Obywatel w centrum działań e-administracji w Unii Europejskiej

Citizen-centric e-Government in the European Union

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Sławomir Dudzik (iD)
Uniwersytet Jagielloński, Kraków
✉ s.dudzik@uj.edu.pl

Inga Kawka (iD)
Uniwersytet Jagielloński, Kraków
✉ inga.kawka@uj.edu.pl

Renata Śliwa (iD)
Uniwersytet Pedagogiczny im. KEN, Kraków
✉ renata.sliwa@up.krakow.pl

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Anna Rudnieva[1]

Yuliia Malovana[2]

The Image of Ukraine in the International Arena in the Minds of the Current Processes of Digital Transformation and e-Government

ABSTRACT: The article explores the issues of forming the image of Ukraine in the context of modern information processes, digital transformation and deployment of e-governance, defined as a positive image influencing domestic processes, geopolitical positioning, the place of the state in the information and political space. A change in the formation of a positive image of Ukraine after the outbreak of the war with the Russian Federation on February 24, 2022 was noted. Along with an open armed conflict, there is a struggle in the information space, an image struggle. An example of Ukraine's positioning in the world information space within the framework of the "Courage" campaign is considered, the purpose of which is to raise the spirit of Ukrainians and at the same time intensify the presence of Ukraine's image in the world information space, formation of sympathy and support for the country, and laying the foundation for future cooperation after the end of the war. The criteria for the formation of the „Portrait of Ukraine," aimed at increasing the assessment of

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1   PhD Anna Rudnieva, Associate Professor of the Department of Political Science, Zaporizhzhia National University, Ukraine.
2   PhD, Yuliia Malovana, Associate Professor of the Department of Political Science, Zaporizhzhia National University, Ukraine.

the country in the eyes of the international community and its own population are proposed, including: independence, tolerance and cooperation, developed democracy, political stability, security, openness, economic independence and competitiveness, national, cultural, natural, traditional and historical uniqueness, originality, and attractiveness for investment.

The influence of the activities of the Ministry of Digital Transformation of Ukraine in strengthening modernization processes, introducing digital technologies in public administration, and developing e-governance has been studied. The latest information, digital and communication technologies being introduced in Ukraine in line with the development of e-governance have made the provision of public services more comfortable and citizen-oriented. This significantly affects the process of the population's perception of their own state, stimulates the development of information democracy and creates prerequisites for improving the image of Ukraine on the international arena.

Keywords: state image, brand, positioning, information, digital technologies, digitalization, e-government, "state in a smartphone," democratization, information society

Wizerunek Ukrainy na arenie międzynarodowej w świetle aktualnych procesów transformacji cyfrowej i e-administracji

Abstrakt: Artykuł porusza problematykę kształtowania wizerunku Ukrainy w kontekście nowoczesnych procesów informacyjnych, transformacji cyfrowej oraz wdrażania e-governance. Chodzi o pozytywny wizerunek wpływający na procesy wewnętrzne, położenie geopolityczne, miejsce państwa w przestrzeni informacyjnej i politycznej. Odnotowano zmianę kształtowania się pozytywnego obrazu Ukrainy po rozpoczęciu wojny z Federacją Rosyjską 24 lutego 2022 r. Obok otwartego konfliktu zbrojnego, toczy się walka w przestrzeni informacyjnej – walka wizerunkowa. Analizie poddano przykład pozycjonowania Ukrainy w światowej przestrzeni informacyjnej w ramach kampanii „Odwaga", której celem jest podniesienie na duchu Ukraińców, a jednocześnie zwiększenie obecności wizerunku Ukrainy w światowej przestrzeni informacyjnej, formowanie sympatii i poparcia dla kraju oraz tworzenie podwalin pod przyszłą współpracę po zakończeniu wojny. Zaproponowano kryteria powstania „portretu Ukrainy" w celu podwyższenia oceny kraju w oczach społeczności międzynarodowej i własnej ludności, obejmującego: niepodległość, tolerancję i współpracę, rozwiniętą demokrację, stabilność polityczną, bezpieczeństwo, otwartość, niezależność ekonomiczną i konkurencyjność, wyjątkowość narodową, kulturową, przyrodniczą, tradycyjną i historyczną oryginalność, atrakcyjność inwestycyjną.

