Based on E-government to Build Service-oriented Government Management Model

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Abstract：The inherent coupling of China's E-government and service-oriented government，for service-oriented government, by means of the modern information and communication technology, e-governance has shortened the distance between citizens and governments to make government functions more inclined to provide services for citizens, to build service-oriented government administration model has practical significance. In this paper, we define the meaning of service-oriented government to analysis of interaction between E-government and service-oriented government. Pointed out that the service-oriented government is a new management model of government: Based on E-government, we propose the way to build a public-centric service-oriented government management.

Keywords：e-government; service-oriented government; management model

In recent years, the vigorous development of electronic information technology, has played an increasingly prominent role in promoting the change of government administrative system and enhancing the quality of public services, creating a good technical environment and operating the construction of service-oriented government. E-government become the important measures to promote electronic of the new era for our society, information-based application technology and in-depth development, but also the major entry point of the construction of the service-oriented government.

1 The intension of service-oriented government

Compared with the control-oriented government, the service-oriented government is based on the "citizen-based, community-based, rights-based" as the value orientation, and replaced the traditional "official-based, government-based, power-oriented" values, to become the modern government management different with the traditional government. Service-oriented government is a combination of management and service, it is a government management to express and reflect the public will as the foundation, to solve public problems and achieve the public interest as the objective, fair and transparent, clean and efficient, good faith abide by responsible for the basic concepts of governance, to meet the people's right of public goods and public service needs as the

purpose, to treat macro-control, market supervision, social management and public service as the basic functions.[1] Service-oriented government will be the direction for the future development of the Chinese government.

2 The interactions of E-government and service-oriented government

2.1 E-government provides support for the construction of service-oriented government technical

E-government is the new government management that based on the Internet, information processing technology, and provide citizens and the community with convenient, efficient service. Construction of the E-government provided an important characteristic of equipment and technical support with the transformation to a serviced government, E-government provide accurate, comprehensive, authoritative information resources through the use of networked, digital and other technological means for the whole society; E-government transform the government business processes, create government services model, through collaborative government, one-stop services, to make the government's public services more efficient, fairer and more direct; Through the establishment and nurturing of the exchange mechanism between the Government and the public-government achieve effective sharing of information

resources and reduce the cost of government offices, so that public access to timely and satisfactory services. it create a necessity that the service-type government changed from the control-based one.

2.2 Service-oriented government provide basic concepts for the construction of E-government

Service-oriented government theory stresses the responsibility of the government's public services, value high efficiency and low cost of government management, as well as the participation of citizens with fair and transparent and so on, The implementation of E-government, needs the support of service-oriented modern administrative culture concept , and asks for equal emphasis on service and management, It allows government agencies to truly appreciate that the power is from the people, and they should serve the people, and to safeguard the interests of the citizens and public interests are starting point and destination of all the activities of government agencies . The Government can effectively implement public affairs and public administration; first of all depend on the clear meaning of their roles. Only if they know what to do, will they ensure the effectiveness of the operation of government power. The establishment of E-government is based on service-oriented government; the traditional administrative concept needs to be updated. This will help the establishment of such goals that E-government "people-oriented", "social-oriented", "transparent administration”, and actively guide the development of electronic services.

3 The concrete manifestation of the service-oriented government management model

3.1 .The new model of government functions

All branches of government make use of information technology to carry out computerization, networking and routinization,to promote the streamlining of the organization and simplification of office work, to improve government efficiency on the administrative, service and management .[2] On the one hand, co-coordinating the government's social management and social service functions. The role of government consists in services mainly,

is to achieve the maximization of social and public interests, its essence lies in its public and social characteristics. Government transform from a passive service economy into active service, Businesses, citizens can understand government policies and accept the Government's management on the Internet without place, time restrictions. On the other hand, increase the efforts such as government maintain social order, basic public services and public safety. Effectively shift the focus of government work to economic regulation, social management and public services and market regulation, enable government change from the all-round type to a limited type, solve the imbalanced development and achieve efficient administration.

3.2 The new model of government activities

The rapid development of information technology, especially networking technology, provides great convenience for the government to obtain information and its processing, the government can obtained and deal with large amounts of information in time, establish all sorts of E-government information database and the government decision support system, make dialectically and systematic thinking and finishing, to improve the comprehensive ability, analysis,j udgement and decision-making ability greatly. E-government can break the limit of time, space, and the hierarchy by constructing a government website, provide free, equal, and convenient network communication platform and quick interactive feedback mechanism for Government to Consumer, Government to Business, Government to Employee. The government's program and work flow become more concise, clear, save the human, material and financial resources of the society and the government objectively , improve the work efficiency. Through the portal, the government put the E-government information such as policies and regulations, and decisions or activities, procedures, processes and results of administrative management to the public widely , to enable every social members understand the government's policy and administrative content in time, so that supervise the government's administrative behavior.

