

Main factors and their influence on the digital transformation readiness of students in the Digital Transformation class at the University of Information and Communication Technology

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Abstract: This study investigates the key factors influencing the digital transformation readiness of students enrolled in the Digital Transformation (DT) program at the University of Information and Communication Technology. Employing a quantitative research design, data were collected from a sample of DT students to assess their readiness across multiple dimensions. The analysis examined the impact of technological infrastructure, digital literacy, institutional support, and individual attitudes on students' preparedness for digital transformation. Findings reveal that digital literacy and a positive attitude toward technology are the most significant predictors of readiness, while institutional support and infrastructure play a facilitating role. The results highlight the necessity of enhancing digital competencies and fostering proactive mindsets among learners to ensure effective engagement with digital transformation initiatives. This study provides empirical insights for educators and policymakers aiming to optimize digital learning environments and curriculum design, ultimately contributing to the successful implementation of digital transformation in higher education.

Keywords: digital transformation readiness, influencing factors, ICT university students, Vietnam