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## **DIGITAL ENVIRONMENT AS A SPACE FOR BRAND MANAGEMENT OF A MODERN UNIVERSITY IN THE CONDITIONS OF TRANSFORMATIONS**

The article examines the digital environment as a key space for brand management of a modern university in the conditions of profound socio-economic, technological and institutional transformations. It is substantiated that the digitalization of higher education, the globalization of the educational services market and increased competition between higher education institutions necessitate a rethinking of traditional approaches to the formation and management of a university brand.

It is substantiated that the integration of the university brand into the digital environment ensures a combination of internal and external management contours. Internal management decisions regarding the digitalization of the educational process, the development of electronic infrastructure, the support of scientific activities and the management of human capital directly affect the perception of the university in the digital space. The discrepancy between the declared brand values and the real quality of digital management practices leads to the loss of reputational capital and a decrease in trust from students, partners and society. It has been proven that effective management of the university brand in the digital environment is possible only if a holistic management approach is formed, within which the digital strategy of the university's development is consistent with its mission, strategic goals and long-term positioning. This approach allows you to transform digital tools from auxiliary means of communication into mechanisms for creating sustainable competitive advantages in the national and global educational space. It has been found that the digital environment enhances the dynamism of the university brand, which necessitates the need for continuous management monitoring, adaptation and adjustment of the brand strategy. The brand in the digital reality is formed in real time, responding to management decisions, public communications and the quality of interaction with target audiences.

It is proven that the university brand in the digital age is formed not only through educational programs and scientific achievements, but also through digital communications, online reputation, network interaction with stakeholders and integration into the global information space. The digital environment is considered as an integrated management space that combines strategic vision, organizational culture, digital tools and feedback mechanisms. It is concluded that effective management of the university brand in the digital environment is a prerequisite for increasing its competitiveness, reputational capital and successful integration into the international educational space.

**Keywords:** university brand, digital environment, brand management, digital transformation, higher education institutions, educational marketing.