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APPLICATION OF AN INNOVATIVE APPROACH TO THE ORGANIZATION OF THE EDUCATIONAL PROCESS IN HIGHER EDUCATION AND TRAINING OF APPLICANTS 073 AND 281 SPECIALTIES IN THE CONDITIONS OF DISTANCE EDUCATION

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ЗАСТОСУВАННЯ ІННОВАЦІЙНОГО ПІДХОДУ ЩОДО ОРГАНІЗАЦІЇ ОСВІТНЬОГО ПРОЦЕСУ У ВИЩІЙ ШКОЛІ ТА ПІДГОТОВКИ ЗДОБУВАЧІВ 073 ТА 281 СПЕЦІАЛЬНОСТІ В УМОВАХ ДИСТАНЦІЙНОЇ ОСВІТИ

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The study proved and substantiated the importance of innovative approaches and digitalization in the organization of the educational process of higher education. It has been found that the introduction of innovative approaches is a strategically key factor for achieving a high level of quality and efficiency of educational services. In particular, innovative technologies and digitalization allow universities to adapt to modern requirements and create flexible and accessible learning environments.

During the study, an analysis of differences in the interpretation of the concepts of «threat» and «risk» was conducted. In particular, it is determined that in education threats and risks can include not only financial difficulties, but also loss of reputation, low quality of education and insufficient competitiveness of graduates. It identifies the main range of problematic issues, sets of innovative approaches in higher education and highlights the principles and stages of diagnosis, which should take into account the specifics of the educational environment and the requirements of the modern labor market for its qualitative assessment.

In order to test the research, the article assesses and analyzes the introduction of innovative approaches in the Volodymyr Dahl East Ukrainian National University for the training of applicants 073 and 281 in the field of distance education. The strategic goals chosen to accelerate the digitalization process have been singled out and justified, considering the high standards of quality and the needs of the modern educational environment. The introduction of a digital student card, the creation of a digital educational environment and an increase in the level of digital literacy of students and

teaching staff are key areas of the strategy of the Volodymyr Dahl East Ukrainian National University. In addition, innovative approaches have been developed, such as partnerships with technology companies, the creation of electronic libraries and archives aimed at supporting research activities and quality education in distance learning.

It provides a SWOT analysis of the Volodymyr Dahl East Ukrainian National University which highlights the main strengths and weaknesses of its functioning, as well as identifies the opportunities and threats faced by the university today in the most difficult conditions of existence. The conducted analysis allows us to draw conclusions and determine the prospects for further research in this direction.

In general, the study emphasizes the importance of innovation and digitalization in education as strategic factors contributing to improving the quality, efficiency, and competitiveness of educational institutions in the modern world.

The obtained results help to determine the optimal way to achieve the set goals, and their certification with certificates testifies to the importance and effectiveness of the chosen direction of innovative activity at Volodymyr Dahl East Ukrainian National University in the face of high requirements for remote educational process.

Keywords: *innovative approaches in education, diagnostics, digitalization, strategic development, threats, risks, educational process, SWOT-analysis, rating.*

Problem statement. The modern world is experiencing rapid technological progress, which significantly affects all spheres of society. In the field of education, innovative approaches and digitalization of educational processes become key factors that can determine the success of educational institutions. However, there are a number of unresolved issues related to the effectiveness of the introduction of these technologies and their impact on the quality of the educational process and the preparation of applicants 073 and 281 specialty to the complex and demanding requirements of the modern labor market.

Therefore, the use of an innovative approach to the organization of the educational process and the preparation of applicants 073 and 281 specialties in the conditions of distance education is primarily hampered by insufficient training of teachers for the use of innovative technologies, due to the lack of skills and resources for the effective implementation of digital technologies in the educational process; secondly, there is a significant negative impact during the war on problematic issues with infrastructure and access to technical means, so the uneven distribution of technical resources can become an obstacle to the full use of digital educational initiatives, and especially for universities of immigrants; thirdly, there is an ambiguous impact of digitalization on the quality of education, and although digital technologies should enrich the educational process, however, they can also lead to new challenges, such as lack of face-to-face communication and risks of new forms of inequality in education, fourthly, the need to develop effective strategies for innovation and digitalization, the need to determine the optimal models for the implementation of these technologies, which will take into account the specific features of each educational institution, and on the fifth but equally important issue of data protection and cybersecurity, especially now during military aggression, the growing use of digital platforms in educational processes creates new challenges in ensuring the confidentiality and security of information.

