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**СУЧАСНІ
ІННОВАЦІЙНО-ІНВЕСТИЦІЙНІ МЕХАНІЗМИ
РОЗВИТКУ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ
В УМОВАХ ЄВРОІНТЕГРАЦІЇ
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E-GOVERNANCE AS A KEY ELEMENT OF ADMINISTRATIVE REFORM

The administrative reform is aimed at building a modern, digital, service-oriented state. The reform includes the formation of an efficient public administration system that can develop and implement an integrated public policy focused on the people's needs, sustainable social development and addressing internal and external challenges properly.

The public administration reform is designed to change the approach to three key elements of the executive branch — structures, processes and people. In practice, this means:

- building strong and accountable state institutions;
- preparation of quality executive decisions;
- forming professional civil service;
- launching e-governance;
- providing convenient services to general public.

A strong democratic state cannot be built without an efficient public administration system. The public administration reform is, therefore, an important precondition for Ukraine's European integration course. In its turn, the European Union is supporting the reform at the expert, technical and financial levels.

Electronic Governance or E-Governance is the application of Information and Communication Technology (ICT) for providing government services, interchange of statistics, communication proceedings, and integration of various independent systems and services. Through the means of e-governance, government services are made available to citizens in a suitable, systematic, and transparent mode. The three main selected groups that can be discriminated against in governance concepts are government, common people, and business groups.

E-governance is the best utilization of information and communication technologies to mutate and upgrade the coherence, productivity, efficacy, transparency, and liability of informational and transnational interchanges within government, between government agencies at different levels, citizens & businesses. It also gives authorization to citizens through access and use of information. Generally, E-governance uses information and communication technologies at various levels of the government and the public sector to enhance governance [1].

Theoretical studies state that E-Governance is the procedure of change of the correlation of government with its ingredients, the citizens, the businesses, and its own organs, through the use of tools of information and communication technology.

Basic elements of e-governance are: A) Government B) Citizens C) Investors/Businesses.

E-governance is of 4 types:

1. Government-to-Citizen (G2C): The Government-to-citizen mentions the government services that are acquired by the familiar people. Most of the government services come under G2C. Similarly, the primary aim of Government-to-citizen is to supply facilities to the citizens. It also helps ordinary people to minimize the time and cost to carry out a transaction. A citizen can retrieve the facilities anytime from anywhere. Similarly, spending the administrative fee online is also possible

due to G2C. The facility of Government-to-Citizen allows the ordinary citizen to outclass time limitations. It also focuses on geographic land barriers.

2. Government-to-business (G2B): Government-to-business is the interchange of services between Government and Business firms. It is productive for both government and business firms. G2B provides access to pertinent forms needed to observe. It also contains many services interchanged between business sectors and government. Similarly, Government-to-business provides timely business information. A business organization can have easy and easy online access to government agencies. G2B plays an important role in business development. It upgrades the efficiency and quality of communication and transparency of government projects.

3. Government-to-Government (G2G): The Government-to-Government mentions the interaction between different government departments, firms, and agencies. This increases the efficiency of government processes. In G2G, government agencies can share the same database using online communication. The government departments can work together. This service can increase international discretion and relations. G2G services can be at the local level or at the international level. It can convey to both global government and local government. It also provides a safe and secure inter-relationship between domestic and foreign governments. G2G builds a universal database for all members to upgrade service.

4. Government-to-Employee (G2E): The Government-to-Employee is the internal part of G2G section. It aims to bring employees together and improvise knowledge sharing. It provides online facilities to the employees. Similarly, applying for leave, reviewing salary payment record and checking the balance of holiday. The G2E sector yields human resource training and development. So, G2E is also the correlation between employees and government institutions.

The supreme goal of e-governance is to be able to provide an increased portfolio of public services to citizens in a systematic and cost effective way. It allows for government transparency because it allows the public to be informed about what the government is working on as well as the policies they are trying to implement. The main advantage while executing electronic government will be to enhance the efficiency of the current system. Another advantage is that it increases transparency in the administration, reduces costs, increases revenue growth, and also improves relationships between the public and the civic authorities [2].

In this context, information and communication technologies have enabled countries to develop e-governance initiatives. While there are opportunities available in implementing e-governance and in public service transformation, there are also many concerns. The new era entails multiple opportunities and also brings some challenges. Thus, information and communication technologies should encompass certain principles and foundations regarding big data, information storage and management, dissemination/disclosure, etc. The use of Internet will continue to improve free access to information in the long term. Countries must take responsibility concerning e-governance. Countries should scan open society trends and see how data is being combined and used. An agenda that squeezes innovation with social protection is required. All the stakeholders (state, society, private sector) should cooperate together to synchronize principles, practices and policies. E-government should be value-driven and not technology-driven. Benefits from e-government do not take place simply by digitizing and placing it online. Instead, the aim is to provide better services to citizens.

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