The Study on Public Service for Government Transformation and Improving Efficiency

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Abstract

Government transformation is public service system analysis and the construction of basic macro background, globalization, new abroad public management movement and the thorough transformation and the economic society development imbalance together formed the background of government transformation. Government transformation is refers to the government's static model and dynamic model of the conversion, the government paradigm shift so-called government is to point to the government function as the paradigm core, through the government management idea, system, system. Methods to reflect the administrative factor has been the integrity of the characteristics of the static structure and the dynamic process. At present, our country government goal is to realize the economic transformation of economy-construction-type government to a public service-oriented government change. A public service government is to point to in the guidance of scientific development, adhere to the economic and social development, scientific orientation of the government's role, public service function as the leading factor, to promote the improvement of the market economy, devoted to enhance the performance of the new public service government paradigm. Construction of public service government is to strengthen the center content public service function, establish and perfect the public service system. Therefore, should set up as a public service thought as a theoretical guide for the rights to financing governance based, with market changes into the operation mode, to social justice is the ultimate value analysis framework of public service system rational analysis of the problems, and put forward the strategy of the construction of the public service system policy and path selection.

Keywords: Public service, Government Transformation, Efficiency

1. Introduction

Since the establishment in China market economy for the aim of the economic reforms since, market orientation of the functions of government change, has been to the slow rate when fast forward difficult. At present, our country economy the overall social transformation, the transformation of the government put forward the reality of urgent appeal. Therefore, the central in recent years of government work report, in 2003, and formally put forward in the socialist market economy condition, the functions of the government is the main economic regulation. Market supervision, Social management and public services; 2004 in further emphasize the guidance of scientific development, governments at all levels should fully perform functions, continue to improve economic regulation, Market supervision at the same time, pay more attention to their social management and public service function[1]. In 2005 clearly put efforts to build a service-oriented government, innovation government management way, containing the management in service in, the better for the enterprise and the social public services; 2006 specific offered to tackling the people care about most is the most direct the most realistic interests problems, especially to carry obtain employment, social security[2]. 2007 further emphasize the construction of socialist harmonious society, safeguard social fairness and justice, and let all of the people share in the fruits of reform and development, build a behavior standards, fairness and transparency, diligent, high efficiency, be honest and upright, people's satisfaction of the government, these governing idea and strategy proposed and implemented, fully shows that the Chinese economy and society in the process of transforming comprehensive, the government is experiencing economic construction to the transformation of public service, and through the public
service safeguard social fairness is accelerating the pace[3]. In this context, the focus on government transformation, based on the perspective of public service system, construction of China's public service operation theory and practice research study, it is of great time’s value [4].

In our government is in the process of transformation, the public service problems and put forward the corresponding strategies, will have important theoretical and practical significance. China's public service study of the theoretical value is, through the absorption and learning foreign from the western public service theory, stimulate endogenous local service thought, exploration and innovation to suit the Chinese national condition of socialist public service theory. The new public management theory for our country the transformation of government functions, introducing competition mechanism; learning from the industry and commerce management advanced experience, principle, method and technology, improve the working efficiency of the government; Strengthen the management of the civil service level and the service consciousness, and reshape the relationship between the government and the society, realize from the traditional administrative management mode to the modern public service model has important theoretical value. The new public service theory, for the government at all levels in China to the citizens to the thought idea, respect for citizens and attention and the relationship between citizens, emphasizes openness and responsive, emphasize the people's enthusiasm, initiative and creativity into full play, emphasize dialogue within the organization. Harmonious and trust; In the mercerization of public service operation, strengthening the government service consciousness and the responsibility system has important significance. Any advanced scientific theory in China only fully combine with actual, development and innovation in Chinese, on the basis of the practice of China to provide effective guidance.

2. Public Service Designing

Government transformation is public service system analysis and the construction of basic macro background. In the context of globalization, and countries of the government transformation by western public management movement influence, should adapt to the thorough transformation need, to the economic and social development to respond to the deep contradiction. Perfect market economic system it needs government economic function transformation, change the long-standing leading economic development mode of the government, gradually formed and establish market leading economic operation mechanism. At present, our country government goal is to realize the economic transformation of economy-construction-type government to a public service-oriented government changes. Under the conditions of market economy, public service government in the performance of the macroeconomic regulation and control market supervision functions at the same time; pay more attention to the social management and public service. Public service-oriented government's function structure should be as a public service as the leadership, strengthen the public service function, for the social public to provide basic public product equal to establish and perfect the public service system is the core of the public service-oriented government construction task, is also a new round of administrative system reform breakthrough. Therefore, must be rational analysis of the problems existing in the public service system, and puts forward the path of the construction of the public service system, and puts forward some countermeasures.