Zbadano wpływ działań Ministerstwa Transformacji Cyfrowej Ukrainy na wzmocnienie procesów modernizacyjnych, wprowadzanie technologii cyfrowych w administracji publicznej oraz rozwój e-administracji. Najnowsze technologie informacyjne, cyfrowe i komunikacyjne wprowadzane na Ukrainie wraz

z rozwojem e-administracji sprawiły, że świadczenie usług publicznych stało się wygodniejsze i bardziej zorientowane na obywatela, co znacząco wpływa na proces postrzegania państwa przez jego ludność, stymuluje rozwój demokracji informacyjnej i stwarza przesłanki do poprawy wizerunku Ukrainy na arenie międzynarodowej.

Słowa kluczowe: wizerunek państwa, marka, pozycjonowanie, informacja, technologie cyfrowe, cyfryzacja, e-administracja, „państwo w smartfonie", demokratyzacja, społeczeństwo informacyjne

1. Introduction

The formation of the brand and image of Ukraine on the world stage, of course, is an urgent strategic goal that affects the positioning of the state in the global environment in the context of the formation of an information civilization, the information security of the country in the context of information confrontation, hybrid war, especially against the background of disinformation campaigns, and economic power, tourism, investment attractiveness, etc.

Information and communication technologies forming the international image of any state are based on regular activities to protect and promote its interests in the international arena, as well as informing the world community about the socio-economic, geopolitical, geographical and other features of the state, the state of its development, achievements and current conditions. The objects of influence of foreign policy communication technologies are leaders of countries and political decision makers, other states, transnational corporations, international and regional organizations, political and business elites of the countries of the world, as well as an active world community. Consequently, the foreign policy image of our state largely depends on its ability to coordinate its policy with the interests of those who have the resources to dominate in the formation of world laws and values.

The confrontation of the images of nation-states has replaced the struggle of ideologies and necessitated the formation of a competitive image. In the process of exacerbation of political, economic, social and other crises, in the conditions of competitive struggle, in which almost all developed states of the world are involved, the conflictogenicity of the political communicative environment is growing, in which the defining characteristic of the power of states is the presence and effectiveness of the policy of promoting the image of the state in the international environment, protection and transformation mechanisms, as well as the effectiveness of crisis

reputational strategies.[3] Given that the image is an image purposefully created in the human imagination, it should be noted that any image has two main mechanisms of formation – spontaneous and organized. Given the above, the need for purposeful construction of the state image, the development of a strategy for managing it and the definition of tactical mechanisms for its practical implementation are being updated.

However, given the current political events (military actions, crisis, a large flow of refugees from Ukraine abroad), which arose spontaneously, and not as a result of the work of image makers, we can state a positive impact on the image of our state. Firstly, an unconditional strong Ukrainian image characteristic is the achievement in the field of digitalization of public administration and the receipt of public services by citizens, a system of interactive interaction between government and society. Secondly, we managed to construct our own national narrative, which can be presented to the world community.

It's also possible to note the factors of formation of a positive image of the state according to Erast Galumov:[4]

1. "Conditionally static":
* natural resource potential;
* national and cultural heritage;
* relatively constant geopolitical factors;
* historical events that influenced the development of statehood, the contribution of prominent figures;
* the main form of government and management structure.

2. "Conditionally dynamic" sociological factors:
* socio-psychological mood in society;
* forms of socio-political integration of people;
* the structure, nature and principles of the socio-political association;
* moral and value aspects of the development of society.

3. "Conditionally dynamic" institutional factors:
* economic stability;
* "Legal space" of the state and compliance of legal norms with international standards;
* functions, possibilities and mechanisms of state regulation of various spheres of activity in the country.

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[3]   О. М. Щурко, *Функціональні аспекти образу держави на сучасному етапі*, "S.P.A.C.E." 2017, no. 4, p. 22.

[4]   Ю. Б. Кашлев, Э. А. Галумов, *Информация и PR в международных отношениях*, Москва 2003, p. 200.

In modern conditions, the significance of all three groups of factors has been updated, as evidence of the right to one's own statehood, independence, a separate cultural heritage, a consolidated society in the face of Russian military aggression, as the need to balance the economy, to comply with international law despite it's violation by the Russian side.

The image of the state consists of congruent dynamic components. Ukrainian researcher Nadezhda Kachinska identified the following communication tactics for implementing image policy: public diplomacy, branding, international PR, propaganda.[5] The toolkit of public diplomacy is based on the use of large human and financial resources, professional media management, but effectively forms the image of the state as an attractive partner for investment, political, and tourism cooperation. This strategy is generally chosen by fairly developed and stable countries due to its complexity and effectiveness in the long term. Through the prism of public diplomacy, the image of the state is interpreted as a public property that can significantly influence the external conditions of human activity. This technology is capable of solving the following tasks: to increase the level of interest in the characteristics of a particular country on the part of the international community, to improve the public perception of the state, its international role and interests, to qualitatively fill the knowledge of the world community about a particular country.

