

E-government as a factor in shaping the foreign policy image of the state



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- Trends in the development of modern international relations demonstrate the widespread use of image technologies as a tool for gaining geopolitical advantages. The confrontation of the images of nation-states has replaced the struggle of ideologies and necessitated the formation of a competitive image.



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- In view of the above, the need for purposeful construction of the state image, development of a strategy for its management and outlining tactical mechanisms of implementation is relevant.



Formation factors

positive image of the state (Erast Galumov):

1. “Conditionally static”:

- natural resource potential;
- national and cultural heritage;
- relatively unchanged geopolitical factors;
- historical events that influenced development statehood, the contribution of prominent figures;
- basic form of government and structure management.



2. “Conditionally dynamic” sociological factors:

- socio-psychological mood in society;
- forms of socio-political integration of citizens;
- structure, nature and principles of socio-political associations;
- moral and value aspects of society development.

3. “Conditionally-dynamic”:

- the stability of the economy;
- “Legal space” of the state and compliance of legal norms with international standards;
- functions, powers and mechanisms of state regulation of various spheres of activity in the country.

Structure of political image states (Erast Galumov):

→ image of the country's democracy

→ image of power

→ image of the country's economy

→ foreign policy image of the country

→ image information policy

The main subjects of forming the political image of the state are its main institutions of power:

- president (presidential administration);
- legislative branch (parliament);
- executive branch (government);
- the judiciary;
- political parties;
- local governments.



A special place in the structure of foreign policy image is occupied by e-government as a form of interaction between the state and citizens, civil servants, entrepreneurs, various branches of government.



eGOVERNMENT

E-government is a form of public administration organization, which due to the widespread use of the latest information and communication technologies provides a qualitatively new level of open interaction between the state and society, providing a full range of public services for all categories of citizens and businesses.



Types of interaction of e-government

1

Government-to-Citizen - G2C

2

Government-to-Business - G2B

3

Government-to-Government - G2G

4

Government-to-Employees - G2E

E-government:

- security and identification;
- electronic signature;
- receiving government services online;
- appeals to public institutions;
- submission of petitions;
- electronic voting.



- For example, In Ukraine, a successful electronic service for the provision of public services, preservation of electronic documents was the application Diia, developed by the Ministry of Digital Transformation.
- Such advances in e-government have become a distinctive brand of Ukraine and have established it as a country that is taking confident steps to overcome excessive bureaucratization and corruption.



E-government has a positive effect on the formation of foreign policy image, because:

- ensuring the interaction of all branches of government with each other, transparency and openness of decision-making;
- adapts public administration to the requirements of the information society;
- testifies to the developed communicative ties between the state and society;
- creates an attractive investment climate;
- stimulates the formation of civil society



An effectively formed model of foreign policy image contributes to the rapid achievement of strategic and tactical objectives in the international arena, maintaining internal balance and stability in society and is a factor in ensuring national security.



Thank you for your attention!

