

# **Innovative Technologies in Public Administration**

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## **Abstract**

Development of research methodology and the construction of innovative management systems in accordance with the objectives of the ongoing study is related to the innovations in the system of state management technologies that are considered as intangible innovations embodied in the rules, organizational structures and management processes aimed at the qualitative improvement of the functioning of public authorities. This innovation - is a process that leads to a new quality of growth, efficiency jump.

**Keywords:** Government, Innovative, Public Administration, State And Local Government, Public Policy, Effectiveness.

## **1. Introduction**

An innovative type of society presupposes that innovation permeate the entire fabric of society, all spheres of human activity. In this regard, it makes sense to reconsider ingrained understanding of innovation as something new, be sure to secure the appropriate protection document.

## **2. Main Part**

This revision is necessary for two reasons. Firstly, there is no document of title, even law-abiding society does not give an absolute guarantee of compliance with all of your legal rights to intellectual property (and all without exception, innovations are the fruit of human intelligence, that is, objects of intellectual property). And secondly, it is not everywhere and not all types of innovation under the law are subject to legal protection. And it is clear, if you look closely at the list of innovations:

- technological innovation,
- environmental innovation,
- organizational and industrial innovation,
- managerial innovations,
- military (military-strategic) innovation,
- economic innovation,
- social and political innovation,
- state-legal innovation,
- Innovation in the spiritual sphere (science, culture, ethics, education, etc.).

In modern conditions there is a qualitative change in the ways and methods of governance. The driving forces behind these changes is to change the social, economic and technological paradigms towards the creation of an

information society, knowledge economy and innovation. The concept of "innovation", which was previously interpreted generally in the narrow economic sense, are now increasingly being used in the administrative context. Innovative activity in the field of public administration requires a significant expansion of the circle of conceptual models that have traditionally been used in the scientific field. The development of the science of innovation in public administration is due to the formation and the active use of new theoretical models, ideas and concepts that arise at the intersection of the various economic and management disciplines, borrowing and appropriate adaptation to the governance needs of well-established in the management of innovative tools of effective management complex organizational structures.

However, it should be noted that all this happens in a traditional dominance of government schemes aimed at addressing common problems in accordance with the standard, historically developed algorithms. However, originating deep transformation of economic, institutional, organizational structures of modern society requires the State to the use of innovative tools for solving complex problems of economic and social development, introduction and use of new high-end (from the point of view of management science and technological support in the form of information and communication technology) governance practices at all levels of the power hierarchy.

Due to these reasons, today requires the development and implementation of a fundamentally different approach to the methodology and practice of public administration. So, particularly relevant are the active processes of transformation for the purpose of methods, forms and tools of management. Another important aspect in favor rethinking the traditional functions of government and methods of their implementation in relation to active and widespread introduction of information technologies in the daily activities of public authorities. Individual attention methods to improve the efficiency of decision-making. On the other hand, it is necessary to implement these governance models that would qualitatively improve the level of susceptibility to management innovation. One of the most pressing problems in the public administration that exists today, is the need for a speedy improvement of public administration. It includes the issue of government organizations at various levels, namely national, regional and local authorities; as well as the training and involvement of management personnel, search of optimum staffing structure of the state apparatus, personnel management of public institutions, the working conditions of public servants, professional development and leadership.

Reform of the public administration system is characterized by the need for innovation, developing new management ideology, the initiation of new management processes, change management structures that confronts the modern theory and practice of public administration task comprehensive reform of the public administration, improving the nature, approaches to the management of the system, taking into account national peculiarities each country. In other words, all of the above seems natural origins of a new paradigm of public administration based on borrowing the advanced approaches of management, and thus provides, above all, focus on the client-citizen, improving the quality of public services, work in a competitive environment, the ideology of the use of corporatism and more. Innovation can be defined as a set of actions to address the challenges posed by new alternative and effective methods, which aim to improve the socio-economic development of society through the creation of new technological processes.

By the nature of the objective content of innovation are divided into technological and non-technological.

Technological innovation - innovation is aimed at the acquisition and application of new knowledge to solve technological and engineering problems in the operation of equipment and production organization as a single system. These include all of the changes that determine scientific and technical progress and methods of organization of production, production technology (Hachaturyan, 2007. p. 37-42).

By technological innovations include the development of organizational, administrative, legal, social and environmental. Non-technological innovations include organizational and managerial innovations.

