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INNOVATIONS IN ECONOMY

ИҚТИСОДИЁТДА ИННОВАЦИЯЛАР | ИННОВАЦИИ В ЭКОНОМИКЕ

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DIGITALIZATION OF THE MODERN SYSTEM OF HIGHER EDUCATION

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ABSTRACT

This article substantiates the need for digitalization of all stages of educational processes in higher educational institutions. This is due to the consequences of the coronavirus pandemic, as well as the characteristics of today's youth as a new digital generation.

Keywords: higher education, digital marketing, pandemic, coronavirus, digitalization.

Sayfullaeva Madina

Buxoro davlat universiteti

“Iqtisodiyot” kafedrasi o‘qituvchisi,

ZAMONAVIY OILY TA'LIM TIZIMINI RAQAMLASHTIRISH

ANNOTATSIYA

Mazkur maqola oliy ta'lim muassasalaridagi ta'lim jarayonlarining barcha bosqichlarini raqamlashtirish zarurligini asoslab beradi. Bu koronavirus pandemiyasining oqibatlarini, shuningdek, bugungi yoshlarning yangi raqamli avlod sifatidagi xususiyatlari bilan bog'liq.

Kalit so'zlar: oliy ta'lim, raqamli marketing, pandemiya, koronavirus, raqamlashtirish.

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ЦИФРОВИЗАЦИЯ СОВРЕМЕННОЙ СИСТЕМЫ ВЫСШЕГО ОБРАЗОВАНИЯ

АННОТАЦИЯ

В данной статье обосновывается необходимость цифровизации всех этапов образовательных процессов в высших учебных заведениях. Что обусловлено последствиями коронавирусной пандемии, а также особенностями современной молодежи в качестве нового цифрового поколения.

Ключевые слова: высшее образование, цифровой маркетинг, пандемия, коронавирус, цифровизация.

Introduction

The purpose of the work is to comprehend the current state and identify possible trajectories for the development of educational systems in the “post-pandemic” period.

The main goal of reforming higher education in Uzbekistan is to raise to a qualitatively new level the process of educating independently thinking highly qualified personnel with modern knowledge, high spiritual and moral qualities, modernizing higher education, developing the social sphere and economic sectors based on advanced educational technologies.

Methodology and research methods.

The review and understanding of different points of view on the functioning of educational organizations in a situation of urgent introduction of quarantine measures and the uncertainty of their consequences made it possible to summarize the main challenges facing the education system today. The forecasting method was applied to systematize the capabilities of universities in overcoming crisis phenomena and to identify strengths that can be the basis for the transformation of university management.

The coronavirus has affected employment, education, energy, tourism and other areas of the global economy. Higher education institutions (HEIs), including universities, institutes and other institutions of higher education, are no exception.

To overcome the crisis, universities must act quickly, think innovatively to mitigate the effects of this problem. This requires a willingness to change and a change in mindset of how we plan and implement learning in order to apply new solutions to achieve significant results in the future [4].

Literature review

Achieving this goal should be carried out by implementing the Concept for the Development of the Higher Education System of the Republic of Uzbekistan by 2030. One of the objectives of this Concept is the introduction of digital technologies and modern teaching methods in the educational process [2]. The digitalization of the educational process is becoming one of the most important components of modern higher education, which became apparent due to the appearance of pandemic in 2020.

UNESCO estimates that more than 1.5 billion students in 165 countries have been unable to attend classes due to COVID-19. The pandemic has forced the global academic community to turn to new teaching methods, including distance learning and online learning. This has proved challenging for both students and teachers, who have to cope with the negative emotional, physical and economic consequences of the disease while helping to fight the spread of the virus. No one knows what the future holds for us, especially the millions of students who, after graduating from university this year, will face a global economy which is severely affected by the pandemic [3].

The study focuses on the theory of generations by Neil Howe and William Strauss. They argue that today's university students have grown up in the computer age - they are called "digital children".

