

Integrated model of public-private partnership for the e-government development in the Republic of Belarus and the Socialist Republic of Vietnam

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In recent years, overseas there was quite a lot of research on public-private partnership (PPP) in the e-government. This activity is related to the fact that the use and application of information and communication technologies (ICTs) are now considered to be a powerful engine of economic growth. In the focus of attention is the question of how to manage ICT as a means to accelerate the process of reform of public services to citizens, businesses and other government agencies [7; 8; 9].

Experience and knowledge are now designed to focus on different aspects of e-government and features that should be taken into account at the national, subregional, national, regional and local levels. In addition, there is a need to understand the key aspects that play an important role in increasing the effectiveness and even the feasibility of the use of PPPs in these situations, the characteristics and values of policies, programs, services and tools that can facilitate private sector activity in the region is still then the prerogative of the government.

The idea of the introduction of PPP in e-government arose from the fact that many governments have successfully used the PPP model in other sectors, such as water supply, transport, etc.

Please note that the technological know-how needed for the majority of e-government initiatives, carried out primarily in the private sector (especially in emerging economies) that is essential for the success of e-government.

For the implementation of PPP projects in the field of e-government need a methodology and guidance [5]. The organization and sequence of actions in this area are based on the sequence of steps that must be followed during the actual implementation of PPP in e-government. The sequence of actions should reflect the cycle of the PPP project, including the following:

- The purpose and format of the PPP, the development of policies and guidelines for its use;
- Understanding of the objectives and rationale for the use of PPP in the field of e-government;
- Methods to create the appropriate political, legal and organizational conditions and regulatory framework for PPP in e-government;
- Methods of identification and selection of appropriate projects for PPPs in e-government;
- Methods of analysis and structuring of e-government project to ensure its viability;
- The methods of implementation of tenders and procurement of PPP projects in the field of e-government;
- Methods for the contracting and financing of PPP projects in the field of e-government;
- Methods of PPP contract management and monitoring of the implementation of PPP projects in e-government.

Public-private partnership in the field of e-government can be defined as a legally enforceable contract of the relationship between the private sector and government agencies. The agreement requires the private partner for the delivery of specific measures desired electronic public services for which the private sector should invest part of their resources (financial, technological, time, reputation, etc.) and be responsible for some of the risks of service, payments for which the private Partner made in exchange for the actual execution and delivery of services.

The objectives of the PPP in the field of e-government are:

- Attraction of new investment by the private sector to use public funds during the development of e-government, including the main information and communication technology infrastructure and equipment, as well as the delivery of services to citizens;

- Involvement of the private sector, its experience, technology and innovation in the design of electronic networks and services, as well as capitalizing on the work with the private sector in view of its creativity and ingenuity, as well as for the use of the proposed private sector marketing channels and customer service experience for commercial purposes the provision of services to customers using the system of e-government.

The potential advantages of PPP in e-government are:

- An increase in the spread of e-government services, applications and infrastructure in connection with the financial participation of the private sector through investment and profit sharing;

- The use of more advanced technology in the design and engineering systems of the individual from the private sector;

- Increased attention to the results helps to improve service quality and increase customer satisfaction, and also leads to more use of opportunities for innovations capable of the domestic private sector.

The project is required to have one or more goals that perhaps in different ways. To compare these methods are necessary criteria for successful achievement of the goals. Typically, among the basic criteria for evaluating the various options of the project includes the time and cost to achieve results. This planned objectives and quality usually are the main constraints in the review and evaluation of different options. For PPP project management to accurately calculate the full range of work, to make a link between them, determine deadlines and the amount of resources needed, as well as to resolve many issues of material, information, finance, personnel and other support resources. Particularly relevant this question becomes when transferring the project to outsource.

Strategic management of the modernization of the public administration system requires innovation and the development of e-government contractual arrangements to ensure a clear link between the results of projects and allocated budgetary resources to them.

Joint projects of the state and the private sector in the development of e-government is an effective tool to achieve its strategic objectives by the parties. In turn, the use of project management at the same time increases the efficiency of the implementation of certain areas of modernization of public administration.

The form of public-private partnership, which allows the use of effective methods of work of the private sector in strategic areas defined by the state, is outsourcing.

In the case of public projects to be distinguished external outsourcing of the internal. Domestic outsourcing is realized with the transfer of functions between authorities and public institutions with the

help of the state task. External outsourcing takes place through the conclusion of contracts for works (services) with external artists (commercial organizations) on a competitive basis.

Organization of the joint project office of the representatives of the Executive and government customers with "corporate" concept of project management based on standard PMBoK 5 Agile project methodology and standard of management of innovative projects and programs P2M, allows, on the one hand, to get more valuable and adapted to Practice authorities outcome of the project, on the other hand - quietly overcome the resistance of civil servants innovations and teach them new technologies work. Measures implemented on the basis of the project approach, have greater transparency and flexibility that leads to increased levels of customer focus and transparency of public administration.

Implementation of the proposed integrated model of public-private partnership for the development of e-government in the Republic of Belarus and the Socialist Republic of Vietnam will provide the transition state structures from the intuitive to the competent project management and more effectively implement the strategy of modernization of public administration in both countries.

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