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IMPLEMENTATION OF THE NATIONAL INFORMATION TECHNOLOGIES IN ASIAN COUNTRIES AS A SPECIFIC STYLE OF MANAGEMENT

The spread of the usage of national informational technologies in Asian countries, including introduction of the e-governance is based on the idea of cooperation between the state and entrepreneurs. A state participates in decision making in the large investments sphere of private equity and in the creation of material and social infrastructure. This approach relies to the specific management style, the so-called Asian type of corporate culture and to the multi-layered system of government, organized on the principle of hierarchical pyramid.

Thus, the Asian approach to the implementing e-democracy is in some sense an intermediate because it is based on the idea of cooperation of state and entrepreneurs. The state participates in decision making in the sphere of large investments in private equity. Moreover, the state is actively involved in creation of physical and social infrastructure. This approach relies on a specific management style, on the Asian type of corporate culture and multi-layered system of government, organized on the principle of hierarchical pyramid.

Key words: e-governance, information technologies, social infrastructure, private equity, corporate culture, Asian countries.

Computerization of Asian countries is a result of strengthening of international cooperation in the dissemination of national information technologies and communications. The big role in the development of information technologies in the Asian countries plays the “United Nations Development Program”. Within the frames of the “Pan Asia Networking” (PAN), in which participate Vietnam, India, Laos, Mongolia, Nepal and other, the funding of the programs for the development of the Internet is done by the International Development Research Center of Canada (IDRC). The importance of the Asian countries’ governments’ collaboration is increasing. Thus, the influential regional organization – Asia-Pacific Economic Cooperation – actively works on the joint projects of IT implementation.

Generally, the Asian countries towards building the e-democracy to the most important tasks include the improving of education; opening of the informational and communicational markets for the foreign trade and investment; ensuring of the public access to services of public authorities via the Internet; liberalization of the communication trades; protection of the property rights and ensuring of the current legal system.

Construction of e-democracy in China is aimed to the accelerated economic growth, accompanied by an openness policy. China's strategy lies in the converting of a backward closed country into the state, which is developing dynamically and has an open dialogue with other countries and at the same time still has a top independent foreign policy¹.

The Chinese domain “ch” in Internet was officially registered in 1990. In 1994 the Chinese networks were connected to the main US provider “Sprint”, therefore the development of the national web resources had begun. After the connecting to the global Internet the construction of the information networks in the country started, the first of which was the scientific-research CSTNet (China Science and Technology NET), bringing together all the scientific-research institutes. Later to the network the public authorities, including local once and also the state enterprises were connected.

In 1996, the Chinese government had begun to develop the informational legislation to which subsequently the major changes had been made. The legislation meets the general concept of the reforms of recent decades: the accelerated economic growth and the simultaneous containment of the changes in policy. The ideological resources and resources with ethically and morally unacceptable information are controlled. The categorical ban is imposed on the gambling and pornography. The constant monitoring by the police in the circumstances where the monthly number of Internet users in China increases to one million is difficult completed. For this reason, the government shifts the responsibility for the illegal

¹ Ткачева, Н.В. (2003). *Информационные стратегии стран Восточной Азии в условиях реформ*. Москва: РИП-холдинг, 85.

information blocking to the companies owners of the sites and chats. Internet service providers are required to keep complete records of all information on the site, including the communications in on-line chats, and record the time of publication. All the accounts must be kept for 60 days.

Thus, the creation of national Internet in China suggests:

- creation of a powerful informational source for the attracting of people to the world science and culture in order to increase the educational level of citizens;
- emergence of a large informational center, a counterweight to the USA in the World Wide Web of the Internet.

It requires from country's leadership a thinner policy of regulating of information flows in the Chinese Internet which is developing fast.

Vietnam's Police in the ICT sphere firstly was formulated in 1993 in the state program "Information Technologies 2000". Noticeable part in IT development and creation of this program made the Canadian government through the Canadian International Development Agency, United States. The plan of the program lies in the development of informational networks in three sectors: governmental service; finance, bank system and commercial organizations; the sphere of education, research and humanitarian development¹.

The creators of the Vietnamese state program "Informational Technologies 2000" connected the IT development with the increasing of the prosperity in the state. In the second half of the 1990s the small informational networks of various organizations (Toolnet, Vitranet, VARENet) began to form. However, at the same period, "VNPT" the state monopoly in the communications industry dramatically strengthens its presence on the information market, pretending on the monopoly right of the information delivery in the country. As a result, this company received monopoly for the Vietnam's involving into the global Internet (in 1997), and other organizations got the right to provide the informational services in the national market.

