

Інноваційно-інвестиційні чинники економічного зростання

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ADMINISTRATIVE SERVICES SPHERE INNOVATIVE DEVELOPMENT

Maznev G.E., Zaika S.O., Gridin O.V. Administrative services sphere innovative development.

Ukraine has all the necessary conditions formed for the development of administrative services, which are an essential tool of government, and their innovative development is the key condition for government functioning improvement.

The introduction of administrative services sphere of good quality in Ukraine is based on implementation of administrative services decentralization, the organization of effective operation of public services, specializing in providing administrative services that contribute to the efficiency of an innovative model of administrative services, the definition of criteria and quality standards of administrative services, the introduction of e-management in the provision of administrative services, creating centers of administrative services.

Keywords: administrative services, public administration, public authorities, efficiency, innovation development.

The actuality of the subject. One of the main trends of the current global economic and social development is the rapid expansion of services. This administrative service is an essential tool of government, and their innovative development is the key condition of improving the functioning of the government.

The administrative reform, which is in Ukraine now, provides increasing the efficiency of public administration and the reorientation of public clerks to provide quality administrative services. That is why the issue of administrative services sphere innovation development is extremely important.

The analysis of the land research and publications. The analysis of recent publications indicates that a number of publications by famous Ukrainian scientists are dedicated to providing administrative services problems: T. Burenko [4], N. Vasilyeva [5, 6], D. Gorelov [7], S. Dubenko [9], I. Koliushko [13, 14], A. Lipentseva [15], V. Tymoshchuk [1, 3, 21], A. Tolstoukhov [20], A. Cheremis [2] etc.

The aim of the article is to disclose the meaning of «administrative services» and to propose administrative services providing innovation.

The presentation of the basic material. Administrative services can be

viewed in two ways:

– as a public administrative body imperious activity aimed at providing conditions for realization of the rights of a natural or legal person at the request of this person;

– as a result of the public administrative body power aimed at ensuring conditions for the realization of subjective rights of a natural or legal person at the request of this person.

The official definition of «administrative services» is provided in the Law of Ukraine «About administrative services». According to this law, administrative service is «the result of the authority power by the subject of administrative services at the request of a natural or legal person, aimed at the acquisition, modification or termination of rights and/or obligations of that person in accordance with the law» [19].

According to the authors of encyclopedic dictionary of government, the administrative service is the result of the authority power by the authorized person, who provides legal registration of conditions for realization of rights, freedoms and legal interests of natural and legal persons at their request (permits (licenses) certificates, certificates of registration etc.) according to the law [10].

Nikolaenko defines administrative

services as legal relations arising in the realization of subjective rights of a natural or legal person during the public administrative body activity for a particular result [16].

Oslavskiy thinks that administrative services are the public services provided by the executive bodies, executive bodies of local government and other authorized entities, and giving them depends on the implementation of power [18].

Belonging to the administrative services is determined by such criteria:

- the powers of an administrative authority to provide certain types of services are defined by law;
- services are provided by the administrative authorities by implementing powers;
- services are provided at the request of natural and legal persons;
- the result of consideration of appeals is an administrative act which has an individual character;
- the provision of services depends on providing conditions for realization of rights, freedoms and legal interests of natural and legal persons.

The modern state does not manage the society but gives services to it as its main task is to organize and ensure the provision of quality administrative services to citizens.

The need to improve the quality of administrative services is determined, firstly, by the limited budget that needs better results at a lower cost. Secondly, the public demands better service levels and an exact list of them. There is also an important fact that the public sector (if it works effectively) strengthens the overall economic development of the country [11]. Practice shows that improving the quality of services radically changes the idea of the public civil service as well as civil servants method of interaction with the public, the way of the organization of the public service.

Worldwide authorities increasingly focus on promoting social and economic development through the provision of quality services. As for Ukraine, the effectiveness of service delivery to citizens is still low at the local level, right where the population is in direct contact with the state apparatus and local authorities. As a result, the trust to civil servants and local government officials from the public breaks, this in turn

undermines the credibility of public authorities at all.

That is why the focus of state and local governments to meet the needs of citizens as consumers of government services is becoming a very serious problem. Its solution opens opportunities to meet vital needs and interests of citizens, ensure a high level of quality and structure of consumption of material, social and cultural benefits, because they correspond to the nature and destiny of man, creating optimal conditions for his fulfillment. Therefore, to solve this problem it is necessary to focus not only on the legality and transparency of government, but also to find new technological opportunities to improve the quality of services and the use of active methods and forms of management of the private sector in public one [11].

Lately most scholars have emphasized innovation, modernization of public services that should improve the efficiency of public administration.

The task of developing and implementing innovative technologies in the activities of the state is a fundamentally new direction of research. Its solution aims to improve the mechanism of state regulation, organizational streamlining of management, rational use of socio-economic potential of the area, creating an innovative environment in the system of governance at all levels [12].

The necessity of innovation is made necessary, in particular, by the fact that the current state of government limits the opportunities for economic and human development, does not provide a sufficient level of competitiveness of the country (in terms of the quality of public institutions, internal and external security, high levels of corruption and low levels of citizen satisfaction by the activities of the public authorities). Thus, according to various parameters Ukraine occupies the 82nd place in the Global Competitiveness Index, and in terms of the quality of public institutions – the 120th place among 133 countries; the 62nd place in terms of on-line services (rating of countries – members of the UN) among 180 countries [12].

The efficiency of public administration in countries, the history of which has existed for centuries, was ensured by timely, balanced

innovation, which allows the state apparatus to function efficiently, and allows the state to find the right answers to the challenges.