Solving these problematic issues contributes to the creation of a more efficient and adapted to modern requirements of the education system.

So, in the context of the highlighted issues of innovative approaches and digitalization in education, the study is aimed at identifying and solving the key challenges facing educational institutions in the modern world. Aspects considered, such as training, infrastructure, impact on the quality of training and implementation

strategies, indicate the need for a systematic approach to solving these issues.

Analysis of recent research and publications. Innovative analysis and analytics related to digitalization and innovation in education in Ukraine indicate significant trends and challenges that have become relevant in recent years. Below is an overview of the latest research and publications in this area:

Strategic directions of digitalization in education. Strategic approaches to the introduction of digital technologies in education are considered, key principles and methods are determined, contributing to a successful digitalization process. In Ukraine, digitalization of educational processes is becoming a priority task aimed at improving the quality of education and the development of modern educational technologies. Consider the strategic directions of digitalization in Ukrainian education, considering information from available sources. Creating and developing digital learning platforms is one of the key strategies. In Ukraine, there are already certain initiatives, such as "E-education for Ukraine" aimed at developing online courses, electronic textbooks and means of independent learning. One of the important conditions for digitalization is access to high-speed Internet. Expanding infrastructure and providing Internet access in all regions of Ukraine is a strategic direction for the introduction of digital technologies in education. The introduction of electronic services and IT solutions in the educational process is a key element of the digitalization strategy. This may include the use of cloud technologies, electronic journals, assessment automation systems and other innovative tools. To effectively implement digital technologies, it is necessary to prepare teachers. Create programs and initiatives to improve the skills of teachers in the field of IT and the use of digital teaching tools. The strategy includes the active participation of the IT industry in the development of education. Engage IT experts in curriculum creation, mentoring, and partnering with IT companies to provide practical knowledge to students. These strategic directions of digitalization in Ukrainian education determine the ways of development of digital technologies to improve learning and prepare the younger generation for the challenges of the modern world [1].

Integration of technologies into the learning process. Research focuses on effective models for integrating digital tools into the learning process, which contribute to the active and interesting assimilation of material by students. The main goal of the process of implementation of Information and

communication technologies in the educational process of educational institutions should be not only the formation of mental abilities of applicants, but also the transfer of skills of effective operation by means of knowledge, this should become the main priority during training. Professors should take into account that individual information and communication technologies are powerful didactic means, the use of which helps to attract applicants to active work, better assimilation of material, which in turn affects the improvement of learning efficiency [2].

Training of pedagogical personnel. The problem of preparing teachers and lecturers to work in conditions of digitalization is analyzed. Innovative approaches to the professional training of teachers in the context of digital education are considered. The relevance of training teachers for digitalization. The growing use of digital technologies in educational processes poses new challenges for teachers and teachers. According to the Ministry of Education and Science of Ukraine, more than 80% of schools and higher educational institutions already use electronic resources, which emphasizes the relevance of professional training of teachers in the digital environment. Publications such as "Educational Technologies and Modern Education," "Pedagogical Mastery" and "Innovative Teaching Methods" offer teachers materials and articles on digitalization and teaching methods using digital means. Considering these aspects, we can conclude that the Ukrainian education system is actively developing new approaches to the training of pedagogical personnel in the context of digitalization, taking into account the needs of teachers and the modern challenges of the digital era [3].

Innovative educational platforms. The research examines the innovative educational platforms that are being implemented in Ukraine, their impact on the accessibility and quality of education, as well as the reaction of students and teachers to modern technologies. The research examines innovative educational platforms implemented in Ukraine and their impact on the accessibility and quality of education. Some aspects of this research can be analyzed based on data from the Internet and available articles, publications, as well as taking into account the needs of higher education institutions in Ukraine. In recent years, Ukraine has seen an increase in interest in the use of innovative educational platforms. Such platforms as "Prometheus", "EdEra", "ClassIn", "Moodle", "Microsoft" and others provide opportunities for distance learning, electronic courses and interaction

between teachers and students. State and public initiatives actively support the introduction of innovative educational platforms in Ukraine. The development of advanced training programs for teachers and encouraging higher education institutions to use modern technologies are examples of such measures. In general, innovative educational platforms in Ukraine are becoming a major tool for improving the accessibility and quality of education, and their impact is evidenced by the positive reaction of students and professor [4].

