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1. INTRODUCTION

The technological revolution and its accompanying boom in a huge accumulation of knowledge and information like never before, led to the creation of new concepts and customs in the world of Economics and business, known as digital transformation, and with the tremendous growth in digital transactions globally and the entry of electronic commerce strongly in global business transactions, institutions seek to improve their services, especially electronic ones to reach excellence, institutions have become competing in converting their services from the old traditional style to the modern electronic style.

Like other institutions that are trying to keep up with the digital transformation, higher education institutions, like other institutions, seek to keep up with and try to adapt to the developments in the technological field and take advantage of these benefits to transform traditional educational content into easy and effective experiences. Digitization of the higher education sector in its various administrative and pedagogical aspects has become an urgent necessity and a prerequisite that requires the university to adopt it and provide all the necessary material and human resources and electronic applications in order to strengthen the higher education sector in a way that attracts professors and students and achieves their satisfaction and needs. Digital transformation has an important role in developing and improving the services of the higher education sector and facilitating their access and availability to beneficiaries through digital channels, which saves effort and time at the same time.

• State of the Problem

In recent years, digitization has developed significantly, which has led to the development of the field of higher education thanks to digital technologies that have made the educational process more effective and easier. This study seeks to answer the following central question: **How does digital transformation affect the quality of educational services offered by the Faculty of Economics, Business, and Management Sciences at Medea University?"**

• **Study Questions:**

To answer this main question, the following sub-questions have been formulated:

- ✓ What is meant by digital transformation, and what are the key requirements for achieving it?
- ✓ What are the most important emerging technologies adopted for digital transformation at the faculty of economic, commercial, and management sciences at Yahia Fares University of Medea?
- ✓ To what extent is there a relationship between digital transformation and the quality of education?
- ✓ What are the implications of the Faculty of Economics, Business, and Management Sciences at Yahia Fares University of Medea adopting digital transformation for the quality of its university educational services?

• **Study Hypotheses:**

In order to answer the sub questions, the following hypotheses were formulated:

- ✓ Digital transformation refers to the gradual shift towards the effective use of information and communication technologies (ICT) to facilitate administrative operations. To successfully implement digitization technologies, institutions such as libraries must have the necessary prerequisites, including appropriate equipment, specialized software, and qualified human resources.
- ✓ There are ongoing efforts to enhance the quality of services provided at the faculty through the adoption of digital technologies and tools within the framework of digital transformation.
- ✓ The implications of digital transformation include improving the speed and efficiency of delivering educational services at the faculty level at Yahia Fares University of Medea, as well as facilitating beneficiary access to various information resources.

• **Importance of the Study:**

The significance of this study can be summarized in the following points:

- ✓ It contributes valuable knowledge about the key digital technologies adopted in educational institutions and examines their impact on the quality of institutional services and functions.
- ✓ It highlights the considerable emphasis placed by the supervisory ministry on advancing digital transformation within Algerian universities, drawing attention to the strengths and practical benefits gained through its implementation.
- ✓ The study addresses the concept of digital transformation, a topic that has received significant attention due to its critical role in enhancing the quality of higher education services.

• **Study Objectives**

This study aims to:

- ✓ Examine the impact of digital transformation on the quality of higher education for both professors and students at the Faculty of Economics and Business Sciences at Yahia Fares Univerisity of Medea.
- ✓ Highlight the role of Algerian universities in promoting and implementing digitization initiatives.
- ✓ Obtain findings that demonstrate the extent to which digital transformation contributes to improving the quality of services provided at the college.
- ✓ Determine effective ways to utilize digital transformation in academic and administrative processes.
- ✓ Identify the relationship between digital transformation and the quality of educational services.

• **Study Methods**

This study adopts a descriptive approach suited to the nature of the topic by presenting and analyzing key concepts related to digital transformation and its role in enhancing service quality. On the applied side, a case study examines the implementation of digital transformation at the Faculty of Economics and Business Sciences at Yahia Fares Univeristy of Medea and assesses its contribution to improving the quality of higher education services for professors and students.

