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THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE MANAGEMENT OF LOCAL GOVERNMENTS

The article examines the degree of use of information and communication technologies in the management of local governments. It is defined as the main function of local self-government bodies as an executive body, ensuring the livelihood of united communities, creating a favorable environment, public health, ensuring wide access to education and culture, social protection and personal safety of residents.

Formulation of the problem. Defining the organizational and economic mechanism of information and communication technologies in the management of local governments comes to the fore in today's realities and digital transformation of society. It is also necessary to take into account the multilevel organizational and functional structure of local governments, which are objectively the processes of division of labor, a certain production potential of staff within the main goals and objectives of local governments.

The purpose of the article Determining the content of the management process using information and communication technologies.

Paper main body The Constitution of Ukraine defines local self-government bodies as one of the independent forms of exercising power by the people, recognizing and protecting the economic basis of self-government - municipal property as well as state, private and other forms of ownership. The main function of local governments, as the executive body, is to ensure the livelihood of the

community, creating a favorable environment, public health, ensuring wide access to education and culture, social protection and personal safety of residents.[1] Areas of activity of communities and other associations include:

- implementation of laws of Ukraine, normative and legal acts of government bodies;
- development and implementation of budgets;
- management of municipal economy and socio-cultural sphere;
- control over the use of territory and infrastructure;
- management and disposal of municipal property and lands of the city in accordance with the law;
- coordination and organization of work on social protection;
- organization and execution of the municipal order for performance of works;
- fulfillment of other powers to resolve issues of local importance in accordance with the current legislation of Ukraine.

Of all the authorities, local governments are the closest to the problems of the population and have the greatest opportunities to create the conditions for the improvement of life and effective economic development of the territory. At the same time, it is local governments, as corporate education, have the greatest need for operational information, with the management of the territory. Therefore, the main tasks of local governments are:

- in the formation of a complete information accounting database of objects and subjects of the territory;
- in the formation of data characterizing the resource potential of the territory of integrated territorial management, planning and forecasting of the use and development of natural and social resources;
- in the development of elements of territorial infrastructure;
- in integrated nature management;
- in monitoring and support of agro-industrial, construction, fuel and energy and other complexes;
- organization of rational interaction of resource factors of the territory;

- in ensuring sustainable socio-economic development of the territory in order to effectively manage the forms of management for the benefit of the population.

To ensure the socio-economic development of the territorial association, local governments need to maintain and develop the financial and economic system, as effective economic activity of the community directly depends on the state and use of public finances. Socio-cultural sphere, socio-economic development, investment climate, industrial and financial policy depend on the state of public finances. Effective management of public finances of the territorial association is based on the following principles:

- creating conditions for the development of the revenue base of the local budget;

- cost management;

- reduction of budget expenditures;

- stimulating the improvement of service quality;

- improvement of the investment system,

- introduction of a results-oriented budgeting system;

- organization of collection of payments for housing and communal services;

- improving the mechanism for providing subsidies for housing and communal services to low-income citizens;

- improvement of debt policy.

Functions that contribute to the replenishment of the state budget, the rational use of budget funds, are a priority in the management of local governments. Such functions include:

- increasing the level of reliability and efficiency of economic information;

- budget development and execution (execution and current control over budget execution);

- economic (forecasting the revenue side of the budget, search and formation of additional sources of revenue and expenditure);

- management of municipal property;

- land use and nature management.

For effective management of self-government bodies it is necessary:

- to improve the management of the territory to achieve sustainable economic development;
- to form an investment environment;
- plan socio-economic development;
- to satisfy the information needs of the population, public organizations, business entities;
- to manage economic activity on the basis of program and project activities.
- create conditions for monitoring indicators that characterize all spheres of life;
- to improve the skills of management staff, in order to perform quality management functions;
- increase the transparency of management activities of local governments.

Identified areas of effective management require changes in human functions in the management process:

- reduction of the time interval for pre-processing of information;
- increase the productivity of mental labor;
- increasing the share of the creative component in the field of management based on the introduction and use of information and communication technologies.

One of the possible mechanisms that contribute to the effective economic development of territorial associations is the informatization of the management activities of local governments. [4]

Due to the introduction of information resources in the management process, the effectiveness of information support in solving various problems - financial and economic, investment, business development and economic activities in the united communities.

Informatization of management activities of local governments contributes to improving the management system:

- targeted distribution of budget and other resources;
- providing information support for management activities;

- increasing the role of analytical work in territorial management activities;
- creating conditions for comparing the assessment of the effectiveness of the use of budget funds and territorial resources;
- increasing the role and responsibility of participants in activities, programs and projects in their consistent implementation;
- improvement of information support for the activities of economic entities.

With the advent of new information and communication technologies in the field of farm management, significant changes have taken place. During the last eight years, work on automation of information resources has been carried out in almost all areas of activity of local self-government bodies.