This is the introduction of new science-based technologies for efficient use of organizational resources in order to increase public confidence in the authorities at all levels and the availability and quality of services [12].

Now the important practical significance is the use of administrative services of such innovative concepts as the principle of synergy [17].

Synergetics is a scientific field that studies the relationships between structural elements formed due to intensive exchange of matter and energy with the environment under unbalanced conditions. So synergetics can be defined as the doctrine of self-organization. Synergetics explores the system as it is, and reveals its evolution based on the principles of self-organization, which means the formation of transformation capacity in the middle of the system, by the interaction of its components [8].

The essence of the synergetics phenomenon is the interaction of individual parts of the system together; therefore, they begin to act as one. This requires certain parts of the system to respond to changes in the state of the environment and the individual particles to show similar reactions, to synchronize their changes.

Provided that managers and employees of the authorities who provide administrative services understand the benefits of synergy, it is possible to build a system of government based on the principle of synergy that can achieve the desired level of efficiency and, therefore, to focus public and local authorities to maximize customer satisfaction by management services through a coordinated team interaction between managers of different departments and levels of the government.

Synergy cannot be achieved once and for all, as well as the company cannot be a static system. Innovations in the field of administrative services are absolutely necessary in such circumstances [17].

Understanding the importance and necessity of the principle of synergy in the construction of the complex service provision encourages managers to build the management process so that the company is able to function

as an oiled machine under the influence of constant internal and external changes.

Thus, if a strong structure is formed, where all components act as one with the same purpose, that is synergistically, with the requirements and characteristics of the external environment, then the sustainability and stability of such authority or local government are the reflection of its effectiveness.

The innovation of administrative services and such a thing as strategic flexibility are also noteworthy. In a general sense, the strategic flexibility is realizing the principle of forming strategic management system that provides for targeted preventive parameters changes of the supply-management system in accordance with the changes in the environment, based on constant readiness to anticipate and seen in the immediate environment changes [17].

The enterprise's respect for the principle of strategic flexibility is based on the before-the-fact changes detection both in the internal and external environment, identifying problem areas and developing measures to ensure the effective sustainable work.

Currently, the basic idea of the concept of management is the necessity for a harmonious development of the company, which provides guidance on combining and balancing the interests of management, individual service users and society as a whole. This management focus corresponds to the concept of sustainable development. In general, the concept of sustainable development use means a harmonious combination of social, natural and economic priorities of management structures. In this context, the success of organizations and institutions in the field of administrative services should be considered in three aspects: satisfaction of consumer interests, staff and contribution to society development [17].

Innovations introduction in the field of administrative services significantly affects the efficiency of government, and therefore the permanency principle (the continuity or permanence of innovation) is also very important.

Innovative technology can simplify management decisions and make the ability of public administration and local government modernized to meet the challenges of our time. The real object of the permanency principle of

innovation is intended to ensure not only the survival of the business, but continuous process of quality administrative services in the conditions of instability of external and internal factors of the organization (which itself cannot be considered stable).

Therefore, innovation management activity is the organizational innovation, the coherent system of elements and processes, scientifically verified sequence of steps that are aimed at achieving the desired results in terms of efficient use of available resources. Thus, the origin and maintenance of innovative environment in the system of administrative services, including using the principles of synergy, strategic flexibility and innovations

permanence are some of the essential conditions for effective activities of state and local authorities in providing services [17].

Output. Innovative development areas of administrative services is the implementation of the administrative services decentralization, the organization of public services effective operation oriented exclusively to the provision of administrative services that will provide the innovative model efficiency of administrative services, determine criteria and quality standards of administrative services, introduce electronic management in the provision of administrative services, create centers of administrative services.

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Анотація.

Мазнев Г.Є., Заїка С.О., Грідін О.В. Інноваційний розвиток сфери надання адміністративних послуг.

В Україні сформовані всі необхідні умови для розвитку сфери надання адміністративних послуг, які є важливим інструментом державного управління, а їх інноваційний розвиток - визначальною умовою вдосконалення функціонування всіх органів влади.

Запровадження в Україні сфери надання адміністративних послуг належної якості полягає у здійсненні децентралізації надання адміністративних послуг, організації ефективної діяльності державних служб, які спеціалізуються на наданні адміністративних послуг, що сприятиме забезпеченню ефективності функціонування інноваційної моделі надання адміністративних послуг, визначенню критеріїв та стандартів якості надання адміністративних послуг, впровадженню електронного врядування в надання адміністративних послуг, створенню центрів надання адміністративних послуг.

Ключові слова: адміністративні послуги, державне управління, органи державної влади, ефективність, інноваційний розвиток.

Аннотация.

Мазнев Г.Е., Заика С.А., Гридин А.В. Инновационное развитие сферы предоставления административных услуг.

В Украине сформированы все необходимые условия для развития сферы предоставления административных услуг, которые являются важным инструментом государственного управления, а их инновационное развитие - определяющим условием совершенствования функционирования всех органов власти.

Внедрение в Украине сферы предоставления административных услуг надлежащего качества заключается в осуществлении децентрализации предоставления административных услуг, организации эффективной деятельности государственных служб, специализирующихся на предоставлении административных услуг, что, в свою очередь, будет способствовать обеспечению эффективности функционирования инновационной модели предоставления административных услуг, определению критериев и стандартов качества предоставления административных услуг, внедрению электронного управления в предоставлении административных услуг, созданию центров предоставления административных услуг.

Ключевые слова: административные услуги, государственное управление, органы государственной власти, эффективность, инновационное развитие.

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