

PUBLIC ORGANIZATIONS - MAIN STIMULATOR OF DIGITAL ECONOMY

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***Abstract:** Public organizations represent the ensemble of organized structures created in society for the management of public affairs. Public organizations, in the bureaucratic sense that they have today, represent the only way of social and economic organization of the State that can meet the challenges of modernity and of the digital economy we are living in (the large number of people, the diversity and complexity of human needs that must be satisfied).*

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***Keywords:** Public organizations, digital economy, knowledge, management systems*

***JEL Classification:** M15*

INTRODUCTION

Digital economy is characterized by an increased incorporation of knowledge regarding new products and services, increasing the importance of learning and innovating, and sustainable development.

The enormous amount of information change the functioning manner of markets by making possible restructuring of enterprises and allowing the emergence of new opportunities to create value by exploiting the available information.

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ELECTRONIC BUSINESSES (E-BUSINESSES)

The development of e-businesses represents an important factor in boosting the growth and prosperity of a society. Electronic businesses and their usage present both advantages and disadvantages and these are presented in the following figure.

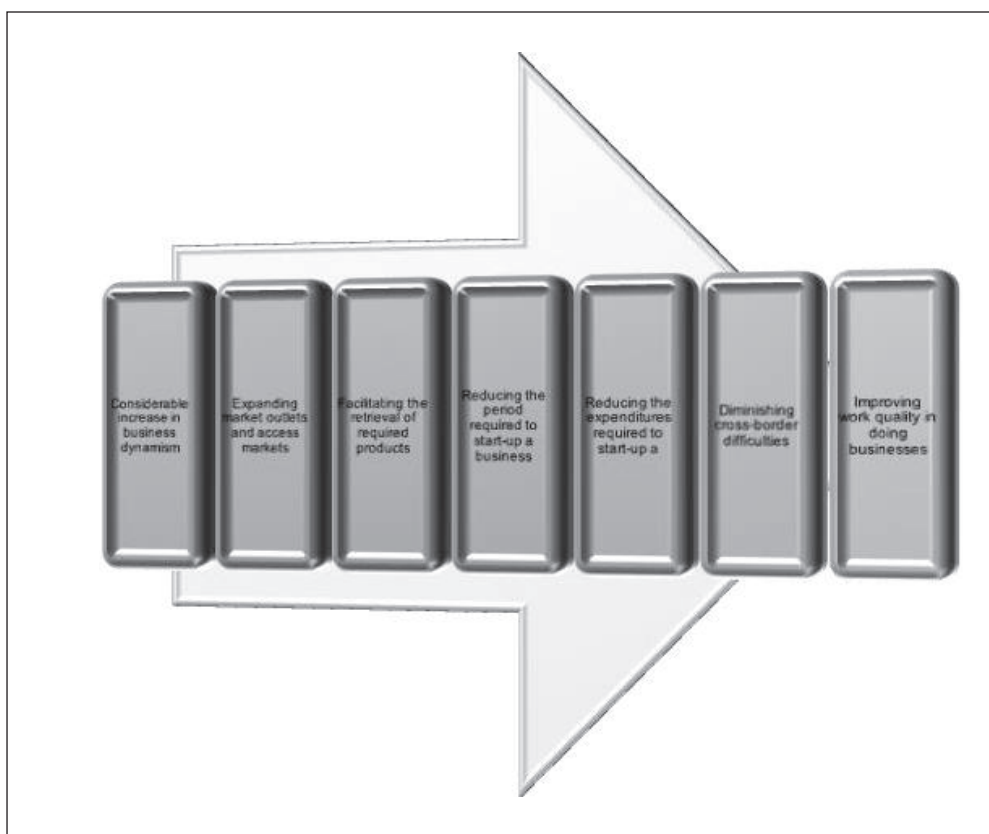


Figure no.1. Advantages in using e-businesses
Source: Projection made by authors

Of the difficulties in using electronic businesses we can mention the following:

- necessity of a developed IT infrastructure;
- distrust in information security regarding transactions;
- mutual distrust between business partners;
- need to overcome the stereotype regarding direct meeting with the business partner;
- need to know a common communication language;
- existence of cultural particularities of traditions;
- need to know how to use a computer and different programs, which might include additional fees for transactions over the internet, thus creating inconveniences.

