

# The Best Practices to Attract People to Use Smart Government Services

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**Abstract**— Numerous urban areas are centered on getting to be "smarter" and intelligent. They are investigating the force of ICT to wind up more productive, compelling, straightforward, responsible as well as practical. Be that as it may, there has not been an efficient push to see such city level activities and the part they play in making urban areas smarter and enhancing smart governments. Thus this paper will provide best practices of how to attract people to use smart government. Be that as it may, reinforcing the innovation ability pipeline will require more than simply making youngsters mindful of open segment alternatives. To attract the talent it needs, government must exploit improved organizations with the educated community to end up more modern and roll out the improvements that would make a domain that is all the more inviting to the well informed. Right now, an excess of government officials don't comprehend what their innovation needs are. Until more do it will be difficult to make conceivable open division vocation steps to draw in innovation experts. The study reveals that most of the people are not using smart government services due to lack of knowledge about this innovative technology and service, and its positive effects of their lives. To provide the basic knowledge about smart government is the responsibility of the government. This paper will also provide best practices to attract people to use smart government. Theses best practices and framework will help the government of several countries to contribute towards the welfare, health and education of citizens.

**Index Terms**— Smart government, smart people, smart cities, attract, best practices

## I. INTRODUCTION

Since the arrival of the new century, Information and Communication Technologies (ICT) have accompanied public administrations as one of the most notable sources of improvement and innovation in recent years. The interactions between ICTs and public administrations, which has recently been called Smart Government or e-government, in a way raises its relation with management and public policies, taking into account some of its main dimensions [26]. Smart Government is characterized in distinctive ways [23]. Although Smart government is a field of knowledge that has grown considerably in recent years, it is necessary to deepen

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its implications for management and public policies [16]. One of the most reiterated ideas about Smart government is that it has been considered a force of rationalization of the activity of the public administrations. It has been thought that the dissemination of information systems would make it possible to systematize rules and procedures and to reformulate the known problems of bureaucracy, such as limited rationality or implementation at the operational level [12], [13]. This relevance would not only occur through influence on certain administrative dimensions or phases of public policy, but also through a wide range of changes including political, cognitive, organizational, behavioural, and cultural changes that are associated to more widely constructed information systems within Public organizations [7], [9] In other words, e-government involves technological, organizational, institutional, human and contextual factors [12], [13]. Beyond that, the capacity for innovation in public administrations, linked to their interaction with ICT, will be carried out to the extent that they allow for constant improvement, different decision-making or more consolidated networking.

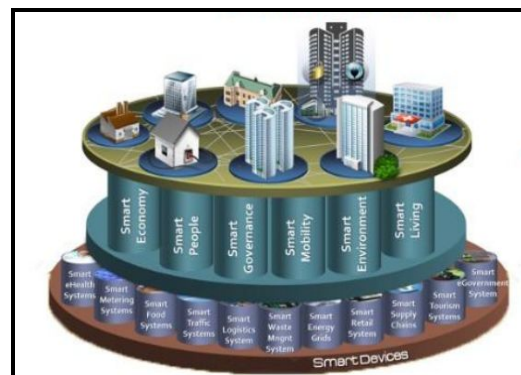


Fig 1: Smart City Approach (6 Pillars Model) [13]

The main objective of Smart government is to have the capacity to offer an expanded distribution of public services to citizens in an efficient and productive manner. Some of the major advantages of Smart government include effectiveness, enhanced services, better availability of public services and more responsibility [3]. This conference paper provides the best practices for establishing and implementing smart government framework for people. These best practices and smart government framework helps the governments of several countries to contribute towards the welfare, health and education of people. This research not only further develops the knowledge and regarding people to attract for utilization of smart government, it will also present significant ramifications on the present literature on smart government framework. The study's findings can be used as generalized findings for countries around the world and with the help of this study, several more frameworks and practices can be deduced. The interactions between ICTs and the management

