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PROSPECTS FOR THE FORMATION OF DIGITAL EDUCATION IN UKRAINE IN THE CONTEXT OF EUROPEAN INTEGRATION

The development of the digital economy and education is one of the main promising areas of development in all countries of the world. Higher education is being integrated into the overall process of digitalisation, and higher education institutions are rapidly moving towards the use of digital technologies, transferring educational activities to the online space, while traditional teaching methods are becoming a thing of the past. Higher education institutions are at the stage of rethinking and modernising the educational process and didactic methods, actively seeking effective digital educational technologies and electronic resources that will ensure the training of future professionals in line with the requirements of the modern labour market and create conditions for the development of new competencies.

The reform of digitalisation of education involves providing educational institutions with high-quality software, in particular, information systems that provide access to educational resources, the results of current research and development, as well as electronic scientific libraries in different languages.

In the modern period, the search for innovative approaches to teaching in higher education institutions is intensifying. This, in turn, creates favourable conditions for the formation of an interactive educational environment aimed at unlocking the personal potential of students. Innovations in educational methods include the introduction of new tools into pedagogical practice and the transformation of teaching methods to improve their effectiveness. The innovation process involves complex actions to model, develop, implement and disseminate modernised technologies. In addition, it should be noted that Ukrainian higher education institutions are gradually implementing innovations in teaching methods that have the potential to radically transform pedagogical thinking. Such methods include, in particular, the case method, brainstorming, the use of binary lectures and lectures in the format of a press conference [1; 2].

The environment of modern society is high-tech and formed on the basis of the latest gadgets and search engines developed using artificial intelligence. In the modern period, innovations are becoming an integral part of all spheres of human activity. It should be emphasised that modernisation

does not happen spontaneously; this process is the result of in-depth research and educational experience of modern teachers.

The digital transformation of education opens up broad prospects for: *Individualisation of learning*. Thanks to online platforms, students can learn at their own pace, accessing materials that meet their needs and level of preparation.

Collaboration. Digital tools facilitate collaboration between students and teachers, promoting the development of team skills and the exchange of ideas.

Accessibility. Education has become more accessible to people from different regions, including remote and rural areas.

Interactivity. The use of virtual and augmented reality, interactive platforms and games makes learning more engaging and effective.

Use of analytics. Collected learning data can help teachers improve courses and adapt materials to the needs of learners.

International cooperation. Digital technologies make it possible to create international educational programmes, exchange experience and resources between educational institutions from different countries [1].

The main trends in the evolution of the educational services market in Ukraine and European countries include the following aspects (Table 1).

Table 1 - Main trends in the evolution of the educational services market in Ukraine and European countries

Trends in the evolution of the educational services market	
Digital transformation in Europe	The importance of technology in the educational process is underlined by the rapid development of online education, the use of interactive platforms, virtual reality and other digital tools that help improve the educational process
Internationalisation	The growing mobility of students and teachers, as well as the increased demand for international educational programmes, indicate the growing global competition and the importance of the international aspect in European countries
Focus on the development of soft skills	The educational services market is responding to changing labour market demands by emphasising the importance of developing soft skills such as critical thinking, communication and creativity
Development of alternative forms of education	The emergence of alternative ways of obtaining education, such as online courses and certification programmes, is leading to a rethinking of traditional forms of education
Adapting to the needs of the modern labour market	Educational programmes are increasingly adapted to the requirements of the labour market, focusing on the development of practical skills and preparation for changing working conditions

Source: based on [1; 2].

Digitalisation involves a new format of the educational environment built on digital technologies that provide convenient and accessible services and platforms to improve the competitiveness of future professionals, the effective interaction of all participants in the educational process, increase its transparency and the role of intellectual property, develop digital skills and other aspects.

The basis of digital transformation is the active integration of the latest technologies into various spheres of life, which includes several major digital trends. Some of the most relevant areas of digital development today are:

1. STEAM education (science, technology, engineering, art and mathematics) – this approach focuses on interdisciplinary learning, allowing students to integrate knowledge from different fields to solve complex problems.

2. Competence development – alongside traditional subject knowledge, it is important to develop key competences such as critical thinking, creativity, communication, collaboration and digital literacy.

3. Digital literacy – the ability to use digital technologies effectively is becoming fundamental to all aspects of life.

4. Artificial Intelligence and Automation – the use of artificial intelligence in learning processes, data analysis and the creation of personalised learning paths.

These trends are shaping a new paradigm of education that takes into account the needs of modern society and technological progress. In the current context of digital development, ensuring quality education in Ukraine is possible by identifying areas for modernising educational systems in line with current global educational trends. The digital transformation of education opens up broad prospects for improving the efficiency of the educational process, deepening the professionalism of academic staff and acquiring new, more complex competencies.

Information sources

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