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## **ІНФОРМАТИЗАЦІЯ ДЕРЖАВНОГО УПРАВЛІННЯ**

Розглянуто сучасні перетворення в економічній системі України, розвиток бізнесу і ринкових структур, необхідність ефективних і компетентних рішень, що супроводжуються збільшенням попиту на високу якість, де актуальність інформації можлива тільки на основі розвитку інформаційного суспільства. Обґрунтовується ідея про те, що комп'ютеризація бізнес-процесів є логічним етапом еволюції економічної системи суспільства. Підсумовано, що інформація розглядається як найважливіший фактор ресурсів, елемент економічного потенціалу регіональної економічної системи, яка має використовуватися ефективно для досягнення своїх цілей.

**Ключові слова:** *інформаційний менеджмент, комунікаційні технології, державне управління.*

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## **ИНФОРМАТИЗАЦИЯ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ**

Рассмотрено современные преобразования в экономической системе Украины, развитие бизнеса и рыночных структур, необходимость эффективных и компетентных решений, сопровождающихся ростом спроса на высокое качество, где актуальность информации возможна только на основе развивающегося информационного общества. Обосновывается идея о том, что компьютеризация бизнес-процессов является логичным шагом в эволюции экономической системы общества. Подытожено, что информация рассматривается как наиболее важный фактор ресурсов, элемент экономического потенциала региональной экономической системы, которая должна использоваться эффективно для достижения своих целей.

**Ключевые слова:** *информационный менеджмент, коммуникационные технологии, государственное управление.*

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## **THE INFORMATISATION OF PUBLIC ADMINISTRATION**

Modern transformations in the economic system of Ukraine, business development and market structures, the need for efficient both overall information society and regional levels. The computerization of and competent decisions accompanied by the increasing demand for high-quality, accurate and current information, the satisfaction of which is only possible on the basis of business processes is a logical step in the evolution of the economic system of society. The need to evaluate the extent and level of information is particularly important when information is treated as the most important and rare resource factor, an element of the economic potential of regional economic system which should be used effectively to achieve its goals.

**Key words:** *information management, communication technologies, public administration.*

**Introduction.** The modern concept of endogenous factors of production defines information as one of the key factors contributing to the economic development at the national mesolevel. The effectiveness of a particular economic system depends on the search engine, processing, storage and use of information. This involves identifying and streamlining internal and external communications and relationships information spaces of these systems while their complexity increase provides resistance to coordinate their activities and the combination of systems of higher and lower level. In the economic system with the undeveloped information space the number of weakly formalized problems of managerial decisions significantly increases. Primarily, this is due to the inadequacy of available data to diagnose the condition and dynamics of economic subjects and objects, display and identification of trends and patterns of development, the development of rational strategy and tactics of their functioning in different economic systems.

**Problem.** It is necessary to consider the usage of a conceptual model of regional information management at the given stage of social and economic development.

**The main material.** In the new millennium the world has witnessed a rapid development of new information and communication technologies, an increasingly wide use for the various functions and needs. In Ukraine and throughout the world there have been changes at the fundamental, paradigmatic level. Our country has become open to the global information space and in an open democratic society information limit becomes transparent [5].

The development of Ukraine that provides high quality of life and sustainable economic growth is objectively impossible without improving information technologies, including provision of organic inclusion of every member of society (in the course of their individual development) in the development of society and state [4].

In particular, the rapid development of the market of information technologies dictates the need for the development of methods of regulation and formalization of information processes. Design and development of information society in Ukraine is aimed at improving the quality of life of citizens, Ukraine's competitiveness, development of economic, social and political, cultural and spiritual spheres of society's life, improvement of public administration through the use of information and communication technologies [2].

The state policy in the sphere of information technologies is aimed at the following key tasks: implementation of strategic priorities in the

