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RESEARCH ON SATISFACTION ABOUT DIGITAL ADMINISTRATIVE SERVICES FOR STUDENTS IN HIGHER EDUCATION³⁹

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***Abstract:** Universities are increasingly engaged in the digital transformation of education. This trend has accelerated further since the global COVID-19 pandemic, when education institutions were forced to move to online learning. Electronic services are a key element in this change, providing tools and resources that support the learning process and the management of the student educational experience. Electronic services allow students to receive information and perform administrative activities more easily and conveniently without being limited by physical presence in university buildings. The provision of digital services to students continues to be a key factor in improving the educational experience and facilitating the management of universities. This process is important to modern education and will remain relevant in the future as technological advances continue to shape educational practices. The paper discusses the results of student's opinion survey about provided e-services in University of Ruse.*

***Keywords:** Universities, Digital Technologies, Electronic Services*

***JEL Codes:** L10, L11*

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