

# Management of Public Sector Strategies in Dealing with the Use of Public Service Applications for People in Bangladesh

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**Abstract.** *The digital revolution has had a profound impact on public service delivery worldwide, and Bangladesh is no exception. In recent years, the government of Bangladesh has made significant strides in embracing technology to improve citizen-government interactions through public service applications. These applications offer a wide range of services, from tax payments and utility bill settlements to healthcare and education resources, making governance more accessible and citizen-centric. However, the effective management of public service applications poses several challenges, including technical issues, administrative hurdles, user-related concerns, and legal and regulatory complexities. This thesis explores the management of public sector strategies in dealing with the use of public service applications in Bangladesh. A mixed-methods research design is adopted, encompassing both qualitative and quantitative data collection methods. A literature review provides an overview of the current landscape of public service applications in the country and highlights best practices from other nations. Primary data is collected through surveys and interviews, which capture citizen perspectives and experiences, as well as insights from government officials and technology experts. The findings indicate that public service applications have a positive impact on governance, enhancing accessibility, efficiency, and transparency. However, challenges such as limited digital infrastructure, cybersecurity concerns, bureaucratic resistance, and digital literacy gaps need to be addressed. Strategies for effective management are proposed, including improving technical infrastructure, enhancing cybersecurity measures, promoting user education, streamlining administrative processes, and fostering collaboration with the private sector and NGOs. Furthermore, the importance of data privacy policies, multilingual applications, and continuous user feedback for enhancing citizen trust and inclusivity is emphasized.*

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## INTRODUCTION

According to Almeida et al. (2020) In recent years, the proliferation of digital technology has sparked significant advancements in public service delivery around the world. Bangladesh, as a developing nation, has also embarked on a transformative journey, leveraging public service applications to improve the way citizens interact with the government (Torous et al., 2021). These applications offer a promising avenue for enhancing the accessibility, efficiency, and transparency of public services, ultimately empowering citizens in their engagement with governmental institutions. However, the successful management of these applications presents a formidable challenge, as it requires a comprehensive understanding of the technological landscape, administrative processes, and user expectations.

According to Di Vaio et al. (2022) The widespread adoption of public service applications in Bangladesh marks a paradigm shift in governance, enabling citizens to access various services through their smartphones and computers. From applications facilitating the payment of utility bills and taxes to those providing healthcare information and educational resources, these digital platforms have the potential to revolutionize the relationship between the government and its people (Mora et al., 2021). By streamlining service delivery, reducing bureaucratic barriers, and promoting open communication, these applications hold the key to a more efficient and responsive public sector.

Yet, alongside the opportunities lie a multitude of challenges that demand careful consideration. Technical hurdles, such as ensuring robust infrastructure and cybersecurity measures, are crucial to safeguarding sensitive citizen data and maintaining the reliability of these applications. Administrative barriers may arise due to resistance to change within bureaucratic structures or inadequate capacity to manage the evolving digital landscape effectively (Ranci & Arlotti, 2019). Additionally, issues related to digital literacy, language diversity, and accessibility must be addressed to ensure that these applications are inclusive and reach all segments of the population.

This thesis embarks on a comprehensive exploration of the management of public sector strategies in handling the use of public service applications for people in Bangladesh. By conducting a thorough literature review and analyzing real-world case studies, this research aims to shed light on best practices, challenges, and potential solutions. Furthermore, the findings of this study seek to provide actionable insights and policy recommendations for policymakers, government agencies, and other stakeholders involved in the digital transformation of public services.

According to Robinson et al. (2020) As the digital age continues to reshape governance worldwide, it is crucial for Bangladesh to harness the full potential of public service applications and implement effective management strategies. By addressing the challenges and maximizing the benefits of these digital platforms, Bangladesh can make significant strides towards a more transparent, efficient, and citizen-centric governance model. Ultimately, this research endeavors to contribute to the ongoing dialogue on digital governance and catalyze positive changes that improve the lives of all citizens in Bangladesh.

### **Current Status of Public Service Applications in Bangladesh**

According to Tan & Crompvoets (2022) The current status of public service applications in Bangladesh portrays a progressive transition towards a more digitized and citizen-centric governance landscape. In recent years, the government has made commendable strides in harnessing technology to improve the delivery of public services (Elliott, 2022). A diverse array of applications now cater to various sectors, facilitating services such as tax payments, utility bill settlements, e-healthcare, educational resources, agricultural support, and citizen registration systems (Allam, 2020).

