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THE INFLUENCE OF NETOCRACY ON THE FORMATION OF MODERN PUBLIC POLICY

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Today, the global digitalization of society and the active development of information and communication technologies blur the boundaries between different spheres of social existence, cause the transformation of classical forms of communication, and contribute to the creation of favorable conditions for the formation of new ways of social interaction.

A vivid proof of this is the functioning of the public sector, in which, from the point of view of politics, public institutions, management strategies and mechanisms, the distinction between «traditional» and «electronic» management is gradually disappearing, which indicates the netocracy of management processes, as a key sign of the development of public administration in the information society [2, p. 277].

Netocratic public administration should be understood as a management model based on transparency, openness, cooperation and public involvement in the decision-making process through information and communication technologies [2, p. 99]. This approach allows for a more democratic and open nature of managerial decision-making, which is a mandatory attribute of the information society.

Consequently, a multifunctional dialogue connection is being formed in public policy, thanks to which new information and communication opportunities for society appear, which, in our opinion, have «two sides»: on the one hand, they contribute to the development of civil society, the creation of dialogue platforms and the emergence of new forms of social interaction; on the other hand, the risk of using digital technologies to ensure influence on public consciousness and/or total control over representatives of society increases. Only the fact of the plurality of information and digital sources remains undoubted, which is the key to the unlikely monopolization of the information space, power, control over the individual, the massive use of propaganda, manipulative measures,

etc., which we hope will contribute to the preservation of the democratic values of society.

Modern information technologies as a key netocratic mechanism can significantly transform the modern communication practices of government bodies, designed to perform a number of functions, among which the following can be identified as the main ones: consolidation (the implementation of public policy takes into account the interests of all representatives of society and contributes to the adoption of coordinated management decisions); balancing (ensuring the coordination of the activities of the subject of management in accordance with the conditions and capabilities of the object of management); conservatism (preservation of classical forms of public policy that contributes to the stable functioning of society); socio-moral function (assimilation in the process of communication of national traditions, norms and values of the state; perception of globalization social changes); political (increasing the level of political competence of citizens); mobilization (ensuring the legitimacy of the current public order, obtaining support and approval of the society for the adopted management decisions).

These functions make it possible to form an effective public policy and achieve the consolidation of society through the use of effective communication procedures (rational discourse, dialogue, reasoned debate, constructive criticism, compromise, opinion polls, referendums, etc.) [3] through digital technologies – the key mechanism of netocracy.

The netocratic conditions for the formation of modern public policy lead to the leveling of the boundaries between the state and society, the functioning of vertical and horizontal communication, the shift in the role of authorities in the political process from a model of dominance to partnerships with public institutions. The digital environment allows, in addition to classical methods of influence, the use of modern technologies of direct impact on society, and modern information technologies are able to significantly transform and modernize traditional management practices and form new types of public policy.

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CONCEPT OF PUBLIC GOVERNANCE EFFICIENCY IN HEALTH CARE SPHERE

ПОНЯТТЯ СУСПІЛЬНОЇ ЕФЕКТИВНОСТІ ПУБЛІЧНОГО УПРАВЛІННЯ В СФЕРІ ОХОРОНИ ЗДОРОВ'Я

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Ефективність належить до фундаментальних категорій публічного управління, визначаючи загальну спрямованість діяльності управлінської системи, зокрема в сфері охорони здоров'я. При цьому ефективність управлінського впливу органів публічної влади має оцінюватися з погляду їх забезпечувальної ролі, а значить – в підсумку через оцінювання ефективності самої системи охорони здоров'я. В цьому зв'язку, наприклад, П.Іванчов пропонує для розрахунку ефективності державного управління роботою медичної системи оцінювати ключові показники, що характеризують результативність цієї системи [2, с. 242].

З точки зору результатів розрізняють три типи ефективності, а саме, медичну, соціальну й економічну [1, с. 93].

Медичну ефективність в загальному вигляді розуміють з позицій досягнення медичних результатів (ефектів) щодо вирішення завдань профілактики, діагностики, лікування захворювань і реабілітації хворих на рівні як закладів охорони здоров'я, так і сфери в цілому. Більш конкретно, наприклад, С.Назарко розглядає медичну