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ACADEMIC INTEGRITY IN THE INSTITUTION OF HIGHER EDUCATION

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Introduction. Academic integrity is an important component in the world of education and research. It includes honesty in one's own actions and statements, respect for the intellectual work of others, opposition to plagiarism, and responsibility to the educational community. Academic integrity is interpreted as high moral stability and honesty in the context of the educational process. This concept contains a number of values that form the basis of high-quality teaching and research.

The results. Academic integrity is not only an integral part of the ethics of students and teachers, but also a guarantee of the reliability of the acquired knowledge. In the university environment, academic integrity becomes a fundamental component of culture and defines the ethical standard for higher education students and teachers. This concept not only emphasizes honesty in one's own actions, but also forms the basis for high-quality teaching and further scientific research. Students and teachers should have the ability to defend their own ideas and views without resorting to plagiarism or inaccurate data. Adherence to honesty in education forms students of higher education the ability to think critically and develops independence.

Academic integrity also means respecting the intellectual work of others. Students and faculty should avoid using other people's ideas without proper attribution and respect copyright. By promoting an honest exchange of knowledge, the academic community develops as an intellectual organism

Academic integrity includes a strong fight against plagiarism and illegal copying. Students and teachers should be aware of the negative consequences of these violations for their own intellectual development and reputation. Academic integrity is not just a set of rules, but also a life philosophy that forms a high standard of ethics and promotes the development of knowledge and science. Respect for honesty and intellectual work is the basis on which the modern academic community is built.

Participation in the academic community also includes responsibility to other members of the community. This means interacting in good faith with others and striving to create a positive and honest educational environment. Violation of academic integrity can occur for a variety of reasons, such as:

1) ignorance and unawareness of norms and rules – some students may not be adequately educated and informed about what is considered plagiarism or other violations of academic integrity;

2) pressure and stress – high workload, competition and stress can force students to look for quick ways to achieve success, including copying other people's work;

3) lack of responsibility – an uncontrolled or inefficient, ineffective control system can lead to a feeling of impunity among students;

4) inconsistency with the educational program – some students of higher education may believe that the educational program or a specific subject is not relevant for their future career, and this may lead to an unconscious violation of integrity;

5) insufficient training – students who believe that their abilities or level of knowledge are insufficient may try to correct it by copying other people's materials;

6) ethical problems – some students may have problems with ethics and believe that abuse of trust is acceptable to achieve their goals;

7) excessive competition – a competitive environment can lead to pressure on students to achieve the highest possible results by any means and means, even at the expense of integrity.

Understanding these reasons allows higher education institutions to take measures to prevent violations of academic integrity and educate ethically conscious students. The principles of academic integrity are the main determining criteria for building an ethical and responsible educational and research community. Focusing on these principles not only determines the quality of education, but also forms a stable foundation for the development of intellectual integrity. These include:

1) honesty – students and teachers must adhere to the principle of honesty in all their actions. This excludes plagiarism and does not allow false statements or presentation of incorrect information;

2) autonomy and independence – academic integrity promotes the development of independence in learning and research. It is important to respect the intellectual work of others and avoid inappropriate use of ideas without proper attribution;

3) transparency and objectivity – it is important to adhere to the principles of transparency and objectivity in studying and evaluating. Evaluation criteria should be clear, and study processes should be fair and objective;

4) developed personal responsibility – members of the academic community should feel responsible to each other and to the university community in general. This promotes understanding and compliance with the rules governing interaction in the university environment;

5) established ethics – the university community must adhere to high ethical standards in all aspects of its life, from research to interpersonal relations;

6) the presence of highly professional values – academic integrity reflects professional values that are important for future leaders and professionals and are based on the search for truth, the development of critical thinking, and a commitment to continuous learning and self-development.

7) commitment to these principles creates a healthy and dynamic academic environment that promotes high-quality teaching, research, and the ethical development of community members.

Conclusion. Thus, the observance of academic integrity in the university not only ensures a high standard of education, but also

forms future leaders capable of critical thinking and a creative approach to solving complex problems. Consequently, students and faculty must strive to advance knowledge and scholarship while maintaining high standards of ethics and integrity in all aspects of their academic lives.

Key words: academic integrity, higher education, university, educational process, students, teachers.

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**INTEGRITY BEYOND: BUSINESS ETHICS
AND IMPLICATIONS FOR ACADEMIC INTEGRITY
IN AN AI WORLD**

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Introduction. The concern about ethics in business has shifted from a “Search for Excellence” to a “Scrutiny for Misconduct.” Many companies have reduced “promoting ethical values” to “compliance with rules and conduct.” We believe that this shift from ethics to compliance has led to unwelcome outcomes. This shift from a positive understanding of ethics to a more proscriptive compliance has important implications for efforts to promote academic integrity in our universities. While academic integrity has always included attention to promoting positive values of robust and responsible scholarship, there can be a tendency to focus on compliance.

This takes the form of developing methods to catch cheaters and policies to punish misconduct. This presentation presents a conceptual model for framing the distinction between “ethics” and “compliance” that can develop a method for studying current student