It can be considered to be almost impossible to explain, citizens to participate in public service to offer all the stage, even now, keep to the minimum. As the assumption of the introduction, the current government agencies use of the model design and provide service of citizens is a serious lack of citizens to participate in and investment; In fact a series of important problems generated from the deployment of unnecessary or not with the service, the lack of trust in government, due to the lack of transparency in the process to take place in service to create. In addition, as citizens' expectations are high, citizens in change of pace expecting the government to become more transparent than they currently and provide service as effective as possible and efficient. The current model of public service provide too much on the government bureaucracy and decision makers to provide public services, and do not involve the citizens, and it has proven to be general unsatisfactory, in developing in most parts of the world, and at the same time not transparent such as requirement.

A public service government is in recent year’s scholars in our country economic society comprehensive transition to new government theory summarized, also can saying is the ideal of future
prospects of paradigm. However, public service and public service in our country are type government emerging ideas "alleged and public services, from economics to speak is to provide public goods, to meet the public need; from political sense is to point to is the organization. Management and solve public affairs essentially means for the social public work, life and to participate in the political, economic, social, cultural and other activities to provide security and create conditions for our country. It, public service content widely, mainly including environmental protection infrastructure construction! Release public information! Development social employment! Social security service and education, science and technology, culture, sports and public health!" for public service-oriented government, the theory and practice, gradually formed the following consensus. One is in the country's economic all-round social transformation, the government's social management and public service function in the position and role of government management have become increasingly prominent, the function of the government structure on economic function as the center to economic and social functions to capacity; Two is to maintain and in the service of the nation's order. Economic order, Social order is the cornerstone of a public service-oriented government; three is to provide environmental protection, education, medical and health, Social security of social public service is the important functions of the public service-oriented government; four is to provide public service way should be diversified Socialization and the market. Thus, a public service-oriented government as a new paradigm and political ruling government type government and economic economy-construction-type government different in essence.

In order to develop the citizen participation, and we think that the new technology, however, are usually based on the Internet technology, can be used. Public administration departments must use modern tools in order not only to attract direct input from active citizens, but also in the use of a lot of opinions, can be found in most network, such as. Web 2.0 applications). In addition, citizens should have the ability to the direct result of visual said, their participation could be induced. Therefore, a new "governance mode" is necessary, this should be the task of the success of the existing compromise of the past (such as business process modeling) and new features, allowing the positive interaction with people (like opinions mining and simulation), all based on the idea of web 2.0 characteristics into service, conceptualization design, deployment and operation stage, so, public institutions can have direct feedback, and adapt itself to provide their own services.

Construct a public service government is effective response to international and domestic administrative environment, solve economic social development to lose value, perfect market economy of major reform act. This conclusion has been academic and all aspects of identity, the party and the government's important documents clearly put at all levels of government to improve social management and public service function, the building of public service-oriented government "in recent years, governments around the world have been put forward speed up a service-oriented government as the goal of reform, construct a unified standard. So, in theory, to understand and grasp the connotation of public service oriented government to set up a public service government is the basic premise. Government exists is the basis of public service, the government for only through public service of high quality to provide enough, to prove the value of your existence and legitimacy" say, the government's public service is not new things. So, in a new background, how to understand public service-oriented government this concept and it gives new meaning, become the theory instruction practice of key "scholars with a public service-oriented government real connotation from different angles is discussed, and the main can be divided into three categories:

First, a public service government is mainly refers to the government the concept of service or service spirit professor. In five of the six government limited scale concept paper points out: the service government is completely different from the traditional type government and the modern rule the management of the government's new government "the service government is serving the people in the government, political science of language expression is in service to the society, with professional administration is to serve the community language expressions. Specifically, the new government philosophy is a service orientation, not the traditional and modern management rule location positioning. Shi XueHua professors think that we should have the government service concept. Second, a public service government is mainly refers to the role of the government emergency, party show cloud two professors in public. Management of book argues that, the service government, summarized up, wills the government by original controllers, change to benefit person and server. Service-oriented government means that: the policy goal by authorities and experts decided, by people hope and legal to expect to decide; With the cost of a benefit for foundation efficiency considerations, change is the
public to assess consideration; By the government to control for priority for change in the transmission for priority. Third, public service government refers mainly to the function of the government and the function of the service-type government LiuXiRui professor Mansion economy under the background of globalization of the reform of the Chinese government target selection, service-oriented government defined as: The service government is in its citizens. Under the guidance of the concept of social standard, in the whole social democracy under the framework of order, through legal procedures, according to citizens will set up thought citizen service for the purpose and bear the responsibility of government services. LiWenLiang professor considered: service is a government the primary functions of famous economists GaoShangQuan think to the building of public service-oriented government is because the government's public service function/no good play. GuLiMei scholars in five of the information society the government management in the book, will be a service-oriented government is seen as a kind of ideal of the information society the government management paradigm, it's service philosophy is through the electronic media to achieve, that government can meet the needs of the citizens, to give citizens providing quick, convenient, clear, direct, fair, pluralism, personalized service.

