

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

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Abstract

The digitalization of student services, embodied in the introduction of digital student ID cards, goes beyond the operational optimization of university operations and is becoming an important lever for implementing digitalization and social responsibility of higher education institutions. The results confirm that digital solutions significantly improve the user experience and strengthen the trust of stakeholders, allowing universities to actively contribute to sustainable development. Digitalization is an essential tool for the transition to environmentally responsible business, as it directly enables the dematerialization of administrative processes and the reduction of the carbon footprint. The success of such innovations is based on the synergy between the university's strategic commitments and the actual satisfaction of students, who recognize greater security and added value in digital identity. In this way, universities strengthen their role as socially responsible actors who, by transferring good practices to the wider environment, directly influence the achievement of sustainable development goals. Top management of universities can consolidate their sustainable orientation and long-term credibility in modern society by integrating digital technologies and sustainability from their enterprise's policy to operational management.

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