of public administrations, as well as the process of public policies, constitute one of the basic pillars in the field of Smart government [15]. Management and public policies have an increasingly direct relationship with the adoption and use of ICT [30]. Regardless of the more or less instrumental consideration that one wishes to assign to technologies, or one assumes a greater or lesser potential to improve organizations as a result of their use, it is the technological dimension of the public sector [3]. Aspects such as leadership, human capital management, organizational design and change, inter-administrative and intergovernmental relations, communication and marketing of services, as well as transparency cannot and should not be understood in the same way in an environment in which the public administrations are intensive users of information technologies. The same happens with the public policy process [34], since the application of technologies is becoming deeper in all its phases, from the design, going through the implementation, until arriving at the evaluation. In fact, one of the first ideas about ICTs and their relationship with public administrations is how they provoke, or potentially provoke, benefits or improvements in certain government functions and services [12], [13]. In other words, Smart government lays the foundations for generating benefits within the public administrations derived from the use of ICT in the different dimensions of public action [10]. In twenty first century advanced environments require that each citizen should behave as an autonomous learner outfitted with powerful data education aptitudes (e.g., capacities to distinguish a data need, expert accessible sources, examine, look for, drive importance, assess, and utilize data morally, basically, and freely). According to [17] the following figure below shows the evolving focus of technology in government:

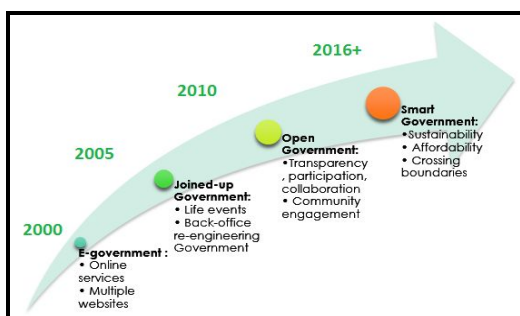


Fig 1: The Evolving Focus of Technology in Government [17]

By way of example, intergovernmental and inter-administrative relations have been observed from this perspective through what has been termed interoperability [17]. Several studies have revealed the opportunities derived from the implementation of Smart government in improving the exchange of data and information between different government agencies [11], [12], [33]. Thus, the management of certain public services is facilitated by the availability of interoperable platforms, which allow for better collaboration between the agents involved in the process, while at the same time providing the opportunity for much improved services for citizens as proposed by [27]. This has led to the need to analyse the factors facilitating collaboration between organizations through the use of ICTs, as well as to examine why in some contexts technological collaboration is more complex than in others, something increasingly present in public administrations [20], [21]. In any of the scenarios, what

is relevant is that the evidence holds that the coordination function between public agencies has a margin of improvement through an adequate technological immersion of the organizations [6]. On the other hand, public policies also have a space for their transformation due to the application of ICT within its different phases [12], [13]. For example, the capacity to design public policies with higher margins of certainty is one of the aspects that have been identified among the potential benefits linked to the consolidation of Smart government [18]. In this sense, public officials have greater capacities to carry out foresight and planning work, as a result of having information from external agents, interacting with public administrations, updated in real time and with increasing costs [7].

It is important to examine the progressions being happening in the contemporary society to understand the developing relationship between smart government, ICT advancements, nature of open administration and e-government [14]. Various elements such as the development of human and fiscal capital, the extreme demographic move, developing inter-connections in the middle of states and nationals, increased technological advancements and rapidly growing globalization are squeezing for change in administration all through the world [3]. In this scenario, it has become more important to develop an associated between government, administration, the citizens and developing technology in the form of formulation of e-government or Smart government [39]. The use of this public administration is a complicated concept that requires a multidisciplinary strategy. This study explores the smart government framework and viewed the benefits to conceptualize the relationship between administration development, nature of public administration, Smart Government and attraction of people towards e-government [24]. So this paper is aiming to *propose the best practice(s) and how to attract people/citizens to use smart government services* and to answer those questions: **RQ 1:** To what extent there is the need to attract people/citizens towards smart government?, **RQ 2:** What are the main factors required to find out the practices required to attract people to use smart government?, **RQ 3:** What are the guidelines need to follow to attract people to use smart government services?, **RQ4:** How much government is concerned to attract people/citizens towards the smart government innovation technologies?

#### A. ORIGINALITY, SIGNIFICANT AND CONTRIBUTION

The originality of this study is rooted in the emphasis on smart government framework and services for the citizens and how to attract the people towards it. While previous researches have not considered this topic as a subject of matter, there are no studies available which discuss the best practices used by the smart government and how to attract people to use smart government. This study fills this gap and with the help of qualitative techniques investigates the perceptions of government to attract people to use smart government. This paper asserts its significance through its contribution towards people and citizens globally. It has a unique focus to attract the group of people to use smart government. This study proposes best practices to use smart government services and to attract people towards smart government so they can take benefit from the innovative technology. These best practices and framework will help the

government of several countries to contribute towards the welfare, health and education of citizens. The results of this paper not only confirm the influence of the dimensions of knowledge mentioned in the proper implementation of e-government initiatives, but also contrast the validity of the questions used for their measurement. At the same time, the article presents a series of practical points related to the adoption of smart government, especially in relation to the need to understand its complexity and the diversity of tools for its improvement. The findings of this study can be used as generalized findings for countries around the world and through this several more frameworks and practices can be deducted regarding the relevant study. The contributions will be (1) Focus on people/citizens to attract them towards the use of smart government and (2) Discussion of best practices to use smart government. Through producing framework that has been specifically tailored for analysing the best practices to use smart government services and to attract people towards smart government, researchers can assist the government that how to use these practices as soon as possible in their current smart government projects as basically people/citizens can contribute towards the progress and economic growth of the country or cities. In this paper the emphasis is on the importance of knowledge as a critical factor to explain the adoption of Smart government. This research study provides unique knowledge about best practices of smart government and how to attract citizens towards smart government. The knowledge is unique because no other study has been done on this topic so far. Below figure provides a graphical representation of the knowledge gap: (1) lack of emphasis on attract people to use smart government and (2) lack of research on best practices to use smart government

## II. LITERATURE REVIEW

### A. SMART GOVERNMENT: CONCEPT AND DEFINITIONS

Smart Government is defined as an organization that applies and coordinates advancements to arranging, administration and operations over numerous spaces, process territories to produce best administration practices [12]. Smart Government is based on the concept of providing communication networks and consolidated information systems to all public sector organizations that were facing certain challenges to use the innovative policies, technology to address financial environment and used to latest business models [44]. The quantity of accessible online administrations, their viability and use level and their level of collaboration are imperative pointers of the “smartness” level of e-government [13]. Expanding these markers has beneficial outcomes for citizens and endeavours to get and use the administrations provided by the best practices of Smart government. Innovation in the relations between the organization and citizens and endeavours ought to be a need for the government [19]. For instance: Dubai's two year arrangement for m-government has brought about an achievement rate of 96.3 percent over the 337 most essential government divisions as per an official declaration from news office agent. In accordance with IDC definition, the usage of an arrangement of business procedures and basic IT capacities empowering data over government organizations and projects to end up differentiations is giving excellent

resident administrations over all government projects and movement areas.



Fig 2: SMART Government

The figure 3 shows the potential areas of focus for Smart Government (WB, 2014)



Fig 4: Potential Areas of Focus for Smart Government [16]

The study was conducted which shows the public expectations from government and potentials public expectations from smart government; which are listed below [31]:

- Quick data open by any gadget.
- Simple to utilize administrations and accessible from anyplace, whenever and meeting the inclinations of people.
- Government administration offerings molded by open needs.
- Online networking possibilities for smart government.
- Online networking empowers 2-way communication.
- Subject investment with government is conceivable.
- Enhance advancing government administrations
- Joint effort with residents to take care of government issues (co-creation, swarm sourcing)
- Gather criticism about government administrations
- Expansion in government associations with citizens

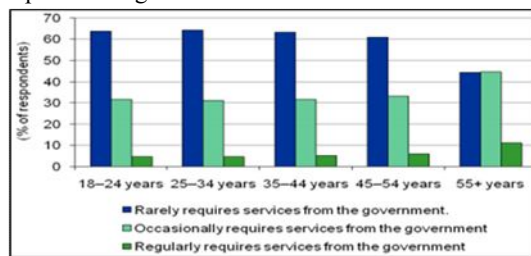


Fig 5: Requirement of e-government services [43]

The study indicates generally, 59% of respondents infrequently require government services and in general 35% of respondents sometimes require government services. Concentrate additionally demonstrates that by and large, just 6% of respondents routinely require government services [43].

### B. BEST PRACTICES OF SMART GOVERNMENT

An industry pioneer in public versatile application improvement and the engineer of Germany's most prominent travel application gives a far reaching scope of administrations for smart and safe governments, extending from assessment and procedure to outline and advancement, and to circulation and advertising [35]. These administrations incorporate counseling and calculated outline, applications for iOS, Android and Windows telephones, versatile forms of entrances and sites, applications for tablets, local and cross-stage improvement, portable administrations and undertaking arrangements, circulation and promoting and



responsive configuration. Through its engagement with a few elected and local governments in Germany, it has created numerous best practices of e-government here in the United Arab Emirates [35]. Smart government does not mean making a portable rendition or responsive configuration for the site or offering the administrations on advanced cells [36]. The e-government engages common citizens by being receptive to their necessities and propensities smartly. In the UAE market, the organizations are working with some local government offices to add to the portable renditions or responsive outlines of their sites to meet the prerequisites of smart government activity [35]. The acknowledgment of developing part out in the open portable application improvement came at the world's biggest cutting edge occasion when the traditions and travel application, created by for the Elected Service of Account, won the "Elected" classification in the e-government processing government applications rivalry [28]. On the other hand, the Germany's most mainstream government application with more than 260,000 downloads bails explorers discover what they might bring once more from abroad and what they ought to desert [35].

### **C. PRACTICES BY SMART GOVERNMENT TO BETTER SERVE THE CITIZENS**

To address practices by smart government to better serve citizens, smart government of UAE develop a maturity model which focuses on:

- Active participation of UAE citizens in governmental business – it is required by the agencies that they must engage the general public so that decisions could be enhanced and better decisions can be made through widespread knowledge and increased participation of public in governmental practices.
- Transparency of information in governments – it is also required by the agencies that they must put information about operations outlines and agency decisions online and to make them available for general public through different medium.
- Cooperation across all entities of government for delivering better citizen services – Furthermore, governmental agencies are also essential to make effective use of innovative techniques methods and systems for good cooperation across all levels of government and engage the general public in the operations of their government [6]

### **D. SMART GOVERNMENT ATTRACT SMART PEOPLE: CASE STUDY OF AUCKLAND AND CHINA**

The case study elaborated that Auckland was on the verge of turning into a Super City [32]. The government guaranteed it somehow turns into smart city to pull in and hold the most ideal individuals, to wind up the most ideal financial performing city that it can, and accomplish this in an adjusted and maintainable way [29]. From a monetary perspective, urban communities need to depend on a more astute, more gifted workforce for aggressive separation [32], [40]. They should have the capacity to deal with their development, guaranteeing they can give successful administrations to their nationals in a solid and proficient environment. These purposes of distinction will turn out to be more noticeable as 70 percent of the world population will be living in urban areas by 2050 [29]. Indeed, even in enormous nations such as

China, this year points the first occasion when that more than 50 percent of population is urban-based [1]. Research on smart cities must undertake different ways to consolidate itself in the future [2]. On the one hand, there is still a lot of work ahead in terms of the need to identify the facilitating factors of the initiatives and projects of smart cities that have been implemented during the last years in different contexts [2], [3], [9]. Models integrate explanatory factors such as organization, public policy, governance, natural environment, communities, economy, infrastructure along with technology itself, to characterize the relationships and influences between them and the cities themselves [3]. On the other hand, the interest in local administrations will continue to be valid within e-government studies, taking into account the peculiarities of this type of organization. Specifically, these unique elements are related to the organizational size, the management and financial autonomy, the type of public policies or the city model that is intended to be developed [5]. In any case, local e- government, as well as studies on smart cities, will also continue to form a core part of the concerns of academics interested in interactions between technologies and public administrations around the world [7].

The Chinese Government has effectively made moves to guarantee Shanghai stays one of the world's quickest developing economies. Shanghai's IT area, worth around 800 billion is currently developing at 20 percent yearly [4]. Information technology is the main focus in the Chinese Government's vision to precede with Shanghai's development levels and make it a smart and more alluring spot for its nationals. Congested driving can negatively affect a city's live ability and profitability. Shanghai will have 2.5 million private autos by 2020 and vehicle excursions will increase to seven million, contrasted with a little more than three million in 2000. So Shanghai has needed to plan and create complex transport administration frameworks [25]. China Portable, one of the biggest information transfers organizations on the planet, now has 550 million versatile supporters [41]. China likewise has 750 million devices creatures with radio based RFID chips, which means it can track and screen animals from the ranch to the plate. As a business application, this helps essential parts exponentially. The same innovation, similar to GPS, can be utilized to track resources, vehicles and items, all adding to efficiency [45]. With this more intelligent innovation set up, Shanghai guarantees its citizens get instruction and guidelines. It has officially prepared 730,000 individuals from its 'One million family on-line' activity [4]. However, reinforcing the innovation supply line and to attract the talent it needs, government must exploit improved organizations with the educated community to end up more modern and roll out the improvements that would make a domain that is all the more inviting to the well informed. Right now, an excess of government officials do not comprehend what their innovation needs are.

## **III. FRAMEWORK**

The actual theoretical framework explains the actual process, and that is applied to steer this research. As mentioned above, the aim of research is to provide best practices to use smart government and how to people can use smart government framework needed to explain this study in proper manner. The framework will serve as conceptual framework for to find out the best practices needed to use smart government:

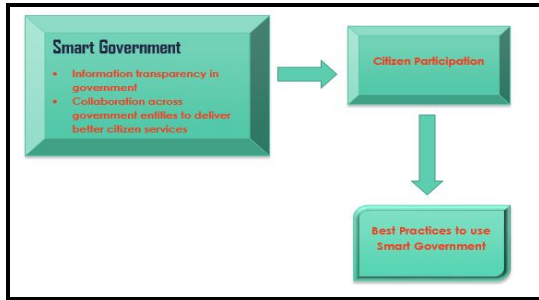


Fig 6: Theoretical framework for this study

#### IV. RESEARCH METHODOLOGY

The research methodology of this research study describes different methods and research standards for looking for the solutions to pre-characterized problems. Research Methodology can be regarded as the process through which the research problem is being addressed by the researcher. On the other hand, research methodology also comprised with the incorporation of methods of researcher towards research outline, speculations, investigation and data collection [39]. This study uses a qualitative research method for getting a comprehensive analysis of the research problem which is inherent for the best practices and how to attract people to use smart government. For this purpose, qualitative method was used which is regarded as more accurate [10]. Moreover, it is explored that a wider perspective can be achieved through qualitative research that makes utilization of different types of information in in the same study. Interview technique was the instrument that was developed in this study for collecting in depth information from experts, specialists and experienced personnel who can provide us relevant information of what the current situation is regarding the best practices about smart government and how to attract people to use smart government [38].



#### A. RESEARCH APPROACH

The qualitative research approach was presented as the research approach [6]. It is important to explain here that primary as well as secondary research approach was used in this study. A wide range of secondary sources were used to get the theoretical understanding of the research problem, where as the primary information was achieved through interview technique for collecting qualitative data. The interview method takes account of: the actions and events that are faced by the participants during the interview time, their interpretations and, the comparisons of participants' views and objectives with other participants regarding the subject matter.



#### B. RESEARCH INSTRUMENT

A research instrument is regarded as equipment that is being utilized to collect information for the sake of the study [37]. Semi-Structure interview is taken as the research instrument for this particular research. The researcher designed semi structured interview questions so that the research problems can be address by the researchers in an adequate way and analysis can be done to achieve the research objectives of this study [37]. With the help of semi-structured interview, the researcher became able to get information and opinions of the respondents on how to attract people to smart government and at the same time providing them with assistance to give answers on questions with an ease and comfort. For data collection, qualitative strategies normally require direct and face to face interaction with individuals [8]. Qualitative research ensured to collect data through small number of respondents and is usually less time consuming process as compared to quantitative methodology. On the other hand, raw qualitative data are not analyzed statistically as it is done in quantitative research [22]. Data analysis is also time consuming and consequently expensive. The below figure shows the participants for data collection in this research, a manageable sample is selected randomly and characteristics of the research sample:

Age	28-50
Gender	Male: 25 Female:10
Sector /department	Government:18 Business:12 Education:5
Experience	3-20 years
Nature of work	Managers and Executive: 17 Employees (Manager level): 12 Employees(Technical level): 6

Table 1: Research Sample Characteristics

#### 4.4 INTREVIEW AS EMPIRICAL DATA GATHERING

The utilization of qualitative data or interviews was fundamental for the present research, as the researcher was concerned with the interviewees' suppositions, thought processes and state of best practices to attract smart people towards smart government. The interviews questions have shown below are based on the theoretical disclosure of the study. 3 questions were designed to answer the topic under consideration. These three questions are open-ended and required face to face interview from the participants. These questions and are designed to answer the research questions described in first chapter to meet the aim and objectives of the research. The following interview questions were asked:

- What do you think, what are the possibilities for smart government to attract people and transform them into smart people?
- To what extent do you think the smart government services and technology help citizens?
- What do you think, which steps should government take to attract people towards the smart government?

#### V. DATA ANALYSIS AND DISCUSSION

All the data collected through interview is being analyzed, the interview questions provided the researcher with the desired results. Interviews were conducted from specialists, experts and experienced personnel from the government, education

and business sector. All of the participants agree on the need of the smart government services for people and citizens and how they are beneficial for the citizens. 97% participants agreed on the fact that for smart government services and innovative technologies transform people and citizens into smart people. Furthermore, 89% of the participants think that steps already taken by the government to attract people and provide best practices to use smart government. The study also reveals that most of the people are not using smart government services due to lack of knowledge about this innovative technology and service, and its positive impact on their lives. Right now, several government officials do not comprehend what their innovation needs are. To provide the basic knowledge about smart government is the responsibility of the government. This paper provides best practices to attract people to use smart government. These best practices and framework will help the government of several countries to contribute towards the welfare, health and education of citizens

## VI. CONCLUSION

One can think of taking these ideas further, possibly coming to what has been called an intelligent state. Here we suggest the possibility of developing a new generation of intelligent governance or intelligent administrations, that is, public administrations that use sophisticated information technologies to interconnect and integrate information, processes, institutions and physical infrastructures to better serve their communities ( Gil-Garcia & Aldama-Nalda, 2013), which are positioned in concentric circles both inside and outside organizations. Thus, the extension of sensors, virtualization, geographic information technologies, Applications of social networks and other elements can become a brain to improve management skills and the process of public policies, while improving the participation of social actors, physical infrastructure, as well as machines and Equipment that use these infrastructures ( Gil-Garcia & Aldama-Nalda, 2013). This could generate a new form of electronic governance, an intelligent state.

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