It is worth mentioning that the severity of difficulties and inconveniences in the implementation and use of e-businesses is the greater the more economically weak the country or company is. Also, if in developed countries things can develop relatively well through efforts and cooperation of economic entities, less developed countries require support from the state to determine priorities, steps and closely monitor things, this also being the case of Romania. Many countries, primarily the economically developed ones, have a policy of active communication regarding electronic business.

IMPORTANT PATTERNS OF E-BUSINESSES

The global productivity is affected by the social inertness, change resistance at the work place and hierarchical relationships. Electronic businesses, in their diversity come to support the new economy in the digital society in which we are presently living in, thus managing to engage organizations, citizens and central and local governments.

Some of the most important business models are portals, transaction engines and virtual communities.

Considering the telecommunications sector liberalization and the decrease of the internet connection prices we are witnessing an explosion of the active use of internet.

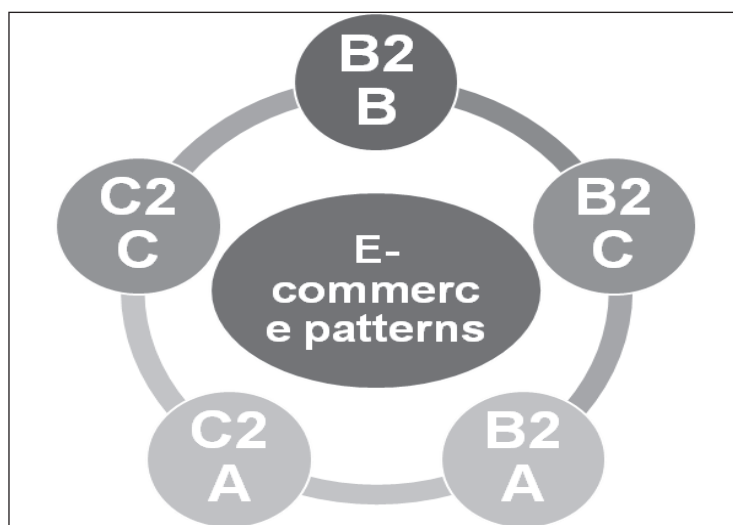


Figure no. 2. Important patterns of e-commerce
Source: Projection made by authors

Trading goods and services can be achieved much easier through electronic means. Electronic transactions represent any financial transaction that uses information technology and provide several transaction types, some of which are already in use, and some are in stand by: business-to-business, business-to-consumer, business-to-administration, business-to-employee, consumer -to-administration.

The business to business (B2B) model covers all transactions performed between two or several business partners.

The business to consumer (B2C) is a category that spread widely due to the internet (World Wide Web) and refers to the relationship between the trader and the final customer.

The business to employee (B2A) model refers to all the electronic transactions performed by the employees of an organization that are performed through the organization's Intranet system.

The business to administration (B2A) model covers all the transactions performed between organizations and central or local governments. This category of e-commerce is in a rather primary development stage, but with high development potential.

The consumer to administration (C2A) is a category that is at the beginning of its development road, it's intended to allow and facilitate the cooperation between state organizations and consumers, especially in the social and taxation sector.

The transformation from government services to e-government services is spectacular if we think back just a couple of years ago. The trend is to get the system to function better, to reduce all the paper work, and to facilitate the on-line access to information, thus the citizen to find out all the information from his computer and not having to stand at endless rows in front of the pay desk.

Therefore, e-governing represents one of the major manifestations of the digital economy in which we are presently living in, because it involves state institutions, public and private organizations and especially the citizen. We could refer to the citizen as being an e-citizen, because due to this e-governing system he can easily and directly get involved in all areas, such as the political, social, cultural, civic and even moral life. The main components of electronic governing of today's digital economy are:



Figure no. 3. Main components of today's digital economy e-governing
Source: Projection made by authors

BENEFITS OF THE C2A MODEL FOR TIMISOARA

Based on the consumer to administration model, the Prefect Institution of Timis County installed a system where any citizen, considered a final consumer of the public services offered by public administrations, can register online and make an appointment, thus saving his time, because he does not have to come and waste a lot of hours just to make an appointment. The online system is presented in the next figure.