2. Theoretical framework of the study

2.1 Rise and the concept of digital transformation

2.1.1 The rise of digital transformation

The origin of digital transformation dates back to the period between 1980 and the beginning of 1990, due to the rapid development of computer technology, the spread of the internet and businesses that rely on information technology, which led to the importance of the emergence of digital transformation across many business, administrative and economic disciplines. Today, digital transformation is an interdisciplinary research field in entrepreneurship, strategic management, operations management, marketing, and other areas. (Dahbi, 2024, pp. 53-54)

According to "CHRISTIQUE WESTERSCHOOT", digital is due to the emergence of the internet, and the latter is the main technology of the Twenty-First Century. Their nature, structure and use have evolved over time, and it is clear that this development has also changed business and service practices. (Yahyaoui , 2019, p. 134)

In Algeria, several digitization projects were developed that did not continue. The first attempt was made on October 30, 2001 by the Ministry of higher education and scientific research to install the Virtual Library Committee in the humanities and Social Sciences. The university library was designated as a model project, after which the project was stopped and the committee was canceled. In 2005, the National Committee for Documentary Media Systems for higher education and scientific research was formed, after which this committee stopped to take over the state's efforts in this field, the aim of which is to introduce modernization in all sectors, especially the higher education and scientific research sector, and to promote scientific research. (Baghdadi, 2022, p. 77)

2.1.2 The concept of digital transformation

Digital transformation is defined as " a comprehensive transformation process resulting from a combination of three phenomena: automation, dematerialization and reorganization of mediation patterns, as this

transformation affects all internal business, activities and processes of organizations. (Takaoua , 2023, p. 422)

Digital transformation is defined as: "the process through which it is possible to provide appropriate dynamics for innovation in organizations to create a state of adaptation and reconfigure processes in line with technical developments, with the aim of providing added value to beneficiaries." (Luppigini , 2020, p. 2)

Digital transformation for e-government is defined as the gradual transformation of the use of technology or the effective use of information and communication technologies in order to facilitate the task of administrative and financial operations between (government-individuals) or between (business companies-individuals), in other words, the use of technology to improve users' access to various financial services. Therefore, digital transformation has become necessary in the business environment due to the risk of widening the digital gap between developed and developing countries. (Mohammed Fakhri, 2022, p. 107)

As a definition in the context of our study of digital transformation, university institutions have been represented in the totality of operations aimed at enhancing productivity and providing digital information services of a high level using digital technology. (Ghalim , 2024, p. 84)

Based on the above, the digital transformation in higher education can be defined procedurally as: "the process of developing and improving in the fields of university work ,through the introduction of all digital technologies and media and Communication Technology in all areas, policies and procedures of academic and administrative work at the University in light of providing various requirements in order to provide high quality services to targets. (Ghubaida , 2023, p. 463)

2.1.3 Factors contributing to digital transformation

There are several factors that have helped in the transformation of organizations from working traditionally to working digitally, as follows: (Echiker, 2022, p. 97)

- The internet and its enormous possibilities and the services it provides, where the internet has added a tributary of information, and many sites

have appeared that provide a huge amount of information.

- Understanding the importance of digital information and the need to provide it to beneficiaries, dealing with it and benefiting from it.
- Technical developments, especially in the field of computers and information systems and remote communication, as the developments that have taken place in this field have contributed significantly to making organizations think about digitization.

2.1.4 The mechanisms of applying digital transformation technologies

Digital transformation is implemented through mechanisms, these mechanisms can be illustrated as follows: (Hawish, 2024, p. 63)

- **Digital technologies:** digital transformation is built using a system of devices, operating systems and storage media that work within technical environments that allow the use of all assets with operational efficiency, and it also requires ensuring an appropriate level of service for the organization's personnel through professional teams responsible for managing the technical system and network infrastructure;
- **Data:** it is assumed that organizations should carry out efforts to manage and analyze data regularly and effectively by providing reliable qualitative information and procedures with the provision and development of appropriate tools for statistical analysis, data search and forecasting the future;
- **Human resources:** human resources are a vital aspect that makes it difficult for organizations to implement digital transformation without it, as it is necessary to provide qualified cadres capable of using data and analyzing it to make effective decisions;
- **Operations:** it is a set of activities or tasks arranged and interrelated that produce a specific product for beneficiaries, institutions must establish an effective technical structure that allows the development of operations both internally and externally in order to ensure the optimal application of digital transformation.

