

## Transforming Government as Digital Reality Emerges

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### ABSTRACT

The relevance of scientific research lies in the fact that digital public administration is becoming increasingly important in the context of the rapid development of technology and globalization. The article explores the understanding and essence of public administration in the context of the formation of digital reality. The definition of digital governance is given, which is gradually changing traditional governance in different countries of the world. Different states apply different approaches and strategies for introducing digital technologies into public administration, depending on the socio-economic level of the country's development. At the same time, the priority is to change the values of the state power apparatus, to strengthen the openness and participation of citizens, and not to transform some organizational approaches into others in the process of digital transformation. The purpose of the article is to explore the concept, content, place and role of the information environment as the basis for the development of digital government and the provision of digital services. The study highlights the importance of digitalization for improving public administration and the need to develop a clear legal framework. The leading method of studying the problem was the deductive method, which made it possible to study the legal and social nature of the provision of digital public services in the aspect of transforming the forms and methods of interaction between the state in the person of authorized government bodies with citizens. The article uses inductive method, method of system scientific analysis, comparative legal and historical methods. The leading method underlying the solution to the problem is a comparative legal study of the processes of digitalization of law and legislation in the state. The scientific article concluded that the impact of digitalization on public administration is manifested in improving the interaction between the state and citizens, as well as in optimizing internal processes. However, despite the obvious benefits, there are significant controversies that need attention. It was concluded that different countries apply different approaches and strategies for introducing digital technologies into public administration. These approaches depend on the socio-economic level of the country's development and its cultural characteristics.

It is important to note that the digitalization of public administration is not only a technological, but also a social process that requires an integrated approach and taking into account many factors.

**Keywords:** Digital Service, Digital Environment, Digitalization, Civil Society, Public Administration, Legal Regulation, Security, Privacy.

## INTRODUCTION

The article explores the understanding and essence of public administration in the context of the formation of digital reality. The definition of digital governance is given, which is gradually changing traditional governance in different countries of the world. Different states apply different approaches and strategies for introducing digital technologies into public administration, depending on the socio-economic level of the country's development. At the same time, the priority is to change the values of the state power apparatus, to strengthen the openness and participation of citizens, and not to transform some organizational approaches into others in the process of digital transformation.

The impact of digitalization on public administration is manifested in improved interaction between the state and citizens, as well as in the optimization of internal processes. However, despite the obvious benefits, there are significant controversies that need attention. One of these contradictions is the difference in the levels of digitalization between countries, which is due to differences in economic development and the availability of technologies.

Digital governance is gaining importance amid the rapid development of technology and globalization. The impact of digitalization on public administration is manifested in improved interaction between the state and citizens, as well as in the optimization of internal processes. However, despite the obvious benefits, there are significant controversies that need attention. One of these contradictions is the difference in the levels of digitalization between countries, which is due to differences in economic development and the availability of technologies. As noted by N.I. Legostaeva, "digitalization of public administration in Russia helps to increase the efficiency of state power and reduce social contradictions."

## METHODOLOGICAL BASE

The methodological base of scientific research is represented by a set of scientific methods, the leading of which is the deductive method, with the help of which the authors of the article conducted a study of the legal and social nature of the provision of digital public services in the aspect of transforming the forms and methods of interaction of the state in the person of authorized public authorities with citizens. The article also uses inductive method, system scientific analysis method, comparative legal and historical methods. The leading method underlying the solution to the problem is a comparative legal study of the processes of digitalization of law and legislation in the state.

The current degree of scientific development of the topic of digital public administration is quite high, but many aspects remain controversial. Research N.V. Moskvitina and A.A. Samorukova emphasize the importance of state support for innovation and management transformation for successful digitalization. The problem that will be solved in this work is to determine the optimal strategies for introducing digital technologies into public administration, depending on the socio-economic level of the country's development. This will not only increase the efficiency and transparency of state processes, but also create conditions for sustainable economic growth and improve the quality of life of citizens.

Digital public administration is a modern concept that is being actively explored in various countries around the world. In the context of digital reality, public administration is undergoing significant changes, which requires adaptation and introduction of new approaches. This article discusses the methods and approaches used in digital public administration in the countries of the European Union, the USA and China.

## RESULTS

The article investigated digital public administration in digital reality in the countries of the European Union, the USA and China. The essence of digital government is determined and its key characteristics are analyzed. A comparative analysis of digitalization strategies in different countries is carried out, examples of legislation and practices are considered. The impact of the socio-economic level of the country's development on the choice of

digitalization strategies is being investigated. Based on the analysis, ways to solve the problems associated with the digitalization of public administration and possible strategies adapted for different countries are proposed.

Create conditions of socio-economic stability and development of the state are impossible without the necessary level of its security. Security issues are of particular importance in the context of growing global confrontation, the manifestation of the negative impact of economic sanctions and global crises.

