

# Research on Government Public Management from the Perspective of E-government Construction -- Taking Chengdu City as An Example

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**Abstract:** Based on the help of the Internet, government departments are capable of realizing the integration between management work and management functions, and the management organization can be optimized to improve the original working mechanism and working process, and thus providing real-time and efficient public management and public services. In this context, the communication channels between the government and the masses have been further expanded, and the transparency and effectiveness of public administration will also be improved. For the masses, they are provided with opportunities to participate in public management activities through the network, at the same times, they can supervise and prosecute the behavior of government departments. In the future, the government will also promote the democratization, enterprise-oriented, information-based and market-oriented development of administrative management based on big data.

## Introduction

Under the current background, China's government public management environment is undergoing significant changes, and the characteristics of IT and democratization are becoming more and more obvious[1]. Compared with foreign countries, there are more diversified management subjects in the process of government public administration in China. In addition to government departments, a large number of non-governmental organizations have emerged. They can not only participate in public administration activities together, but also supervise the government behavior. In this context, the scope of public management is further expanded and the contents of management are more specific [2]. Chengdu has set up an e-government hall, which realizes the construction of e-government from two aspects: extranet and internal service center.

## 1 Basic Situation of E-government Construction in Chengdu

### 1.1 Extranet Construction of E-Government in Chengdu

E-government extranet is a physical network for information exchange and resource visit between different units and departments, which vertically isolates the internal office system of government departments and ensures the stability of the system operation. The extranet is the focus of construction of e-government, which is the basis of efficient exchange of information resources and the guarantee of paperless office[3]. Based on the extranet, the staff of government departments can publish information externally, and at the same time, complete the administrative examination and approval work on the network platform[4]. At present, Chengdu's external network construction is relatively mature. Based on MPLS/VPN technology, stable data transmission is achieved, multimedia can be integrated. Chengdu's Finance Bureau, Tax Bureau and more than ten other units are connected together through the e-government extranet, in which data exchange and information sharing are realized.

## **1.2 Construction of Government Affairs Service Center of Chengdu Municipal People's Government**

In 2000, China began to implement e-government, and the plan was initiated by Chengdu People's Government Service Center in 2001, which was located in the first batch of municipal government centers in China. In 2004, the service center was officially put into operation, with a floor area of 14,000 square meters. In 2014, 2383 square meters of administrative review and approval center was constructed, as a result, it has become an important unit to carry out government public management and implement E-government. Statistics show that in 2020, the service center has received and handled a total of 731,600 pieces of service items, received 636,600 public consultation, and the completion rate within time limit reaches 100%.

In 2002, the portal website was formed, which marked that the government administration of Chengdu officially entered the electronic era. The website contains several modules: openness of government affairs, network governance, citizen service, enterprise service, data openness and understanding of Chengdu. On the one hand, the website can serve as a platform for the service center to release authoritative information and effectively publicize government affairs and policies. On the other hand, it can provide online government services for Chengdu citizens[5]. In 2010, Chengdu opened an online government affairs hall, which integrated the portal website and transferred many offline services provided by the service center to the online platform, becoming an important platform for the operation and handling of municipal approval matters. This is developed by Chengdu Municipal Government on the basis of extensive learning of foreign advanced experience and the experience of E-government platform construction in Qingdao, Shanghai and other cities. It realizes online public service and an online government hall for several sub-units such as Housing and Construction Bureau, Housing Provident Fund and Digital Real Estate was established. In terms of the construction of the e-government Intranet, the Chengdu municipal government is also constantly adjusting and cooperating with Huawei 3Com to realize the integration of resources, so that the network covers every corner of the urban and county areas. At the same time, based on public management and industrial and agricultural service industries such as environmental protection, labor and tourism, Chengdu has also built a vertical VPN private network, dedicated to providing more convenient services for the masses[6].

## **2 The Public Management Method of Chengdu Government from the Perspective of E-Government Construction**

### **2.1 Enhancing the Democratization and Enterprise-Oriented Administration**

The democratization based administrative management requires the decentralization of power by the Chengdu municipal government, which can enhance the flexibility of various institutions, improve the efficiency in forms, and be able to respond to the changes from the outside world and the new needs of the masses in a timely manner. At the same time, these decentralised agencies can lay the foundation for institutional innovation and provide a clearer separation of responsibilities. At the same time, the administrative regulations should be relaxed appropriately. The original management regulations have shown certain restrictions and influences on the construction of e-government. By loosening the regulations, the public administration of the government can become more efficient and flexible. Enterprization refers to reference and integration in corporate culture in the process of administrative management[7]. Especially for the state-owned institutions in Chengdu and the administrative departments within the government that provide independent public services, attention should be paid to the application of excellent corporate culture in the process of E-government construction, and the public management should be improved based on the enterprise's human resource management concept, performance management system and incentive concept[8].

### **2.2 Enhancing the Informationization of Public Administration**

The construction of e-government is inseparable from information technology, and it is an important trend to strengthen the informationization of government public management. This

requires the Chengdu municipal government to actively build an informationized platform and use information to realize the integration of administration, service and management. At present, 36 municipal departments have developed Government Affairs Service Center. During the construction of e-government and based on information technology, the integration of information and services can be achieved, mature internal network system can be built in the department to realize the unified deployment of resources, and optimize the system, and regular use of a variety of online services and management measures can be made to promote the diversification of public administration and public services, which lays foundation for the participation of the masses and the interaction between the government and the masses[9]. In addition, in the process of carrying out informationized public management activities, Chengdu government also needs to actively use big data technology to study and judge the massive information and data in the E-government system, and extract valuable and implicit information from it, so as to provide support for the government's decision-making. At the same time, the big data technology can be used for optimization of website and the E-government system. Through the collection of the review duration and number of click in each module, the required information of the masses and the habits in using E-government system can be further excavated. As a result, the information can be released in a targeted manner. Besides, the layout and design of the website can be optimized.

### 2.3 Enhancing the Marketization of Public Administration

To realize the marketization of public administration requires Chengdu government to actively cooperate with social groups, and the marketization operation mode should be applied and the competition mechanism and price mechanism can be introduced to realize the effective mobilization of social resources and the effective supply of social services. First of all, Chengdu municipal government can introduce the "competition among public departments" mechanism to strengthen the internal market by introducing competition within the government institutions. Secondly, the "competition between public departments and private sectors" mechanism should be introduced, which means to promote the competition between the government and enterprises in Chengdu. The transportation and postal departments should be introduced into the market to attract the participation of enterprises, so as to break the government monopoly in these industries. Finally, the "private-to-private" mechanism should be introduced. In the face of government projects, enterprises should strive for the contracting right through bidding[10].

## 3 Conclusion

In conclusion, the construction of E-government platform has created an efficient and new environment for the development of public management activities of enterprises, but it also puts forward new requirements for government behavior. Although Chengdu Municipal Government has completed the construction of E-government, the future development of public management needs to keep pace with the times, and the application of big data technology and information technology can be further explored and improved to achieve a reasonable positioning of its own functions. Besides, the efforts in security prevention and protection can be strengthened so as to promote the innovation of public management.

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