The use of artificial intelligence in education. The role and prospects of using artificial intelligence in learning, automation of processes and individualization of approaches to each student are analyzed. The study analyzes the role and prospects of using artificial intelligence (AI) in the education system in Ukraine, focusing on the automation of learning and individualization of approaches to each student. Recent years indicate the active development and implementation of Artificial Intelligence technologies in the educational sector of Ukraine. This applies not only to higher education, but also to secondary school. AI applications help improve learning methods, providing a more efficient and interactive process. The use of AI allows you to create individual curricula, considering the characteristics of each student. Machine learning algorithms help identify students "strengths and weaknesses and provide the content that best suits their needs. Prospects for the use of Artificial Intelligence in Ukrainian education are extensive. This may include the development of intelligent tutors, systems for predicting success and expanding distance learning opportunities. The application of AI can also influence the professional training of students, preparing them for the challenges of the modern labor market and forming skills that are important in a digital society. In general, the use of artificial intelligence in Ukrainian education opens up new opportunities for improving the quality and accessibility of training, and also contributes to the individualization of the educational process [5].

6. Cybersecurity in education. Studies draw attention to the problems of cybersecurity in educational institutions, given the growing number of digital attacks and the importance of protecting the educational environment from cyber threats. The study focuses on topical issues of cybersecurity in educational institutions of Ukraine, considering the growing number of digital attacks and the importance of protecting the educational environment from cyber threats. The analysis shows

that many educational institutions have weaknesses in cybersecurity. This may be due to lack of necessary resources, insufficient attention to security issues or untimely software updates. Some higher education institutions and schools in Ukraine are taking measures to strengthen cybersecurity. This may include the introduction of modern systems for detecting and preventing cyber threats, training staff and students in the basics of cybersecurity. To ensure effective cybersecurity in educational institutions, prospects for improving systems and introducing modern methods of protection should be considered. This may include partnering with the cybersecurity industry, training staff regularly, and improving security policies [6].

In general, current research and publications indicate the need for a systematic and integrated approach to the digitalization of the educational process in Ukraine, as well as identify areas for further research and strategic development of education in the context of digital transformation.

The article is aimed at determining the essence of the concept and the main dominants of the innovative approach to the organization of the educational process and the training of applicants for higher education, study the state of the educational process of training applicants for specialty 075 and 281 Volodymyr Dahl East Ukrainian National University, describe the methods of using the latest technologies in the process of organizing the training of applicants for specialties 075 and 281 and develop recommendations for substantiating and forming strategic goals to accelerate digitalization in the studied university, taking into account modern crisis conditions of functioning.

Materials and results of the study. The reform of modern higher education in Ukraine, the threat of the external environment to its effective functioning, the predicted conditions for post-war recovery require the training of applicants for specialties 281 and 073 to adapt to modern requirements and competitiveness, which is impossible without introducing innovations into this process. The real state of training is complicated by the lack of experience, the peculiarities of functioning and, above all, the most problems are experienced by the universities of immigrants.

In 2014, according to the Order of the Ministry of Education and Science of Ukraine No. 1132 of 06.10.2014 "On the organization of the educational process in Volodymyr Dahl East Ukrainian National University" the university was moved to Severodonetsk. In 2020, the 100th anniversary of the university was celebrated at the state level. The

relocated university has become a phenomenon of higher education in Ukraine and an example of sustainability, striving for development and improving the quality of education even in difficult conditions of existence near the front line and permanent hostilities. The dedicated work of employees during 2014-2022 made it possible to fully restore educational and scientific activities, create new sites and laboratories. The university improved its position in the TOP 200 ranking and in 2021 entered the QS Emerging Europe and Central Asia University Rankings for the first time. During the period 2014-2022, the University implemented more than 50 international, national and regional projects, created 16 new laboratories and modern multifunctional educational spaces. To this end, more than 1.5 million euros and equipment were attracted to the university as part of international technical assistance. In March 2022, from the beginning of a full-scale invasion of Ukraine by the armed forces of the Russian Federation, a new stage in the development of the university began at new locations: in Dnipro, Kamenetz-Podolsky, Kyiv [14].

