

Service State Institutionalization in the Social Transformations Context

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Abstract:

Purpose – *The aim of the work is to demonstrate that in studies of social and economic transformations within the framework of a transitive society, it is advisable to conduct a discourse that reinforcing individualization, consumer demands, needs, values, which are the motives of consumption and form a new approach to servicing, called “service”.*

Design/Methodology/Approach – *The general philosophical methods and principles of research are historical, concrete, systematic, comprehensive, unity of concrete and abstract, logical and historical in social cognition, as well as such social and philosophical methods as analogy, modeling, comparative-historical and historical retrospective.*

Findings – *Summarizing various conceptual developments, we consider it expedient to define the “service state” as a special socio-political form of organization of state power, which has a special administrative apparatus whose activity is aimed at providing public services, as well as a system of socio-economic and political-legal guarantees of rights and freedoms of man and citizen.*

Practical Implications – *The results of the work are of practical importance in that the service approach to the system of public administration and the network methodology for improving managerial activity can correct the shortcomings of the bureaucratic management style; eliminate corrupt systemic defects and practical problems of interaction between the state and society*

Originality/Value – *The article makes one of the first attempts to show the features of the “service approach” in public administration that predetermines the transition from “binding” to “providing” public administration. In this connection, the social essence of the modern state is based on the provision of high-quality public services.*

Keywords *economic transformation, transitive society, social subject, transitive periods, public administration.*

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I. Introduction

The global changes take place in the mechanism of public administration under the influence of the transformation of economic, political, social and cultural systems. These changes are reflected in innovative forms and methods of interaction between the state and society, society and person, in the ratio of the living standards of citizens and the availability of quality's consumption of state and municipal services. The above-mentioned transformations, the formation of market relations, the popularization of democracy at all levels of power structures and institutions, led to the objective necessity of a conceptually new view on the forms of public administration.

Globalization and social transformation stipulate the need for appropriate development and complication of the general concept of power in modern society. In this connection, it becomes evident that under the influence of the transformation of the economic, political, social and cultural systems, global changes take place in the mechanism of public administration. These changes are reflected in innovative forms and methods of interaction between the state and society, society and person, in the ratio of the living standards of citizens and the availability of quality consumption of state and municipal services. The consumer society dictates the strengthening of individualization of consumer demands, needs, values, which are the motives of consumption and form a new approach to servicing, called "service".

II. Background

In domestic and foreign literature on the topic, there has been an intense debate about the role and significance of social transformations, their features and essence in the process of social development. Social transformations presuppose a connection with various areas of the life of society, but among scholars of humanities there is no definite opinion concerning not only the ontological status of social transformation itself, but also discussions regarding the depth of analysis, understanding of the features, significance, and the foundations of existing internal mechanisms that cause social transformations.

Modern society is characterized by a complex structure, an unstable alternative variable social development, which includes various contradictions and conflicts. In such circumstances, it is expedient to eliminate a number of social risks and many uncertainties in the social development path. It will be the determination of negative and positive prospects and trends, the selection of local models that presuppose alternative scenarios of social changes that will form the field of social transformation and correctly and adequately reflect the implementation of various changes in society.

In addition, although social transformation is really connected with all areas of society's activity, there is no unambiguous interpretation and understanding of basic mechanisms and principles of significance and actions of social transformations in literature. The relationship between social development and social transformations is not always clearly established. The modern socio-philosophical literature has a definite discussion about an adequate understanding of the society in which a person lives. The problem is that often terms are applied to the real modern society; "Becoming society", "changing society", "modernizing society", "transforming society", "transitive society" and so on. However, in this case, it is an ambiguous notion that these concepts reflect on application of social development.

The real discourse concerns the fact that philosophers have been building a semantic series of categories and concepts that are close in meaning. However, if we carefully and deeply analyze the transformations, transitivity, and formation, then they actually belong to one group of dynamic categories reflecting the procedural nature of social development, while the designated categories have their own specifics, features, local and basic characteristics, and its essence. Ultimately, social development and social processes from the position of the mechanism for their implementation will receive new original interpretations. However, if one looks closely at the concepts of a transitive and transforming society, then it should be said that a transforming society could not consider assumptions about the existence of transit periods in it.

