
THE NEW FACE OF PUBLIC MANAGEMENT – ABOUT THE “SMART CITY” AND ITS IMPACT ON THE FUTURE DEVELOPMENT OF SOCIETY

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Abstract: With the advent of the "information technologies age", the time has come to gradually talk about "smart cities"; to look for ways and solutions to attract the interest of the strategic decision makers for the development of the cities in which we live towards these trends; to take part in a new and revolutionary in its essence way in the leadership of these cities; to be able to express and show our assessment of these solutions in real time; to take part in the decision making process in real time and even to be in a twenty-four hour working regime. These changes can immediately be seen, touched, heard, used, tried, appreciated. We have been changed as consumers, citizens, humans, clients, parents, students. The present scientific research is an attempt to present, on the one hand, the concept of the “Smart City” and, on the other hand, through the practices and examples presented to the readers to draw their attention to the positive aspects of this "new face" in public management.

Keywords: “Smart City”; sustainable development; public policies; public management

People would not be able to withstand change if they did not have an unchanging core within themselves. The key to the ability to change is an unchanging sense of who we are, what we live for and what we value.

Stephen Covey

1. INTRODUCTION

The digital revolution in the public administration is just beginning and it could help the services become more innovative in order to improve the experience of the citizens, to better engage employees and to achieve a step change in organizational efficiency.

Authoritative research and analysis reveal that artificial intelligence has the potential to achieve additional global economic activity of about \$ 13 trillion by 2030, or about 16 percent higher cumulative GDP than today. In addition, in our opinion, only automation can increase the growth in manufacturing globally by 0.8 to 1.4 percent yearly.

The leading challenge faced by global management of human resources is the motivation of people to get involved with desire and curiosity in this new stage of human development. The research is showing that there is a strong relation between the level of engagement and the quality of life. As Gostik and Elton aptly point out, "We've all gone on a talent hunt, and the best place to look for them is right under our noses. We just need to keep and develop our best and most solid people, keeping them constantly motivated (Gostik & E., C. Elton, 2011).

2. HOW IT BECAME FASHIONABLE TO TALK ABOUT A “SMART CITY”?

Today, the population of our planet is about 7.4 billion people, almost half of them (3.6 billion) live in cities, although only 10 years ago the urban population was only 35%. With such a high rate of urbanization, a number of problems arise that make it difficult for administrations responsible for various aspects of life in the city, and perhaps this is one of the reasons in recent years to find innovative solutions in this direction to be welcomed with hope and to be valued highly by professional guilds [1] in the field of public administration around the world [2].

The concept of the “smart city” is aimed at solving this range of problems, and it has already been realized in one way or another in 2500 settlements around the world, with more of the good practices which could be researched and tested in new cities and countries as a result of different initiatives and competitions around the world [3].

In a world where technology seems to be applied in a rapid pace, every city seems to be a “smart city”. The mass deployment of broadband infrastructure, mobile phones and wireless connectivity is just the beginning. The concept of smart cities was first formed in the early 2000s and focuses mainly on technology and infrastructure development. In recent years, the term 'smart city' has been widely used by cities and trade organizations to communicate and promote various types of initiatives or solutions in an urban context (McKinsey Center for Business and Environment, 2018). That is why it is hardly possible to give an unambiguous definition of the concept of a smart city. In general, the "smart city" has a system that allows the resources of the various city services to be used in the best way, ensuring maximum safety and the search for innovative solutions in internal communication processes (Vasilev, V. & V. Arabadjieva, 2020). In order to achieve this goal, a close connection is needed between the various solutions implemented in the context of the "smart city" program - video surveillance, intelligent transport systems,

etc. In general, the "smart city" applies the latest technologies to make good use of available resources in order to increase living standards, reduce harmful effects on the environment, create conditions for innovation, rational use of energy and cost savings, and improves governance confidence (Vasilev V. & Tsv. Belyovska, 2018). Moreover, a number of scientific studies support the thesis that in the "smart cities" there is an increase in confidence in governance and there is a full opportunity for the implementation of the so-called. organizational trust (Vasilev, V. & Sr. Dimitrova, 2017) and high levels of positive organizational culture (Dimitrova, Y. , 2015).

That is why the creation of a platform combining the needs and priorities of each city is the most effective plan for sustainable development of urban environment through the introduction of smart technologies. Research in recent years has shown that the most effective way to manage a smart city is by creating a smart platform.