As part of the strategic development of Volodymyr Dahl East, Ukrainian National University focuses on the creation and expansion of specialized laboratories and multifunctional educational spaces. At the end of 2021, the number of such spaces exceeds 8.

The REDU Digital University project funds the creation of XR Lab extended reality laboratories, NERO Lab neural interfaces and electronics, automation and robotics. Also, USAID ERA, DG East projects within the framework of international technical assistance "Economic Support of Ukraine" under the grant "Modern skills for the sectors of information technology, engineering and electricity of Ukraine" funded the creation of such laboratories:

"Electromechatronics Laboratory";

"EnergyLab";

"Production Laboratory Fablab" (FabLab).

A separate initiative is the cybersecurity and network information technology laboratory "CyberNET", funded under the project "Cybersecurity of Critical Infrastructure of Ukraine". This was joined by PJSC "PLASMATEK" and PJSC "Technological Synthesis" with sponsorship, implemented in the training laboratory of general chemistry.

In addition, the university is actively implementing the concept of an electronic university. New computer classrooms and lecture halls with modern equipment were commissioned.

Table 1

Dynamics of the main results of scientific activity Volodymyr Dahl East Ukrainian National University

INDICATOR	Years			2023 deviation from 2022
	2021	2022	2023	
Financing of research work on economic contracts, thousand UAH	415,2	141	286,5	145,5
Applications submitted to Ukrpatent	63	38	31	-7
Patents for intellectual property	66	35	44	9
Number of publications in SCOPUS	89	101	102	1
Number of WoS publications	60	57	33	-24

The educational process is carried out using the Moodle system and the Microsoft Teams service.

Introduction of the concept of an electronic university, continued work on expanding the functionality of a digital university.

accredited 14 educational programs;

19 certificates of accreditation of specialties were reissued;

extension of accreditation certificates for 25 specialties.

In order to effectively manage the university, an electronic document management system based on Megopolis.Doc.Net was introduced. This contributes to the continuous educational activity and implementation of the university processes in the conditions of modern technological transformations. Acceleration in 2 years is caused by the critical need to ensure the functioning of higher education institutions under martial law and temporary displacement. The dynamics of the main results of scientific activity of Volodymyr Dahl East Ukrainian National University is given in Table 1

During the study, the degree of digitalization of Volodymyr Dahl East Ukrainian National University revealed that it is actively introducing digital technologies into the educational process. In especially, electronic platforms for training, the use of online resources and electronic reporting tools.

And after 2022, processes took place that improved the content of education and teaching technologies. In addition, modern laboratories for research and innovation were created. Also, the university began to use computer education curricula more often. These are electronic textbooks, simulators, laboratory practices, test systems, etc.

Based on the available information and data, we analyzed the relevance of the site Volodymyr Dahl East Ukrainian National University. In addition, through scientific articles, expert

assessments of students from the universities of Mendel, Shevchenko and others were obtained. The results of our research on the digitalization of the Volodymyr Dahl East Ukrainian National University website are presented in Fig. 1.