To do this, work is carried out through strategic communications to form a common image of the state, establish long-term partnerships through educational and scientific exchange programs, involve the world community in the implementation of their own projects, and establish regular communication work in order to promptly reflect in the media one's own point of view and attitude to current events.

Mass media play a special role in shaping the image of the state, but several important aspects of their involvement in the image-forming process should be noted. Firstly, the constructive use of media management allows creating a positive image both within the state and beyond its borders. Secondly, the presence in the foreign communication field of its own channels for disseminating information can prevent the distortion of facts and the broadcast of fake news. Thirdly, mass media become an instrument of information warfare, weakening the authority of the state, creating a negative image of political institutions or leaders, which leads to the emergence of socio-economic tension and fragmentation of society. Countries in transition are especially vulnerable in this context. Fourthly, the virtualization of political processes

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[5]   Н. Качинська, *Формування та реалізація іміджевої стратегії держави в умовах глобалізаційних змін*, "Сучасна українська політика. Політики і політологи про неї" 2010, vol. 21, pp. 188-200.

intensifies and increases the amount of information flow about the internal political situation in the state, the activities of institutions and political actors, which requires a branched information policy with an effective information security strategy.

Branding technologies are available for use by states of different levels of economic development, because they perform the functions of identifying and positioning a country among others in the international arena, which are mandatory for each territorial entity, creating and maintaining a sufficient level of recognition, loyalty and trust. Basically, these technologies are used in the economic sphere to increase the level of foreign investment, tourism and exports of nationally produced goods. For the successful formation and promotion of the image of the state, it is necessary to abandon the old methods of artificial and straightforward imposition that have exhausted themselves and use proven advertising and communication technologies, primarily branding technologies. The priority purpose of state branding is to create and maintain a positive association with the state, it's citizens and products.

Information and propaganda activities within the framework of international PR and propaganda are similar in terms of channels for popularizing the image of the state. The fundamental difference is that the use of international PR consists in the systematic dissemination of information with the provision of a dialogue between opposite parties, the achievement of consensus, taking into account mutual arguments. Propaganda has the character of one-way communication and is aimed at developing and implementing a common faith idea, which in turn leads to inefficient use of propaganda technology in the face of excessive competition in the modern information space. Propaganda technologies in the context of forming an attractive image of the state involve the planned dissemination of thematic information through such communication channels as cinema, works of art, music, the creation of posters, etc. Remaining a sphere of ideological influence, propaganda is aimed at constructing a positive political image of the state and is implemented through state bodies and institutions of a diplomatic or information nature.

In the context of the resolution of the military conflict on the part of the eastern neighbor-aggressor, starting from February 24, 2022, the information component of the national security of Ukraine has increased. The military intervention of the Russian Federation on the territory of our state is characterized by an intensified struggle both at the level of open armed confrontation and at the level of information and psychological struggle using a wide arsenal of manipulative, propaganda methods and techniques, cyber attacks, disinformation and information capture. It should be noted the aggressive nature of the information policy of the Russian Federation along with

the conduct of physical warfare with the use of firearms, which greatly enhances the relevance of the information policy and security of Ukraine as one of the factors for maintaining national security, supporting national unity and protecting the image of the state in the international arena.

The globalization and modernization processes of our time have become a catalyst for the information revolution, the strengthening of the role of digital information technologies in the policy and the deployment of the concept of e-governance, these factors, in turn, are the basis for the deployment of the processes of democratization of public life in the EU countries, including Ukraine. Information dominance and leadership in the post-modern society acquires the significance of a decisive noospheric weapon: the one who owns the information field dominates the information space, and sets the parameters for the political Map of the World. It is appropriate to recall the opinion of the French geopolitician Yves Lacoste on the role of information in modern geopolitical processes, in which the worldview of citizens becomes increasingly dependent on telecommunications, the population of states is guided not by rational approaches, but by attractive images and ideas created by the media.

In relation to the state, digital information technologies can play a decisive role in shaping a positive image both for their own people and in the international arena. The symbolic dimension of the image affects all spheres of the country's life, its relations with other actors of the geopolitical space, plays a preventive role in the emergence and aggravation of conflicts both within the state and in relations with other participants in the world space.

