

Research on the Improvement of Government Public Service Capability under the Background of Digitalization

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Abstract: In recent years, with the continuous development of the Internet economy and information technology, digital information has been deeply integrated and inseparable from the economy and society. Digital transformation and upgrading has not only become the goal pursued by all walks of life, but also promotes the improvement of government governance capabilities and levels of governance. Here comes a new opportunity. However, digitalization also brings many challenges. This article mainly studies how to improve the government's public service capabilities in the context of digitalization. It is expected to enrich the theoretical and practical research on government governance issues to a certain extent, and it is also expected that the modern development level of government governance capabilities can be continuously improved.

Keywords: Digitalization; Digital Transformation; Governance Capability; Modernization Development

Digitization is gradually becoming the main support point for global development. It can not only promote the development of the digital economy and digital society, but also promote the improvement of government management capabilities, including government public service capabilities. Government public service capabilities refer to the skills, techniques and techniques that public service entities (the government) must have in the process of producing and providing high-quality public service products in order to meet the needs of public service objects (the public). The strength of the government's public service capabilities determines whether the government can truly undertake and handle all public service matters in the entire public life process. In the context of digitalization, government public service functions must be reformed to adapt to the new wave of digitalization.

1. The significance of improving government public service capabilities in the context of digitalization

1.1 Conducive to expanding the scope of management and improving the efficiency of government management

The rise and development of the Internet, the Internet of Things, big data, and artificial intelligence have brought unprecedented opportunities for the development of government management. The rapid development of digital technology provides a variety of development tools for the government to improve management efficiency, greatly improves the efficiency of government work, and broadens the perspective of government decision-making management. Especially in recent years, digital information technology has penetrated into all aspects of life, providing good technical support for the government's digital transformation. For example, the global new crown epidemic, through the digital network, high-risk areas and personnel can be investigated in time, which can prevent the further spread of the epidemic and greatly improve the efficiency of government management.

1.2 Conducive to improving the scientific nature of government decision-making.

Under the background of big data, artificial intelligence technology is used to conduct overall analysis without personal subjectivity, which greatly improves the scientificity and accuracy of decision-making. At present, the decision-making provided by artificial intelligence has been applied to the development trend forecasting of various industries, event development forecasting, resource allocation and market supervision. From the passive post-processing in the past to the current pre-prevention, it provides strong technical support for government decision-making.

1.3 Conducive to promoting more precise and convenient public services

With the rapid development of big data, the Internet, and artificial intelligence, information technology has been widely penetrated into all levels of social life. This has played a huge role in solving important problems in the public service field in a timely manner, and solved the contradiction between supply and demand in the field. , Service quality issues provide technical support. By collecting economic data from macro and micro economy, inter-regional, in-industry, and in-industry, the digital application level of various economic participants is enhanced, and the precision level of public services is improved. At the same time, the Internet and information technology have greatly improved the level of facilitation of public services. For example, people can use the Internet for online education, online appointment registration, or mobile phone scan code payment, saving time and energy.

1.4 Conducive to improving the level of government governance

Digital transformation is conducive to improving the level of government governance, supporting rapid economic development, enabling the public to obtain services most directly and quickly through online government services, broadening the channels for the public to participate in social governance, and greatly reducing the service gap between the government and the public , Enhance the government's credibility, allow the public to safely and securely accept online government services, and improve the level of government governance.

2. Problems in the government's public service capabilities in the context of digitalization

2.1 The concept update is lagging behind

Although the era of big data has come and has gradually penetrated into every household, there is still a phenomenon that the concepts and understandings that conform to the digital transformation cannot keep up with the development of big data. Some regions and the public have a strong sense of resistance, weak acceptance of new things, unwilling to make changes, afraid of the challenges brought by big data, and ignoring that digital transformation brings more opportunities.

2.2 The level of data sharing needs to be further improved

In the context of big data, the application of data is particularly important. For example, the "Internet + government procurement" model has gradually taken shape, but there are still big problems. Although government procurement has integrated data and has produced a series of mechanisms, however, the government procurement field still ignores the important role of data, resulting in data asset chaos, data islands, and low data processing efficiency. The value of data is not fully utilized in the government procurement field. In addition to the field of government procurement, the collection and aggregation of government data also need to be further improved, otherwise it will not be conducive to the full sharing and application of data in government governance.

2.3 Inadequate supervision

The rapid development of digital technology has promoted the formation of a new economic development situation. Nowadays, you can shop without leaving your house, and you don't need to pay in cash when you go shopping. Digital payment has replaced cash payment as a new payment situation, which also poses certain challenges to the government. In the context of big data, if the government wants to increase transparency, strengthen accountability, and improve administrative efficiency, digital transformation can become a key driving force for government change. When the government integrates data, it needs to reasonably divide the power and responsibility system, clarify the subject of supervision, and strengthen supervision.