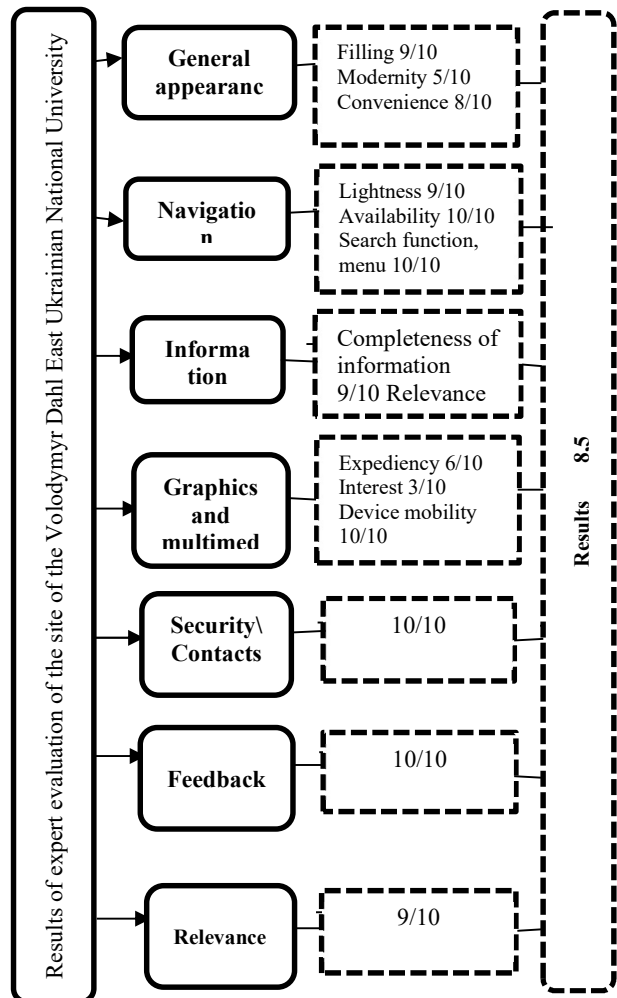


Fig. 1. Results of expert assessment of digitalization of the site of the Volodymyr Dahl East Ukrainian National University for 2023

Analyzing the results of the obtained expert assessment of the digitalization of the university Volodymyr Dahl East Ukrainian National University, the assessment was carried out in the following areas and factors:

– traffic sources: the search engine (Google) occupies 58.4%; direct traffic (direct) 38.7%; social networks 2.2%; referrals (transitions from other sites) 0.2%;

– geography of the university site view: Ukraine 85.77%; Germany 3.78%; Netherlands 3.74%; Canada 1.49%; Singapore 1.28%; Other 3.93%;

– modernity 5/10; take real photos of teachers and students, with a view to use them for the site interface, you should also add live photos of the university, in this case, it is better to contact professional photographers; interest 3/10.

Of great importance for the formation of a positive impression of the university is the style of

the site. This site is not interesting and needs to be transformed. It is important not to forget about fashion and relevance and not to scare them away with too original design.

Based on the research, it is possible to formulate several proposals for the digitalization of the university.

Develop modern graphics and multimedia, pictures on the site look outdated. Develop a short and meaningful university promo with a clear slogan. Average news update dynamics within normal range, one/two news every two days.

For a more detailed substantiation of the proposals, we propose to consider the strengths and weaknesses, the main opportunities and threats for the studied university, in Table 2, an analysis of the activities of Volodymyr Dahl East Ukrainian National University for 2023 is provided by SWOT.

Table 2

SWOT analysis of Volodymyr Dahl East Ukrainian National University for 2023

STRENGTHS	WEAKNESSES
<p>digital marketing and student engagement (Instagram, Facebook, YouTube, telegram, Tik Tok); electronic document management; electronic libraries and research resources; verification of bachelor's and master's works in the Moodle system using the Unicheck module. developed integration of different levels of education; development of an innovative approach to the management of the educational process to strengthen the University's position in a competitive market; systematic work to improve the qualifications of the faculty of the university; sufficient provision of disciplines of all directions and specialties with educational and methodological literature; the use of information and communication technologies in the educational process; availability of new educational programs; long-term successful experience of international cooperation in educational and research activities.</p>	<p>automation of administrative processes. Implement University Management Systems (ERP) to optimize finances, resources, and other administrative functions. For example: ISpro is a modern ERP-class system that allows you to control all areas of your organization, thanks to convenient accounting for accounting and personnel, inventory management or even students. All this is automated and displayed in one system, which greatly simplifies the work; student's electronic cabinet (an old sample of a test book) - student's performance per semester; employment, developing digital tools to support students in job search, internship and professional development.</p>
OPPORTUNITIES	THREATS
<p>application of foreign and domestic experience in internal quality assurance of education; cooperate with companies for further employment of students, internships; availability of specialized laboratories, workshops. availability of all necessary state, sectoral and intra-university regulatory documents on the organization of the educational process; created conditions for improving the educational and intellectual level of students; expanding the range of directions and specialties of personnel training at all levels of higher education using distance educational technologies. development and implementation of new educational programs; improvement of all educational programs to the requirements of the labor market; development of new educational products for retraining and advanced training, including short-term programs and courses aimed at the formation of competencies relevant in the labor market; attracting funding for international, state and regional programs; striving for international accreditation of educational programs; great responsibility of the post-war restoration of education in the liberated territory of the Lugansk region.</p>	<p>Military Action outflow of highly qualified personnel; difficult to make predictions or prospects; information space capture (cloud environment); the attractiveness of education in the EU for employment and emigration; weak digitalization of employees strengthening accreditation and licensing requirements, the absence in the medium term of threshold values and a list of key indicators for monitoring the activities of higher education institutions; constantly changing conditions and rules of the admission campaign; dumping of prices by competitors in the market of higher education services.</p>

The analysis was aimed at identifying external and internal factors that affect the implementation of the above-mentioned local tasks of the Volodymyr Dahl East Ukrainian National University strategy. Among the internal factors that can positively influence (strengths of Volodymyr Dahl East Ukrainian National University) or exert negative (weaknesses of Volodymyr Dahl East Ukrainian National University) on the achievement of the university's goals.

