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IMPLEMENTATION OF E-GOVERNANCE WITHIN THE FRAMEWORK OF SOCIAL DEVELOPMENT MANAGEMENT

Social policy is a purposeful activity of the state in the formulation and implementation of decisions that directly relate to a person, his or her position in society; providing a person with social guarantees, taking into account the characteristics of different segments of the population. The purpose of social policy is to improve the health of the nation, to provide adequate income and social support in certain difficult life situations, to create a favorable social atmosphere for the population in the society.

Social policy is a system that includes government institutions, civil society institutions, laws, special infrastructure of institutions, human and financial resource. Along with the function of realization and protection of social rights of citizens, it also performs the function of coordinating the interests and needs of social groups in the economic, social and political spheres. The social policy pursued by all the authorities should be oriented towards the values and expectations of the population, which would reduce the distance between the state and civil society.

Improving social standards for the provision of health, education, cultural and social protection services will be an important component of sectoral reforms. It should be noted that e-governance has a decisive role in improving the quality and innovation of public administrations, accelerating the use of large-scale public and private sectors, and reliable identification of trust services in the digital single market. The use of e-governance, integration in the digital single market will improve the quality and efficiency of governance services.

Experts point to the scientific debate about e-government the fact that the concept of e-government is already a concept of interaction and a new form of cooperation

between the state and citizens in an information society. E-governance is no longer an option, but it is a reality and a necessary of governance. E-government can transform citizen service, provide access to information to empower citizens, enable their participation in government and enhance citizen economic and social opportunities, so that they can make better lives, for themselves and for the next generation.

The main expectation is the openness and transparency of the activities of the authorities in order to make them more flexible, less hierarchical and regulated. Increasing the level of citizen involvement in government analysis and decision-making will increase the efficiency and effectiveness of public administration. In particular, the introduction of e-governance will transform the control that is carried out using information technologies. Also, the organization of information interaction between public authorities of all levels will allow to create a centralized database and implement a full electronic document flow using electronic digital signature, create a single information and analytical system of activity of public authorities and local self-government.

In the social sphere the main task is to raise the level citizens' satisfaction with public services. It will help to increase opportunities for self-service of citizens, simplify and accelerate administrative procedures; practically eliminate duplication of various types of work, increase opportunities for education (distance learning), increase technological awareness and qualification of citizens, trust in authorities.

However, digital inequalities (not all citizens have equal access to the Internet due to technological or geographical problems, or due to insufficient material or physical disabilities), educational attainment, privacy problems, traditions, etc., hinder the realization of these expectations. Its main focus is the development of telecommunications systems and networks in small towns and villages, increasing computer literacy among the population, implementing various types of promotions and conducting general education campaigns to gradually familiarize citizens with ICTs.

Electronic governance or e-governance is the application of information and communication technology (ICT) for delivering government services, exchange of

information, communication transactions, integration of various stand-alone systems and services between government-to-citizen (G2C), government-to-business (G2B), government-to-government (G2G), government-to-employees (G2E) as well as back-office processes and interactions within the entire government framework.

Through e-governance, government services are made available to citizens in a convenient, efficient, and transparent manner. The three main target groups that can be distinguished in governance concepts are government, citizens, and businesses/interest groups. In e-governance, there are no distinct boundaries. The use of emerging information and communication technologies (ICT) to facilitate the processes of government and public administration is about providing citizens with the ability to choose the manner in which they wish to interact with their governments. And it is about the choices governments make about how ICT will be deployed to support citizen choices.

The use of ICTs such as the internet and mobile phone as a platform for exchanging information, providing services and transacting with citizens, businesses, and other arms of government is the public sector's use of the most innovative information and communication technologies, like the Internet, in order to deliver citizens with improved services, reliable information and greater knowledge in order to facilitate access to the governing process and encourage deeper participation.

It is a generic term that refers to any government functions or processes that are carried out in digital form over the Internet. Local, state and federal governments essentially set up central websites from which the public (both private citizens and businesses) can find public information, download government forms and contact government representatives.

Government effectiveness: reflects perceptions of the quality of public services, the quality of the civil service and the degree of its independence from political pressures, the quality of policy formulation and implementation, and the credibility of the government's commitment to such policies Helps citizens to understand the roles and jurisdiction of country governments, services they are responsible for, and to

channel issues to the appropriate level of government; understand the political and administrative environments and challenges facing countries;

- Can result in additional revenue for local development;
- Can break down barriers between citizens and countries, improving mutual understanding, communication and trust in country government programs and projects;
- Makes infrastructure and services more relevant to the citizens;
- Creates opportunities for engaging, educating and empowering citizens to participate meaningfully in resource utilization;
- Promotes transparency and helps the country to reduce corruption and bureaucratic inefficiencies;
- Enhances business community cooperation - by promoting transparency, reducing corruption and increasing efficiency, participation increases investor confidence.

Priority directions of development of e-government in Ukraine are:

- introduction of electronic services, including administrative, in all spheres of public life, as well as the provision of integrated electronic services for life and business situations;
- implementation of the one-stop-shop principle by ensuring the development and functioning of the Single State Portal of Administrative Services as the single point of access for individuals and legal entities to electronic services;
- development of electronic public procurement, electronic contracts and invoices, electronic auctions;
- stimulating the use of electronic services by individuals and legal entities.

The active introduction of information and communication technologies into the system of socio-political relations significantly increases the opportunities of citizens to participate in the processes of public administration and influence on decision-making, creates conditions for the formation of a qualitatively new level of interaction between authorities and citizens.

Public administration in Ukraine needs modernization by re-engineering existing and designing updated administrative processes in government, optimized using modern information and communication technologies aimed at electronic interaction and teamwork, openness and transparency for citizens.

Introduction of automated data exchange between information and telecommunication systems of the authorities will allow to increase the efficiency of work of the authorities by reducing the time of obtaining the necessary data, improving the quality and relevance of the processed data, eliminating multiple data collection and duplication in different information systems, improving the availability of information resources and their systematization.