These trends actualize the study of the features of formation, the factors that influence it, as well as the role of the image of Ukraine in the context of digital transformation reflecting the positioning, the authority of the state in the geopolitical space and the international information field, at the same time acting as a repeater of national symbols, features of national culture, values, tourism and investment attractiveness of the country. For citizens of their own country, the image of the state is positioned through the convenience of obtaining public services by introducing the foundations of electronic governance and introducing digital technologies in the implementation of public online services, especially in difficult conditions, such as the COVID-19 pandemic and war.

2. State Image Research Methodology

The state of the study of this problem is interdisciplinary in nature, is the subject of scientific research of various scientific schools, approaches, theories and concepts. In particular, the issues of "image" or "brand" in relation to the state are the subject of scientific analysis of researchers such as E. Galumova, T. Nagornyak, A. Osmolovska, A. Panasyuk, G. Pocheptsov, A. Chechel, or A. Shvets. The influence of information and communication technologies on social and state processes was studied in the works of M. Castells, M. McLuhan, J. Masuda, E. Toffler and others. The analysis of modern problems in the field of digital transformations and the formation of the state policy of digital development is reflected in the works of A. Bernazyuk, A. Vishnevsky, A. Galkin, V. Lyashenko, O. Ostrovoy, N. Steblina, I. Storonyanska, K. Shimanska and others.

However, the study of the influence of information, digital, communication processes on the formation and transformation of the image of Ukraine requires a deeper and more detailed study, especially in the current conditions of global challenges and transformations of the world space. The purpose of the article is to analyze the impact of modern information, digital processes on the transformation of the image of Ukraine in the international arena and its own population.

The image of the state is a set of rational and irrational ideas, images, stereotypes, metaphors, symbols, associations about the state, its specifics, formed in the individual and collective consciousness of the citizens of the country, the world community as a whole. This is the basis that reflects what reputation, authority, meaning the state has in the minds of its own citizens and the world community as a whole. A positive perception of the state within the country and in the international arena is the key to effective reform, global political, social and economic transformations, investment, creation of alliances and blocs, contributes to the protection of national interests, the achievement of foreign policy goals and the creation of an atmosphere of support by the world community for its steps in the international arena.

The brand of the country, according to the Ukrainian researcher T. Nagornyak, is "a complex trade offer – an emotionally strong trademark that has not only a name or a design solution, but also a whole range of associations and identifications through which it is perceived by consumers."[6] A strong brand acts as a system of protection against information attacks, manipulations by the strongest actors of the geopolitical

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[6]   Т. Л. Нагорняк, *Країна як бренд. Національний бренд «Україна»*, "Стратегічні пріоритети" 2008, no. 4, p. 220.

space, as well as a resource for the development of the country and its symbolic capital based on the production of new symbols and collective identification. It should inspire citizens and cause a positive resonance in the world community.

3. The strategy of forming the image of the state in the conditions of modern information processes

The strategy of formation, promotion and support of a positive image of Ukraine should start "from below" through active forms of cooperation between society, business, and the state. Raising the assessment of the country in the eyes of the international community and its own population, its presentation to the outside should begin with the formation of the Portrait of Ukraine and the development of it's criteria, including:

- independence as a factor in the implementation of domestic policy and the determination of the ways of external, informational strategy and the strategy of national policy, the strategy of the state as an independent actor of the geopolitical space;
- tolerance and cooperation as a factor of Ukraine's international position;
- developed democracy, implementable human rights and freedoms;
- political stability, security, openness and consistency;
- economic independence and competitiveness;
- national, cultural, natural, traditional and historical uniqueness, originality;
- investment attractiveness.

A positive image of Ukraine depends on the effective actions of the authorities in the following areas: democratization and decentralization of political processes, implementation of regional development policy at the level of territorial communities, implementation of economic reforms and economic development, successful foreign policy and promotion of the European integration course, introduction of information technologies in the process of public administration, the formation of e-government and the development of the information society.

The international image and brand, as well as the strong authority of the state, influence from within the formation and state of patriotism, respect, responsibility of citizens as elements of a democratic political culture, which also affects the state of information security of the state, is reflected in the ability of society to withstand external information influences and threats, misinformation, manipulations that have a preventive function in relation to the information war, affects the physical and spiritual cohesion of society in an open military confrontation with the Russian Federation. After February 24, 2022, this became especially relevant in the context

of an aggressive information war using a wide arsenal of propaganda, manipulative technologies, information dictatorship and information blockade in the occupied Ukrainian territories. Along with an open armed conflict, there is a struggle in the information space, an image struggle, in which the eastern neighbor is constantly trying to harm the image of Ukraine both in the eyes of its own people and in the eyes of the world community, which is consolidated in support of our state in the fight against the aggressor.