Among the external factors contributing to the achievement of the university's goals: the position of Volodymyr Dahl East Ukrainian National University in the ratings of universities; cooperation with government bodies, cooperation with national and international research and cultural institutions, organizations; cooperation with national and foreign universities; improving the quality of control, management and strategic planning; attracting national and foreign sources of financing; current alumni association. Analysis of the activities of Volodymyr Dahl East Ukrainian National University in comparison with the results of the work of the displaced universities demonstrates the presence of strengths and weaknesses of the University.

Analysis of the activities of Volodymyr Dahl East Ukrainian National University in comparison with the results of the work of the displaced universities demonstrates the presence of strengths and weaknesses of the University.

2024 and ranked 56th in the annual academic ranking of universities "TOP-200 Ukraine 2023," for the second year in a row, after moving to Kyiv, improving pre-war indicators [13].

In 2023, Volodymyr Dahl East Ukrainian National University entered the global international ranking "QS EUROPE UNIVERSITY RANKINGS – 2024";

Entered the list of the most popular universities in Ukraine by webometric indicators in the University Ranking 2023 from UniRank;

Volodymyr Dahl East Ukrainian National University is recognized as one of the best universities in Ukraine and is among 66% of the best universities in the world in the international ranking STUDY ABROAD AIDE RANKINGS.

Digitalization at the university has a powerful potential to improve the quality of education, develop student skills and contribute to the transition of the university into the digital era. However, it also requires attention to security issues, staff training and effective implementation of digital tools to achieve maximum results.

With the rapid development of technology, digitalization is becoming an important element of improving the learning of students, in particular those who are engaged in the specialty 073 and 281. Digital technologies can greatly facilitate access to educational materials, improve teaching methods and make education more interactive and convenient.

The introduction of digitalization requires careful management of the transition from traditional methods to digital approaches. Volodymyr Dahl East Ukrainian National University should identify key aspects of digitalization, such as the choice of platforms for distance learning, the development of electronic learning materials and platforms for cooperation between students and professors.

Providing technical support, training staff and students in the use of new technologies, as well as the constant updating of informatization programs are important aspects of managing the quality of educational services in the context of digitalization.

These directions of development indicate the need of the University for continuous improvement and adaptation to current trends in higher education. The introduction of academic mobility and digitalization will contribute to the qualitative growth of educational services, providing students with innovative and effective opportunities for learning and development.

The management of digitalization at the university requires a detailed approach to the

Table 3

Positions of Volodymyr Dahl East Ukrainian National University in the ratings (compiled by the author on the grounds of data on webometric indicators in the University Ranking 2023 by UniRank) [13]

Indicator	Year		
	2021	2022	2023
Consolidated rating	83	81	
TOP 200 Ukraine	74	51	56
WEBOMETRICS	5403	6391	6895
SCOPUS	48	45	54

So, last year Volodymyr Dahl East Ukrainian National University - entered the list of the most popular universities in Ukraine in the University Ranking 2023 (July edition) from UniRank. This rating examines the webometric indicators of 194 Ukrainian higher education institutions [1].

Volodymyr Dahl East Ukrainian National University became one of the 31 HEIs of Ukraine, and one of the 7 universities in Kyiv, included in the ranking of the best QS Europe University Rankings

process of transition from traditional methods to digital approaches. It is important to identify key aspects of digitalization, such as the choice of platforms for distance learning, the development of electronic learning materials and the creation of platforms for cooperation between students and teachers. Providing technical support, training staff and students to use the latest technologies, as well as constant updating of informatization programs are important aspects of quality management of educational services in the context of digitalization at Volodymyr Dahl East Ukrainian National University.

