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THE INNOVATIVE INFORMATION AND COMMUNICATION PROCESS IN THE FIELD OF PUBLIC ADMINISTRATION

The newest communication and information process involves the implementation of new information platforms to ensure transparency of activity of public authorities and public control over their activities. The introduction of such platforms implies citizen control over the decision-making process and the transition to electronic document management, which is quite relevant in the modern period. Improving the efficiency of interaction between government and civil society and the effectiveness of solving complex problems puts the issue of electronic communication between the government and civil society institutions on the agenda as part of a modern public administration.

Keywords: communication, digitalization, innovations, public administration.

In the context of rapid development of digital technologies, structural changes in public institutions and constant demand for change from society, the need to ensure transparency in relations and increase the level of democracy and trust in government institutions is growing. In this problem area, the author outlines the expediency of improving the information and communication mechanism of interaction between public authorities and citizens, aimed at rationalizing communication links, improving the quality of administrative and management processes, ensuring an adequate level of information security; streamlining feedback between the authorities and citizens, establishing expert and analytical support and providing informative data on the state of affairs in various spheres of society, and implementing

For example, in 2016, Ukraine introduced the Prozorro [3] electronic public procurement system, where state and municipal customers announce tenders for the purchase of goods, works and services, and business representatives compete for the opportunity to become a supplier to the state [2]. In 2016, the Dozorro monitoring portal was also developed, where civil society organizations monitor public procurement and report violations in this process to regulatory and law enforcement agencies. In this process, it is important to have access to the latest switching technologies that allow remote monitoring of, for example, public procurement and guarantee the transparency of this process.

As for the European experience, the Schengen Information System (SIS) is a large-scale computer database that ensures external border control and law enforcement cooperation between the Schengen countries [1]. The SIS contains information on: suspected criminals, persons who may not have the right to enter or stay in the EU, missing persons, stolen, misappropriated or lost property. The Schengen Information System is used by national authorities responsible for: border control, police and customs checks, public prosecution investigations in criminal proceedings and pre-trial investigations, visa and residence permit issues [4]. This information may be made available to the European Border and Coast Guard Agency, the European Union Agency for Criminal Justice Cooperation and the European Union Agency for Law Enforcement Cooperation. An alert entered into the SIS by one country becomes available in real time in all other countries using the SIS so that the competent authorities in the EU can find the alert. Technically, the SIS consists of the following components: a central system, national SIS systems in all countries using the SIS, and a network between the systems. Since March 2023, the SIS has included the following types of biometrics for confirmation and verification of persons registered in the system: photographs, palm prints, fingerprints, DNA records (only for missing persons). Fingerprints and palm prints are used for biometric searches through the automated fingerprint identification system in the SIS.

The database is currently used by 27 countries. In particular, these are: Austria, Belgium, United Kingdom, Greece, Denmark, Estonia, Ireland, Iceland, Spain, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Germany, Norway, Poland, Portugal, Slovakia, Slovenia, Hungary, Finland, France, Czech Republic, Switzerland and Sweden. Among them, Iceland, Norway and Switzerland are not members of the European Union. Since Ireland and the UK have not signed the Schengen Agreement, they have limited access to SIS data. Since 1995, SIS has helped maintain security in Europe despite the lack of internal border controls [1].

An innovative information and communication mechanism involves the active use of information systems in this process. E-governance enables public authorities to function in real time and simplifies daily communication with them by citizens, business representatives, etc. Indeed, the latest technologies are changing the approach to the management process and involve active involvement of civil society institutions. It is worth emphasizing that this process should take place within the legal framework of feedback from the authorities and the public.

The development of the information and communication mechanism ensures transparency of public administration, on the one hand, and provides for the transfer of data and information from citizens to the authorities, on the other; this makes it possible to influence decision-making by the authorities.

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ІННОВАЦІЙНИЙ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИЙ ПРОЦЕС У СФЕРІ ПУБЛІЧНОГО УПРАВЛІННЯ

Новітній комунікаційно-інформаційний процес передбачає впровадження нових інформаційних платформ для забезпечення прозорості діяльності органів публічної влади та громадського контролю за їх діяльністю. Імплементация таких платформ передбачає контроль громадян за процесом прийняття рішень та перехід на електронний документообіг, що є досить актуальним у сучасний період. Підвищення ефективності взаємодії влади і громадянського суспільства та результативності вирішення складних проблем ставить на порядок денний питання електронної комунікації між владою та інститутами громадянського суспільства як складової сучасного управлінського процесу.

Ключові слова: комунікація, діджиталізація, інновації, публічне управління.

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