

The Introduction of Modern Technologies in Public Administration in the Context of Globalization

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Abstract

The main purpose of the study is to determine the main aspects of the introduction of modern technologies in the public administration system in the context of globalization. Public administration is inherent in all known models of representation of social systems, characteristic management and other sciences of social management. This allows using the methods and technologies of management, marketing, social partnership and others in public administration and administration at a modern level. One of the main directions of public management and administration is social engineering, aimed at the development and development of the country's social system, and the tool is appropriate technologies. Based on the results of the analysis, the key modern technologies of the public administration system were identified in the context of the impact of globalization.

Keywords:

Public Administration, globalization, technologies, modern technologies.

1. Introduction

Globalization as a turbulent process of formation of the global financial and information space increases the requirements for the competence of public administration, namely the efficiency of public administration personnel, which must correspond to the level of social development. The processes of globalization lead to a radical change in the positions of nation-states. In accordance with this, they transfer an increasing part of their functions horizontally (to global interstate and international associations) and vertically (to territorial, regional and municipal departments). In this regard, the question arises whether this will lead to the disappearance of these nationwide institutions in the future, which will acquire the status of supranational

global authorities, gradually turning into elements of a world federation. The result of the introduction of such socio-globalistic tendencies will be a clearly structured community of peoples, closely interconnected by economic and political ties.

Today, the question of the personification of the state is extremely relevant, that is, who heads it and performs its functions? If these are representatives of the old system, then the strengthening of the role of the state exacerbates the processes of decline in the management system, and if at the head of state power there are people of a new generation guided by national interests, strategically thinking, highly professional, respectively, then the role of such a state will grow. This, in our opinion, is the main condition for the formation of a new order based on cooperation and strategic partnership of local civilizations in solving global problems arising in public administration. Therefore, the problem that arises today is mainly associated with the absence of a leader on a national scale, capable of forming their own political convictions in the conditions of a systemic crisis of power, and developing an effective program for getting out of it. In accordance with this, it is extremely important that, in the context of globalization processes, the goals and functions of the state, the mechanisms of state influence on economic and social processes, the strategy and tactics of the development of the state are clearly defined.

Consequently, in the context of globalization, a society in a state of modernization is constantly increasing its openness, which is ensured by a combination of so-called intra-elite processes (views, values, orientations of the society itself). In this

context, an important role is played by ideology as the principle of the functioning of society, sometimes quite often replaced by tradition as the limit of innovation and the legitimacy of power. It is worth noting that the legitimacy of power is ideocratic in nature, since any traditional society is based on values, not practical goals, and is carried out not by free will, but from above - hence the problem of forming a new national idea that can consolidate society, but accordingly, an effective integrative ideology that reflects the interests of all sectors of society.

So, today it is known that it is practically impossible to solve the global problems of our time on our own, this requires effective cooperation on a global scale. This implies the emergence of new power structures, towering above the state ones. It should be noted that it was financial globalization that gave rise to the supranational state. Only offshore states managed to overcome such a globalization regime due to the leadership of their financial nomenclature, which retained their state sovereignty and national independence. This once again confirms that global problems are generated by a number of contradictions in social development, namely, the socio-economic uneven development of countries and regions that require the participation of international organizations. Internetization is an information and communication component of globalization actions. The rapid development of the Internet creates a global world community, which has the opportunity to clearly understand the fundamental inequalities between peoples, and also leads to the undermining of social standards that ensure the absolute conventionality of the existence of national borders.

The main purpose of the study is to determine the main aspects of the introduction of modern technologies in the public administration system in the context of globalization.

2. Methodology

The theoretical and methodological basis of our study is the fundamental provisions of the theory of public administration and the main aspects of the application of modern technologies in this area. The work uses a combination of general scientific and special research methods: logical-system analysis, synthesis and generalization to detail the object of

study; generalization and systematization in the formation of relevant conclusions based on the results of the study.

3. Research Results

Target mechanisms of public administration are used by both public authorities and local governments as tools for the implementation of targeted transformations in the functioning or development of specific objects of public administration. Most often, mechanisms of this type are interpreted as a set of ways, methods, levers through which the subject of public administration influences the object or group of objects of management in order to achieve certain goals. At the same time, each target mechanism of public administration is a set of mutually agreed management methods specially selected to resolve existing contradictions and resolve a problem situation, through which the practical influence of public administration bodies on the socio-economic territorial system of the country, its subsystems or elements is carried out to ensure achievement. a specific goal that contributes to the development of the entire system or its components in the chosen strategic direction in compliance with a number of defining principles [1-3].

