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THE ROLE AND PLACE OF THE DIGITAL UNIVERSITY IN ECONOMIC DEVELOPMENT

Most researchers believe that one of the main problems of a digital university functioning in the context of the information society formation is the insufficient level of development of its information and communication infrastructure, as well as the low digitalization of the education sector in general [1; 2]. This significantly reduces the effectiveness of management in the field of education and limits the potential economic impact of the university.

The digital university as a knowledge producer is a key factor in the formation of human capital, which, according to A.O. Kozynets, is "a set of knowledge, skills, and abilities used to meet the diverse needs of a person and society as a whole" [3]. In the current conditions of the digital economy, there is a transition "from a world of declining profit margins based on the lack of natural resources and material goods to a world of increasing profits based on unlimited opportunities to generate ideas and use them to create new products and services" [4, p. 49].

Considering the need to develop the digital economy, universities are transforming, expanding their functions. A modern digital university is:

– a global, open, dynamic platform for learning, research, and innovation;

– a resource base for ensuring synergy between different fields of activity through the integration of research, management, and engineering;

– a platform for creating interdisciplinary research projects by bringing together representatives of different academic schools;

– an institution that trains specialists in new areas of knowledge and according to the requirements of the digital economy.

The new role of the digital university in the knowledge society is manifested in its growing contribution to the development of the innovation economy, which is determined not only by the level of educational services provided, but also by the amount of intellectual property created and commercialized. Due to openness, globalization, and active involvement of young talents, universities are turning into centers for generating intellectual capital. They not only fulfill research orders, but also independently develop new technologies and business models, contributing to the development of knowledge-intensive industries. As a result, digital universities play a key role in the formation and development of high-tech industries, stimulating economic growth and promoting innovative progress.

The classification of universities by the level of added value created indicates a gradual transition from the traditional model to the digital university. Such an institution performs not only educational and research functions, but also actively interacts with the market, promoting entrepreneurship and technology transfer. Its activities are aimed at integrating education, science, and business, which allows for more efficient use of intellectual resources and stimulating innovative development.

The transformation of universities into a digital format helps to increase their impact on economic and social development, which is due to the improvement of the quality of the educational process, the implementation of innovative teaching technologies, and the adaptation of educational programs to the current needs of the labor market. Graduates of digital universities are better able to adapt to current labor market requirements, which has a positive impact on their competitiveness and professional mobility. At the same time, universities are strengthening their role in conducting innovative research, the results of which are of public importance and contribute to technological progress. An important consequence of digitalization is the diversification of the university's financial flows, which reduces its dependence on state funding and contributes to the stable development of the educational environment.

The transformation of universities into a digital format is manifested in changing approaches to management, interaction with stakeholders, development of entrepreneurial competencies, improvement of knowledge and technology transfer mechanisms, and strengthening international integration.

In terms of university governance, there is a transition to the model of shared governance, which involves a wide range of participants in the educational process in forming strategic development. This is due to the growing importance of entrepreneurial values and the new social role of universities in the digital economy [5, p. 260]. An important factor of

transformation is also the deepening of interaction with key stakeholders. This includes active cooperation with graduates, the business community, and other stakeholders, which helps to attract additional resources and build sustainable partnerships.

Expanding the range of student competencies is also an important aspect of the university digital transformation. Educational programs are complemented by elements of entrepreneurial activity, including support for student initiatives and the development of skills necessary for successful functioning in the modern innovation environment.

Internationalization is becoming another key area of university transformation. It provides for the expansion of academic mobility of students and teachers, development of international partnerships, joint research and educational projects, which facilitates the integration of universities into the global educational and scientific space.

Therefore, the transition from the traditional model of the university, which performs an exclusively educational function, to a digital university, which becomes the center of the formation of new high-tech markets and ensuring global competitiveness, requires large-scale transformations. Key changes include the integration of technology transfer structures, commercialization of research results, effective management of intellectual property, development of academic entrepreneurship, and forecasting future directions of technological development. Capitalizing the knowledge created and using it for economic growth is also becoming an important task.

As shown above, the digital transformation of universities has a positive impact on their contribution to the socio-economic development of society. It contributes to improving the quality of education, adapting graduates' competencies to the current requirements of the business environment, increasing competitiveness in the international market of educational services, as well as forming stable financial flows and reducing dependence on budget funding. As a result, the digital university becomes not only a center of research and education, but also an active participant in the economic process, ensuring sustainable innovation development.

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