3. Countermeasures to improve the government's public service capabilities in the context of digitalization

3.1 Actively introduce cutting-edge technology

Digital reform is an important force to promote the transformation of government functions. Digital transformation can provide necessary technical support for national economic and social development. As a tool, the true value of technology comes from the help it provides to enable them to complete their work more effectively. Cutting-edge technological innovation and the transformation and application of new technologies are important pillars of digital reform. Their combination with government governance has inspired digital transformation in various regions.

First, establish a sound data platform credit investigation system. By incorporating credit data into the credit investigation platform, the credit data of enterprises, social organizations and citizens can be effectively sorted and supervised. At the same time, when reviewing and approving enterprises, simplify the business process of market participants. The platform should connect various departments to achieve "information sharing, transparency and openness" in order to improve the efficiency of administrative examination and approval.

Second, actively promote the construction of an online government service platform. The essence of public service is to serve and benefit from the people. Therefore, the construction of an online government service platform should be actively promoted, and the efficiency of public services should be improved through online services. At the same time, artificial intelligence technology can also be used to enhance the intelligence of public services, reduce human participation, increase the efficiency of the entire system, and improve the quality of public services.

3.2 Vigorously promote the construction of a digital information sharing platform

In the process of public resource allocation, the governments uses digital information technology to timely and effectively count the allocated resources into a large database, build a complete digital information sharing platform, and use data to reflect the allocation ratio, which helps to ensure a balanced distribution. On the one hand, the digital sharing platform can realize the sharing of government affairs information between developed and underdeveloped regions, and at the same time provide development reference for underdeveloped regions, and continuously narrow the gap between cities and cities, and between cities and villages. On the other hand, the digital information sharing platform can also bring new development opportunities to individual regions. Through the "Internet + tourism" and other new "Internet +" methods, it will bring new development directions and promote the digital transformation of local governments and other social entities. In addition, a digital sharing incentive mechanism should be established to incentivize local government organizations or individuals that actively

carry out data sharing, so that the entire data sharing network realizes the true circulation of data.

3.3 Innovate the cooperation model with other participants

Government innovation is an important part of the reform of government administrative methods. The Internet and big data have given birth to new data governance methods. The primary task of the government's digital transformation is to achieve the establishment of a "holistic government" that unites various independent and differentiated departments to achieve system docking and data sharing. The government should give enterprises and society an inclusive and open environment, realize a cooperative model of joint investment and risk sharing, and better stimulate the vitality of market participants. It is necessary to continuously improve the level of information services, and consider the needs of enterprises when providing information services for enterprises. At the same time, provide credit information services so that the public can conduct credit inquiries in a timely and effective manner. Based on the national unified credit information sharing and exchange platform, use big data to promote the construction of a social credit system, establish a cross-regional and multi-sectoral credit linkage reward and punishment mechanism, and build a fair and honest market environment.

3.4 Give full play to the important role of data resources

In the digital age, data resources are becoming a new production factor, especially data as a new asset is playing an important role. The government must establish a sound technology property rights protection mechanism, and at the same time do a good job in the management and control mechanism of commodity transaction prices, to achieve a systematic and integrated digital transformation. Give full play to the value of data as an important resource. For example, in terms of government procurement, it directly affects the speed and quality of the government's digital transformation. It is necessary to distinguish the ownership of procurement data, and distinguish the ownership of a large number of payment data such as procurement announcements, contracts, and payment records generated by various platforms, and establish Sound department coordination and data integration mechanism. Big data can be used to record the behavior of budget units, and data changes can be used to judge whether there are problems with budget units or procurement agencies. By establishing big data-based evaluation and forecasting models, the future development trend of procurement can be predicted, and corresponding countermeasures can be taken. In this way, the potential value of government procurement data assets can be fully tapped, and intelligent procurement, intelligent supervision, intelligent services and intelligent decision-making can be realized, thereby improving the efficiency of government decision-making and better performing duties and responsibilities.

Conclusion

From a global perspective, in the context of big data, how governments should improve their own public service functions and realize digital transformation is a practical problem faced by governments of all countries. The government should continue to introduce cutting-edge technologies, realize the application and upgrade of artificial intelligence and "Internet +" technology in government services, continuously improve the level of government public services, and ensure the quality and efficiency of digital transformation. The big data background brings a new round of opportunities and challenges to the government.

Governments of all countries must seize the opportunity, actively respond to the challenge, and make full use of this opportunity.

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