3 Public Service Model Design

The social practice of public services has a long history, it from the social folk and religious organizations sporadic spontaneous action, development and evolution of the public organization system mainly government action and legal consciousness of the function, which has experienced a long historical process. Public service as a government one of basic function, it is to point to by the government authorized by law. And the and the private industry and commerce enterprise, in pure public goods, mixed public goods and special personal items of the production and supply of taking responsibility and perform the function. In the public service operation of the whole process, the government is pushing to duty and coordinator. Under the conditions of market economy, the government leading public service operation and necessity of rational mainly comes from the following: first of all, the relationship between the citizen and state is the basic foundation of public service, the social contract theory think, citizens and country between is a kind of contract relations "a citizens need to assign to the country as part of the free and the corresponding obligations, which in turn the government to the citizens of the life condition is responsible, establish guard against the risk of security system, to help troubled people achieve a minimum standard of living" the assistance should have legal safeguard system as basis. Second, the existence of public goods is public service practice for the objective. Can't meet the demand of the consumers through the market some particularity of consumer goods with the public, and its production and supply can only rely on the government leading to get effective allocation and the production and supply of public goods is actually provide public services process. At the same time, take the demand of the public service and supply is economic reason "public service mainly through government spending by the government to spend money or leading social providing public goods and services in the market, it is occupied a large proportion of public consumption share. Thus, the public service scale of a country often sustained economic development has important influence. Again, moral! Charity is public service the value foundation of" get social relief! Social welfare and social security, is one of the basic rights, the national government shall provide and guarantee. All countries in the world of public service practice originates from the care for others, is for people to subsistence and development of the effective guarantee. Finally, unity and embodies social public service is the pursuit of national unity "can social cohesion, the key lies in the heart of the government management ideas have people-oriented and people oriented, and in this idea of public service system and quality. Countries must with specific actions, let it in which the citizens receive basic life. Reliable feeling and safe feeling engendered no matter what reason, because in the life of the citizens in trouble, he can from the government established a set of public service system have won in the necessary help. This is the source of national cohesion.

A proposed reference model aims to help the organization better quality of public service delivery. For this reason, we design for the bill of the public service as a citizens as the center of activities and the role of the service provider. This section is the focus of the design of the key aspects of the public service: understand the needs and preferences of citizens, the modeling concept and relationships, and different ways to organize and graphical service.
Reference model support public service management model iterative development of public service support; The needs of the citizens from the abstract, and will then they strategy the public institutions, laws and regulations, and through the reconciliation process step by step and refined, until they can deploy, monitoring and evaluation.

As introduced in the introduction, this paper—because the space is restricted, we briefly introduce the concept of key for each stage of the management model. Consider these factors, a four layers of abstract reference model, and puts forward some; One of the every layer is mapped to the stage of logical governance model for the four layers of these explain.

Any government's public service function of the effective operation of the system is inseparable from a set of dynamic system. Alleged and public service system is to point to the government as the leading. The public service system is a systematic, the system of the whole set, the whole system at least the system of the public service including executive main body, the planning system! The financing system! Supply system.