Analysis and result

Quarantine measures of the COVID-19 pandemic confirmed the opinion about the absolute need of modification of the education system at all levels. At the same time, the speed of the required changes is considered as a competitive advantage and a guarantee of the country's economic development. The pandemic of the new coronavirus infection not only confirmed the need for modernization, but also became the impetus for immediate and rapid changes.

Lately, you can often hear about digitalization or digital technologies in marketing. Today, people use a large number of gadgets, each of which provides interaction with its owner through an Internet connection. Of course, these are primarily smartphones, as well as tablets, smart watches, bracelets, smart speakers, smart TVs, etc.

Gadgets today serve as a starting point for making purchases and receiving services. In any user's smartphone, you can find many useful applications that help you navigate the city, country and

world, make financial transactions, make orders in cafes and restaurants and pay for them without waiting for the bill given from the waiters, etc.

Digital media play an increasingly important role in modern life: today's students spend a lot of time browsing the Internet on mobile devices or computers. The Internet and online search have become a powerful tool to help not only prospective students but also parents to find and explore learning options.

According to generational theory by Neil Howe and William Strauss, today's students who study at universities today grew up in the computer age - they are called "digital children". They are Generation Z who do not know the fear of new technologies, but rather the fear of being outside of them. A clear example of this was the blackout that happened in Uzbekistan, Kyrgyzstan and the southern part of Kazakhstan. A large-scale power outage on January 25, 2022 caused the suspension of airports in large cities, the suspension of the subway in Tashkent, traffic jams due to the stoppage of traffic lights, problems with communications, mobile Internet, ATMs, terminals for cashless payments in shops, etc. were recorded. In addition, the demand for power banks for additional recharging of smartphones increased among the population on this day.

Also, one of the distinguishing features of the representatives of this generation, researchers call a pragmatic approach to their present and future. The applied nature of the acquired knowledge, their applicability in real life is important to them. Higher education ceases to be an end in itself, the presence of a diploma is no longer perceived as a mandatory attribute of success. The unconditional acceptance of the authority of the elder is also a thing of the past generations. "Z"-students prefer to receive knowledge by having a dialogue with the teacher.

For a long time, the concept of the existing education system assumed that a person receives basic education before the age of 25. The modern paradigm and the intensive development of digital technologies speak of the possibility of obtaining education throughout life [9].

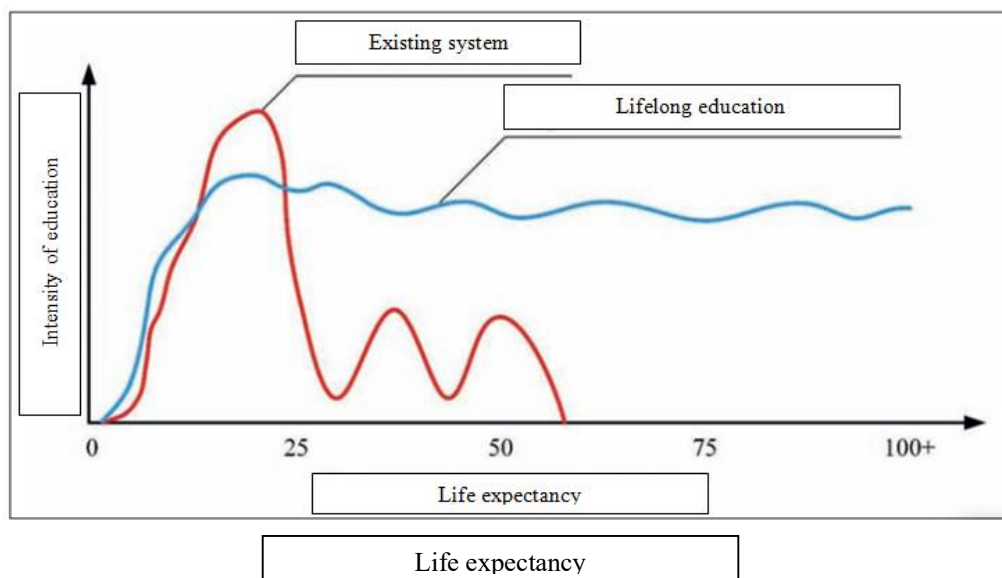


Figure 1. Dynamics of intensity of education during life

The digital environment to a large extent contributes to the erasing of boundaries - students often feel more confident in it than those who teach, in addition, the possibility of communication is hardly tied both to the university's education (e-mail, discipline chat, social networks, zoom, video chats in instant messengers), and to the framework of working hours. The "new reality" of the educational system is transforming universities from a "storage room" of knowledge, the key to which is given to the student for a while, into a "holding", where all participants in the educational process interact as partners. [5].

