

Digital Transformation of Student Services as a Building Block of Sustainable Universities

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Abstract

In addition to their core roles in education and research, universities and higher education institutions are playing an increasingly important role in addressing global sustainability challenges. In this paper, we present and explore the integration of sustainable strategic management in academic institutions through the lens of internal digital transformation, focusing on the implementation of digital student ID cards. We present universities as living laboratories that use technological innovations to optimize processes and improve the user experience of their stakeholders, particularly students. At the same time, they are aware of and actively take on the task of creating positive, sustainable impacts on the environment in which they operate, transferring knowledge to it and implementing best practices.

Keywords: digitalization, sustainable strategic management, sustainable development, digital ID cards, universities