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DIGITAL PLATFORMS AS A DRIVER OF EDUCATIONAL TRANSFORMATION: OPPORTUNITIES AND CHALLENGES

In recent decades, digital technologies have significantly transformed the educational process. The development of digital platforms has opened new opportunities for both students and teachers, making education more accessible, flexible, and interactive.

The work aims to explore the role of digital platforms in modern education and to analyze their impact on learning effectiveness.

First of all, it is important to define what digital platforms in education are. Digital platforms are online systems that provide tools for learning, communication, and content management. These include learning management systems (LMS), online courses, and educational applications. According to T. Bates (2019), digital platforms allow the integration of multimedia content, communication tools, and assessment systems, which significantly improve the learning experience (Bates, 2019).

One of the key advantages of digital platforms is accessibility. Students can access educational materials anytime and from any location. It is especially important in the context of global challenges such as the COVID-19 pandemic, which forced many educational institutions to switch to distance learning. As noted by C. Hodges et al. (2020), online learning became a necessary solution that ensured the continuity of education during crises (Hodges et al., 2020).

Another important aspect is flexibility. Digital platforms allow students to learn at their own pace, increasing motivation and improving understanding of the material.

According to M. G. Moore (2013), flexible learning environments help students better manage their time and adapt education to their personal needs (Moore, 2013).

In addition to flexibility, digital platforms also contribute to personalizing the learning process. Modern technologies allow educational systems to adapt content according to students' individual needs, abilities, and progress (Кугай, 2024). Adaptive learning systems analyze students' performance and provide personalized recommendations, which increases the effectiveness of knowledge acquisition. This approach makes education more student-centered and helps to overcome difficulties in understanding complex topics (Bates, 2019).

Furthermore, digital platforms support the use of innovative teaching methods. For example, gamification elements such as points, badges, and leaderboards motivate students to participate in the learning process actively. Interactive simulations and virtual laboratories allow learners to gain practical experience without physical limitations. Such tools are especially important in technical and scientific disciplines, where hands-on practice is essential.

Moreover, digital platforms enhance communication between teachers and students. Discussion forums, chats, and video conferences create opportunities for interaction and collaboration. All these contribute to the development of critical thinking and teamwork skills (Кугай, 2025). At the same time, teachers can provide faster feedback and monitor students' progress more effectively.

Another significant advantage of digital platforms is the availability of vast educational resources. Students can access video lectures, electronic textbooks, scientific articles, and other materials from around the world. It promotes the development of independent learning skills and encourages students to explore topics beyond the standard curriculum. As a result, learners become more autonomous and responsible for their own education.

At the same time, digital platforms facilitate international collaboration. Students from different countries can participate in joint projects, exchange ideas, and gain

intercultural experience. This is particularly important in the context of globalization, where the ability to communicate and work in an international environment is highly valued.

However, despite numerous advantages, digital platforms also have some disadvantages. One of the main problems is the lack of face-to-face communication, which can negatively affect students' social skills. In addition, not all students have equal access to technology and a stable internet connection, which creates inequality in educational opportunities (Hodges et al., 2020).

Another issue is the need for self-discipline. Online learning requires a high level of responsibility and motivation. Without proper control, some students may struggle to complete tasks and manage their time.

It is also important to consider the role of teachers in the digital learning environment. The introduction of digital platforms changes educators' traditional roles. Teachers are no longer only providers of knowledge but also facilitators, mentors, and coordinators of the learning process. They guide students, help them navigate information, and support the development of critical thinking skills.

Moreover, the effective use of digital platforms requires the development of digital literacy among both students and teachers. Digital literacy includes the ability to search, evaluate, and use information responsibly, as well as to work with various digital tools. Without these skills, the potential of digital education cannot be fully realized.

In conclusion, digital platforms play a crucial role in modern education by increasing accessibility, flexibility, and interactivity of the learning process. Despite certain challenges, their advantages significantly outweigh the disadvantages. Further research may focus on improving digital tools and developing effective strategies for their implementation in education.

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THE ROLE OF DIGITALIZATION IN THE TRANSFORMATION OF THE MODERN ECONOMY

The rapid development of digital technologies has become one of the defining features of the twenty-first century. Digitalization affects almost every sphere of human activity, including business, education, healthcare, public administration, and finance. Today, the modern economy is increasingly based on information technologies, automation, artificial intelligence, and digital communication systems. As a result, digital transformation has become a key factor of economic growth, competitiveness, and innovation (Brynjolfsson & McAfee, 2014).

Digitalization can be defined as the integration of digital technologies into economic and social processes. It changes traditional business models, improves productivity, and creates new opportunities for enterprises and consumers. Modern companies actively implement cloud computing, big data analytics, blockchain technologies, and artificial intelligence to optimize their operations and increase