2.1.5 Digital transformation application requirements

The transition towards the application of electronic management

requires many requirements, the most important of which are:

a- Administrative requirements

The administrative requirements to be taken into account when applying electronic management are limited to the following elements: (Aban , 2016, pp. 73-74)

- Development of strategies and establishment plans: which may include a department, or a body at the national level with the functions of planning, follow-up and implementation of e-government projects, and at this stage it is necessary to provide support and support from the top management in the administrative pyramid with the provision of sufficient financial allocations to carry out the required transformation.
- Availability of electronic management infrastructure: it is necessary to work on the development of various communication networks, in line with the transformation environment that calls for a wide network, and accommodating the huge number of communications, without neglecting other technical equipment such as equipment, devices and computers and trying to provide and make it available to individuals and institutions
- The development of Administrative Organization, services and government transactions according to a gradual transformation: by reorganizing the structural aspects and determinants, and various government functions, so that they are consistent with the principles of electronic management such as (the abolition of departments, the creation of new departments to keep pace with technological development
- The requirement of competencies and specialized skills: it is the necessity of having a qualified workforce that possesses a knowledge base surrounding the principles of technical progress, and has the experience to enable it to become a qualified human resource for the use of Information Technologies
- Develop the legal legislations necessary for the application of electronic management before the application by defining the legal framework that recognizes the electronic transformation and during the application any complement to the shortcomings and the necessary legal vacuum, which can appear at any stage of the transformation, and after the application by

developing legal rules guaranteeing the security of electronic transactions and determining the punitive measures for the category of those involved in electronic management crimes.

b- Technical requirements

This axis forms the cornerstone of the subject of electronic management, as it represents the devices and technologies necessary for the success of the project, through which information is represented and transmitted electronically while ensuring its confidentiality and accuracy, and the execution of transactions and services remotely using electronic networks, their authenticity and credibility, that the provision of information and communications technology infrastructure and the provision of hardware, equipment, software, methods and sources of appropriate knowledge and making them available for use as widely as possible of the requirements for the success of the application of electronic management.

c- Economic and social requirements

It includes working on creating an auxiliary social mobilization, comprehending the need to switch to electronic management, and sufficiently aware of the advantages of applying technical means in administrative bodies, with the help of the media, and civil society associations in supporting meetings, seminars and awareness gatherings to disseminate the benefits of the application of electronic management, and programming training classes on the use of technical machines at various educational levels (technological culture) with the need to provide adequate financial allocations to cover spending on electronic management projects, without neglecting investment in the field of information and communication technology , and finding sources of financing for them that are sustainable at the Central and local. (Arar , 2024, p. 67)

d- Human requirements

The human element is an important element for the success of the digital transformation process, through the provision of qualified human cadres who are trained and have advanced digital skills in the use of Information Technology, Data Analysis and effective decision-making. The human element must have full knowledge and strategic vision of the

inevitability of the process of change towards digitization. (Belkadi, 2024, p. 695)

e- Providing electronic security and electronic confidentiality

It is necessary to develop legal provisions to preserve electronic documents, information and data, and this is to protect national and personal information, and the Algerian Legislature has done well by issuing a law on the protection of natural persons in the field of processing personal data through law 18-07 dated June 10, 2018 on the protection of natural persons in the field of processing personal data. (Zazouaa, 2022, p. 682)

2.1.6 The importance of digital transformation in the higher education sector:

Digital transformation holds great importance in the higher education sector, as reflected in the following aspects (Barkani , 2024, p. 63):

- ✓ Achieving integration between the basic functions of the University, and provides decision-making requirements for an efficient and effective image;
- ✓ Contributes to increasing the effectiveness of coordination tasks between the University's functions, tasks and activities;
- ✓ Developing opportunities to invest the University's human and material potential as universities enter the field of competition;
- ✓ Helps to provide new activities and services, which provides added value and brings important revenues to the University.