The set of methods that may be part of the targeted mechanisms of public administration include: administrative (including organizational and administrative), legal, economic, political, social, psychological, moral and ethical, as well as combined, which in turn may include any - any set of various methods (for example, administrative-legal, socio-psychological, organizational-economic, etc., consisting of a large number of different methods of influence and a set of methods of target mechanisms). The main aspects of public administration are presented in Table 1.

Table 1: The main aspects of public administration

<i>№</i>	<i>Aspects</i>
1	Provides interaction between the interests of the state and the people

2	Involving society in participation in socio-economic and public, public and political processes
3	It is carried out within the limits of the rule of law due to the legislatively regulated and practically operating mechanism of society's control over all bodies of state power and local self-government
4	Public administration operates systematically, combining the functioning of such structures as the mechanism of the state, the state apparatus, the civil service and public manifestations of society

The mechanisms for the implementation of the public administration process are clearly built sequences of actions, the implementation of which ensures the implementation of public administration by the relevant bodies or their officials through gradual transformations in the state of public administration objects. Since the processes of public administration carried out by public authorities and local self-government at different levels of government have their own characteristics and are quite complex, separate process mechanisms should be developed for them (the mechanism for regulating social and labor relations, the mechanism for managing health care, the mechanism for managing communal property of the city, etc.). Further detailing of the procedural mechanisms of public administration requires the development of a technology for their implementation by each official, depending on the position held and the specific functions assigned to him. It is through the technology of public administration that the operational content of the activities of employees of state administration and local self-government bodies in managing the development of socio-economic territorial systems at all levels is revealed: from the state to the village, town, city. The technology of public administration is a detailed description of the actions that must be consistently, properly and with the use of specific means and techniques, carried out by the subject of public administration (an organization or a specific official) in order to achieve a specific goal. Procedures for the implementation of public administration clearly defined in the technology regulate the direction and sequence of actions of employees, exclude the use of inefficient methods, give managers confidence in the rationality

of the actions of subordinates and obtaining the desired result [4-5]. The specificity of public administration technology is associated with the peculiarities of the legal status of the subject and object; the characteristics of the latter, which are due to the abilities of purposeful self-activity, adaptation to the conditions of natural and social life, self-government; as well as the conditions and nature of the work of managers, determined by the relevant legislative documents. The description of technology involves the definition of goals, subjects and objects, ways and means of influence and feedback.

The financial and economic mechanism of public administration is based on the fact that the effective functioning of the economy is impossible without a reasonable economic policy, without the implementation by the public administration of its regulatory, law enforcement and law enforcement functions in the national economy. However, the degree of its intervention in economic processes directly depends on the nature and model of the economic organization of society. The main forms of implementation by the state of economic policy are long-term (strategic) and current (tactical) economic policy aimed at the implementation and optimal coordination of the interests of business entities and consumers, various social strata and the population as a whole.

Public regulation of economic processes should be organically combined with market mechanisms, without replacing or diminishing the role of the latter. Such regulation is an integral part of the modern market economy, which determines its content. Taking into account the priority, public administration performs the following main functions in the field of economy: organizational; control; protection of market bases of managing; regulatory. Under the social mechanism of formation and implementation of public administration, a set and logical relationship of social elements, processes and patterns are assumed, through which the subject of public administration determines the needs, interests and goals of society, consolidates them in its management decisions and actions and practically implements it in life, based on state power. The social mechanism is determined by the type and level of social development, the ratio of progressive and regressive, reform and counter-reform processes, the level of social, moral and spiritual maturity of people, is formed under the influence of geopolitical and

regional characteristics of the country, national historical traditions, customs and mores.

Information mechanism of public administration - the process of introducing information technologies in administration to provide sufficient and reliable sources of information for public authorities in accordance with their competence; establishing a single information space, ensuring continuous information exchange, strengthening real ties between the state and citizens and public organizations, introducing e-governance and e-democracy [6-7].

The motivational mechanism of public administration is a set of types of motivation that have a legal basis, aimed at the implementation of socially significant management goals. Also, the motivational mechanism refers to the activities of special services and various regulations aimed at motivating managers to perform their functions more efficiently, with a long-term focus.

