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Komarytskyy M.L.
Ph.D. in Economics, Associate Professor

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DIGITAL TECHNOLOGIES IN PUBLIC ADMINISTRATION

Kotelnikova Yulia,
PhD (Economics),
Simon Kuznets Kharkiv National University of Economics
Kharkiv, Ukraine

Introduction. Information is becoming one of the strategic resources, the scale of application of which is comparable to the use of traditional resources, and access to it is turning into an important factor of socio-economic and political development The ongoing transformation processes require the search for new ideas and forms of organization of the economy and society that ensure sustainable development and effective functioning in the context of a radical change in the forms of communication and coordination of activities. Digital technologies affect all aspects of society, especially the socio-economic and political spheres, significantly modernizing the previous ideas, guidelines, stereotypes and models of relations between the state, business and citizens.

Purpose of the study. The purpose of this study is to identify and substantiate the main tasks and directions of digitalization development in the field of public administration.

Results and discussion. Information and communication technologies are one of the basic technologies of the fifth technological order, which permeates almost all spheres of modern social and economic life and significantly affects the development of society. New institutions of interaction between government agencies, business and citizens are being formed on the basis of the use of such technologies, including institutions of the system of electronic public services, e-management, e-commerce, e-procurement, etc. Moreover, as is often the case in periods of rapid development and introduction of new technologies, the legal regulation of their use lags far behind the rapidly developing new relations.

The main condition for the formation of a service state is its ability to provide every citizen, every business entity, and every public association with administrative

services of a high quality. At the same time, it is necessary to act on the basis of the principles of equality, i.e., the quality of services should not depend on the person being served, on his/her location; the level of refusal of service should be low, and the level of access to services should be high [1].

E-governance is the latest interactive system of public administration based on the principles of openness, transparency and accountability, which, with the help of information technology, ensures effective interaction of citizens and non-governmental organizations with public authorities [2].

The main tasks of e-governance are:

- improving the quality and accessibility of public services for citizens and businesses;

- simplification of procedures and reduction of administrative costs;

- improving the quality of management processes, monitoring the efficiency and effectiveness of public authorities and local governments;

- ensuring openness of information about the activities of public authorities and local governments, expanding access to it and enabling direct participation of people and civil society institutions in the processes of preparing and reviewing draft political and administrative decisions [3].

E-democracy is a form of social organization in which citizens and public organizations are involved in government decision-making and participation in public administration through the widespread use of information and communication technologies.

Summarizing the experience of the European countries leading the UN e-government ranking, we can identify the main features of electronic public services in the developed world [4]:

- the use of advanced technologies (blockchain, Smart-ID, artificial intelligence technologies for face recognition, voice, and social distance)

- high level of digitalization of public services;

- "friendly" nature of the platforms on which services are provided, their customer focus;

- high involvement of the population in receiving digital services;

- organization of feedback (surveys, voting);

- creation of many services specifically designed to overcome the COVID-19 pandemic.

The conditions necessary for the development of electronic public services include the following:

First, the provision of public services in electronic form requires the availability of an appropriate information and telecommunications infrastructure (the government and society must have technical means of information exchange) and high-speed Internet access.

Secondly, it is necessary to ensure a sufficient level of computer literacy of both civil servants and the public.

Thirdly, informing and popularizing electronic services should become mandatory attributes of the state policy in this area.

Fourth, an adequate institutional environment, including the regulatory framework and structures of government agencies that manage the development of electronic public services, should be created.

Fifth, the provision of public services in electronic form should become part of a holistic process of reforming the state apparatus, which involves not only the informatization of existing procedures for the provision of public services, but also their optimization, elimination of excessive requirements and duplication of processes, i.e. electronic public services should be considered in the context of democratization of power.

Citizens and organizations most often turn to government agencies to receive various public services, and the provision of public services is one of the key indicators of the government's attitude to society and shapes the public's perception of the legitimacy and effectiveness of government.

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