

Nurizad Dzhilkibaeva,<sup>1</sup> Mira Stambekova,<sup>1</sup>  
Zharkyn Mambetova,<sup>1</sup> Gulzhan Nazarmatova,<sup>1</sup>  
Maksat Toleev<sup>1</sup>

<sup>1</sup>*Kyrgyz State University named after I. Arabaev (Bishkek, Kyrgyz Republic)*

# Application of Technological Innovations to Increase the Efficiency and Interactivity of the Educational Process

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## ABSTRACT

The aim of the study was to examine the application of technological innovations in the educational process across different countries in order to determine the impact on the modernisation of education. The methodology of the study included content analysis and a comparative analysis of the experiences of Kazakhstan, China, the USA, Kyrgyzstan, and the UK, considering the cultural, economic, and political characteristics of each country. An analysis was carried out of the role of digital technologies in forming a new paradigm of interaction between teachers and students, as well as in identifying the key factors that ensured the successful implementation of innovative educational platforms. The study found that digital transformation contributed not only to the technical renewal of the learning environment but also changed the role of the educator, enhancing the importance of a personalised approach, interactivity, and continuity in learning. Innovative technologies such as adaptive platforms, cloud services, virtual and augmented reality, gamification, and mobile learning opened up new opportunities for increasing student motivation and developing cognitive and communicative skills. The analysis showed that achieving sustainable results in the digital transformation of education in the five countries required a systemic approach that included coordination at the national level, stable funding, active implementation of innovations, the provision of equal access to digital resources for all participants in the educational process.

## KEY WORDS

Digital transformation, education improvement, comparative review, content analysis, international experience, updating teaching methods

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## About authors

**Nurizad Dzhilkibaeva** [0009-0003-0783-2459] is a Lecturer, Master at the Department of the Practical Course of Foreign Languages, Kyrgyz State University named after I. Arabaev, Bishkek, Kyrgyz Republic.  
Email: nurizaddzhilkibaeva@gmail.com

**Mira Stambekova** [0009-0001-3116-306X] is a Lecturer, Master at the Humanities and Pedagogical College, Kyrgyz State University named after I. Arabaev, Bishkek, Kyrgyz Republic.  
Email: m.stambekova@outlook.com

**Zharkyn Mambetova** [0009-0000-7219-5618] is a Researcher at the United Information Center, Kyrgyz State University named after I. Arabaev, Bishkek, Kyrgyz Republic.  
Email: z-mambetova@hotmail.com

**Gulzhan Nazarmatova** [0009-0009-8761-4956] is a Head, PhD at the Department of Science and Innovation, Kyrgyz State University named after I. Arabaev, Bishkek, Kyrgyz Republic.  
Email: g\_nazarmatova@outlook.com

**Maksat Toloev** [0009-0003-7053-0031] is a Deputy Head, PhD at the Humanities and Pedagogical College, Kyrgyz State University named after I. Arabaev, Bishkek, Kyrgyz Republic.  
Email: mtoloev@hotmail.com

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