2.1.7 Steps of digital transformation

The digital transformation process is carried out according to the following steps: (Ghrisi, 2021, p. 103)

- ✓ Formulating a digital strategy for the organization.
- ✓ Change the organizational structure in line with the digital strategy to achieve the necessary flexibility within the organization.
- ✓ Identify and measure the digital capabilities of the organization.
- ✓ The establishment of the Digital Transformation Unit is an imperative necessity to track the digital transformation process and manage it effectively.

- ✓ Identify obstacles to digital integration and work to solve them.

3. Quality higher education services

3.1 Definition of quality

The International Organization for Standardization (ISO) defines quality as: the overall characteristics of an entity(activity, process, product, organization, system, individual, or a combination thereof) that are reflected in its ability to satisfy explicit or implicit needs. (Abu al-Rub, 2014, p. 79)

3.2 Definition of service quality

It is defined as a measurement of the extent to which the level of quality provided matches the expectations of the beneficiary. (Al-Taie, 2007, p. 207)

3.3 Definition of Higher Education

Higher Education is defined as all types of education that follows the secondary stage or its equivalent and is provided by specialized institutions, which is the stage of practical specialization in all its types and levels, caring for the competent and developing their talents and meeting the various needs of society in a way that keeps pace with the beneficial development that achieves the goals of the nation and its noble purpose. (Ataa, 2013, p. 21)

3.4 Definition of the quality of Higher Education Service

According to (Galeeva, 2016, p. 478), the quality of educational services lies in fulfilling all the needs and expectations of students, ensuring that their aspirations are balanced with what the institution has actually achieved.

3.5 Definition of digital university services

They are known as the services that characterize our current era and are based mainly on withdrawing funds to the end of the beneficiary and directing it electronically to libraries and information centers in light of modern developments. (Awad al-tarturi, 2006, p. 184)

3.6 The benefits of achieving quality educational service

The benefits of achieving a quality educational service can be explained as follows: (Sunni , 2021, pp. 20-21)

- **For students and the workers:** achieving the quality of Educational Service results in meeting the aspirations and desires of graduates, which in turn contributes to filling the existing deficit in the labor market, especially with human resources by providing a graduate with a high level of specifications required for work, which in turn entails benefits for the graduate to obtain good job opportunities and he will be an effective element in the organization in which he will work.
- **For faculty members:** the quality of Educational Service for faculty members can be achieved by developing their competencies by accessing more programs and modern scientific sources and using information technologies to meet the requirements of new curricula, as well as identifying the latest modern methods of presenting lectures and information to the minds of students.
- **For administrative staff:** achieving the quality of Educational Service leads employees to raise their competencies to meet the new requirements imposed by the quality of modern education, which will push decision-makers in higher education institutions to provide training opportunities for employees to train on the latest methods and methods used to develop educational service.

4. The Relationship Between Digital Transformation and the Enhancement of Higher Education Service Quality

Digital transformation refers to the integration of digital technologies in various aspects of human life, including education, and digital transformation in education has the potential to improve the quality of Education Service by providing students with access to digital resources that enhance learning outcomes. Digital transformation has the potential to improve the quality and accessibility of education, enhance learning outcomes, and reduce costs.

One of the main ways that digital technology is transforming education is through the use of online education platforms, these platforms provide learners with access to high-quality educational resources from

anywhere in the world at any time. It also provides customized learning experiences, enabling learners to study at their own pace and on their own time, allowing teachers to focus on providing individualized support where it is most needed.

An important aspect of digital transformation in higher education is the use of data analytics and artificial intelligence to enhance teaching and learning. These technologies can help identify students' strengths and weaknesses, provide personalized learning paths, and enable teachers to provide more targeted and effective instruction. (Farouk Mahmoud, 2023, pp. 355-356)

The adoption of digital technologies has various significant impacts, particularly in enhancing administrative and managerial processes and expanding the provision of digital services. This expansion broadens the scope of benefits and helps ensure the loyalty of beneficiaries. In essence, digitization within the university context enables the effective use of technology and networks to support communication, coordination, and collaboration among service users—primarily students and professors. It simplifies work procedures, introduces greater flexibility, and streamlines workflows while achieving institutional goals efficiently. Consequently, these impacts serve as tangible indicators of institutional success, as they contribute to improving the quality of each service in line with digital standards and contemporary demands. For example, automating lesson extracts can save considerable time and effort by leveraging modern information management techniques, thereby enhancing service quality. (karm shalwash, pp. 9-10)

