

HIGHER EDUCATION'S FUTURE: DIGITAL TRANSFORMATION, AI INTEGRATION, AND FINANCING STRATEGIES FOR MOLDOVAN UNIVERSITIES

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Abstract: This paper examines the significance of digital transformation in higher education, focusing on new business models, financing strategies, and AI integration in the learning process. By analyzing the successful case study of the Massachusetts Institute of Technology and providing actionable recommendations for universities in the Republic of Moldova, the paper highlights the potential benefits for students, faculty, and administration. The research emphasizes the importance of proactively adapting to technological advancements and implementing digital transformation strategies, including investing in infrastructure, fostering partnerships, and addressing ethical concerns. By following the recommendations provided, Moldovan universities can position themselves as leaders in technology-driven education, ultimately improving access to education, optimizing resources, and enhancing the quality of teaching and learning.

Key words: digital transformation; higher education; artificial intelligence integration; financing strategies; innovative business models

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