The public service system according to the structure, history, culture, and service content different and different, each country will be according to their specific system environment and public service content and the formation of the corresponding working structure and operation mechanism. Generally speaking, the main structure of the public service by the general overall planning, implementing specific field! Specific implementation unit, relevant staff of the execution of the routine and public demand response sex processing five levels. The first level core decision makers and belong to the government macro management, financial and other departments duty, mainly according to national conditions and one in the administrative areas of the population resources and financial ability to determine the overall target of public service, level, strategy, the principle and the frame of the direction, and approved by the authorities for approval; and The second level belongs to the department's management domain specific and function, it in the overall planning of the government's public service, specific arrangement work in the field of public service target! Standard and public goods production and supply the arrangement; The third level belong to specific service implementation unit duty, they bear the public service implementation task; The fourth plane is routine executive duties, the related workers aim at customer questions to make conclusions and to give help, to provide the service to the public face to face; The fifth level of special needs is responsive processing duty, according to a service organization clear commitment provisions and through a response to a request to provide special way to efficient and timely respond to sexual services. Second, the public service planning system "public service of planning is to make the execution get clear guidance of a series of steps" this can be through the gradual process can also through the rational integrated approach to make. Gradual planning general with always works for the frame of reference, and based on the adjustment of repair. And the reason of the comprehensive planning include at least seven specific links: one is the public service of environmental assessment; 2 it is the determination of objectives and standards control service forecasting results; Five is the working method of choice public service; Six is service the implementation of the plan and implement; Seven is according to the supervision and feedback to the results and results related environment evaluation and further improve planning.

4 Discussions and Related Work

Any major government reform movement not only need strong practical demands, but also need to correct theory

As support. In the past 30 years, western governments to meet the rapid change, catering to the domestic public service to increased demand, make surges of the government the wave of reform, and to promote the traditional public administrative mode to the new public management pattern changes. Hughes said the new public management since the 1970s economic theory is a new development deep influence. In particular, the economics of public choice theory! Principal-agent theory and transaction cost theory fusion to new public management, replaced the bureaucratic organization senior staff believe in traditional public administration idea. On the research results at home and abroad in recent years and the new public management practice can be found, the new public management movement
mainly have the public choice theory, Principal-agent theory and management theory, the three big theoretical premises. First, public choice theory and public choice theory of economic man hypothesis following the traditional economics is from the nature to identify all the elect, politicians, bureaucrats and other public website designer. Secondly, in the government department introducing competition mechanism public choice school study shows that, in government bureaucracy between each department introducing competition, will improve the government to provide goods and service efficiency, buchanan think, want to break the monopoly of public goods production in government, inside the organization set up competition mechanism, can eliminate the government low efficiency of the biggest obstacle “finally, establish profit incentive mechanism in government institutions. Establishing incentive mechanism, make interior officials set up profits, and allow the government department idea to save the cost of the fiscal surplus has some kind of independent disposition. For example, can be directly, or share costs left over as a bonus! Allowances and other benefits extend. Public choice theory of new public management of the key influence is that it puts forward the theory of government failure and remedial strategies” public choice theory is that, in the process of government failure, politicians, civil servants and others no different, but the political nature and market, are a series of institutional arrangement in the game, many different target players in them interaction, that it produces a series of may is neither internal consistency is also the result of the lack of efficiency. Because of the existence of government failure, the defects of the market, we cannot be filling the government intervention

Points conditions, instead, the competitive mechanism of the market fall to overcome government failure to provide the possibility in the public choice theory as the guide and influence, the new public management emphasis on using market mechanisms to overcome the shortcomings of the public sector, the government authorities market-oriented reforms, and in the market competition strength to realize effective public management. Therefore, the public sector of market reform should include two interconnected aspects: on the one hand, to put all possible activities completed by the private sector and the decision as to the private sector to complete. Therefore, to the privatisation of public sector reform and further relax market regulation. Perfect the market competition mechanism "only in this way can we truly limit government activities, narrow scope of government scale, improve the efficiency of public sector” on the other hand, in the public sector internal introducing competition mechanism, the reconstruction of competition system and incentive mechanism, break the government of public goods and services of monopoly.

Second, the principal-agent theory, the principal-agent theory, generally used to describe in ownership, two control right separation and division of the interests state, the relationship between the principal and agent model, and behavior motivation and rules, etc "it point to an agent in accordance with the provisions of the contract can access and the intentions of the trust or, to replace the client to take action” principal-agent theory is that between the principal and agent are apparent information asymmetry, therefore, agents from their own interests, it may take some opportunism behavior and make their own utility maximization and lower their risk for the "at the same time, both sides are likely to be immoral fraud even illegal behavior, and monitoring cost and very high” in principal-agent relationships, the realization of the expected utility, rely on agent action and principal, in the system depends on contract to supply, each other commitments, trust! Incentive and compensation mechanism and system of supervision arrangement “, accordingly, the behavior of the agent to be incentive and monitoring, establish execution of the contract rules and the good cooperation relations, will become the focus of attention of the principal-agent theory. In public areas, voters and politician’s choice, politicians and bureaucrats constitute a principal-agent relationship. Government bureaucrats have used its asymmetric information; pursue their own utility maximization, to avoid the client in the essence of supervision and control committee.

5. References