Six months before the connecting to the network – in May 1997 – there was created the National Coordinate Committee for the Internet, which had become the chief government unit that carries out the state control. Based on the experience of China, Vietnam's government officially banned the ideological resources and sites containing morally and ethically unacceptable information. All providers must register with the Chief management of postal connection and telecommunications and provide technical information to the Ministry of Domestic affairs. The providing of the Internet services and generating the income from the pre-payers was allowed only to the telecommunication companies. Providers are responsible for the ideological censorship in the network as well as they are required to regulate the contents of home pages and email messages of the users. For any violation of the government instructions there were imposed the stringent sanctions in the form of a loss of license for the provider work or a refusal to register. Internet users in the country must necessarily register and follow the special rules of behavior on the Internet.

According to the legislative act for the regulating of Internet in 2001 it was allowed to the private sector the provision of Internet services on the domestic market, and also there were established more severe penalties for the computer crimes (hacking). In 2002 there were also imposed more stringent rules for creating a website for the organizations requiring a prior authorization from the force.

The main feature of the informational technologies development in Vietnam is that fact they stay inaccessible for the majority of the state population. The main reasons for it are the low standard of living, the high cost of communications, the poor development of telephone lines, and the lack of broad public computer skills. As a result, Internet services are mainly provided by the institutional users, such as government agencies, civil, scientific and commercial organizations².

In the late 1990s, the Ministry of Industry has developed the "Basic Plan of electronic and IT development till 2010". During 2000-2002 there were done some changes in a law which facilitated the activities of local and foreign enterprises, allowed the private sector to participate in the international trade, contributing the development of e-commerce in Vietnam. In 2001 the Ministry of Commerce has prepared a five-year "Basic plan for information technologies and e-commerce". However, despite this, the Vietnamese network still develops in the extremely solid ideological frameworks.

In Internet there were submitted sites of the National content gathering, ministries, created the site of the Communist Party of Vietnam in Vietnamese and English languages. The site publishes the latest news,

¹ Страны Азиатско-Тихоокеанского региона имеют достаточно развитые услуги электронного правительства, но при этом аудитория их пользователей мала. <[http:// e-uriadnik.org.ua/m\(\)dules.php?name=Nevvs&nie:=print&sid=i193](http://e-uriadnik.org.ua/m()dules.php?name=Nevvs&nie:=print&sid=i193)>.

² Там само.

not only political content but also important party documents selected articles of classics of Marxism-Leninism, biography and work of President Ho Chi Minh. The national network present the main scientific institutes, including the Institute of Information Technology – the leading research center for the development of computer networks, and also various information publications, newsletters, magazines, and newspapers.

Thus, in Vietnam there is still a very serious work to do towards the e-democracy building, namely:

- elimination of the backlog in the country's development of electronic commerce;
- restoring order in respect of intellectual property rights;
- termination of computer crimes (Vietnam has a high level of piracy in the area of software and virus writing programs, indicating a high level of Vietnamese programmers);
- removal of legal and bureaucratic barriers for the foreign companies in the Vietnamese market;
- expanding of the audience of Internet users and so on.

The South Korean government while the formation of e-democracy emphasized on the meeting of the information needs of the population and implementation of informational-communication technologies in the system of culture and education. Particularly, each grade of primary school is connected to the high-speed network. The teachers and university students use Internet for free. By 2002 to the international informational network was connected the vast majority of Korean families. Today there are more than 25 million people of network's users in South Korea, which is more than a half of the population. The government is focused on providing a variety of services, such as distance education, telemedicine consultations, information of employment and others. At the same time, the digital services are provided primarily to the socially vulnerable groups: retirees, the disabled, prisoners, students, pupils. The significant successes were achieved in the "transparency" of election campaigns. The country has a "Public Union for elections", which combines more than 600 social nongovernmental organizations. This structure delivers the consolidated information about all politicians that want to enter the government, which allows the voters to analyze and compare each of the candidates and increases the sense of responsibility and the importance of the choice made by each individual. The successful development of e-democracy allowed citizens of South Korea to learn the opinion about their own importance and a real opportunity of real influence on the activity and the state's and society's policies. In the Korean experience a meaningful and far-sighted policy of the state in the development of electronic communication is important and useful. Creation of a common informational space across all the country not only strengthens the state's position, but also poses the basic principle of democracy into a practical square: the people are the source and the carrier of power ¹.