Compared to the pre-war period, the image of Ukraine has become widespread. For example, according to the results of the study "Perception of Ukraine abroad", conducted by the research company InMind for the Ukrainian Institute with the support of the International Renaissance Foundation in 2020, the perception of Ukraine in 7 countries – France, Germany, Poland, USA, Japan, Turkey, Hungary, the general conclusion is the insufficient presence of Ukrainian topics in the information space, foreign media, public space, expert and academic circles against the backdrop of powerful propaganda work on the part of Russia.[7] However, it was the military conflict with the Russian Federation that became a factor in the update of the issue of the image of the state and its rapid expansion, recognition on the world stage.

The situation is complicated by the struggle to maintain the image of Ukraine in the global information space. Because one of the main tasks of the Russian Federation is to weaken Ukraine as an international actor, given the significant growth in the position of our state, starting from February 24, 2022, the unprecedented unification of the world in support of Ukraine and the massive application of sanctions against the aggressor.

Among the attempts to undermine the confidence of the citizens of Ukraine on the part of the world community is the fabrication of a significant number of information attacks: fake news in the form of interviews of representatives of European states regarding the aggressive behavior of Ukrainian refugees; on the activities of the so-called "Nazis or fascists," shelling their own territories, preparing for shelling the territories of the Russian Federation and Belarus; on the planning by "Ukrainian Nazis" of the murder of Russian journalist V. Solovyov on the instructions of the SBU and with the support of the CIA; about the rigging of the results of Eurovision 2022, in which Ukraine won, and the labeling of Eurovision as a political show, etc.

As an element of information-psychological warfare, the use of speeches by foreign "experts" is practiced, for example, promoting the narrative about the greatness

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[7]   Український інститут, *Дослідження щодо сприйняття України за кордоном*, https://ui.org.ua/ukraine-abroad-research/ (12.04.2023).

of the Russian Federation through the Italian General Leonardo Tricarico, through which the Russian Federation resorts to nuclear blackmail of the world and calls for Ukraine to negotiate and capitulate. According to L. Tricariko, "assistance to Ukraine can provoke Russia to use weapons of mass destruction". [8] Also worth mentioning is the use by the Russian Federation of the American historian Tom Mokaitis to promote the idea of a NATO proxy war against Russia, as well as the veteran American intelligence officer Paul Pilar to impose the opinion that the "humiliation" of Russia by sanctions will plunge the world into a gas trap, which is in the global information space calls on Western countries to make concessions to the Russian Federation and stop the new cold war.

The response to the full-scale invasion of the Russian Federation was the signing by the President of Ukraine of Decree No. 152/2022, which put into effect the decision of the National Security and Defense Council of Ukraine "On the implementation of a unified of a unified information policy is a priority issue of national security, which is ensured by combining all national TV channels, the program content of which consists mainly of information and/or information and analytical programs on a single information platform for strategic communication – a round-the-clock information marathon "United News #UArazom," – says in the appendix to the Decree of the President of Ukraine.[9] Such a decision creates the basis for conducting a unified information policy under martial law, especially against the backdrop of a large-scale information war of the aggressor and the low level of information culture of a significant part of the population.

This war with the Russian Federation is present in many planes and time dimensions, which makes it difficult to perceive, requires a large amount of resources to maintain a state of security and protection:

- territorial – the need to protect the territorial integrity and security of Ukraine, defending its own independence and territorial sovereignty, returning the occupied territories, the DPR, LPR, annexed Crimea;
- economic – an attempt by the aggressor to hit the strategic enterprises of our state, destroy civilian infrastructure, overthrow the country's economy, moreover,

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[8]   УНН, *Італійський генерал закликає ЄС відмовитися від «божевільної ідеї» виграти війну в Україні – ЦПД при РНБО*, https://www.unn.com.ua/uk/news/1978579-italiyskiy-general-leonardo-trikariko-zaklikaye-yes-vidmovitis-vid-bozhevilnoyi-ideyi-vigrati-viynu-v-ukrayini-tsentr-protidiyi-dezinformatsiyi (10.04.2023).