Any transforming society contains different sets of contradictions in structure, essence, and substrate, and they reflect different versions of the existing social being laid down in transition from one to the other level of a transforming society. There is an assessment of social subjects as a researcher of different versions of the existing social being that have priority over a local interval within a transforming society. If we talk about the fact that there are many different types of intervals inside such a transforming society, correlating with different periods of transit, then in this situation, the analysis of the transforming society assumes two significant layers of interpretation. It is possible to conduct a discourse on the external interpretation of social changes and actions occurring when considering characteristics and conditions of the most transforming society, but it is necessary to consider the inner layer.

It is connected with the peculiarities of the realization of social transformations and the researcher will refer to the concepts of transit, to the concepts of versions of social being, the substrate, the mechanism of development of the transitional society and transitional states. These social transformations are more profound, they reveal the internal mechanism of the existing social transformation, without which it is impossible to talk about the totality of social transformations forming a chain of transformations of a certain kind.

III. Methodology

It seems correct to use both domestic and foreign interdisciplinary concepts of the essence, content and functioning of social transformations of society in the context of the service state as a methodological, theoretical and conceptually semantic basis. Historically and logically applied methods of cognition, methods of systemic and historicism, social and philosophical methods are actively applied: historical-retrospective, comparative analysis, and analogy and modeling are used.

IV. Results and Discussions

4.1 Trend of a service approach

The emerging trend of a “service approach” in public administration predetermines the transition from “binding” to “providing” public administration. In this regard, the social essence of the modern state is largely based on the provision of high-quality public services (Yescombe, 2015; Johnsen, Howard, and Miemczyk, 2014). In the service state (in the process of social transformation and political and legal unification), public interests related to ethno-national, spiritual, moral, ethnic and other basics lose their

relevance for public administration. They are replaced by a system of law in which universal administrative regulations set the tone for the interaction of a person with the state. The service state emphasizes the direction of social communication “bottom-up”: from the individual to the authorities (Guth, 2016; Slack, Brandon-Jones and Johnston, 2016).

Analysis of foreign and domestic law enforcement allows us to propose the thesis that the effectiveness of forms and methods of “service state management” depends on several interrelated levels (Popov, 2016). In Europe, the infrastructure of the “*service state*” is built by combining its *functional elements* on the single telecommunications infrastructure:

- information systems of all state authorities and local self-government;
- elements of the public access infrastructure;
- access points in public reception rooms;
- departmental and regional telephone service centers;
- sites of state authorities in the Internet;
- regional multifunctional service centers.

4.2 Technologies of service organization

Summarizing various research positions, we believe that the positive effect of the service organization of public administration in the states of the European Union is based on a symbiosis of a number of transformational and organizational technologies:

1. *the technology of “human capital”*, suggesting the creation of a highly effective public service, capable of self-organization, professional competence and the responsibility of the bureaucracy. The technology provides for the delegation of state services and the performance of functions under an outsourcing contract to private law entities (e.g., call centers);

2. *the technology of “network and alternative solutions”*. This technology is aimed at creating a system of independent subjects of public administration interacting with each other in order to develop a single optimal solution (for example, the work of Civic Chambers, public anti-corruption councils under public authorities, as well as lobbying organizations, offers of people's and political movements and other civil institutions society);

3. *the technology of “abstract legal regulation”*, which consists in reducing state administrative and bureaucratic barriers, making decisions based on the rule of law. The stability of technology is provided by an independent judiciary system based on democratic values, adversarial nature of civil, criminal, administrative and arbitration processes.

4. *the technology of “public competition”*, based not only on the creation of a competitive basis for public service, but also on the conclusion of state contracts, procurement on a competitive basis (the creation of an electronic system of procurement).