Now, as in the scientific community and in the media fairly appears an idea that the dynamics of e-government projects is a kind of indicator of national development in a variety of its aspects – from the level of technological progress of the country and ending with the degree of democratization, with the maturity between the relationship between the power structures and broad sectors of society and, ultimately, with the level of implementation of the principles of "new public management".

In this area the world leaders has become Taiwan, Singapore, the USA and also Hong Kong and China. Taiwan and Singapore pass ahead the USA in the global ranking of e-government. The states, wishing to improve their online presence, should more actively promote the usage of their sites by improving the design, creation of useful services and standardization of basic resources departments. The authors note the level of development of e-government in China as a kind of role model for following. Researches in this country showed that the majority of public resources have publications and databases, provide on-line services and contain clear descriptions of the security policy, thus, encouraging citizens to use online services. Almost all websites have web forms through which the citizens can engage with the authorities.

Asian countries have joined the initiative to create the electronic governments later than the European countries. The greatest activity showed the Middle East – Oman and the United Arab Emirates and also Singapore. Currently the sector of e-government in Middle Eastern countries is at an early stage of development. The individual municipal portals are provided in the network, the mode of online consultations is gradually introducing as the other forms of interaction of citizens with governments. It is assumed that soon the e-procurement system will be actively implemented and a support of number of key administrative services will realize.

¹ Попова, М. *Электронные правительства в странах Азии*. <<http://www.cnews.ru/reviews/free/part7/asia.shtml>>.

Despite the activity, manifested by the Arab East in the field of high technology development, the pace of information is far behind from the traditional South Asian IT leaders'. Singapore also lags behind not only from the recognized leaders such as Japan, but also from its other neighbors in the Asia-Pacific region – such as South Korea and Taiwan.

The democratic principles are implemented here limitedly - the opportunities of Singaporean population to influence on the policy of the state bodies is extremely small, and according to the modern accepted in the whole progressive world standards of social activity this country is far from the standards of modern civilization. However, “SingaporeONE” is not simply one of the first practically implemented projects related to the e-government, but also by the aggregate of all possible functional and technological parameters rebates now only to the electronic government of Canada.

Governmental portal “eCitizen” was opened in Singapore in the early 2000th and immediately received the recognition by the international experts and got the title of “model” and “exemplary” in terms of latitude, accessibility and convenience of offered public services. The name itself of the government center «eCitizen» (www.ecitizen.gov.sg) can be understood both as “electronic citizen” and as “every citizen», that better reflects its purpose. With the help of this portal indeed every citizen of Singapore is able not only to get information about a particular government agency, but also to make a cycle of vital operations those traditionally require mass of time and physical costs. Introduced a common procedure of informational flows on the government establishments, as the many issues are interdepartmental to each other (for example the registration of an enterprise requires the filling many overlapping shapes and implementation of actions by various state bodies). Navigation in general is based on a principle of “journey through life”: the whole server is divided into nine “buildings” – business, defense, education, employment, family, health, housing, justice and transport – which is placed along Singapore symbolic street. Each chapter of the server is supported by the specific governmental agency.

Today, the Singapore government is actively expanding the range of services provided to the citizens online. In 2006 experts predicted that the so-called “e-lifestyle” would become the dominant in Singapore. The first guarantee is a steady trend towards a permanent increase of the number of individuals and entities interested in online interaction with the government. Already now an interaction on the level of “government business” became the norm. For the commercial enterprises the carrying of the interaction with the government agencies in the online mode provides the substantial savings of time and money ¹.

Remarkable is the fact that in the process of the implementing the e-government’s initiatives Singapore was focusing not on America that these processes were almost parallel. On the example of, firstly, Singapore and other Asian countries the problem of coexistence of authoritarianism and the principles of e-democracy emerges. Perhaps there can speak not only about the e-democracy but also about the so-called “democratic interface”.

China's desire to maintain a regulatory role of the state and the Communist Party in the national Internet and simultaneously to use all advantages of information technologies has put the Chinese authorities to a choice: either to develop electronic resources or prohibit them. Searching of the solutions has led to the creation of a specific national landscape of national cyberspace, which is quite different from the information space of traditional media in China. The first major program of the implementing of state bodies into the Internet became the project “Government on-line”, initiated by the company “China Telecom” and by the information center of the State Committee of economy and trade affairs, which included the resources of more than 40 ministries and departments of China. The portal “Government on-line” was launched in January 1999 and now includes several thousand types of government resources of all governmental levels. Most of these sites contain concise information about the structure of departments and contact information. However, some agencies have established the resources at a high level today, making full use of the Internet.