[9]   Указ Президента України, *Щодо реалізації єдиної інформаційної політики в умовах воєнного стану від 19 березня 2022 року № 152/2022*, https://zakon.rada.gov.ua/laws/show/n0004525-22#Text (10.04.2023).

disrupt agricultural work in order to entail a humanitarian crisis, the seizure of private enterprises, robbery of citizens and looting;

- civilizational – a clash, as the war showed, of different value, cultural systems, worldview pictures, cultural worlds, different mentalities;
- information and image – a large-scale information confrontation, attempts by the aggressor to seize the information space, using both the media, social networks, and the physical seizure of communications, cyber attacks;
- psychological – the desire to manipulate the consciousness of not only its own population, the population of Ukraine, but also the consciousness of the world community. The use of a wide arsenal of methods and techniques in the conduct of information-psychological warfare, for example: information blockade in the temporarily occupied territories of Zaporozhye and Kherson regions, connection to the Russian Internet; disconnection of Ukrainian mobile communications with the accusation of this Ukraine; distribution of Russian SIM cards; broadcasting Russian news, which deals with the "defeat" of Ukraine in the war, the upcoming "democratic" referendum and the opportunity to live "normally" as part of the Russian Federation.

The "genius" of propaganda J. Goebbels said that a lie repeated a thousand times becomes the truth. That is why the Russian Federation is trying to undermine the image of Ukraine in the eyes of the world community through:

- a war of values – presenting the clash of democracy and tyranny, freedom against slavery, security against constant threat, development against decline, past against future;
- in a geopolitical way – showing the clash of geopolitical actors for a new architectonics of Europe and the world.

This factor of the multidimensionality of war complicates the process of ensuring the security of our state, because it requires the protection of not only territorial integrity, but also the information space, the psychological integrity of society and the individual, the image of Ukraine in the perception of the world community, repelling attacks at the physical level and in the information field, cyberspace.

The answer to these processes is the creation of relevant bodies in Ukraine, the main tasks and functions of which include: counterintelligence activities, organizing counteraction to anti-Ukrainian propaganda, which is one of the first places in the information policy of such giants of information civilization as the United States and China; formation and protection of the international image of the country, including, on the one hand, advertising, educational, propaganda activities, the creation and support of a national brand, a national information product; on the other hand, monitoring

the international information space regarding the formation of the country's image by foreign media, neutralizing information challenges, threats and sabotage. In addition, the dominant function is participation in global information processes, which involves the development and implementation of information policy and information warfare strategies, the improvement of systems for protecting against weapons of information aggression, threat and risk monitoring systems, analytical systems, and the innovation of information management methods.

What is worth mentioning is the unprecedented example of the rapid growth of Ukraine's positive image in the eyes of the world community and the rapid strengthening of its position as a geopolitical actor due to the state positioning itself as a free modern democracy against the backdrop of the resolution of the military conflict by the Russian Federation since February 24, 2022. A number of factors, including the use of information technology, the media, social networks, contributed to the rapid dissemination of news of military events, the exposure of the crimes of the enemy army, the broadcast of the consequences of the military intervention of the Russian Federation, etc. to audiences around the world. If the Desert Storm of 1991 can be an example of the first live war, then the occupation of Azovstal in Mariupol (April-May 2022) became an example of a live broadcast tragedy. It was the coverage of events around the military conflict with the eastern neighbor, the demonstration of the courage and bravery of the Ukrainian people in resisting the aggressor with the support of the whole world, the use of information technology to establish a dialogue with the world community that significantly increased the perception of Ukraine's image in the world and for many countries, in general, to learn that there is such a state as Ukraine. Perhaps, today there is almost no state left that does not know about Ukraine, information technologies have become a mouthpiece for spreading the image of Ukraine in the world. Moreover, Ukraine has become a brand and a symbol of freedom in the 21st century.

Accordingly, it's necessary to strengthen the positioning of the image of Ukraine in the information space, noting the cultural, historical, national independence, originality and uniqueness; to form a positive image by revealing various aspects of its identity, which will become a powerful tool for influencing world public opinion and a strategic priority for Ukraine's development in the international arena. This aspect can be traced on the example of the restoration or revival of the European integration course of Ukraine after the invasion of the Russian Federation into the territory of our state.

In addition, emphasis should be placed on the unprecedented unification of the democratic states of the world space in helping, supporting our state to resist the aggression of the eastern neighbor, namely military, humanitarian, financial, infor-

mational, cultural, spiritual assistance as indicators of the formation of a new world community – an information civilization based on freedom and synergy. Especially considering that on the scales is not just a conflict between two states, but a conflict of values of democracy, freedom, the information society as opposed to despotism, authoritarianism, tyranny, the desire for total control, infringement of the rights and freedoms of man and citizen; the image of international law and sustainable development as opposed to forceful intervention and gross violation of national-territorial sovereignty, the arbitrariness of the aggressor state.

