навчання та адаптації до змін. Її реалізація відкриває широкі можливості для розвитку особистісного потенціалу студентів, проте вимагає глибокої модернізації освітнього процесу, оновлення педагогічних підходів та цифрової інфраструктури університетів. Подолання існуючих викликів дозволить перетворити індивідуальну освітню траєкторію не лише на формальний елемент навчання, а на реальний шлях до професійного та особистісного успіху майбутнього економіста.

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DIGITAL TRANSFORMATION OF EDUCATION IN THE EUROPEAN UNION: STRATEGIC DIRECTIONS AND CONTEMPORARY CHALLENGES

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According to European Commission surveys, 95% of respondents believe the point of no return to the previous use of digital technologies in the education system has been passed [action plan]. Meanwhile, according to Eurostat, even in Europe, less than 40% of teachers were prepared to use digital technologies in teaching, and one in five students lacked even a basic level of digital competence. Surveys showed that before the crisis, 60% of respondents had no experience with online learning [action plan].

Furthermore, access to broadband internet, as shown by 2019 studies, ranged from 74% in lagging regions of the EU to 97% in economically advantaged regions. All EU member states are facing a shortage of digital experts, including data analysts, cybersecurity specialists, software developers,

digital accessibility specialists, and machine learning experts. 58% of companies report difficulties recruiting for positions requiring digital skills, and 78% cite a lack of necessary skills among their employees as the main barrier to new investment.

For these reasons, the European Union has committed to unlocking the potential of digital technologies in education and reconfiguring the entire European education system for its successful functioning in the new digital age. Strategic objectives include improving the quality and inclusiveness of European education by ensuring widespread digital competence [1].

These tasks are particularly important in the context of widespread digitalization as a key factor in Europe's transition to a green economy by 2050, which requires the use of exclusively clean, climate-neutral technologies in industry [2].

In 2018, Europe adopted the "Action Plan for the Digital Transformation of Education." However, the pandemic forced adjustments, which were made in September 2020 with a long-term focus. In 2020, the European Commission held consultations with all stakeholders in the education process, including public organizations, private companies, educational institutions, research institutes, civil society representatives, and many others. These consultations examined lessons learned from the experience of distance learning during the lockdown; various approaches to overcoming the crisis in the education system caused by the pandemic; and the strengths and weaknesses of the various measures taken to restore the system. In total, approximately 2,700 proposals were submitted during the consultations, which were included in the European Commission's new Action Plan for the Digital Transformation of Education. This document sets out a program for the period 2021–2027, outlining priorities for implementing the education system's digital transformation plan. These include [3]:

1) creating a highly effective digital education ecosystem;

2) enhancing digital skills and competencies for implementing

digital transformation;

3) strengthening cooperation and exchange of experience in digital transformation between EU Member States.

The Action Plan sets the following objectives for the education system:

− ensuring that at least 70% of the European population aged 16 to 74 have at least basic digital skills;

− reducing the proportion of 13- to 14-year-old students who lack computer and information literacy to less than 15% by 2030. − Pay particular attention to the digital transformation of the vocational education and training sector to ensure sustainable competitiveness, social equity, and adaptability;

This Action Plan identifies the following sources of funding and support for digital transformation activities in education: the Erasmus programme, the European Social Fund, the European Regional Development Fund, the Smart Specialization Policy programme, the Connecting Europe Fund, the Digital Europe programme, and the seven-year European Union research initiative Horizon Europe for 2021–2027. Flagship investments include digital training and retraining of the population, as well as the widespread availability of sustainable broadband internet connections. A body called the European Semester has been assigned oversight functions. The Technical Support Instrument, established in May 2020, is called upon to provide comprehensive technical support for the implementation of reforms [4].

The "European Framework for Digital Education Content" has been established. It will take into account the cultural and creative diversity of European countries, multilingualism, as well as existing principles of specific education sectors and their needs regarding the design of high-quality educational materials, the legal status of programs and courses, and their technical accessibility. This body's activities include interaction among all

participants, certification, content evaluation, and the possibility of transferring it to other parties.

The objective is to develop a feasibility study for a pan-European educational content exchange platform that would link existing educational platforms and enable the exchange of certified online resources (such as massive open online courses).

A decision was made to establish a "European Centre for Digital Education" to oversee the implementation of the Action Plan and the development of digital education in Europe, as well as coordinate the activities of a network of national advisory services on digital education to exchange experiences and best practices on the drivers of digital education.

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