In summary, 8 main guidelines can be derived:

- Infrastructure and traffic; Security; Healthcare; Waste; Water; Energy; Economic development; Public administration

3. ONLINE PUBLIC SERVICES

The widespread acceptance of online services may be a consequence of the digitization of the maximum number of services in all areas of interaction between citizens and their government, not just basic government services (fines, taxes and permits). For example, in 2017, the Dubai government launched an online-only initiative in which service centers were closed for such a day and 950 services from 32 public entities were provided online only [4]. The Dubai government also currently provides 55 services from 24 government entities in one mobile application, *Dubai Now*. Access to mobile applications for the most frequently used essential services helps to simplify citizens' access and increases the reception and use of services [5].

Moscow, for example, offers 250 services through the portal network related to business, education, healthcare, housing, private transport, public transport, family, social support, culture, sports, civil documents, labor, fines, disabled people, emergencies and security, environment and animals and complaints. Ten popular services are available in the mobile app [6].

At the same time, in Berlin, where a relatively small group of people use e-government services, 75 services are available and listed without categorization on the city's website and on the government's online services website. The city mobile application is only able to inform users how and where to apply for the service, instead of providing the service itself. Berlin demonstrates an alternative way of how a city portal can serve people and be frequently visited and used [7]. It provides extensive information functionality that is useful to citizens in categories such as theater tickets and job vacancies and achieves a relatively large number of visits per month per citizen (McKinsey Global Institute, 2018).

It is good practice to complement the government's online services with a relevant, well-designed, and constantly updated city portal. This portal contains useful content for citizens, such as information about city life, policies and help for small businesses. The integration of a city information portal and online government services provides one-stop access. People who want to use an online service can find useful information about urban projects or important news, driving the habit of using a government portal for all their needs.

Cities that digitized their services only 5 to 7 years ago achieve the same or better results than some cities that digitized their services 10 to 15 years ago. For example, within three years of its inception, Mexico City's electronic services have demonstrated a higher utilization rate than New York City, which launched eight years ago [8]. The situation is identical in Seoul [9]. Dubai's e-services are ahead of those of Sao Paulo, which launched two years earlier. Similarly, within five years, the Moscow portal demonstrated double or triple-use figures over Berlin, New York or London, all of which launched at about the same time. This may mean that after a few years, the launch of the portal is the main factor in widespread use and acceptance may be the breadth of digitization of government services and the usability of the interface, rather than the date of digitization [10].

The Moscow city portal serves as a one-stop shop for citizens; the public services portal, the mayor's portal and the citizen feedback portal were integrated in 2017 (McKinsey Global Institute, 2018). The government services available on the mayor's portal extend to many areas of citizens' lives, and the most commonly used services are included in a mobile application. The portal is built in a friendly way, with one or two clicks to the most frequently used services [11]. Today, 6.5 million people use the city's government services online, and more than 75,000 people use the mobile app daily (it includes 14 popular services).

The Berlin city portal and online government services is another good example that has been around for 20 years. It offers news, information, checklists and policies for a wide range of areas of city life. With its help, anyone can literally follow the development of the concept of the application of information and communication technologies in public management.

In such a context, as can be seen from these examples, the organization's ability to adapt to change, to explore and manage the organizational climate and emerging crises as a component of change, and to communicate successfully at every stage of this process is critical for its development and prosperity (Vasilev, V., D. Stefanova & V. Cherkezov, 2019).

4. CONCLUSION

"Smart cities" support and can help the sustainable development of cities from the standpoint of elegant and modern solutions to meet basic human needs, and are a springboard for higher needs and expectations such as completeness and belonging. Moreover, "a sustainable city unites people, maximizes the incentives, innovations and enrichment that are the fruit of connectivity" (Worldwatch Institute, 2016), and this leads to a high "social added value". This value is expressed in the fact that such a city is socially proud - with parks, transport, festivals, community gardens and urban spaces that are widely accessible. The effectiveness of the implementation of these processes depends on the efforts and focus of the public administration.

In conclusion, we would use the words of Paolo Cuello: "Recently, many people have given up living. They don't get bored, they don't cry, they just wait for time to pass. They did not accept the challenge of life and life no longer challenges them. You risk becoming like them, resist, bravely accept what life offers you, do not give up.

The following years are years of change, uncertainty and search for new and innovative solutions in all areas of individual and organizational everyday life.

Let us accept the challenge of diversity, development and innovation. Now!

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