A series of crises testifies to the loss of manageability, increased inequality and loss of social justice, leads to an increase in international tension and points of armed conflict - our world is turning into a world of risks. Under these conditions, it is especially important to closely monitor the state and dynamics of changes in the economic sphere in order to be able to respond in a timely manner to negative trends and take appropriate measures to correct them, that is, to manage possible risks in this area.

Some aspects of public administration in the context of the formation of digital reality:

- **Adapting Legislation.** The new digital reality requires the transformation of the existing legislative field, since the existing base does not take into account its features.
- **Maximum Openness and Change in the Format of Work of State Bodies.** Civil servants should collaborate in different formats on different issues with other stakeholders.
- **Transformation of the Role of Civil Servants.** They act as intermediaries, communicators and network actors, their task is to look for local, national and international problems and combine the intellectual abilities of stakeholders to solve them.
- **Building a Unified E-Government.** All administrative bodies must be connected via the Internet and have access to a single database.
- **Data Centralization.** The digital platform should provide storage and processing of information in a single format. This will avoid duplication of data, simplify access to information and reduce the likelihood of errors.
- **Use of Artificial Intelligence.** It can automate many processes, speed up decision-making and improve the accuracy of government.

## DISCUSSIONS

An important aspect of digital government is the issue of data security, which is becoming more urgent in the face of growing threats in the digital space. L. V. Vatrina emphasizes that "cybersecurity is a key factor in the formation of sustainable e-government." In addition, resistance to change from traditional structures also represents a significant obstacle to digital transformation.

European researchers focus on the legal and ethical aspects of digitalization. They are studying how legislative changes can contribute to the more efficient introduction of digital technologies into government structures. An important aspect is ensuring data protection and cybersecurity, which requires the development of appropriate regulations.

American experts focus on technological innovation. In the United States, artificial intelligence technologies and big data are actively developing, which are used to optimize public services and increase their availability to citizens. An important element is the integration of various information systems, which allows for improved interaction between government agencies and citizens.

Chinese scientists are studying the integration of digital technologies into government structures. China is actively implementing e-government systems that automate many processes and improve government efficiency. "The digitalization of the socio-economic sector, which is gaining popularity in foreign practices, is closely related to government support for innovation, the transformation of public administration and the construction of a digital government."

Thus, different countries apply different approaches and strategies for introducing digital technologies into public administration. These approaches depend on the socio-economic level of the country's development and its cultural characteristics. It is important to note that the digitalization of public administration is not only a technological, but also a social process that requires an integrated approach and taking into account many factors.

Digital public administration is a modern concept that transforms traditional methods of interaction between public authorities and citizens. In a digital reality where technology plays a key role, public administration is taking on new forms and opportunities. One of the main aspects of digital governance is its ability to increase the efficiency and transparency of government processes, which contributes to faster and better delivery of services to the population.

Digitalization of public administration includes the introduction of information technologies and the use of data in electronic form to optimize the work of government agencies. This allows not only to improve the quality of services provided, but also to reduce the time and financial costs for their provision. As noted by N.V.

Moskvitina, "the digitalization of the socio-economic sector, which is gaining popularity in foreign practices, is closely related to state support for innovation, the transformation of public administration and the construction of a digital government."

In various countries of the world, such as the USA and China, digital public administration is developing taking into account the specifics of national legislation and socio-economic conditions. In the United States, the emphasis is on the development of electronic services and cybersecurity, while in China, artificial intelligence technologies and big data are being actively introduced to improve the efficiency of public administration. These examples demonstrate the diversity of approaches to digitalization, allowing strategies to be tailored to each country's needs and capabilities. Thus, digital public administration opens up new horizons for the interaction of the state and society, contributing to the creation of a more open and accessible management system that meets modern challenges and requirements.

A comparative analysis of approaches to digitalization of public administration in various countries reveals unique strategies and practices used in the European Union, the USA and China. In the European Union, the emphasis is on the integration of digital technologies within the single digital market, which contributes to the unification of standards and increased competitiveness. An important aspect is the provision of cybersecurity and data protection, which is emphasized in the EU directives.

In the United States, digitalization of public administration is aimed at developing electronic services and ensuring their accessibility for citizens. Cybersecurity is emphasized, as evidenced by legislative initiatives such as the Cybersecurity Modernization Act. The introduction of artificial intelligence and big data technologies allows you to optimize processes and increase management efficiency.

China, in turn, is actively using artificial intelligence technologies and big data to improve government efficiency. The country is implementing large-scale projects to create smart cities, which contributes to improving the quality of life of citizens and increasing the level of safety. As L. V. Vatlina notes, "cybersecurity is a key factor in the formation of sustainable e-government."

