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QUALITY MANAGEMENT OF DIGITAL EDUCATIONAL SERVICES OF HIGHER EDUCATIONAL INSTITUTIONS BASED ON MODERN EDUCATIONAL TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE SYSTEMS

The article explores modern approaches to managing the quality of digital educational services of higher education institutions in the context of digital transformation of the educational environment and active implementation of artificial intelligence systems. It is substantiated that the digitalization of education necessitates a rethinking of traditional mechanisms for managing the quality of the educational process, focusing them on ensuring flexibility, personalization, adaptability and continuous improvement of educational services. The main factors that influence the effectiveness of the functioning of the digital educational environment are identified, among which modern information and communication technologies, digital educational platforms, analytical systems, means of automating management processes, big data technologies and artificial intelligence tools occupy a special place. Key criteria for assessing the quality of digital educational services have been identified, including the availability of digital content, the functionality of digital infrastructure, the level of digital competence of scientific and pedagogical staff, the effectiveness of the use of artificial intelligence technologies, the satisfaction of education seekers, and the compliance of educational programs with modern labor market requirements and international standards for ensuring the quality of education.

The purpose of the article is to substantiate the theoretical and methodological principles and develop practical approaches to managing the quality of digital educational services of higher education institutions based on modern educational technologies and artificial intelligence systems, as well as to identify key mechanisms for their integration into the educational management system to increase the efficiency of management decisions, personalize the educational process, ensure continuous quality monitoring, and form a competitive digital educational environment in accordance with modern national and European standards for ensuring the quality of higher education.

The current stage of development of the higher education system is characterized by a large-scale digital transformation that covers all components of the educational process – from the organization of learning and management of educational activities to the assessment of learning outcomes and ensuring the quality of educational services. The rapid development of information and communication technologies, cloud services, digital educational platforms, big data analysis technologies and artificial intelligence systems is significantly changing approaches to the functioning of higher education institutions, forming new requirements for the organization of the educational environment and its quality management.

The issues of quality management of educational services, digital transformation of higher education institutions and implementation of artificial intelligence systems have been in the spotlight of both domestic and foreign scientific communities in recent years. Modern research shows that the digitalization of the educational environment is no longer considered exclusively as a technological process, but is interpreted as a complex managerial transformation that encompasses organizational, pedagogical, informational and analytical components of the functioning of higher education institutions. Of particular importance is the formation of new models of ensuring the quality of digital educational services, focused on the use of intelligent digital technologies, analysis of educational data and support for managerial decision-making.

As a result of the study, it was found that the quality management of digital educational services is one of the key areas of development of modern higher education institutions in the context of digital transformation and the rapid spread of artificial intelligence systems. The digitalization of educational activities changes traditional approaches to the organization of the educational process, resource management, assessment of learning outcomes and ensuring the quality of education, creating a need to create new integrated management models based on the use of modern educational technologies, digital analytics and intelligent information systems.

It is substantiated that effective quality management of digital educational services should be based on an integrated approach that combines modern digital platforms, adaptive educational technologies, educational analytics tools, management decision support systems and artificial intelligence technologies. The use of such tools ensures timely monitoring of quality indicators, personalization of learning, prediction of educational outcomes, optimization of management processes, increasing the efficiency of resource use and strengthening the competitiveness of higher education institutions.

It has been proven that the integration of artificial intelligence systems into the management of digital educational services should be carried out in compliance with the principles of student-centeredness, academic integrity, algorithm transparency, information security, ethical use of digital technologies and data-driven management. At the same time, an important condition for successful digital transformation is the development of digital competencies of scientific and pedagogical staff, improvement of the digital infrastructure of higher education institutions and implementation of

modern mechanisms for internal quality assurance in accordance with national and European standards.