4. Digitalization of public administration in Ukraine

The Ministry of Digital Transformation of Ukraine (founded on September 2, 2019), whose main functions are:[10]

- formation and implementation of state policy in the field of digitalization, digital economy, digital innovations, e-governance and e-democracy, development of the information society;
- formation and implementation of state policy in the field of development of digital skills and digital rights of citizens;
- formation and implementation of state policy in the field of open data, development of national electronic information resources and interoperability, development of infrastructure for broadband access to the Internet and telecommunications, e-commerce and business;
- formation and implementation of state policy in the field of electronic and administrative services;
- formation and implementation of state policy in the field of electronic trust services;
- formation and implementation of state policy in the field of IT industry development;
- performing the functions of a central certifying authority by creating conditions for the functioning of subjects of legal relations in the field of electronic trust services.

The activities of the Ministry of Digital Transformation since 2019 have significantly accelerated the development of e-governance in Ukraine, e-democracy and the formation of the information society. Information and communication technologies have contributed to a significant improvement in public administration, the provision of a significant number of public services has become more convenient and citizen-

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[10]   Урядовий портал, *Питання Міністерства цифрової трансформації: Постанова Кабінету Міністрів України від 18.09.2019 № 856*, https://www.kmu.gov.ua/npas/pitannya-ministerstva-cifrovoyi-t180919 (10.04.2023).

oriented. This fact activates the democratization of public life, closer communication on the state-society axis, improves the perception of Ukraine's image in the international country and in the eyes of its own population.

One of the priority tasks of the digitalization of public services and the development of e-governance in Ukraine is to ensure the transparency of the provision of public services, to overcome negative phenomena – corruption, red tape, or nepotism, which are among the most negative factors that have worsened investment attractiveness for many years (unwillingness of many influential people) investors to invest financial resources in our state due to the level of corruption of the state apparatus, for example, the refusal of Elon Musk in 2017), the image of our state in the perception of the international community, hampered European integration processes and the perception of the image of the state for its own population, which saw a clan in the political apparatus, humiliated the perception of political elites.

The formation of the image of Ukraine should first of all begin with its own people, cultivating their respectful attitude, respect, pride in their own country, orientation towards the political elite, which is worthy of respect and trust from it's citizens. This internal positive impulse – symbolic capital – is a powerful catalyst, the foundation for the growth of authority in the international arena and at the same time will stimulate the processes of democratization of the political system within Ukraine. The formation of a positive image for it's own citizens occurs not only through informational influence, but also through the establishment of effective communication in the "power-society" system, through the creation of conditions for comfortable receipt of services from the state by citizens, for the development of their own business, through the activities of the state, especially in conditions of emergency situations.

5. The project "State in a smartphone"

A revolutionary step for our state in the direction of modernization was the announcement by President Volodymyr Zelensky regarding the creation of the "state in a smartphone" project in Ukraine in May 2019. "State in a Smartphone" is a project that aims to optimize the process of providing administrative services to citizens and simplifying bureaucratic procedures. In 2019, Ukraine lagged behind some states in this aspect – the Baltic countries, Georgia, the UK, the USA, etc. For a long time, the "old, post-Soviet" political elite hampered the processes of modernizing public administration, introducing information technologies into public administration, and developing genuine e-governance. Therefore, with the renewal of the political elite in Ukraine, the

processes of modernization and introduction of the latest information technologies into the state administration apparatus have intensified. The best representative and one of the direct constructors of the image of Ukraine is the national political elite.
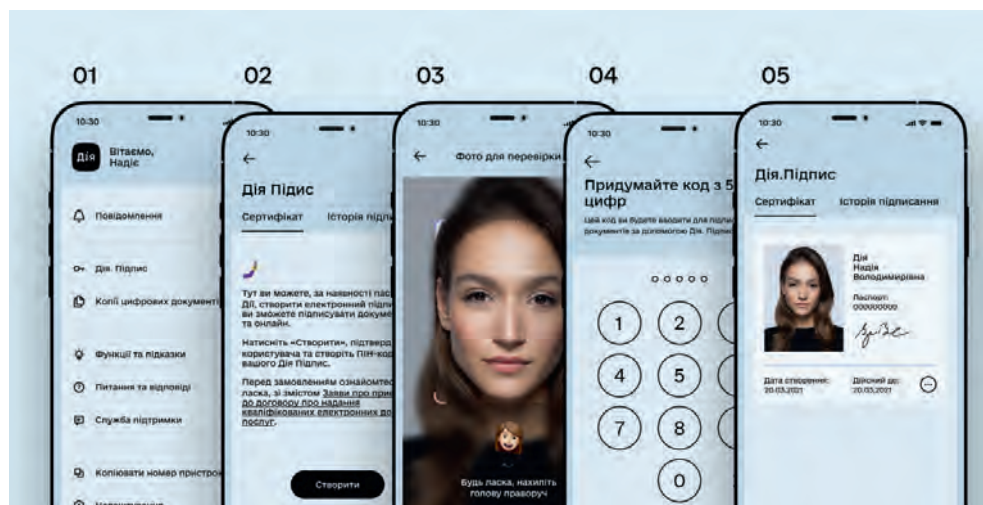

