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**THE IMPACT OF GLOBALIZATION ON THE TRANSFORMATION
OF BUSINESS MODELS OF EDUCATIONAL SERVICES IN UKRAINE
AND CHINA**

In today's world, globalization significantly affects all spheres of social life, including education. Changes in the requirements for skills and competences, the development of information technologies and the increase in student mobility have become key factors that stimulate the transformation of educational models. Ukraine and China, as countries with different economic and cultural contexts, face similar challenges in the field of education, but approach their solutions in different ways.

The purpose of this study is to analyze the influence of global trends on the transformation of business models of educational services on the example of Ukraine and China, as well as to compare strategies for adapting to the challenges of globalization.

The main global trends affecting education include digitization, personalization of learning, the growing popularity of online education, the integration of 21st century skills (critical thinking, creativity, communication, collaboration), as well as the internationalization of study programs [1; 4]. These trends are changing traditional business models of educational services, forcing educational institutions to adapt to new market demands.

The study of the impact of globalization on the transformation of educational services on the example of Ukraine and China will reveal common and distinctive features, as well as determine the possibilities of integration of different approaches.

Ukraine is actively integrating into the European educational space, adopting reforms aimed at modernizing educational programs, introducing innovative approaches to learning, and expanding opportunities for distance education. One of the key steps is the development of digital platforms and online courses, which allows to expand access to educational services and increase their flexibility, which is especially relevant under the conditions of martial law in the country [2]. At the same time, there are challenges related to lack of funding and low digital literacy of part of the population.

China, in turn, invests significant resources in the development of innovative education, in particular in the integration of artificial intelligence, big data and other modern technologies in the educational process [3]. Chinese universities actively cooperate with international partners, which facilitates the exchange of experience and the adaptation of best practices of the global market. China's efforts are aimed at transforming the country into a world leader in the field of education, focusing on the needs of both the domestic and global labor market.

Thus, Ukraine and China have different approaches to reforming their educational systems. Ukraine is oriented towards European standards and focuses on accessibility and quality of education through digitalization. China, on the other hand, emphasizes innovation and technological advancements that support its ambitions to become a global educational hub. Despite the difference in strategies, both countries face challenges such as the need to adapt personnel, finance innovative projects and ensure the quality of education.

The development of global trends in education prompts a review of traditional approaches to the provision of educational services both in Ukraine and in China. Challenges arising in the process of globalization require adaptability and innovation in their business models from educational institutions. Studying the experience of both countries allows us to identify both common and specific aspects of education reform,

which can be useful for further improvement of educational services in the conditions of globalization.

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