

віртуальної та доповненої реальності, які надають людям нові та захоплюючі способи взаємодії з технологіями.

Ще один цифровий тренд в Україні – зростання соціальних медіа. У країні є велика та зростаюча спільнота користувачів соціальних мереж, які використовують такі платформи, як Facebook, Instagram і TikTok, щоб спілкуватися з друзями та родиною, обмінюватися інформацією та бути в курсі останніх новин і тенденцій. Це призвело до створення нових впливових людей у соціальних мережах і творців контенту, які використовують ці платформи, щоб охопити мільйони людей у всьому світі [4,5].

Нарешті, Україна також відома своїм інноваційним підходом до освіти. У країні процвітає індустрія електронного навчання, яка надає людям нові та інноваційні способи навчання та набуття нових навичок. Це включає в себе розробку онлайн-курсів і навчальних ігор, які допомагають зробити освіту більш доступною та цікавою для людей будь-якого віку [5].

Підсумовуючи, Україна є країною, яка знаходиться в авангарді багатьох захоплюючих цифрових тенденцій та інновацій. В країні процвітаюча технологічна екосистема, яка сприяє зростанню та інноваціям у низці галузей, включаючи фінтех, електронну комерцію, ІТ, блокчейн, штучний інтелект, ігри, соціальні мережі та освіту.

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ELECTRONIC TECHNOLOGIES IN THE MANAGEMENT OF THE ADMINISTRATIVE SERVICE DELIVERY SYSTEM AT THE LOCAL LEVEL

I. MALICHENKO, Student

O.M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine

One of the most characteristic features of any modern harmoniously developing state is e-government. The practice of using the term e-governance does not distinguish

between the concepts of the subject of management, that is, the three branches of government, with the forms, processes and technologies of management [1], which seems to be incorrect, since the use of ICT in the activities of the government is not the primary goal.

On the other hand, the e-state cannot be considered separately from the automated processes of public administration, since the government is not a complement or analogue of the traditional state, as it is designed to interact with the help of e-government technologies to improve the efficiency of the entire public administration system, in particular the management of the administrative services system. The introduction of electronic technologies for managing the system of administrative services will allow to transform it into an electronic form, as well as to provide administrative services remotely to all subjects of application.

When transforming the system of administrative services provision at the local level into electronic form, Ukraine has taken as a basis the model of centralized administrative services provision, in which the processes and procedures of their provision are simplified as much as possible and in which the government is an integral subject of provision.

Despite international trends and dynamic processes of electronic technologies development, which allow public authorities to implement new effective approaches to the organization of internal and interdepartmental document flow and interaction, work with documents and information, mainly in paper form, continues, which greatly complicates the prompt exchange of information in the process of providing administrative services, making public administration decisions, informing citizens, etc. In this context, exemplary examples of electronic document management are the Parliament of Scotland and the Senate of the Netherlands, which have completely abandoned paper carriers, and all document management is carried out electronically. The electronic interaction of the issuing entities provides for both the exchange of electronic documents and the possibility of obtaining electronic data from the registers and databases of other issuing entities in an automated mode in accordance with the requests and powers of these systems [2].

In practical sense, the introduction of electronic interaction of the subjects of provision provides for the possibility of: transfer and receipt of organizational and administrative documents in electronic form by public administration bodies; automated exchange of electronic data and information between the information systems of public administration bodies; automated access of the public administration body to the information systems of other public administration bodies in accordance with the powers. Thus, a set of processes related to the creation, processing, sending, transmission, receipt, storage, use and destruction of electronic documents and information should be transferred into electronic form with the provision of such processes of legal significance and legal force.

In view of the above, the following main problems of integration of electronic interaction of administrative service providers can be identified:

- the presence of a large number of heterogeneous inherited and implemented information systems of the subjects of provision, which are not designed for electronic interaction. In the process of decentralization,

the subjects of provision, without coordinating their actions and without following the general rules, have formed internal information systems that are not at all consistent either technically or normatively;

- low quality of information systems of service providers, as the vast majority of services were put into operation in violation of the requirements of the current legislation on the design, development and operation of such services, as well as the requirements for information protection;
- lack of unified identifiers that link the same type of information in different information systems, which leads to significant difficulties at the stage of achieving organizational, legal and semantic interoperability of information systems;
- absence of minimum requirements for interoperability of information systems of service providers at the stage of design and development does not allow to take into account further electronic interaction of their services with external services;
- uncertainty of unified requirements for electronic interaction of electronic services (formats, standards, procedure) of the providers, the absence of which allows to create separate departmental and sometimes regional systems of electronic interaction, which are problematic in compatibility with each other;
- absence of a unified functioning system of electronic interaction, the functioning of which will ensure automated exchange of information from electronic services of providers according to standardized rules;
- lack of basic state electronic registers, such as the demographic register and the address register.

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ORGANIZATIONAL ASPECT OF ADMINISTRATIVE SERVICES MANAGEMENT IN THE SYSTEM OF MODERN INTERNATIONAL ECONOMIC RELATIONS

Y. TARASENKO, Student

O.M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine

Implementation of the concept of e-services development in Ukraine requires improvement of the management of the system of administrative services aimed at interaction between public administration and civil society, namely, ensuring not only