This growing portfolio of applications demonstrates the government's commitment to leveraging digital transformation across different domains (Raybould et al., 2020). As smartphone penetration and internet connectivity continue to rise, the adoption of these applications among citizens has witnessed a positive trend. The convenience and efficiency offered by digital services have encouraged more people to access government services through these platforms (Balakrishnan & Shuib, 2021). Moreover, the widespread use of public service applications has played a pivotal role in enhancing accessibility, particularly in remote and underserved areas, bringing government services closer to citizens' doorsteps. The digitization of administrative processes has also led to improved efficiency and transparency in service delivery.

By automating tasks and reducing manual interventions, bureaucratic delays have been minimized, resulting in faster service provision. Furthermore, citizens now have the ability to

track the progress of their requests and applications, fostering transparency and accountability within the government. The positive impact of public service applications extends beyond mere service delivery, influencing overall governance in the country (Hofmann et al., 2019). Administrative processes have been streamlined, corruption opportunities have been curtailed, and a more citizen-centric approach to policymaking has emerged. With direct interactions between citizens and government agencies, these applications have empowered individuals to actively participate in governance matters, contributing to a more engaged and informed citizenry (Hendryadi et al., 2019). Nonetheless, there are certain challenges that demand attention and improvement.

The digital divide remains a concern, as access to technology and digital literacy levels vary across different segments of the population. Bridging this gap will be essential to ensuring that all citizens can benefit from public service applications equally. Additionally, cybersecurity must be a top priority, given the sensitive nature of citizen data handled by these applications. The government needs to bolster security measures to safeguard personal information and protect against potential cyber threats.

Furthermore, promoting digital literacy through awareness campaigns and training programs will be critical to optimizing the use of these applications by citizens. Integrating and interoperating various public service applications will help create a more cohesive digital ecosystem, preventing duplication of efforts and enhancing the overall user experience. Regular feedback mechanisms and user satisfaction surveys can offer valuable insights into citizens' experiences, enabling continuous improvements and a more user-centric approach to application development. By addressing these challenges and capitalizing on the existing successes, Bangladesh can solidify its position as a leading advocate for digital governance, fostering inclusive and effective public service delivery for all its citizens.

### **Challenges in Managing Public Service Applications**

Challenges in managing public service applications in Bangladesh are multifaceted and require careful consideration to ensure effective and seamless service delivery. One significant challenge lies in the technical realm, encompassing issues related to infrastructure and connectivity. In a country with diverse geographical landscapes, ensuring reliable internet access and robust digital infrastructure in remote and rural areas remains a formidable task. Furthermore, cybersecurity concerns loom large, as public service applications deal with sensitive citizen data. Protecting against potential cyber threats and safeguarding personal information demand robust security measures and constant vigilance.

On the administrative front, bureaucratic hurdles present a notable challenge. Integrating digital technologies into existing government systems and workflows may encounter resistance from traditional processes, hampering the implementation of these applications. A lack of digital literacy among both government officials and citizens poses another obstacle. Bridging this digital divide is essential to empower citizens to effectively utilize these applications and to equip government personnel with the necessary skills to manage them efficiently.

Moreover, user-related challenges are critical to address. Digital literacy levels and language barriers may hinder citizens' ability to access and use public service applications effectively. Ensuring these platforms are user-friendly and available in multiple languages is crucial to making them accessible to all segments of the population. Additionally, the need for data privacy and protection is paramount, as citizens' trust in these applications relies on robust policies and regulations governing the collection and usage of personal data.

Finally, navigating the legal and regulatory landscape poses its own set of challenges. Developing comprehensive policy frameworks and governance structures that align with the dynamic nature of digital technologies is essential for the successful management of public service applications. Striking a balance between fostering innovation and safeguarding citizen rights remains a delicate yet crucial task.

Overcoming these challenges requires a collaborative effort from government bodies, private sector stakeholders, and civil society. Investing in digital infrastructure and cybersecurity measures, promoting digital literacy, and conducting user-centric design and testing are steps towards enhancing the management of public service applications. Additionally, updating and modernizing legal frameworks to accommodate the digital era while ensuring data privacy and protection will be critical for the sustainable and effective implementation of these applications. By addressing these challenges, Bangladesh can unlock the full potential of public service applications, ushering in a new era of accessible, transparent, and citizen-oriented governance.