Many Chinese state institutions have decided to create resources on the Internet, which has created the unprecedented, for the “analog” and “paper” China, atmosphere of openness of government agencies to citizens of the country, transparency in the decision-making from the side of management. For example, during the sessions of the national people's representatives of different levels in Internet there were opened the public mailboxes for collecting requests and complaints of citizens. During the development of the basic provisions for the tenth five-year plan (2001-2005) the State Committee on affairs of planning and development of China organized a gathering of suggestions of citizens through Internet and other channels. Totally there were received

¹ Ушаков, К. (2003). Контроль ключевых решений. Бананово-лимонный Сингапур. *СЮ*, 26.05.

more than 10,000 suggestions, more than 300 of which were taken into consideration.

In 2000 in Guangdong, one of the most economically developed regions of the country, by the state bureau for public security has opened a site, where the registration procedure of households is covered in details, immigration questions, rights and duties of police, rules of complaints about the illegal actions of police and requirements of state compensation for the damage caused. Guangzhou Municipality Police Department in details explains to the citizens the different legal situations in which the police is involved (even the accidents of violations of traffic rules), and also has a developed feedback, and the police is trying to answer the citizens' emails.

In 2000, the Shanghai residents got the possibility to acquaint the texts of the verdicts, made by the Shanghai First People's Court of medium instance, through its Internet site. According to the court representative's words, the opening for the public access to the texts of sentences will not only promote the deepening of reforms in the judiciary, but also will strengthen public control over the activities of these bodies. The website contains texts on criminal, civil and administrative cases, including the crimes related to the infringement of intellectual property rights. In mid-2001 the construction of a nationwide network of Chinese tax authorities completed. With the help of this supply the control over the design and verification of receipts for payment of enterprises value added tax is done¹.

Ubiquitous development of electronic resources of state agencies is just part of a long-term strategy of the Chinese government in the development of national cyberspace. The embodiment of a state program of Internet development became the project "Enterprise on-line". The project is carried out jointly by the company "China Telecom" and the Economic Information Center of the State Committee on affairs of economy and trade. Under the planned program the industry associations and groups, total noun of which is no less than 100 of large, 10,000 of medium and million small enterprises in China will be involved in the project. To stimulate the interest of companies to Internet "China Telecom" has introduced a number of benefits, including a reduced payment for services of e-commerce. At the same time "China Telecom" in 2000 sharply reduced the prices for access to the network for individual users and introduced the free Internet technologies and network connection training services. Also, from its side the Ministry of Foreign Trade and Foreign Economic Cooperation and State control of domestic trade opened sites for promoting the e-commerce.

Generally it can be noted that a number of Asian countries do not lag behind the developed Western countries in implementing e-government, but are ahead of them, regardless on the specific political conditions those dictate the serious limitations.

The problem of e-democracy project realization is that the majority of Asian countries believe that the people do not understand what opportunities this form of implementation of their rights gives them. Even the giving of services such as the online registration of cars, payment of certain services, etc. met the restrained reaction from citizens. The researchers don't see the direct correlation between the prevalence of computers and Internet and the level of usage of the online public services. Despite the extremely high level of computerization and Internet usage in South Korea, in 2007 there was only 14.2% of the population who used the state online services. In Malaysia the figure is about 27.7%².

Thus, the Asian approach to the implementing of e-democracy is in some sense an intermediate because it is based on the idea of cooperation of state and entrepreneurs. The state participates in decision making in the sphere of large investments in private equity. Moreover, the state is actively involved in the creation of physical and social infrastructure. This approach relies on a specific management style, on the Asian type of corporative culture and multi-layered system of government, organized on the principle of hierarchical pyramid.

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¹ Ткачева, Н.В. (2003). *Информационные стратегии стран Восточной Азии в условиях реформ*. Москва: РИП-холдинг, 89.

² *Страны Азиатско-Тихоокеанского региона имеют достаточно развитые услуги электронного правительства, но при этом аудитория их пользователей мала*. <[http://e-uriadnik.org.ua/m\(\)dules.php?name=Nevvs&nie:=print&sid=:i193](http://e-uriadnik.org.ua/m()dules.php?name=Nevvs&nie:=print&sid=:i193)>.