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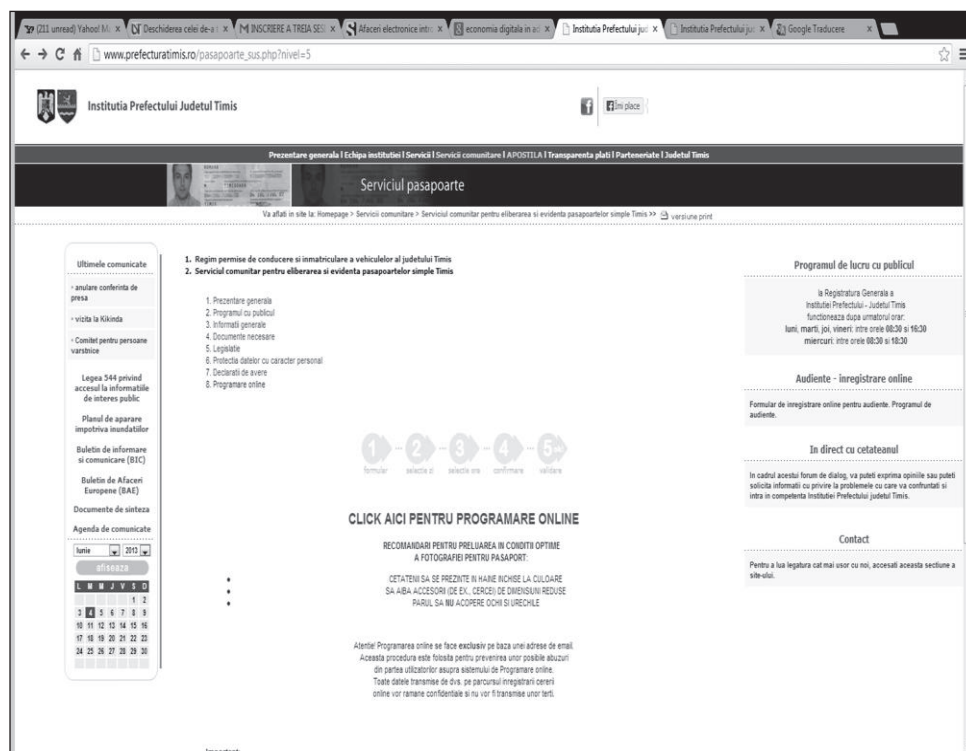


Figure no. 4. Passport office – online appointments
Source: <http://www.prefecturatimis.ro/index.php>

The trend is to get the system to function better, to reduce all the paper work, and to facilitate the on-line access to information, thus the citizen to find out all the information from his computer and not having to stand at endless rows in front of the pay desk.

These important online services that help the citizen save time are a step forward towards this online economy in which we are living.

Regarding the passport office and its online services, the important thing is that besides the facts that you can make appointments online, after you register you take a number and you have the possibility to monitor online the numbers and their order. So you can take a number and then go back to work, or go and resolve other problems and then you come back when your number is up in line, thus saving time and not having to stay the whole day so you receive a passport, in this case.

Every day, besides the number that is programmed at a certain time, respectively when you look at this online monitoring system, the platform stipulates the starting number of that day, so everyone can see how fast it goes, for example you may find that 4 numbers are resolved within an hour, so if the starting number of the day is 101, and you have 125, you should get in line at about 1 o'clock. The following figure presents exactly how this online monitoring goes.



Figure no. 5. Passport office – order number
Source: <http://www.prefecturatis.ro/index.php>

CONCLUSIONS

E-businesses today represent more than just an e-commerce transaction, because the focus now is on the customer and on obtaining a solid position on the market.

The local and central governments that adopt the internet for their usual business operations obtain advantages over the ones that do not use them, in the sense that the operations take less time and the consumers are very satisfied.

Timely implementation of new information technologies and communications is essential in our country which is a developing country, and in developing countries public organizations are the ones that need to take the first step towards this digital economy and to encourage and support private organization.

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