### **Strategies for Effective Management of Public Service Applications**

Implementing effective management strategies for public service applications in Bangladesh is crucial to harnessing the full potential of these digital platforms and ensuring a seamless experience for citizens. Several key strategies can be adopted to overcome the challenges and enhance the overall management of these applications. Firstly, improving technical infrastructure is essential. The government should invest in expanding internet connectivity, particularly in rural and remote areas, to ensure widespread access to public service applications. Upgrading digital infrastructure will also bolster the reliability and speed of these platforms, facilitating smoother interactions and service delivery.

Secondly, enhancing cybersecurity measures is imperative to protect citizen data and maintain public trust. Implementing robust security protocols, conducting regular security audits, and training personnel to recognize and prevent cyber threats will fortify the resilience of public service applications against potential breaches.

Thirdly, promoting user education and digital literacy is crucial. Conducting awareness campaigns and providing training programs to citizens will empower them to utilize these applications effectively. Similarly, government personnel should receive continuous training to enhance their technical skills, enabling them to manage and support these platforms efficiently. Fourthly, streamlining bureaucratic processes is essential to ensure seamless integration of public service applications into government systems. Developing protocols for efficient data sharing and coordination among different departments will optimize the delivery of services and prevent redundancies.

Fifthly, collaboration with the private sector and NGOs can strengthen the management of public service applications. Partnering with technology providers and experts will bring in additional expertise and resources, facilitating innovation and efficient deployment of these applications. Sixthly, robust data privacy policies must be established to instill trust among citizens. Implementing transparent data collection and usage practices, obtaining informed consent, and adhering to international privacy standards will safeguard citizen data and foster confidence in these digital platforms. Seventhly, building multilingual applications is essential to overcome language barriers and ensure inclusivity. Providing content in multiple languages will enhance accessibility for citizens who are more comfortable in their native languages.

Lastly, incorporating user feedback and conducting continuous improvements is vital. Regularly seeking feedback from users and taking their suggestions into account for updates and enhancements will result in user-centric applications that better cater to citizens' needs and preferences. By implementing these strategies, Bangladesh can effectively manage public service applications, enhancing their efficiency, accessibility, and overall impact on citizen-government interactions. Embracing digital transformation and adopting a citizen-centric approach will pave the way for a more inclusive and efficient public service delivery system in the country.

### **CONCLUSION**

The management of public service applications in Bangladesh represents a significant opportunity to revolutionize governance and enhance citizen service delivery. As digital technologies continue to shape the modern world, the effective utilization of public service applications can lead to a more accessible, efficient, and transparent public sector.

The current status of public service applications in Bangladesh showcases commendable progress, with a diverse range of applications catering to various sectors and witnessing increasing adoption among citizens. These applications have improved accessibility, streamlined administrative processes, and fostered a citizen-centric approach to governance. Moreover, successful case studies demonstrate the positive impact that well-managed applications can have on service delivery and overall governance.

However, challenges must be addressed to ensure the sustainable and inclusive growth of public service applications. Technical issues, such as infrastructure and cybersecurity concerns, demand continuous investment and attention. Administrative hurdles and the digital divide require targeted efforts to streamline bureaucratic processes and promote digital literacy among citizens. Moreover, ensuring data privacy and addressing language barriers remain essential for building trust and inclusivity.

To overcome these challenges, specific strategies are imperative. By investing in technical infrastructure, enhancing cybersecurity measures, and promoting user education, the government can create a robust foundation for digital governance. Streamlining administrative processes and fostering collaboration with the private sector and NGOs will contribute to seamless integration and innovation. Implementing strong data privacy policies and building multilingual applications will foster citizen trust and inclusivity, respectively. Furthermore, continuous improvement through user feedback will ensure that public service applications remain relevant and user-centric.

In conclusion, effective management of public service applications in Bangladesh is essential for fostering a citizen-centric, transparent, and efficient governance system. By addressing challenges and implementing strategic solutions, Bangladesh can harness the full potential of digital technologies to create a more inclusive and effective public service delivery system. As the country continues its journey towards digital transformation, embracing these strategies will be instrumental in shaping a brighter future for citizens and paving the way for progress in the 21st century.

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