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## **DIGITALIZATION OF PUBLIC ADMINISTRATION AS A FACTOR OF DIGITAL TRANSFORMATION OF UKRAINE**

*New realities required the application of new management approaches: the replacement of traditional management methods based on the use of power and clear bureaucratic procedures with those focused on the provision quality public services, i.e. public administration is influenced by various factors, leading to changes in the implementation vector its primary goal is to minimize resources, time, and effort to achieve maximum efficiency, effectiveness, and efficiency.*

*In order to maintain balance in the implementation of the development strategy of state requires influence of management staff through the adoption of sound science-based management decisions. Such decisions are possible only on the basis of factual, up-to-date information on the real state of activity of public authorities. It is impossible to build an effective model of modern management processes without the use of digital technologies. The implementation the main directions of state development in accordance with the requirements of international agreements and treaties and the planned goals of state development is possible through the active introduction of digitalization in the system of public administration. Thus, the role of digitalization in public administration is undoubtedly significant. The formation of digital infrastructure is a way to fulfill the set goals of the state and implement effective management processes.*

*It is the development of digital transformations in the system of public administration is a potential example for the whole country, which also allows to obtain significant benefits for private companies – increase productivity and competitiveness, as well as for people – gain new knowledge and skills, job choices and empowerment. It should be noted that in international practice one of the important methods such implementation is the assessment of a comprehensive analysis and identification of the main advantages and possible failures development strategy and its individual parts.*

*Digitization of public administration – a systematic change in the management model, a kind of the process using automation digitized data. In the context of the study state service function, digitalization is one most effective mechanism for improving the process of providing public services and monitoring this process. Among the leading digitization technologies used in the public sector in the context of the implementation of public services, we can highlight the following: multi-channel information and citizen involvement; open data; electronic identification of citizens; ubiquitous analytics; digital government platforms.*

*That is, the role of public administration in ensuring digital development should be significantly strengthened through the implementation of active state policy and real effective work of all state institutions, especially the newly created Ministry of Digital Transformation of Ukraine. Following global digital trends in the processes of digital development of Ukrainian society will make it possible to make a technological breakthrough and ensure equal positioning of Ukraine in world economic processes.*

**Key words:** *digitalization; public administration; digitalization; digital technologies; digital transformation.*