

Information management in higher education institutions: challenges of digital transformation

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In today's world, the digital transformation of higher education institutions (HEIs) is a key area for improving the education sector in Ukraine. The integration of information technology into all aspects of university activities is becoming a necessity for effective management, transparency and adaptation to new educational challenges. In this context, information management - the system of information resources management – plays a significant role, as it contributes to improving communication processes, increasing the competitiveness of higher education institutions and ensuring sustainable development of the education sector.

The digital transformation of education not only strengthens established approaches to the learning process but also requires new models of information management. Foreign researchers, such as Huggins and Izushi, have repeatedly emphasised that modern universities should focus not on competing for the title of the best, but on creating a unique educational ecosystem. [1]. And one of the important tools for creating such a comfortable educational ecosystem is information management, and it is effective information management that allows achieving this uniqueness, ensuring transparency, accessibility of information and interaction of all participants in the educational process. By this term, we mean actions such as systematic collection, processing, storage and dissemination of data to support decision-making, academic performance, research and administrative activities.

Information management covers the processes of collecting, processing, storing and disseminating information at the university. Its key components are

- Information and communication policy - strategic management of information flows based on openness, transparency and interactivity.
- Administration of digital platforms - management of the official website, social media profiles, educational portals, etc.
- Information security - measures to protect confidential data and comply with legal requirements.

The information and communication policy of a Higher Education Institution (HEI) generally outlines how the institution manages, shares, and communicates information internally among staff and students, as well as externally with stakeholders such as prospective students, alumni, and the public.

Basic principles of information and communication policy. Building an effective information policy of a higher education institution is based on the following principles:

- Transparency and openness – accessibility of important information for all

stakeholders, which builds trust.

- Two-way exchange of information – interaction between students, teachers, administration and other stakeholders.
- Targeted communication – adaptation of information for different audiences (students, teachers, employers).
- Active community participation – involving stakeholders in decision-making through discussions, surveys, and forums.
- Strategic planning – development of long-term communication strategies in line with the HEI's objectives.
- Adaptability – flexibility in responding to changes in the educational, technological and social environment [2].

Administration of websites and social networks: the case of KROK University. One of the most important aspects of information management is the management of official digital platforms. The experience of Ukrainian higher education institutions, including «KROK» University, shows a significant impact of online presence on student engagement, improving the image of the institution and the effectiveness of communications.

The official website of «KROK» University is an open information environment for presenting information. The development of the university's official website is important from many perspectives, contributing to improving its reputation, attracting and retaining students, and improving the overall quality of educational services. Although the trends in the representation of educational institutions are now shifting more towards social media, such an official resource as a website and its development remain important priorities for the strategic development of information media. This is not only related to the advertising aspect of brand building, but also to monitoring the quality of education.

The use of social media, chatbots, education platforms and electronic document management contributes to the creation of an effective communication ecosystem.

The university's representation in social media is manifested in the provision of educational information relevant to society and the broadcasting of popular entertainment information, which makes the university's page/group in a social network more accessible and understandable to the target audience, as well as more transparent activities of the higher education institution.

Recent studies point to the fact that modern young people trust information received through social media more than through traditional media or advertising resources. In addition, research results show that social media have the most significant impact on the decision-making process of users. Thus, we can say that communication of HEIs through the media is also an important element and depends on the successful implementation of information management in an educational institution.

Information security in higher education institutions is a critical task that includes both technical and organisational measures. The main aspects of information security are:

- Protection of personal data. Universities work with a large amount of personal

data of students, faculty and staff. Compliance with the requirements of the law, in particular the Law of Ukraine 'On Personal Data Protection', is mandatory.

- Cybersecurity and protection of information systems. The use of anti-virus software, two-factor authentication, regular system updates and data backups helps prevent information leakage.

- Controlling access to information. Administration of access rights to digital resources ensures the safety of confidential information and prevents unauthorised interference.

- Training and digital literacy. Regular trainings and information campaigns for students and teachers help to increase the level of cyber literacy and awareness of possible threats.

As a result of the fact that digital transformation processes are constantly evolving and sometimes resemble a long marathon, this requires new approaches to information resource management from higher education institutions. Accordingly, information management is becoming a key tool for ensuring effective communication, transparency and competitiveness of universities. The idea of information management should be implemented more actively in higher education, as the information society is constantly evolving through sustainable informatisation. Effective administration of educational platforms, websites and social networks of higher education institutions, strategic planning of information and communication policy and adaptability to new challenges allow higher education institutions to meet modern educational standards and strengthen their image in the global educational space. And this is what will help to create a successful unique educational ecosystem.

Keywords: information management, communication management, information and communication policy, social media.

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