Public administration technologies should be directed to the benefit of society (Figure 1).

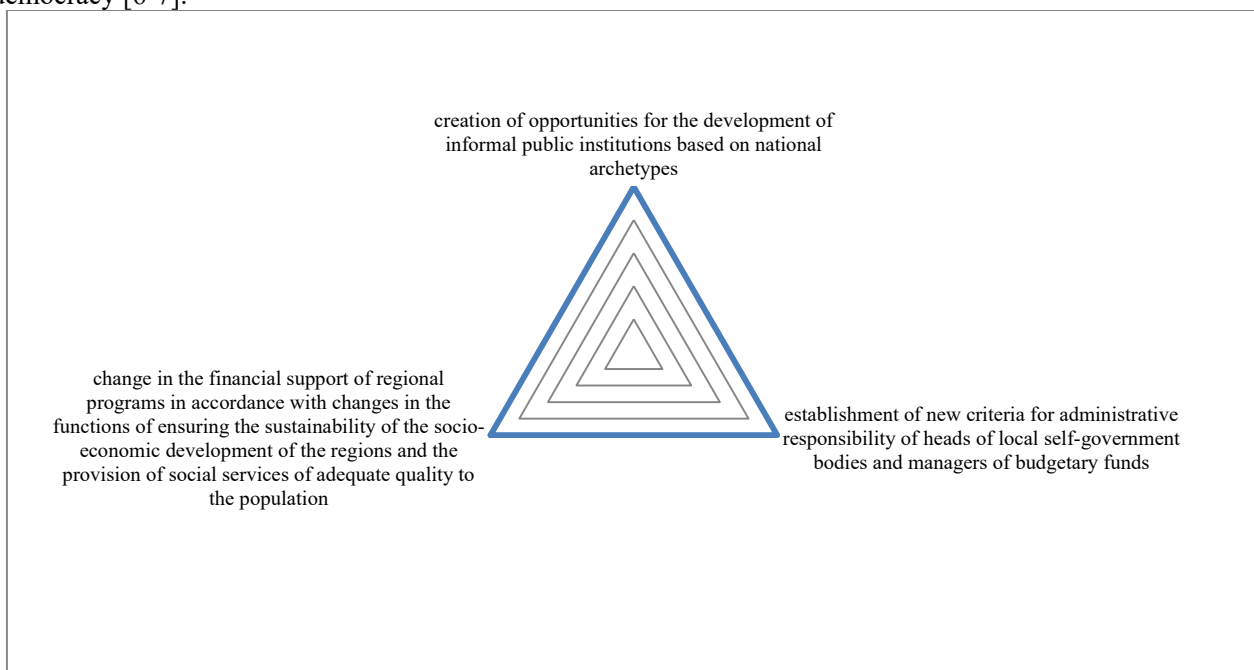


Fig. 1. Main areas for improvement through public administration technologies.

In modern states, administration and political decision-making are becoming more public and transparent to public control. Even in states with an authoritarian political system, where a political monopolist continues to single-handedly manage the process of developing and implementing political decisions, the influence of the public on their adoption is gradually increasing due to the spread of new technologies. In democratic countries, information and communication activities have already passed the stage of dialogue between the authorities and civil society and have come to the effective cooperation of various elements of society, where every citizen has the right and the mechanism for participation in the political process and rule-

making initiative. Mechanisms such as e-democracy, government-relations, petitions to the government and international institutions are effective means of cooperation between the government and citizens. There are also a certain number of states that are in a state of reform, moving from the monopoly exercise of power by the government to cooperation and publicity. This reform process was called European integration, since our state is trying to orient itself in the development of public space on European models of public policy. The classical model of making a political decision, to a certain extent, can be considered monologic or dialogic. In the case of the existence of one center for the development and implementation of political decisions (this can be one

person or a collective political entity), the decision is made, if and after consultations, nevertheless individually. Such a model is characteristic of the forms of society where there is a clear and strict hierarchy, and the rule is authoritarian. In such societies, the relationship between the government and the public is paternalistic, the political decision is made by the highest authority (for example, the monarch) and is only broadcast to the subjects.

The current stage in the development of information and communication technologies, primarily due to their interactivity, has led to the emergence of a new way of lobbying for a certain political decision, when an unlimited number of other subjects are added to the traditional power and opposition subjects.

