

ANALYSIS OF THE EFFICIENCY OF INVESTING IN THE DIGITALIZATION OF THE SPHERE OF HIGHER EDUCATION ON THE EXAMPLE OF LEADING UNIVERSITIES OF RUSSIA

This article clarifies the content of the concepts such as "digitalization", "digitalization tools", "innovation process", "digital generation" in relation to the educational sphere. It is noted that the subjects of the educational process in the context of the digital age are representatives of the digital generation Z - the first generation born in the time of globalization and postmodernism, accustomed to receive information through digital channels, and having specific features that determine their uniqueness.

The main difficulties faced by modern higher education institutions operating in a system with a pronounced predominance of digitalization elements at all levels of their functioning are considered.

The main problem posed in the report is the need to adequately assess and clarify, as well as make sure that it is currently almost impossible to achieve the strategically important policies of any institution of higher education without the participation of specific factors specific to the digital era in this process. In accordance with that, we propose to conduct a qualitatively new analysis of the effectiveness of investing in this area for the Higher Education in relation to the methods of digitalization's development.

The main methods of analysis are financial methods that make it possible to analyze the calculation of the effectiveness of any investment project. It is known that today they are the most commonly used and represent the basic model of investment efficiency analysis. They are used to quickly evaluate projects at the initial preparatory stages.

As a rule, initial statistical data are taken, without taking into account other indicators appearing at different time intervals. Accordingly, in this context, we will calculate a simple rate of return, payback period, discounting of capital investments and cash flows. In our opinion this is the only method which we consider to be the

most innovative for assessing the adequacy of the educational organization's compliance with the modern criteria of society.

On the basis of the results we are going to give some practical recommendations about where universities need to strengthen and enlarge their activity; we will also find out weaknesses and difficulties in the state of modern higher professional education during the digital age. In conclusion, we highlight the fundamental arguments that emphasize the importance of the field of higher education as areas for financing, as well as outline key aspects of the return and usefulness of investing in this sector.