



DIGITAL TRANSFORMATION AND UNIVERSITIES

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ABSTRACT

Purpose- This study aims to examine how digitalization has affected and changed higher education. It focuses on the current situation of universities and their current processes and what they need to do to become digital. It aims to present a roadmap for universities to integrate and organize these important changes into their strategies by examining the digital transformation that affects the vision of universities.

Methodology- The study employs a literature review using secondary data analysis.

Findings- The analysis reveals that the role of universities in many aspects such as society and economy has changed and is expected to change disruptively over the next decade. Universities need to make a differentiation through emerging business models in such a competitive higher education sector. Higher education institutions have to adapt to technological changes for sustainability. The pandemic dramatically accelerated the pace of technological adoption worldwide. The drivers of digital transformation in universities can be summarized as the increase in competitiveness, user experience and agility while reduction in operating expenses.

Conclusion- It may be concluded that a university should be part of present technological trends and include digitalization in their strategies to be competitive in the future. Universities need to focus mainly on exploring more innovative measures to create technology development centres through research to deal with skills shortages. Universities should support those academics who lead the improvement of digital skills and innovative teaching methods, promote digital literacy in the academia and encourage the use of learning platforms. It is important to set a clear policy to adopt digital age in higher education. Universities will be competing globally for students, academic staff and funding. Adoption and implementation of new technologies in universities are inevitable.

Keywords: Digital transformation, higher education, university 4.0, multimode universities.

JEL Codes: I23, M10, O33

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