Organizational and managerial innovations - this change in the system of management of the company or organization to achieve the goals of its functioning and development, there is a change in the management system in order to improve the functioning and competitiveness of the company (Kostyuk, 2014, p.98).

There are three classes of organizational and managerial innovations: First-class innovation is based on the organizational and corporate innovation. Organizational innovation - the development of new forms and methods of organization and regulation of production and work, changing the ratio of the spheres of influence of structural units, social groups or individual persons of the company. Between people in an organization formed by a dense network of horizontal and vertical linkages, requiring coordination and regulation. This also deals with the control system, through which receives and execution, aimed at achieving goals organization. Corporate governance affects economic performance of the organization and its ability to raise the capital needed for economic growth.

The second class consists of administrative, economic, marketing and legal innovations.

Managerial innovations define purposeful change in the composition of management functions, organizational structures, technology, and organization management process, methods of operation of the control apparatus.

Economic innovations are characterized, above all, changes in the financial, payment and accounting areas of the organization. It also includes innovations in the field of planning, pricing, motivation and remuneration and performance assessment.

Marketing innovations are related to new forms and methods of promotion of products on the market, improved customer relationships, new approaches.

Legal innovations related to improving corporate acts regulating all activities of the company.

Social innovations form the third class. Their peculiarity is that they are necessary for the organization unlock human potential by improving personnel policies, training systems development workers and socio-professional adaptation of newly hired, improving the system of remuneration and performance appraisals of staff. This group of innovations also include improvement of social living conditions of workers, safety and health conditions, the organization of free time.

An example of social innovation can be called the modern trend in the introduction of the principle of social responsibility of government bodies, the implementation of which can be seen as part of attraction to their own management systems main components of social responsibility.

According to the international standard ISO 26000: 2010 social responsibility principle is regarded as the organization's responsibility for the impact of its decisions and activities on society and the environment. In practice, this principle is implemented through transparent and ethical behavior, sustainable development and the welfare of society as a whole, taking into account the expectations of stakeholders. Moreover, the social responsibility principle provides its introduction in all structures of the organization, which is consistent with the relevant law and international norms of behavior. At the same time, this approach will help to strengthen the search for leverage of mutual responsibility in the triangle "power-business society" in the formation and implementation of policies and social initiatives, which are now in Kazakhstan has not developed adequately. It should be noted that the relevance of the implementation of the principle of social responsibility in the present conditions equally applies not only to governments at all levels, but also to organizations of all types, sizes and forms of ownership, regardless of their geographical location, scope of activities, cultural and national traditions.

The innovation process in public administration is subject to the requirements of the European Union under the Copenhagen and Madrid Agreement. The impact of EU law and cooperation in the field of management have a greater influence on the administrative, organizational, legal and political structures of the European Union Member States. Moreover, the legal form of public administration Europeanization led to the emergence of the European administrative space, better known under the name of the European model of public (or public) service (Dolechek, 2003, pp.44-45). This is what defines Europe-wide social context of adaptation of administrative innovations in the European Union.

### **3. Conclusion**

In the current conditions, the main benchmark of innovation in European countries state control system is a development of management, which is based on qualitative performance indicators. An important methodological basis of innovation in public administration has become a common concept of quality management (TQM), which is currently widely used to create the state of quality management systems in developed countries. In the application it is quality oriented targets of management innovations and international standards ISO 9000: 2000. The innovative changes in management systems, aimed at improving the effectiveness and efficiency of administrative processes are carried out within the quality management system. The basic requirements for the creation and improvement of management systems of social responsibility outlined in international standards of social responsibility and accountability (SA 8000, ISO 26000, AA1000, and the GRI t. H.). In all developed countries the issue of improving the quality of services provided to citizens, are trying to solve through the implementation of the activities of public institutions the principles and methods of total quality management concepts. The reasons for this attention to issues of quality of public services are not only in an attempt to take into account the interests of the population, but also an important part of this process serves the maximum use of a direct relationship between level of education, skills, health of citizens and the competitiveness of national economies. Much attention is paid in European countries addressing the quality of relations and management efficiency in terms of cost. The pan-European approach is that the quality is not associated with an increase in costs, and often associated with a reduction of budget expenditures. In most cases, the organization of services - is a function of local authorities, which creates the problem of coordination of local and national standards (Natsionalnyiy, 2008). However, the main problem is considered to be the measurement and assessment of the level of quality as a result of government operations and use of the data for improving governance.

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