The University recognizes that these areas of development indicate the need for continuous improvement and adaptation to current trends in higher education. The introduction of academic mobility and digitalization will contribute to the qualitative growth of educational services, providing students with innovative and effective opportunities for learning and development at Volodymyr Dahl East Ukrainian National University.

In the context of further development of digitalization in education, students can be provided with multi-purpose opportunities for active study and application of digital technologies. Recommendations for students include holding regular digital skills workshops where they can be introduced to a variety of tools and technologies. In addition, encouraging project-based learning, where students can use digital tools to solve real-world problems, will foster their practical experience.

Then, in October 2023, students of specialties 073 and 075 (among them the author of this study) participated in the international academic mobility program "TAK-2023" and completed an internship at Mendelu University in Brno, Czech Republic. Training took place in the following areas: introduction to digital leadership, digital transformation and innovation, development of digital strategy, technostress and combating it, ethical and social aspects of digitalization, project work.

The result of the internship was a collective project where students of specialties 073 and 075 did an analysis of the university together with students of other universities who provided an independent expert assessment of Volodymyr Dahl East Ukrainian National University. Based on these results of the analysis, a draft digitalization strategy Volodymyr Dahl East Ukrainian National University was developed.

Strategic goals for accelerating digitalization have been identified and substantiated:

- creation of a student card in electronic form together with an electronic test for students of the university Volodymyr Dahl East Ukrainian National University;

- creating a digital educational environment that will be accessible to all participants in the educational process, increasing digital literacy, improving access to digital resources, automating management processes, improving the skills of university staff (Volodymyr Dahl East Ukrainian National University).

For implementation, we proposed a digitalization strategy:

- build a culture of innovation. Fostering a culture of innovation and digital readiness among university students and teachers, promoting learning new digital skills and supporting the introduction of innovative ideas;

- partnership with technology companies. Collaboration with technology companies to jointly develop and implement digital solutions will allow the use of the latest technologies and expertise to achieve digital growth;

- creation of electronic libraries and archives. Development of electronic libraries and archives that will provide quick and convenient access to research, articles and other educational resources for students and researchers;

- stimulating research activities. Support for research projects using modern digital technologies and platforms to increase scientific productivity and innovation.

It is important to emphasize that the developed directions were presented to the experts of the University of Mendelu, where they were discussed and certified by certificates, testifying to the importance and effectiveness of the chosen course of implementing digital transformations.

These results are a very important step towards collaborative learning where students can work in teams on digital projects with faculty. This will facilitate teamwork, exchange of ideas and relationships between students. Teachers are encouraged to organize professional development programs and workshops that will help enhance their skills in using digital tools in the educational process.

Additionally, teachers may be encouraged to experiment with new digital methods and tools, thereby fostering a culture of innovation in educational institutions. The introduction of digital pedagogy, such as inverted classes or online discussions, can also make learning more interactive and attractive to students. These steps are

aimed at actively involving participants in the educational process in the world of digital opportunities.

Conclusions. The need to apply an innovative approach to the organization of the educational process in higher education and the training of applicants 073 and 281 specialties in the conditions of distance education demonstrates that modern technologies improve the efficiency of the educational process, improve the quality of learning theoretical material by applicants for education, improve the acquisition of skills and abilities. An innovative approach in education also contributes to the personalization of learning, adaptation to the individual needs of students and the development of their critical thinking. The positive impact of innovation on ensuring the quality of education and the high academic performance of applicants for specialties 073 and 281 is also important. It is these specialties and it is for the displaced universities that the most attention should now be paid in order to get new effective, progressive, patriotic leaders in the field of public administration, heads of United Territorial Communities, leaders in the field of health care and others for the territories liberated from Russian aggression for the future post-war recovery.

And it is Volodymyr Dahl East Ukrainian National University that should become and is already becoming the center of the post-war restoration of the development of education, scientific schools, and social security. Creation of electronic platforms and electronic database, electronic schedule, mini electronic library with electronic textbooks of teachers Volodymyr Dahl East Ukrainian National University provides students with free access to educational materials, resources and information, which is an important aspect that contributes to the improvement of training and organization of training of applicants.

So, last year Volodymyr Dahl East Ukrainian National University - entered the list of the most popular universities in Ukraine in the University Ranking 2023 (July edition) from UniRank. This rating examines the webometric indicators of 194 Ukrainian higher education institutions [1].