Thus, each country develops its own unique digitalization strategies, taking into account national characteristics and priorities. This makes it possible to adapt approaches to digital governance depending on the socio-economic conditions and needs of society.

The socio-economic level of the country's development has a significant impact on the choice of strategies for digitalization of public administration. In countries with high levels of economic development, such as the United States and European Union countries, digitalization is often accompanied by significant investments in infrastructure and technology, which allows the introduction of advanced solutions and a high degree of cybersecurity. In these countries, the emphasis is on integrating digital technologies into various areas of public administration, which contributes to increased efficiency and transparency of processes.

At the same time, in countries with lower levels of economic development, such as some regions of China, digitalization may face a number of obstacles, including limited financial resources and a lack of qualified specialists. However, as noted by A.A. Samorukov, "the digital transformation of public administration is an urgent response to modern competitive challenges." This highlights the importance of adapting digitalization strategies to each country's specific conditions and capabilities.

Examples of successful digital implementations can be seen in countries where government support for innovation and the transformation of public administration go hand in hand. In such cases, digitalization contributes not only to improving the quality of services provided, but also to creating conditions for sustainable economic growth. It is important to note that digitalization of public administration is not just the introduction of technologies, but a complex process that requires a revision and redefinition of existing procedures and services in a digital perspective.

The digitalization of public administration, despite its many advantages, faces a number of problems that require an integrated approach to their solution. One of the key tasks is to ensure cybersecurity, which is especially important in the face of growing threats in the digital space. As L.V. Vatlina, "cybersecurity is a key factor in the formation of sustainable e-government." To minimize risks, it is necessary to implement strategic measures at all stages of the design and implementation of digital solutions.

In addition, an important aspect is the adaptation of digital technologies to the specifics of each country. In countries with a high level of economic development, such as the United States and the European Union, the emphasis is on the integration of advanced technologies and significant investment in infrastructure. At the same time, in regions with limited resources, as in some parts of China, it is necessary to develop more economical and adaptive solutions that take into account local conditions and opportunities.

Effective interaction between government agencies, business and civil society also plays an important role in successful digitalization. A.A. Samorukov emphasizes that "the effective interaction of all participants in the digital transformation - federal, regional and municipal authorities, business, scientific and educational institutions, civil society structures - presupposes mutually beneficial cooperation at the regional and interregional levels." This

cooperation promotes the exchange of experience and the introduction of innovative technologies, which ultimately improves the quality of public services.

Thus, for successful digitalization of public administration, many factors must be taken into account, including cybersecurity, technology adaptation to local conditions and effective interaction of all stakeholders. These measures will not only increase the efficiency and transparency of state processes, but also create conditions for sustainable economic growth and improve the quality of life of citizens.

## CONCLUSION

Digital governance has become an important vector of development for many modern countries of the world. Different states apply different approaches and strategies for introducing digital technologies into public administration, depending on the socio-economic level of the country's development. At the same time, the priority is to change the values of the state power apparatus, to strengthen the openness and participation of citizens, and not to transform some organizational approaches into others in the process of digital transformation.

Thus, summarizing, we note that there is an active trend towards the introduction of digitalization in the public administration sector in the world, which is due, on the one hand, to an increase in the requirements on the part of society for the quality of services provided by the state, and on the other, to the development of information and communication technologies. A single digital platform, which is the result of a digital modification of public administration, will provide an opportunity to solve a number of important political and managerial decisions, which will increase the transparency and efficiency of public administration. Nevertheless, it is necessary to take into account all the risks and threats that have a negative impact on the development of digital public administration.

An important factor in shaping the development strategy in the field of digital public administration is taking into account international experience in terms of services provided and in solving emerging problems. In general, digital public administration is a driver of economic development in the era of digitalization and increases the transparency and efficiency of public authorities, as well as the level of service to individuals and legal entities.

## RECOMMENDATIONS

In conclusion of the study on digital governance, this concept represents a significant step forward in transforming traditional methods of interaction between public authorities and citizens. The authors of the article, such as N.V. Moskvitina and A.A. Samorukov, made a significant contribution to the study of this problem, emphasizing the importance of state support for innovation and the transformation of management processes.

The results obtained emphasize the importance of digitalization as a means of increasing the efficiency and transparency of government processes, which contributes to a faster and better provision of services to the population. The importance of cybersecurity, as L.W. Vatlina notes, cannot be underestimated either, as it is a key factor in the formation of sustainable e-government.

Future research could look at the impact of new technologies such as artificial intelligence and big data on government processes. It is also an urgent task to develop universal digitalization strategies that could be adapted to different socio-economic conditions and needs of countries. This will not only increase the efficiency of public administration, but also create conditions for sustainable economic growth and improve the quality of life of citizens.

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