Under the organizational and economic mechanism of information and communication technologies in the management of local governments we understand a set of systematic actions that provide effective management activities aimed at automated processing of integrated financial and information flows [1]. It is necessary to take into account the multilevel organizational and functional structure of local governments, which objectively take place in the processes of division of labor, a certain production potential of staff within the main goals and objectives of local governments [5].

The content of the process of management activities with the use of information and communication technologies is the correct distribution of functions in the information and communication environment, the specification of the main goals and objectives for the subjects of this process [4].

In order to determine the content of the organizational and economic mechanism in the management activities of local governments, we examine its content. The object of management is the production process, ie. management activities of local governments to provide services in the framework of receiving, transmitting, storing, processing, using information in the existing information and telecommunications environment.

Management tools and resources used represent the information and communication environment. Thus, the content of the information and

communication environment of local governments includes the first component - management tools:

- corporate telecommunication environment;
- software and hardware;
- applied software and hardware in the field of municipal services

The second component - the resources used (financial, informational, technological, economic, personnel, software, hardware).

The governing body (management entity) are structures (management bodies) for automated processing of integrated information on socio-economic development of the city, designed (management bodies) system-wide integrating structure (analysis and development of the city and forecasting and analytical structures in the areas of socio- economic) development of the city on operational management, accounting and territorial structures for automated processing of primary, accounting information. [3]

The content of the organizational and economic mechanism should also include areas of management in the areas of activity:

- socio-economic development of the territory (socio-economic monitoring, planning, development and support of socio-economic development programs, management of the balance of financial and labor resources of the territory, monetary income, examination of investment projects);

- budgetary and financial sphere (management of formation and execution of the public budget, monitoring of taxes and fees, monitoring of credit resources, monitoring of budgetary and extrabudgetary funds);

- municipal property (accounting and analysis of the effective use of municipal property leased, financial and economic analysis of the efficiency of economic activities of municipal sector enterprises in the city, maintaining passports of investment projects, conducting and supporting privatization programs); .

- production (monitoring and support of programs from the complexes: industrial, construction, transport, fuel and energy, housing and communal, calculation of the cost of utilities and compensation);

- consumer market (monitoring the situation of consumer prices for goods and services, monitoring compliance with state-regulated prices, monitoring the production of consumer goods, monitoring the consumer basket, goods and services);
- public safety (monitoring of law and order and criminal situation, support of law enforcement agencies, support of mobilization measures and appeals, forecasting and elimination of consequences of emergencies);
- document management (record keeping, performance control, personnel management, legal support).

Conditions for the functioning of the organizational and communication mechanism in management are in the legislative, scientific and methodological, regulatory, system and special application software, ie. necessary rules and regulations for the operation of the complex.

A significant role in the content of organizational and communication in the management of local governments is played by a multilevel system of government, where each level of government performs its specific goals, objectives and functions [2].

For the rational use of organizational and communication mechanism it is necessary to ensure the use of a systematic approach to the organizational and functional structure of management activities of local governments.

Forecasting, planning and programming, implementation of plans, accounting and analysis of business results, adjustment of forecasts and plans are management functions for automated information processing in local governments.

At the same time, the methodological complex of professional development of specialists in the field of application plays a significant role in the effective use of the organizational and communication mechanism in management activities.

Municipalities, as a rule, use certain automated autonomous systems for certain activities of administrative authorities and management. In the case of accounting or utility billing, autonomy is permissible. But for most municipal authorities, it is important to create connecting information systems. This is important both to

eliminate double entry of information and ensure the accuracy and uniqueness of information about each accounting object, and to solve the problems of administrative management, taking into account all primary information resources. Therefore, the replacement of systems with a low degree of integration with systems with a higher level of integration is a need for informatization. In addition, the need to upgrade local nodes for administrative bodies is natural, as both the organizational structures of government and administration and the business process patterns in these bodies change over time. Autonomous systems in these cases have extremely limited ability to adapt to changing conditions. [5]

Information support of management activities can be based only on a system of reliable primary information resources. Therefore, it is necessary to fully automate all primary registration and accounting operations (extraction of cards, acts, certificates, contracts, lists, reporting forms) performed by local government officials, ensuring as far as possible the implementation of the principle of "single entry" of information.

To solve the second group of tasks, it is important that informatization allows the use of all components of information resources, regardless of the departmental subordination of the bodies that produce their primary accumulation.

From the above it follows It is important to note that the full automation of primary administrative operations creates motivation and makes it appropriate to form and maintain a unified system of information resources used to support decision-making in the field of integrated socio-economic management of the territory.

To provide control and analytical functions and information support for management decisions, automated information systems should be implemented by complexes such as organizational and control complex, economic and property complex, social and humanitarian complex, housing and communal complex, financial and economic complex or other similar complexes.

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