Volodymyr Dahl East Ukrainian National University became one of the 31 HEIs of Ukraine, and one of the 7 universities in Kyiv, included in the ranking of the best QS Europe University Rankings 2024 and ranked 56th in the annual academic ranking of universities "TOP-200 Ukraine 2023," for the second year in a row, after moving to Kyiv, improving pre-war indicators.

To further develop and improve the indicators, a digitalization strategy Volodymyr Dahl East Ukrainian National University (to build a culture of innovation; partnerships with technology companies; Creation of electronic libraries and archives; stimulating research activities, etc.).

It is important to emphasize that the developed directions by one of the authors of the article were presented to experts in the international academic mobility program "ТАК-2023" at Mendel University in Brno, Czech Republic, where they were discussed, were highly appreciated, as evidenced by the certificates.

Of course, the process of introducing innovative technologies into the educational environment Volodymyr Dahl East Ukrainian National University requires significant resources that the university lost during the occupation of the territory of Luhansk region and special skills from teachers and applicants for higher education, the absence of these components limits the introduction of innovative technologies in the educational process, which may adversely affect the quality of training of future specialists. That is why the application of innovative approaches and highlighting their results in the European and world scientific space will make it possible to attract grant programs for the development of applicants, teachers and Volodymyr Dahl East Ukrainian National University as a whole.

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Чорна О.Ю., Ліщишина А.В. Застосування інноваційного підходу до організації освітнього процесу у вищій школі та підготовки здобувачів 073 та 281 спеціальності в умовах дистанційної освіти

У дослідженні доведено і обґрунтовано значущість інноваційних підходів та діджиталізації щодо організації освітнього процесу вищої школи. Виявлено, що впровадження новаторських підходів є стратегічно важливим чинником для досягнення високого рівня якості та ефективності освітніх послуг. Зокрема, інноваційні технології та діджиталізація дозволяють університетам адаптуватися до сучасних вимог і створювати гнучкі та доступні навчальні середовища.

В процесі дослідження було проведено аналіз відмінностей у трактуванні понять «загроза» та «ризик». Зокрема, визначено, що в освіті загрози та ризики можуть включати не тільки фінансові труднощі, а й втрату репутації, низьку якість навчання та недостатню конкурентоспроможність випускників.

Вирішено основне коло проблемних питань, впровадження інноваційних підходів в освіті вищої школи та висвітлено принципи та етапи діагностики, які мають враховувати специфіку освітнього середовища та вимог сучасного ринку праці для її якісної оцінки.

З метою апробації дослідження у статті проведено оцінку та проаналізовано впровадження інноваційних підходів у СХУ імені Володимира Даля підготовки здобувачів 073 та 281 спеціальності в умовах дистанційної освіти. Стратегічні цілі, обрані для прискорення процесу діджиталізації, були виокремлені та обґрунтовані, враховуючи високі стандарти якості та потреби сучасного освітнього середовища. Впровадження цифрового студентського квитка, створення цифрового освітнього середовища та підвищення рівня цифрової грамотності студентів та педагогічного персоналу є ключовими напрямками стратегії СХУ імені Володимира Даля. Крім того, розроблено інноваційні підходи, такі як партнерство з технологічними компаніями, створення електронних бібліотек та архівів, спрямовані на підтримку дослідницької діяльності та якісного навчання в умовах дистанційного навчання.

Надано SWOT-аналіз СХУ імені Володимира Даля, що висвітлює основні сильні та слабкі сторони його функціонування, а також вирішено можливості та загрози, з якими стикаються виші сьогодні в надскладних умовах існування. Проведений аналіз дає змогу зробити висновки та визначити перспективи подальших досліджень у цьому напрямку.

У цілому, дослідження акцентує на важливості інновацій та діджиталізації в освіті як стратегічних чинників, що сприяють підвищенню якості, ефективності та конкурентоспроможності освітніх інститутів у сучасному світі.

Отримані результати допомагають визначити оптимальний шлях до досягнення поставлених цілей, а їх засвідчення сертифікатами свідчить про важливість та ефективність обраного напрямку інноваційної діяльності в університеті СНУ імені В. Даля в умовах високих вимог до дистанційного освітнього процесу.

Ключові слова: *інноваційні підходи в освіті, діагностика, діджиталізація, стратегічний розвиток, загрози, ризики, освітній процес, SWOT-аналіз, рейтинг*

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