4.3 Distrust to service forms of public administration

However, the service approach in the system of state administration has many opponents not only among researchers, bureaucratic apparatus of civil servants, but also among ordinary citizens. Thus, the analysis of the sociological survey of citizens of the CIS countries, showed a high level of distrust to service forms of public administration. The scientific and technological revolution stimulates the stratification of

society (this is evidenced by unsuccessful examples of the launch of e-government technology in the CIS countries, Iran (Chitsaz, Tajpour, Hosseini, Khorram and Zorrieh, 2019) etc.), the problems of information inequality separate the society of these states, and service management methods are becoming ineffective (Halvorsen, Orgeret, and Krøvel, 2019). Many citizens of these states do not have an elementary address identification of the house number (Tajikistan, Kyrgyzstan), not to mention the possibility of purchasing computer equipment. The number of Internet users as on July 30, 2018 amounted to 4,208,571,287 people out of the total world population of 7,634,457,932 people. And there are no data on the majority of indicators presented in the UN reports for such countries as Cambodia, Congo, Zambia, Nepal, Pakistan, Angola, Zimbabwe, Nigeria, Senegal, Uganda, Afghanistan, Mali, Mozambique and others in the so-called Low Human Development group (Dalevska, Khobta, Kwilinski and Kravchenko, 2019). In 2020, about 30 billion things are expected to be connected over the Internet of Things. Physical device developers will need to lower the price of their products (Tan, Anderson, & Parker, 2020). In this regard, the population not only does not know how to use information technology, but also does not know about the possibilities of service mechanisms of interaction with authorities because of the low level of education. In these societies with a low level of communication and social transformation, traditional religious and mental ways of life, the introduction of service mechanisms into the system of state administration is quite dangerous, since it can seriously undermine the level of legitimacy of state power (Solovyeva 2015). Social conversion factors and structural limitations play predominant roles in expanding capabilities or freedoms. The effectiveness of income and technology should therefore be evaluated according to their impact on capabilities expansion (De la Hoz-Rosales, Camacho and Tamayo, 2019).

For example, Romanian public administrations target in Digital Agenda 2020 is that in 2020 at least 35% from all their State Members citizens should use the e-Government systems. And still use of e-Government services there remains the lowest in the EU. According to official Eurostat data, in sparsely populated area less than 100 inhabitants/Km² use e-government system. And user satisfaction about e-government websites, in 2013 was only 1% of individuals getting satisfaction on the ease of using services on websites, compared to 27% of individuals in EU average. To improve the situation government of Romania attracted a high number of ICT experts for quality improvement of the public administration (Lincaru, Pirciog, Grigorescu and Tudose, 2018).

4.4 Causes of negative attitudes

A number of reasons causes negative attitude:

- 1) the lack of knowledge, knacks and skills of owning modern means of electronic and information communications;
- 2) distrust of electronic documents, creation of written duplicates;
- 3) the low level of legitimacy of the form of online communication with government officials;
- 4) the problem of information security leads to an avoidance of electronic forms of interaction with the authorities;
- 5) the lack of a transparent system of control over electronic state and municipal services;

- 6) the lack of information, electronic communications and networks in the regions and rural settlements, auls (townships), farms;
- 7) high prices for computer equipment and payment for access to the Internet.

In this regard, the states of the former socialist camp (mainly the CIS countries) are sufficiently selective to implement servicing mechanisms in the national legal system used to acceptance of the state coercion. But the purpose of legal science is to adapt traditional concepts to the new conditions of society (Finogentova, Tokarev, Petrenko and Primak, 2018).

4.5 Level of public administration

The social level is based on a developed civil society, a high level of legal culture and information and computer literacy not only of civil servants, but also of citizens. At this level, lobbying activities are institutionalized and legitimized. This layer stimulates the development of service and information culture, as the basis of public control and active citizenship (Popov and Muzyka, 2016; Popov, 2014).

Institutional and political level provides for the implementation of administrative reforms aimed at creating a service infrastructure; modernization of the mechanism of public administration; introduction of information and telecommunication technologies, innovative forms and methods of state and municipal management; preparation of a new generation of public servants able to work in an electronic state (Solovyeva 2015). At this level, the transformation of national features of the formation of a service state is traced through the implementation of such projects as open (electronic) government, electronic justice, electronic parliament, electronic elections; multifunctional centers; expansion of sites of civilized forms and methods of upholding of public interests in authorities (for example, the establishment of Civic Chambers and public councils with authorities) (Popov, 2013; Booth, 2014). Platforms may allow for scalable and collaborative governance, improving the delivery of government services, citizen participation in policy deliberation (Ansel and Miura, 2019).

