methodological foundation for research becomes the basis for improving the quality of educational/scientific-educational offerings and the long-term development of the university in the face of increased competition.

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STRATEGIC VECTORS OF EDTECH MARKET DEVELOPMENT IN THE DIGITAL ECONOMY

The active development of the information economy, where information and knowledge become key factors in driving the growth of the gross domestic product, radically changes the role of the educational sector. Today, education is becoming a driver of socio-economic development, and digital transformation, based on the technologies of the fourth industrial revolution (PR4), is emerging as the foundation of the competitiveness of educational institutions. The primary trend in the development of modern education is the increasing demand for personalized learning, which has led to the emergence of innovations related to virtual reality, artificial intelligence, and cloud technologies. The impetus for the active implementation of these innovations was primarily the COVID-19 pandemic, which altered the global market, and subsequently, the full-scale war in Ukraine, which catalyzed the implementation of distance and blended forms of learning.

According to research on the global educational services market, its volume is expected to reach USD 1,590.5 billion by 2026. And by 2034, it will reach almost $2,533.22 billion US dollars, growing at an average annual rate of 5.8%. It has been established that today, the "adult" category of consumers of educational services prevails, accounting for 42%, adolescents for 28%, children for 20%, and people of the "elegant" age for 10%.

Ukraine's European integration course aligns with the EU Digital Education Action Plan for 2021-2027, which outlines two strategic

priorities: enhancing the digital potential of the education system and increasing the digital competencies of the population. Since 2019, studies on digital skills levels have been conducted in Ukraine, showing that the level of competencies in areas such as digital content creation, distance education, and artificial intelligence use is increasing annually.

The scientific literature presents various approaches to interpreting EdTech trends, focusing on different vectors of development. Based on the systematization of data, a model is proposed that includes five key interrelated trends:

1. Strengthening the segmentation of the market of educational services. Digitalization significantly changes the demand structure. Segmentation is acquiring a multidimensional character, including behavioral and sociotechnographic criteria. According to the Law of Ukraine "On Education", formal, non-formal, and informal forms of education are distinguished. The share of non-formal and informal education segments is steadily increasing due to the adoption of digital technologies. Market estimates show a steady increase in the share of applicants of advanced age. Consumer behavior has changed significantly: Sociotechnographic groups (creators, critics, observers, etc.) define different patterns of content consumption. Studies show that the share of inactive users in Ukraine is decreasing and is no more than 4%. Separate segments of the target audience for distance education have also been formed, which require specific marketing approaches.

2. Digitalization of the educational process. It involves the use of technology to automate routine tasks, optimize resources, and improve the quality of learning. The use of plagiarism checkers, logic analysis, and grammatical correctness tools is increasing, and technical means provide online monitoring during distance learning.

3. Personalization of education. It allows adapting educational services to the individual needs of applicants and labor market trends. Today, applicants have the opportunity to develop individual educational trajectories. Personalization enables tailoring the motivation for learning, shifting its purpose towards an applied aspect, and obtaining future benefits.

4. Lifelong Learning. The prospects for market development include the transformation of the labor market: according to forecasts, by 2027, the set of professional skills is expected to change by 50%. The OECD identifies flexibility, the ability to solve complex problems, and analytical thinking among the key skills of the future. This necessitates the constant updating of competencies and the active spread of informal education.

5. Network cooperation. It facilitates the establishment of mutually beneficial relations among educational institutions, businesses, and the state. According to the European Business Association, the association of counterparties in the fields of academic and military technologies enables the effective use of these technologies.

To implement these trends, specific innovative technologies are used. Immersive technologies (VR/AR) are used to increase the applied aspect and conduct experiments. Artificial intelligence provides automated analytics and chatbots for constant communication. Microlearning involves the development of micro-courses for acquiring skills in a short term without requiring significant resources. Adaptive learning systems allow the educational process to be adjusted to the needs of a specific applicant, depending on their success.

Thus, the strategic trends in the digital transformation of the educational sector and innovative EdTech technologies are closely interconnected and reinforce each other. The results obtained enhance the information and analytical base of academic management, laying the groundwork for rationalizing the selection of digital tools to boost the competitiveness of educational institutions. Prospects for further research are evaluating the effectiveness of EdTech tools and developing models of integrated digital ecosystems.

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INNOVATIVE TECHNOLOGIES IN EDUCATIONAL MARKETING

In today's globalized world, education is becoming a strategic resource for socio-economic development, while competition among educational institutions intensifies year by year. Under these conditions, educational service marketing gains particular relevance, as it enables not only the effective promotion of educational products but also the formation of long-term relationships with target audiences, enhancement of institutional reputation, and assurance of financial sustainability. Traditional marketing tools no longer meet the demands of the digital age, thus creating a need for the implementation of innovative technologies that allow adaptation to changes in consumer behavior, utilization of new communication channels, and provision of a personalized approach to each learner. Innovative technologies in educational marketing encompass digital platforms, analytical systems, automated services, interactive tools, and artificial intelligence, which together form a new paradigm of interaction between educational institutions and their target audiences.

One of the key innovative technologies is the use of CRM systems for managing relationships with prospective and current students. The