

IMAGE AND REPUTATION OF PUBLIC SERVICE IN THE ERA OF DIGITIZATION

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In the era of digitization, the image and reputation of public service are crucial factors that influence its effectiveness. They are shaped by various factors, including the professional competence and ethics of public servants, the quality of government services, and the transparency and openness of government activities.

In modern times, the image and reputation of public service have gained even greater significance due to digital transformation [5]. The digital transformation of government services is changing the way citizens interact with government authorities, requiring public servants to acquire new skills and competencies. Additionally, digital technologies enable citizens to access more accessible and up-to-date information about the activities of government authorities, increasing the demands for transparency and openness.

Digital transformation of public service creates new opportunities to build a positive image and professional reputation. With the help of digital technologies, public servants can:

- improve the accessibility and quality of government services, as digital channels for providing government services allow citizens to access services anytime and anywhere. Furthermore, digital technologies enable the automation of certain processes, freeing up time for public servants to deliver higher-quality services;

- enhance the transparency and openness of government activities, as digital technologies allow government authorities to publish information about their activities in an open-access format. This increases citizens' trust in government authorities;

- improve communication with citizens, as digital technologies enable government authorities to effectively communicate with citizens, receive feedback, and suggestions. This allows government authorities to better understand the needs of citizens and improve the quality of their services [2-4].

In the context of digitization, the image and reputation of public service are influenced by factors such as:

- professional competence and ethics of public servants, as citizens have access to a greater amount of information in the digital world, raising the demands for professional competence and ethics of public servants;

- the quality of government service delivery, as digital technologies allow for higher-quality service provision, requiring public servants to acquire new skills and competencies;

- transparency and openness of government activities, as digital technologies enable government authorities to publish information about their activities in an open-access format, increasing citizens' trust in government authorities;

- communication with citizens, as digital technologies allow government authorities to effectively communicate with citizens, receive feedback, and

suggestions, enabling them to better understand citizens' needs and improve service quality [1, 5].

Therefore, the image and reputation of public service in the era of digitization have become even more important. Digital transformation of public service creates new opportunities for shaping a positive image and professional reputation. However, to effectively utilize these opportunities, government authorities need to implement necessary changes in their operations.

To enhance the image and professional reputation of public service in the era of digitization, government authorities should:

- ensure professional training and development of public servants to meet the requirements of the digital world;
- implement modern technologies for delivering government services that align with citizens' needs;
- improve the transparency and openness of government activities;
- develop effective communication with citizens.

Following these recommendations will enable government authorities to build trust among citizens and ensure the effectiveness of their operations in the era of digitization.

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STRATEGIC GUIDELINES FOR THE INNOVATIVE DEVELOPMENT OF ENTERPRISES

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In today's rapidly evolving business landscape, enterprises are constantly seeking ways to stay competitive and drive sustainable growth. One crucial aspect of achieving this is through strategic orientors that align with the changing market dynamics and emerging opportunities. They allow businesses position themselves at the forefront of innovation and create a pathway towards long-term prosperity.

Essentially, strategic orientors are the guiding principles that shape an enterprise's approach to innovative development. They serve as the compass, providing