5. Application Models of Digital Transformation at the Faculty of Economics, Business and Management Sciences, Yahia Fares University of Medea, for Enhancing Service Quality

The Deanship of the faculty has activated the digital transformation through which it supports the educational and research process. By providing a package of services and programs that benefit a wide segment of professors, researchers and students, as the college has effectively applied its services according to its technical and digital resources that

attracted many beneficiaries, the inclusion of digitization in several areas and services through the orientation towards remote work, remote lecturing techniques and distance learning as alternatives to traditional methods to ensure the continuity of Education Service. The following are the most important models for applying digital transformation at the faculty of economics, business and management sciences at Yahia Fares University of Medea.

5.1 The student space model

The student space is a digital space within the university that provides the student with a variety of services and capabilities, which helps him to make better use of his academic career. The student space can be accessed via the link: <https://ent.univ-medea.dz/scripts/uscol>, using the registration number and password shown on the student card:

Figure 01. Student Space Model



Source: Yahia Fares University of Medea Electronic website.

The student space provides many services to the student registered at the faculty of economics, business and management sciences at Yahia Fares University of Medea, some of these services include:

- **Study timings:** the student can see the weekly timings of a faculty or department, which helps student organize his time and prepare lessons;
- **Exam calendar:** the student can see the dates and forms of the exams,

which helps him to plan and prepare better;

- **Online education platforms:** the student has access to lessons and educational materials that are provided online, which facilitates the distance learning process;
- **Digital libraries:** the student can access the references and research materials that are provided in the University's digital libraries;
- **Forms and licenses:** the student can upload forms and licenses for the study process, such as applying for leave, or enrolling in a training course;
- **Administrative services:** the student can view his personal information such as registration data, grades, and the status of applications submitted.
- **Communication with the University:** the student can communicate with the university through the student space, such as sending inquiries or asking for help;
- **Administrative services:** such as registration and re-registration, follow-up of the course of study, updating personal data;
- **Educational services:** such as access to lessons and educational materials, follow-up of grades and assessments;
- **Other services:** such as applying for scholarships, registering for training courses, and applying for research projects.

In general, student space is an important tool for beneficiaries, as it helps them organize their study career, communicate with the University, and access the information and services they need, as student space helps in saving time as it is possible to get services without commuting to the University.

5.2 The progress platform

Progress is a digital platform that facilitates communication and interaction between students and professors at universities, the digital platform is designed to improve the quality of services for the benefit of the university family, where student professors can create personal pages and interact with each other by posting content and commenting on posts.

The student can access the platform through the progress (webetu)

application via the website:

<https://www.mediafire.com/.../7uwp.../webetu-v1.3.2.apk/file>

After the student uploads the site, he can enroll in it by:

entering #Baccalaureate year# + baccalaureate registration number

In this form:

Registration number: 20213700000

Password: date of birth

Figure.02 Progres Platform

The screenshot shows the PROGRES platform interface. At the top is the logo with the word 'PROGRES' in large letters. Below it is the text 'وزارة التعليم العالي والبحث العلمي' (Ministry of Higher Education and Scientific Research) and 'Ministère de l'Enseignement Supérieur et de la Recherche Scientifique'. There are three informational banners: a blue one about paramedical students, a light blue one about the login format (year + matricule), and a red one about account activation. The main section is titled 'ETU Progiciel de Gestion Intégré' and 'Portail Etudiant'. It contains two input fields: one for the login ID (year + matricule) and another for the password (date of birth). A green 'Se connecter' button is below the fields. At the bottom, there is a link for 'Mot de passe oublié ?'.