3.3 The new model of government concept

Service-oriented government enhanced its service object to customers and provided user-friendly and personalized service. In the service-oriented government, services is a value entity as ideas and beliefs, hosted by the Chief of the main up the value of the entity, the rules of their transmission are through the moral exercise of public power, so that the services rose to the main level the Chief pursuit relentlessly. As the implementation of government administration, administrative body is the bearer of the value of the entity, its ideas and beliefs appear so important,so:Firstly,to establish a "people-oriented" service concept. Construction of the "people-oriented" public service-oriented government is the current model of innovation in government management of the primary objective. "service-oriented government", based on government values, should be to establish a civil service-based and social-based values. To shape the "people-oriented" government, Namely, to establish "people above all else" values, establish a "governing for the people," ruling concept. Secondly, to establish the service concept that provide quality services for citizens. New Public Service holds that the customer does not interact with the Government simply, But the civic service-oriented government should recognize the difference between the customers and citizens. Citizens have been described as an enjoyment of the rights in the wider community environment and stakeholders of responsibilities. "The improvement in public service consciousness under the service-oriented government , means that we should pay attention on not only 'customers' needs, but also the distribution of power in society circumstances when we improve services require, to provide quality services to citizens

4 Means to construct management model of the public-centric service-oriented government

4.1 Build government information networks and improve whole society information infrastructure

E-government is the interactive process of the Government's various departments, all levels of government and citizens. In order to exchange administrative information quickly and easily, the Government should promote social information infrastructure construction, establish of government information backbone network, and build a national communication network, improve the citizens' operational capability of information technology , so that citizens and social organizations get government information and communicate with the government.[3] Recently, the main work in promotion of E-government include: First further deepen and expand applications of E-government , aiming at the current situation of unbalanced development in different regions and departments E-government , to stand out key points and guide classifiedly. Second, make efforts to promote information sharing, operational coordination, establish and improve infrastructure of the government affairs information resources directory system and exchange system ;Third, promote the building of government websites, increase integration of content and services, enhance the standardization and standardization; Fourth, accelerate the construction of basic information database and business information resources; Fifth, develop performance evaluation of the E-government actively; Sixth, strengthen the overall planning, improve the institutional mechanisms.

4.2 Strengthen the administration efforts by law

A service-oriented government must have adamancy, law enforcement control mechanism, which ensure the validity of laws in the process of exercising power. The enforcement of rigid control mechanism must be able to shield effect of artificial factor, strictly restrict and control the government administrative behavior in accordance with the laws and regulations. E-government is a powerful tool to establishing the enforcement of rigid control mechanism. In the administrative management system supported by the E-government, Law and system are set in E-government system computer control procedures, administration process must be carried on in a computer program control and restriction. In the process of E-government execution, Relevant information and documents are sent to the relevant departments through the network automatically under the control of computer

program, relevant departments must deal with in the program permissions and time after receiving the relevant information and documents. In administration process, not only all the procedures, contents, process and result handled by departments in the process are open and transparent, but each department and functions in the administrative system process, is strictly limited according to laws and regulations stipulated by the computer program ,so, any department or individual do not illegal "set" and "excessive" processing, also avoid the obligations and responsibilities they should fulfill.

4.3 Optimization of government service process

The establishment of a service-oriented government should follow the principles of high efficiency and low cost，offer most high-quality services at the lowest cost, which requires the government management and service attach importance to the quality and cost, efficiency and customer satisfaction. refer to the business enterprise management experience, and reshape government process, set up reasonable government agencies, innovate resources usage, realize the maximization of productivity, government service optimization. The "one-stop" service of E-government become service-oriented government's great contributions.[4] Only realize real-time information sharing, can the overall physical resources such as each department, finance get the optimum combination and overall rationally.To offer the enterprise,orderly social organizations,individual citizens and other service object the convenient and high-quality service through the integration of E-government network. The "one-stop" service enable the government service objects realize remote, even trans-regional service applications and services by means of the unified to Internet population. The "one-stop" service is based on standardization and standardization of the government business office,. So, it need to integrate network and information resources from different government departments , and set up various laws, decrees information system, document management, file management system, information collection and statistical analysis system, etc. integrate electronic government procurement, electronic commerce taxation, electronic administration system, electronic trade man-

agement, small and medium-sized enterprise electronic service, electronic social security service, electronic democratic management, electronic medical service, electronic employment services, education and training services such as electronic, mature online office services.

4.4 the system of innovative government

Service-oriented government replace widen management amplitude with the increase of management level, and ensure the timely and accurate information transmission and comprehensiveness through direct communication among organizations at all levels and departments, thus improve the attention to environment changes and fast-reacting ability of the government, This requires that the service-oriented government adopt flat management system. The basic safeguard of flat management system is to have agile and efficient information collection and processing, processing and transmitting system. With the help of modern information technology, E-government send and process the information produced in the running process of government departments to data processing center through the computer network; In the data center, the computer make good real-time processing and handling according to the mathematical model for good beforehand; then the information will be alloted reasonably to related department staff according to different requirements. So that form a over levels and departments of rapid transmission line and high automation information processing system, and realize the direct communication of information among different levels and departments.[5] The E-government simplifies organization level via the data acquisition, processing and distribution in flat , unblocks information transmission, realizes the government organization transparent, interactive and information symmetry of departments. Provide the conditions that scattered public institutions power, strengthen internal organizational collaboration; realize the participation in management and decision-making of governments and staff at all levels.

To sum up, the essence of E-government is to make the government become a public service government, and to realize the transition from the traditional control government to a service-oriented government.

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