to the necessary documents and consultations for students regardless of their faculty or department. At the same time, there are certain challenges, such as the additional costs of developing and maintaining digital solutions, especially at the initial stages, the need to train staff and ensure high-quality integration of information systems between departments.

Despite the existing difficulties, the digitalization of administrative processes is a strategically important stage in the development of the digital economy, which creates new approaches to management in the educational sector. Its implementation ensures increased management efficiency, transparency, and accessibility of information processes, and contributes to the creation of a favorable environment for all subjects of the educational process.

Therefore, the digitalization of universities is a strategically important stage in the development of the digital economy, which transforms educational processes according to the requirements of the modern technological environment. The integration of digital solutions helps to improve the efficiency of administrative and educational processes, ensures transparency and efficiency of document management, creates convenient conditions for students and teachers, and unifies management procedures. The use of digital platforms, electronic document management, online services, and automated management systems allows universities to modernize their infrastructure, adapt to changes in the digital economy, and expand access to educational resources, which in turn contributes to the formation of an innovative educational environment capable of effectively responding to the challenges of globalization and digital transformation.

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