PUBLIC SERVICES – EUROPEAN EXPERIENCE

Some theoretical and methodological approaches to form effective administrative and management patterns for providing public services in foreign and national science and practice of administrative management were formed. They were described by such scholars as V. Averyanov, V. Bakumenko, O. Berdanova, M. Bruhn, V. Vakulenko, I. Koliushko, V. Tymoshchuk, A. Chemerys and others.

The following outstanding scholars V. Averyanov, O. Kuzmenko, V. Kolpakov, M. Tyshchenko and I. Holosnichenko investigated public services quality assessment within national science. F. Cutler, R. Murdock, R. Russell, B. Render and K. Hucksever, foreign scholars, investigated the meaning of service quality.

Nevertheless, the possibilities to adopt foreign experience in assessment of qualitative provision of public services should be investigated.

Foreign scholars indicate that goods and services, rendered to a customer, are different from those ones in state and private sectors though the privatization dissolved this dissimilarity. Private sector is oriented on market demand caused by consumers’ needs. That’s why goods and services are provided only to solvent customers. Public welfares are available to everybody but nobody pays for them. The range of goods and services can be served by private and state sectors. The decisions concerning service rendering by the government or private companies, method of such services payment and also control or regulation in providing services are made within political process [1, p. 21].

Public services are the important constituent of state and municipal services.

Actual official definition of “public services” is provided in the Law of Ukraine “About Public Services” since May 17, 2012. Particularly, according to this Law, public service is “a result of authorized activity done by a subject of rendering public
services according to physical or judicial person’s application for obtaining, change or suspension of the rights and/or obligations of such person according to the law”.

According to M. Bruhn, service quality is a supplier’s ability to provide service on some level according to customers’ expectations. It is defined from the sum of peculiarities and essence of a service which can satisfy some customers’ requirements. Simultaneously, M. Bruhn criticizes that “… because of this reason the absolute definition of service quality is often subjective and thus, relative” [2, p. 38].

In EU countries obligatory working conditions of authorities are openness, transparence and accountability; corresponding normative and legal support was created; concepts, programs supporting standards of qualitative rendering public services.

O. Shtefan, investigating the experience of foreign countries in the sphere of increasing service quality – USA, Great Britain, Japan, Poland, Bulgaria, Russia, - stated that the management system of service quality on the base of standards ISO 9001:2000, today is one of the efficient mechanisms of forming qualitative relations between power, society and an individual person [3, p. 291].

The important is that fact that a lot of innovations concerning improving of qualitative provision of public services can be introduced by the own initiative of mayors and other heads of public administration authorities and it is not necessary to change legislation or to have a special support from central power. This opinion was proved by the experience of Vinnytsya Public Services Center “Prozoryy Ofis” (“Transparent Office”), which became an object of regard of all active part of local government of Ukraine and higher state authorities from the time of its creation in 2008.

In 2010 Public Services Center was opened in Ivano-Frankivsk. Some arrangements are in many other cities of Ukraine: Berdyansk, Kryvyy Rih, Lutsk, Lviv, Novohrad-Volynskyy and others. And even, if there is a separate public service center (e.g. social) somewhere or only separate aspects of “unified office” are adopted, these achievements should be popularized and extended.

European standards concerning assessment of qualitative provision of public services is, first of all, a complex of principles, norms of forming and implementing
and requirements to public servants. This totality creates a basis for approaching to some standard, recognized by the world, for the realization of concept “service country”. Observance of these standards supports Ukraine to achieve a new level of interaction of state and citizens and also qualitative provision of public services.

References:


