

- standardization of documents;
- terms of contracts;
- voluntary certification systems
- Certification by types of objects
- Product certification

Certification of products is carried out as a part of mandatory. It should be carried out by certification bodies accredited in the national accreditation system for compliance. This requirement is understandable and logical, however, in relation to voluntary certification, we see a difficulty in resolving this issue.

*Management systems certification* Certification of management systems is carried out to assess the compliance of management systems with the requirements of standards for certain management systems [2].

*Personnel certification* Personnel certification is a way to ensure that certified individuals meet the requirements for a specific job or task. Certification of personnel is carried out by certification bodies accredited for compliance. One of the characteristic functions of personnel certification bodies is to conduct examinations that use objective criteria for determining competence and a scoring system.

Certification can be mandatory or voluntary. Mandatory certification is carried out by the certification body. Voluntary certification of products is subjected to mandatory certification and does not cancel its mandatory, it can be performed and in excess of it to assess compliance with its requirements that are different from the mandatory ones, which means the minimum, obviously, upwards.

*Certification results* As a result of certification it is expected to obtain a certificate of conformity, which doesn't guarantee any result: confirmation or refusal. Certification is carried out at the initiative of the applicant under the terms of the agreement between the applicant and the certification body [3].

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3. <https://sqe.gov.ua/diyalnist/sertifikaciya/>

## **DEVELOPMENT OF DIGITALIZATION OF THE EDUCATIONAL PROCESS IN MODERN CONDITIONS**

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In modern conditions, educational communications are becoming an important element in the formation of the information society of the world. Today this process is directly related to global informatization, the emergence of a wide range of computer communication technologies[1]. Knowledge, intelligence and the latest technologies have become the main objects of the information society in Ukraine. Due to the rapid development of Internet resources, access to scientific sources is

becoming easier and more accessible. Ukraine is effectively implementing global trends of expanding and facilitating scientific cooperation. Cooperation with foreign scientific communities is developing. In this regard, as well as other important social phenomena, including the COVID-19 pandemic, the digitalization of the educational process in higher education institutions is becoming relevant for research. At the legislative level, the need for the development of e-learning and the formation of digital competence of participants in the educational process is defined in the order of the Ministry of Education and Science of Ukraine "On approval of the National Educational Electronic Platform" (2018) [2].

Consider the interpretation of the concept of digitalization, which is proposed by the Ukrainian Institute of the Future. So, digitalization is the introduction of digital technologies in all spheres of life: from interaction between people to industrial production, from household items to children's toys, clothes and more. This is the transition of biological and physical systems in cyberbiological and cyberphysical (combination of physical and computing components), the transition of activities from the real world to the virtual world (online) [3].

Scientist S. Karpolyuk notes that digitalization helps to simplify the educational process. This makes it more flexible and adapted to modern requirements, which in turn contributes to the education of highly qualified competitive professionals [4]. It is determined that in education digitalization is aimed at ensuring the continuity of the educational process, that is life-long-learning, as well as its individualization on the basis of advanced-learning-technologies.

Due to its digitalization, education becomes more accessible and convenient, which is expressed in lower costs of material, time and human resources. For modern youth, the optimal opportunity for self-realization is created on the basis of individual characteristics of each person. As noted by scientist I. Kucherak digitalization provides a transition from "education for all to education for everyone" [5]. This leads to the development of a modern educational space, which creates all the conditions for mastering professional and supra-professional competencies.

Considering the research question from the student's point of view, it should be noted that in recent years, circumstances have accelerated the process of digitalization of education in the Free Economic Zone. There is an active use of platforms that provide remote video conferencing such as Zoom, Google Meet, as well as messengers (Viber, Telegram, etc.), online research libraries, systems for monitoring student academic performance (Moodle system at our university) and others. Thus, students have favorable conditions for:

- better mastery of digital skills and growth of digital literacy;
- development of skills of independent learning and selection of the most important material for self-development;
- growth of motivation for self-education and promoting self-organization;
- construction of individual educational trajectory;
- globalization and integration of education;
- the most convenient studying, at a comfortable pace with the possibility of optimal use of time.

As a result, we note that the digitalization of educational space unites all participants in the pedagogical system with electronic resources and content within a single educational process that ensures effective achievement of educational outcomes.

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