



# DIGITAL TRANSFORMATION IN THE UNIVERSITY'S INFORMATION EDUCATIONAL ENVIRONMENT

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# ***ABSTRACT***

Modern digital technologies are radically changing the economy, the labor market and the lifestyle of individuals.

Digital data is a key factor of production in all areas of socio-economic activity, including modern universities.

Universities, in the context of the digital economy, to maintain their position in the global education market, it is important to offer digital services to students on the basis of new models of business processes.

# PROBLEM STATEMENT

understanding of the main differences between the electronic educational information environment of traditional and digital universities

a description of the new principles of functionality of the digital educational space of a modern university

creating new models of business processes at a digital university

**Purpose of the Study:** The aim of the study is to study the issue of digital transformation of the electronic information and educational environment of the university, this will enable us to move from the provision of traditional educational services to digital educational services for a digital user

# COMPARATIVE ANALYSIS OF THE EDUCATIONAL INFORMATION ENVIRONMENT OF TRADITIONAL AND DIGITAL UNIVERSITIES

Index	Traditional university	Digital University
The purpose of information technology	Information technology is used to automate existing university business processes	IT is used as a competitive advantage in all areas of the university
The result of the use of information technology	Improving the effectiveness of some university performance indicators	high convergence of technology, business processes and communications
Products	Providing traditional educational services	Educational services are becoming digital and consumer-oriented.

# THE MAIN PRINCIPLES OF THE ELECTRONIC INFORMATION AND EDUCATIONAL ENVIRONMENT OF A DIGITAL UNIVERSITY ARE:

the principle of "**Open API**" allows you to develop digital ecosystems with a long life cycle;

the principle of "**Digital by default**" expands the possibilities of self-service in the process of obtaining digital educational services;

the principle of "**Design for digital**" provides for the fastest possible response to customer requests and the introduction of a product on the market;

the "**Bring your own device**" principle to support mobile users;

the principle of "**Paper-light**" with the possibility of transition to the principle of "**Paper free**" to support electronic document management;

"**One window**" principle for providing students, faculty and university students with the opportunity to receive several services on-line through a personal account.

# Composition of the basic electronic educational information environment of a digital university

The electronic information and educational environment of a digital university should allow to realize the full life cycle of new models of university business processes, , such as:

- ✓ strategic planning;
- ✓ financial management;
- ✓ educational market analysis;
- ✓ formation of a portfolio of educational programs;
- ✓ planning and controlling;
- ✓ educational services marketing;
- ✓ admission campaign and recruitment;
- ✓ digital learning;
- ✓ communal infrastructure;
- ✓ security, including information security;
- ✓ university human resources management;
- ✓ others.

# CONCLUSION

The digital transformation of the electronic information and educational environment of the [UNECON University \(Russia, Saint Petersburg\)](#) has been going on since 2018, it implements the principles of organizing the university's digital space, proposed in the article. It includes the structure of IT solutions with support for artificial intelligence services and virtual assistants. The interim results of the development of the electronic information and educational environment of the UNECON University show that educational services are becoming better and more accessible.

*The study promotes the development of theory and practice in the field of building a digital university.*