

INNOVATION IN BUSINESS EDUCATION

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MANAGEMENT OF THE COMPETITIVENESS OF EDUCATIONAL INSTITUTIONS IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY: THEORETICAL ASPECT

The development of educational institutions is today, as always, of primary importance for the reconstruction of the national economy. When it comes to business education, the question of managing their competitiveness becomes relevant, where innovation, price and quality become the main factors. Therefore, it makes sense to talk about the development of educational institutions based on digital technologies, which is at the same time one of the factors of managing its competitiveness and the condition and challenge of today. This is closely correlated with the innovative policy of Ukraine in the context of its sustainable development and European integration [1].

Therefore, we will explain the relationship between the categories "digital culture", "digital literacy", "digital education".

So, digital literacy is the possession of skills necessary to live, study and work in a society where communication and access to information is based on the use of digital technologies, such as Internet platforms, social media and mobile devices. That is, it is the ability to read, write and speak, which is realized on the basis of the formation of certain digital competencies (information and media literacy, safety in the digital environment, the ability to work with data, computer literacy, communication and interaction in the digital environment, creating digital content (including programming), communication and interaction in a digital environment, etc.) [2].

The staff of educational institutions should be aware that information (in the form of photos, videos, news, etc.) will be available to a wide range

of people who, using it, can negatively affect the future development and competitiveness of the enterprise. That is why the question of information security for operating business entities at all levels arises [3].

One of the measures that will minimize the negative impact of the global Internet as a threat to the interests of the existence and development of the enterprise is the formation of a digital culture of participants in the production process in a virtual environment. That is, thanks to the Internet, a new educational order was formed, which led to the emergence of digital culture - a system of values, attitudes, norms and rules of behavior that an individual perceives, supports and broadcasts in a virtual environment. Some specialists understand digital culture as a set of principles and competencies that characterize the predominant use of information and communication digital technologies for interaction with society and solving tasks in professional activities. At the same time, culture in the digital environment acquires a new meaning, the education system changes, that is, the process of transferring knowledge and skills is transformed, and education and values affect the perception of information and behavior [2; 4; 5].

The above allows us to clarify the concept of digital education, which is closely related to digital literacy and digital culture. Thus, digital education is the provision of knowledge, competences and skills to students (able and willing to learn) by educational institutions for the purpose of obtaining digital literacy and under the condition of the appropriate level of digital culture in society. The scheme of the development of digital processes in the economy and society from the position of an integrated approach is presented visually (Fig. 1).

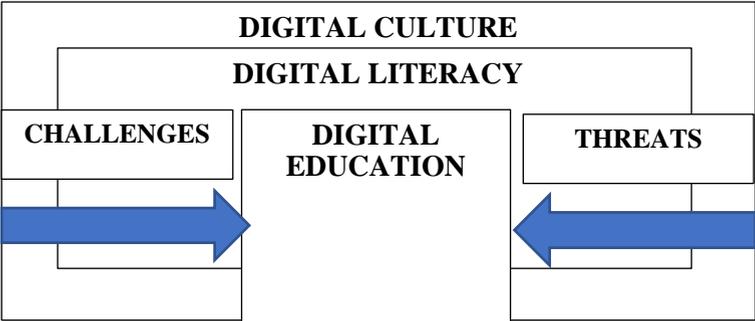


Fig. 1. Scheme of the development of digital processes in the economy and society: a comprehensive approach

Source: author's development

Thus, based on the analysis of the categorical apparatus in the field of digitalization of the economy, the term "digital education" was proposed and a comprehensive approach to the development of digital processes in the economy and society was formed. It was emphasized that digitization is now becoming a factor in the competitiveness of educational institutions both in Ukraine and in other civilized countries of the world.

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