use of information technologies in state management; the formation of a single mechanism for interagency coordination of national programs and projects to create public information systems and resources in accordance with the objectives of social and economic development; formation of a common information technology infrastructure to support the activities of public authorities; the practices of dissemination of individuals and organizations to access public information concerning activities of public authorities, relevant to government information resources, including the Internet; organization of interactive information services to individuals and organizations using modern information technologies; information security activities of public authorities and elements of information technology infrastructure; the development of a single secure telecommunications infrastructure for public use, a system of certifying centers in the field of electronic signature and electronic environment interaction which provides an effective interagency of information exchange; development of standards in the use of information technologies in the governmental bodies and state information systems, their integration and sharing in the creation of common information space authorities; centralization of government creating of common information resources (registers, inventories, registers, classifiers) containing complete, consistent, accurate, current information which are necessary to perform basic functions of government, to ensure the availability of relevant data at the interagency level, as well as individuals and organizations in accordance with the requirements established by the legislation of Ukraine; the building of a unified process control system of information technologies usage in governmental bodies, effective interagency coordination of government programs which are implemented, and projects which are consistent and coherent and their implementation according to the key priorities of social and economic development; dissemination of state authorities practice of long-term planning of government programs and projects using information technology, improving the management of their performance; increasing volumes, unification and centralization of purchasing of the same type of products in the field of information technologies for the benefit of public authorities for extra savings; creating a unified system of monitoring and controlling the efficient use of information technology in government bodies; implementation of comprehensive training programs and training of civil servants in the sphere of information technology, the development of the necessary educational infrastructure and methodological support; improvement of legislative and other regulatory legal framework in order to improve the efficiency of information technology

in governmental bodies concerning international practice; intellectual property protection, prevention of use of public authorities software that does not have appropriate license support [1].

Conceptual modeling of regional information allows to present it as a system the elements of which at any level of decomposition determine the state of informatization in the region. Layered structuring of informatization as the object of management allows you to select, as the first hierarchical level, strategic measures to ensure the information in the region decomposition of which makes tactical measures the second level – the major subsystems of a conceptual model of informatization (information needs, information capacity and infrastructure). The elements of the third operational level of management determine the state of the top-level subsystems. The status of all elements of the conceptual model at some level of decomposition determines the level of information of the region as a control object.

A single vector of the development of informatization in the region, multiplication and accumulation of resources and tools, their effective usage to solve problems of informatization, coordination of regional policy of informatization can provide both institutional and social impact. Organizational and management effect is to improve organizations providing relevant information, developing interagency collaboration, improving the quality of governance. The social effect is to provide public access to accurate information, the development of interaction between society and government, establishing the preconditions for the implementation of e-government services convenient for the public and business [3].

Application of these approaches to regional information space makes it possible to specify tools for the analysis of interactions developing between economic entities of mesolevel and authorities. Information accumulation and structuring as an endogenous factor occurs in the regional cooperation with other factors, functions and structures in the development of the economic system as a whole, its individual subsystems and entities.

The evolutionary approach allows us to construct a system information space of the region where each object serves as a model that reflects the interaction of its subjects. The effectiveness of the region management in this case will depend on the quality, scope and intensity of information exchange between the agents, resources and conditions of the information flows spreading in this information space.

The improvement of the regional economic system will inevitably be accompanied by a transition to a higher level of context-dependent abstract understanding, identification and investigation of their information structure. Resolving the problems of informatization in the region requires understanding of new concepts of common information space and information society. Fixation of new knowledge and its practical implementation in the form of new cultural values, institutional structures and high technologies requires a multi-dimensional information display and presentation of the economic systems at the regional level, integration of information models which are causes by the development of a unified information system of the region management based on widespread use of information technologies [6].

The improvement of information transparency for regional governments, the availability of appropriate information for individuals and organizations, as well as mechanisms of social control their activities are necessary to provide by: national information resources and information resources, that contain the information about the activities of public authorities in the region, with the provision of access to individuals and organizations, including the Internet; single navigation system on the Internet via national information resources and information resources of public authorities; infrastructure points of public access to information about the activities of public authorities and public information resources; accounting systems and processing of citizens' requests for information and monitoring their implementation; publication and dissemination of information about the activities of public authorities; evidence of transmission of information in electronic form, its accuracy and any action of its changes in the course of interagency cooperation and interaction authorities with citizens and organizations; mechanisms of training citizens' rights training and opportunities of information technology in cooperation with state authorities.

**Conclusions.** For modern informatization of regional management, the public information policy should include the creation of an appropriate regulatory framework, determining the composition and powers of the owners of IP, formation of necessary financial, economic and institutional capacities and mechanisms.

It is in public interest of IP to form their modified versions containing only open, interesting information for users. IP technologically and organizationally have to be easily accessible to citizens, media and independent business information services which use it to produce information products and services. The apparent lack of such information

resources and lack of economic, legal and institutional mechanisms for their formation are serious deficiencies in the national government information resources.

It is obvious that information activities in Ukraine can no longer continue to develop in isolation. It should be kept in mind that no country including Ukraine can develop without a national information infrastructure. We have to start an adequate program of modernization of Ukrainian infrastructure as soon as possible. It is necessary to go beyond the already familiar schemes of information activities and informatization as only new approaches can provide effective results corresponding to new realities.

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