The economic level provides for the development of an e-economy with market-democratic axiology and public administration mechanisms; expansion of public-private forms of interaction and cooperation based on public-private and municipal-private partnerships; electronic commerce; electronic procurement. The combating corruption, administrative barriers (Mayorova, 2019) in the sphere of entrepreneurial activity, de-bureaucratization of power, and the possibility of delegating certain state functions to provide public and municipal services to the private sector on an outsourcing basis play an important role. In this context, civilized lobbyism is the guarantor of economic and political transformations (Chick and Handfield, 2015; Elizbarashvili, 2014; Mena, van Hoek and Christopher, 2018).

Legal, institutional and regulatory levels are related to the improvement of the system of legal norms (regulating the process of rendering state and municipal services) and the creation of both legal and social mechanisms for resolving disputes and conflicts. Successful holding of the negotiation process is largely predetermined by information work at various levels of social partnership (Vinichenko et al., 2019). In this regard, the institution of mediation takes on special significance. Inherent features of these levels are: legalization of lobbying activities on interaction with state authorities and local self-government; unification of registers and administrative regulations of state and municipal services throughout the territory of the service state; creation of a single information base for interagency cooperation between public authorities;

ethical and cultural-normative standards of rendering state and municipal services for employees (Lysons and Farrington, 2016).

4.6 Series of features of the transformation process

The analysis of the process of transformation of human interaction with the institutions of public authority in the “service state” made it possible to identify the following series of features:

- The direction of attention of public administration toward the needs, demands and needs of the population, which determines the functional nature of the development of state and municipal services;
- The structure of legal relations, most often comes down to individual interaction (withdrawal from collective appeals) and has a declarative nature (contract army, non-registration of marriage, determination of a person's sex according to his inner feelings, legalization of drugs, permission for euthanasia, etc.);
- Communication of citizens can be directed to public authorities in both simple written and oral form, both electronically and in interactive form;
- The transformation of the system of work of the authorities based on the task of ensuring the comfort and conveniences of citizens (work on weekends and holidays, shift or round the clock organization of the work schedule of state and municipal employees);
- Unification of various identity documents to a single document in the form of: an electronic card, a microchip with data on a person implanted under the skin (for example, the United States); identification by biometric parameters (fingerprints, eye cornea, DNA, etc.).

V. Conclusion

Despite the scarcity of complex scientific works revealing the essence of the “service state”, the law enforcement practice of institutionalizing its forms and mechanisms has become widespread. In this connection, summarizing the experience of the states of the Anglo-Saxon and Romano-German legal families, it is expedient to single out the following as distinctive features of the state service model:

- the development of electronic forms of interaction between the state and society;
- creation of a central database for effective interaction between executive authorities;
- creation of a contract system of state and municipal procurement based on the organization of electronic commerce;
- providing public services on a network basis, reducing the cost of services;
- enhancing the effectiveness of intra-organizational relations in public administration;
- development of public-private partnership;
- civil service reform; increase the level of openness of public administration.

The positive effect of the service organization of public administration is based on a symbiosis of a number of transformational and organizational technologies: Technology of “human capital”, suggesting the creation of a highly effective public service, capable of self-organization, professional competence and

responsibility of the bureaucratic apparatus; "Technology of "network and alternative solutions"; Technology of "abstract legal regulation"; Technology of "public competition."

Summing up the results of the research aimed at studying the model of "service management" as a modern form of socio-political transformation of society, we consider it relevant to explore the era of "network-service-electronic states" that is starting to create a new system of social organization for future generations. Scientific novelty is connected with the fact that "global interests" associated with ethno-national, spiritual-moral, ethnic and other bases of social unity, lose their "relevance" to government, at least in everyday, current management. In "service" management organization, the dominant performance indicator is "customer satisfaction".

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