Source: Progres Electronic Website

The progress platform provides many services that improve the quality of Higher Education Services, the most important of which are the following:

- **Electronic services provided to professors:**

- Inquire about all activities and lectures through the website of the University College.
- Sending and receiving scientific articles and research papers for university refereed journals via the internet scientific production via the internet.
- The possibility of evaluating scientific products through the internet.
- Evaluation of Master's Notes, Master's and doctoral theses electronically with the possibility of attending discussion sessions remotely.
- Providing the directory of the University and colleges and the directory of electronic portals for electronic services
- Conducting examinations and continuous monitoring.
- Preparing training presentations by setting the standards of the educational units and their pedagogical components, and placing the educational units in the training presentations.

● **Electronic services provided to students:**

- The ability of the digital platform to publish and communicate various information to more than one side at the same time, which speeds up tasks.
- Providing the service of pedagogical management of the student such as: current points, points of previous years, debts, and all information about the student, the management of exclusions and replays.
- Conducting pedagogical regiments by assigning lectures in groups and assigning students to each group, dividing them into regiments and checking the preparation of courses
- Providing the service of looking at points and rates in a timely manner without approaching the administration
- Registration, orientation and transfer of new students
- Change of specialization requests, guidance and consultation on the results of evaluations
- Management of Regiments.
- Programming of timing schedules
- Programming exams and competitions, conducting deliberations, announcing results and reviewing them by stakeholders from anywhere

in the world on an individual basis.

In general, the progress platform contributes to improving the quality of services for students, facilitating administrative processes and saving time and effort by reducing the completion time of laboratories and reducing visits to the administration, in addition to reducing the long-time consumed in obtaining these services, and reducing the cost of paper and printing to reach zero paper per transaction. The platform works to contribute to the elimination of red tape and bureaucracy through the availability of information in a clear and simple language, thus helping students to complete all transactions through digital channels perfectly through one digital tour, thus saving effort and time for the student for scientific research.

5.3 Model of the Moodle platform (Moodle)

The Moodle system is known as "one of the open-source digital learning management systems, which helps the teacher by providing an electronic learning environment, and can also be used at the individual or institutional level

The Moodle distance education floor can be accessed via the website:
<http://moodle.univ-medea.dz>

Using the registration number and password to log in, or you can click on the login feature as a guest. Then the student chooses the College where you study, a list of specialties and branches appears, choose your specialty, a list of metrics for your specialty appears, choose the metrics that you want to upload to be uploaded to pdf / word format:

Figure.03 Yahia Fares University of Medea Moodle Platform

*The Impact of Digital Transformation on the Quality of Higher Education Services -
Applied Study at the Faculty of Economic, Commercial and Management Sciences at
Yahia Fares University of Medea -*



Catégories de cours

- Faculty of Technology (1)
- Faculty of Science
- Medicine Annex
- كلية العلوم الاقتصادية والعلوم التجارية وعلوم التسيير (13)
- كلية العلوم الإنسانية والاجتماعية
- كلية الحقوق والعلوم السياسية
- كلية الآداب و اللغات
- Doctorate
- pedagogical forming
- Moodle Help (5)
- Archive



Source: Yahia Fares University of Medea Moodle Platform

The Moodle platform offers a range of services that enhance the quality of higher education, the most significant of which include the following:

• **Electronic services provided to students:**

- Analysis of online educational support for university learning;
- The platform provides means for learners to work remotely and in contact with their supervisors without the need to move or travel to the campus;
- The platform provides students with the opportunity to contact each other when they are away from the University and thus continue to support the group throughout their time at work sites or in study projects;
- Providing a service for viewing lessons and downloading lectures, thereby reducing the cost of printing lessons;
- Conducting remote tests such as English and law subjects, thereby

reducing the effort of commuting to the University;

- The possibility of getting lessons in case of absence and thus understanding the lesson;
- Providing summaries of lessons and research, which leads to the student's dedication to scientific research.