If earlier, in order to monitor public opinion, politicians had to order sociological studies, interview people, etc., now public opinion is independently verbalized and objectified, and for a pilot sociological study it is necessary to define several tags for searching among accounts in social networks. The very emergence of social networks has significantly contributed to the development of such a phenomenon as a "confessional society", giving the natural human desire to share information a simple and effective tool. On the other hand, in this case, the decision-making process itself is blurred, because it is impossible to fairly set a limit on the number of participants or comments; it is not clear when to stop the discussion process and make a decision; the very existence of the "possessing" subject is lost, since the submission of the issue to an unlimitedly wide discussion may indicate the inability of the initiator to resolve the issue on his own or his incompetence. The introduction of electronic document management in public authorities occurs simultaneously with a change in the main paradigm of management document management. If earlier management document management was considered as one of the main office functions for ensuring the processes of working with documents in an organization, now management document management is a controlled documentary communication carried out using modern information technologies within the organization and in interaction with the external environment.

The electronic document management system should provide integration with the internal information system and the relevant specialized

software used in public authorities (personnel work, accounting, logistics, etc.), management decision support system. And also with external information systems (interdepartmental electronic exchange, state electronic archive, open data portals and electronic administrative services), electronic document management system of state institutions and business entities with which the public authority cooperates in the framework of the implementation of its functions and to ensure core activities.

4. Discussions

Discussing the results of the study, it should be noted that information in the history of the development of civilization has always played a decisive role and was the basis for decision-making at all levels and stages of development of society and the state. The process of the birth and formation of the national and global information society is becoming an increasingly visible and powerful global trend. This is what led to cardinal changes and transformations in all areas of public life, in particular in political, social, economic, ethno-political, cultural, etc.

The emergence of information legal relations in all areas of activity of society and the state is evidenced by a variety of actions related to the receipt, use, dissemination and storage of information. The development of modern information and communication technologies, the growth in the amount of information increasingly determine the essence of our era.

The global nature of the ongoing processes inevitably increases interest in the theoretical understanding of the characteristics of the information society and the empirical study of the influence of information and communication technologies on the transformation of socio-economic, political, and cultural structures. New countries have joined the process of creating a global information society, but on this path there are many difficulties associated primarily with the transitional nature of the development of society [8-10]. Today, in order to achieve effective integration of many countries into the global information community, it is necessary to form an information space and at the same time create a democratic, social, rule of law state and civil society. In the era of the information society, information is the main tool. Information is a

means of organizing and regulating private and public life, one of the forms of consolidation and dissemination of knowledge, a management tool [11-15]. Society is faced with the problem of information ownership, its organization, channels of movement, ways of thinking and evaluating, mechanisms for effective use in practice.

5. Conclusions

Based on the results of the analysis, the key modern technologies of the public administration system were identified in the context of the impact of globalization.

It would be fair to say that now more and more often we feel some destructive manifestations of globalization. Thus, in particular, global processes are objectively unfolding unevenly, which, of course, leads to a threat to the world economic system, an unfair distribution of public goods among the subjects of the new world space. The power of the national government is decreasing, the state as a whole as a set of bodies is becoming completely non-obligatory, respectively - less and less governments have the ability to manage their corporations. The international media are not able to popularize a certain ideologeme of social development, which gives rise to the absence of a clear strategy for the development of society in the context of globalization, leads to the unpredictability of some processes, their chaotic deployment. More and more opportunities appear to avoid power from public control, since national governments then bear responsibility to their population, according to this, the possibilities of power are reduced, the rights of peoples to independent development are violated.

As you know, in the conditions of such general integration, the world is losing an alternative to choice and civic responsibility. Ultimately, for the future. This may entail the formation of so-called social groups that would create resistance to the processes of globalization, as well as the creation of a universal standardization of the development and functioning of public administration systems. According to this, today more and more doubts arise that globalization in its positive sense can prevent the trend of a world thermonuclear war and ensure peace for all peoples, overcome the gap in the level of socio-economic development between already sufficiently developed states and those at the initial

stage. This indicates that the global problems of our time are primarily a product of the contradictions of social development, namely, the scale of the impact of human activity on the surrounding reality and the uneven socio-economic and scientific and technological development of countries and regions. Accordingly, they are complex and comprehensive, that is, they are closely interconnected with regional and national-state ones. Therefore, an effective strategy for solving global problems brings societies to new frontiers of intercivilizational development, first of all, to the level of awareness of the need to unite the efforts of all peoples and states.

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