That is why, to be truly globally competitive, universities must include digital technologies as a major part of their recruitment and marketing strategy. Owning Internet resources are now of a

crucial importance if the university wants to at least maintain its position and, of course, to reach the world level in the future.

As part of the Digital University project, Higher Education Management Information Systems (HEMIS) have been developed. They include such information systems as "Administrative management", "Educational process", "Schedule", "Scientific activity" and "Financial management and statistics". Universities in Uzbekistan have already abandoned rating (grade books) and group journals from the 2021-2022 academic year.

The initial stage of the information systems project "Educational Process" and "Administrative Management" began to be implemented in universities that switched to a credit-modular system in the 2020/2021 academic year.

The systems contain information about teachers and students (Student Record System) of the undergraduate and graduate programs of the university. At the same time, each student through his profile has the opportunity to receive electronic resources of subjects, information about the schedule of classes and tests, as well as attendance and academic performance.

Building a strong and stable online presence of students, with visibility on an international scale, is quite a challenge. Especially in the face of budget and funding constraints on effective marketing of their programs. In view of this, there is a need to ensure financial independence and stability, strengthening the material and technical support of higher educational institutions, which is also one of the tasks of the new law on education and the Concept for the development of higher education in the Republic of Uzbekistan.

Therefore, digital marketing is a vital necessity for universities in terms of attracting applicants and retaining students. In order for students to find their university's programs online, digital marketing should be part of their marketing budget. The main focus is the provision of online services in higher education.

Actually, the essence of the marketing of educational services is the development, implementation and evaluation of educational programs by establishing exchange relations between educational institutions and their clients in order to harmonize mutual interests.

At the same time, one should not forget that education is a service, and like any service, it should be economically oriented to the "client". First of all, is it considered as what will be presented to the client as promising, useful, important, worthy of the expenditure of material and time resources? The direction of prospective development of higher education depends on the answer to this question.

The traditional questions for characterizing the problematic content of digital marketing in higher education are:

- Whom to teach? An educational institution faces a very difficult problem of whom to invite and select: those who have no problems with paying for educational services; those who are easier to teach, or those who are able to quickly "learn and pass" the material covered.

- Why and what to teach? This double question characterizes the choice of goals and means of the educational process.

- How much to teach? It is necessary to choose in which cases it is advisable to reduce or increase the training time.

- Where to study? i.e., in the educational institution itself, in its branch, in a foreign educational institution under an agreement with it.

- How to teach? The question falls into at least three fundamental aspects: the form of education (full-time, part-time); learning technology (traditional, gaming); control and evaluation technology.

- Who will teach? The choice is made: an experienced teacher, a consultant, a researcher, a graduate student, a practitioner, a teaching colleague.

Conclusion

Thus, the experience of recent years and the reforms in the higher education system allow us to assume that the rapid digitalization of most processes in universities is inevitable, from administration to teaching. The pandemic has significantly accelerated the improvement of

information educational systems and methods of interaction, and at the same time laid the foundation for the unification of digital platforms for distance learning (digital solutions developed by universities independently - for themselves and for themselves, are significantly inferior to mass ones). The task of digitalization today is to ensure the stable functioning of the system in any conditions and the possibility of rebuilding the main processes as quickly as possible without involving human and financial resources.

In addition, some universities will not be able to cover the costs of informatization, social distancing and compliance with sanitary and epidemiological requirements, remaining within the limits of the available teaching space and material and technical bases. Reducing funding and rising costs may lead to an increase in the share of e-learning in the learning paradigm.

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