• **Electronic services provided to professors:**

- The platform gives the teacher the opportunity to evaluate his students and test their understanding of the content of the course;
- Inserting lessons: the Moodle platform allocates certain spaces through which the professor inserts his lectures;
- And his theoretical and applied lessons, where he can upload files of various formats ... word , pdf, jpg, for the student to download and view them;
- The platform also allows the professor to hide the files on his students or show them to them at the time he wants, as dictated by the course, and he can also set the time limit for students to upload files, so that if the time limit expires, they will not be able to do the upload process;
- Sending assignments without moving to the University: in return, the professor can ask students for assignments or tasks that they complete, and then send them remotely within the designated place. Where the professor can set a certain deadline for sending the assignment (the exact date and hour), if the student sends his assignment outside this deadline, count those who are lagging behind, and then he deals with a special treatment, determined by the professor himself.
- Facilitate the service of the student supervision process: the Moodle platform provides remote supervision service. supervisors work to monitor work progress. Supervision needs clarity regarding the nature of learning. supervisors are usually described as experts who take responsibility for the field of work and student progress. for supervisors, it is often about the time of intervention and allowing students to discover.
- Easy and effective communication between the professor and the student: ensures access to the scientific material regardless of time and

place‘

- Continuous development of the scientific potential of the teacher: who bears the great burden of the philosophy of e-learning, as it requires him to constantly search for everything new in his field of specialization and access to modern means of presenting information to researchers.

In general, distance learning requires more facilitation of higher education tasks and direct instruction. The Moodle platform facilitates the service of higher education by saving time and effort for scientific research, providing the right atmosphere for learning by avoiding student overcrowding in classrooms, and reducing the cost of commuting to the University and students ' accommodation there.

6. CONCLUSION

The findings of this study highlight several key results that demonstrate the impact of digital transformation on enhancing the quality of services provided at the Faculty of Economics, Business and Management Sciences.

•Results

- ✓ The use of digitization has allowed to improve the quality of services provided at the faculty or by meeting the needs of students and professors;
- ✓ Digitization is a national strategy that works to modernize University office services through information technology in conducting transactions and facilitating them and providing quality services;
- ✓ Achieving greater efficiency in providing university educational services: digital tools such as online learning management systems and student space have simplified the educational process, reducing the time and effort required to complete courses;
- ✓ Digital transformation has reduced the cost of Education Service by eliminating the need for physical infrastructure, textbooks and other traditional educational materials;
- ✓ Digital transformation can be used by providing the required

information in a timely manner to all professors and students;

- ✓ The college is keen to work through digital transformation and confirm its prominent role in improving the quality of Higher Education Service by paying attention to e-learning;
- ✓ Electronic platforms contribute to the delivery of information as quickly as possible, with the least effort and cost, as well as the possibility of eliminating that routine and boring that may affect the psyche of the student learner, to rely on electronic media that will appeal to the student, and enhance the spirit of achievement, besides, the platforms (Moodle platform) facilitate the student's communication with the teacher at any time, from anywhere;
- ✓ Using e-learning (Moodle platform) as a tool to improve the quality system of higher education by working to provide the principle of transparency and fairness: in assessing the student's scientific level away from any psychological influences or individual differences.

•Recommendations

Based on these results, the following recommendations are proposed to further strengthen the role of digital transformation in improving the quality of higher education services:

- ✓ It is recommended to train faculty members on how to deal with digital transformation tools and the effective use of Information Technology in order to provide the best educational service to students
- ✓ Work should be done to improve the quality of educational services provided through the development and diversification of educational means and methods and the effective use of technology to improve the learning experience of students
- ✓ Providing modern digital means and equipping the college with all the necessary technical requirements and resources that contribute to improving the quality of services provided at the faculty of economics, business and management sciences at Yahia Fares University of Medea.
- ✓ The faculty should be committed to fostering a culture of

digitization among all members of the academic community.

- ✓ Using digital tools to personalize student experiences, such as adaptive learning platforms that can adapt to the needs and preferences of each student.
- ✓ Use digital assessment tools that provide real-time feedback to teachers, which can help them adjust their teaching strategies to better provide educational services to students.
- ✓ Try to invest in digital infrastructure and devices, such as computers and high-speed internet access, to ensure that all students have equal access to digital resources
- ✓ Updating educational policies and academic programs to ensure that they keep pace with this rapid development and ensure the facilitation of the quality of higher education services.
- ✓ Formulating policies and regulations that represent the legal and legislative frameworks necessary to support digital transformation.

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