The next step in the digitalization of public administration was the development and launch on February 6, 2020 by the Ministry of Digital Transformation of the mobile application "Diia" (acronym "State and Me"), in which Ukrainians can keep basic documents – passports, driver's licenses, taxpayer cards, COVID-certificates – and receive government services online. This is an online service of public services of the Cabinet of Ministers of Ukraine, initiated by the Ministry of Digital Transformation, aimed at providing the opportunity to receive any public service online without leaving home, the purpose of which is to introduce electronic governance, which will ensure transparency and accessibility of public services and minimize corruption. The goal of the "Diia" service is to turn Ukraine into a real digital state by creating a single portal where you can get all services online quickly, conveniently and humanely, and a mobile application in which all the necessary documents are in one place, creating a digital state in the center of which is a person, a transparent and understandable state for people.

Mobile application "Diia" is a unique project not only for Ukraine, but also for the whole world. After all, Ukraine is the fourth country in Europe and the tenth in the world where citizens have a digital driver's license in their smartphone. This is one example of a model of interaction between the state and citizens through information technology, the practical implementation of e-governance and digital democracy. To

date, e-government systems have been implemented in many countries of the world, however, not all states with e-government have analogues of the Ukrainian service. "Diia" is a cutting-edge service for the countries of Eastern and Central Europe, however, there are many examples from the practical experience of other countries, which should also be researched and adapted to the practice of public administration in Ukraine.
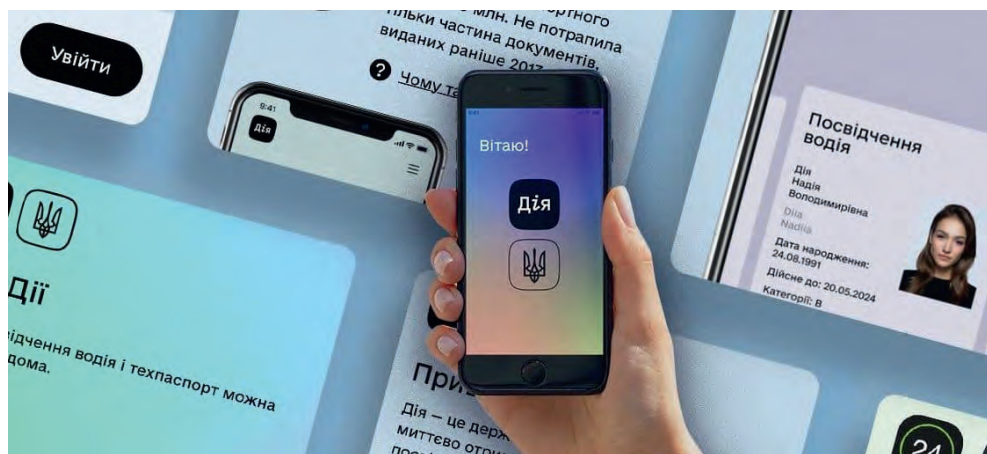
The uniqueness of this case is equating at the legislative level of digital documents of citizens with ordinary ones during martial law. This fact became especially relevant during the war of the Russian Federation on the territory of Ukraine from February 24, 2022, because the war took Ukrainians by surprise and a significant number of citizens turned into internally displaced persons, refugees, were left without documents, lost their jobs, property, their own homes. In the context of the war, "Diia" has expanded the range of public services for citizens of Ukraine, in addition to the most necessary, there are also the following options and functionalities:

- services for internally displaced persons, assistance for IDPs;
- support, for example, the opportunity for entrepreneurs and employees from territories where active hostilities are taking place to receive a lump sum payment in the amount of UAH 6,500;
- submitting a report on damage or destruction of real estate as a result of military aggression of the Russian Federation;
- helping the army within the framework of the initiative of the President of Ukraine Volodymyr Zelensky United24;

- • "there is an Enemy" – inform the Armed Forces of Ukraine about enemy equipment or war criminals;
- • a service for entrepreneurs – a declaration, a document that, during martial law, replaces 374 types of permits required for the work of entrepreneurs;
- • launching of the virtual center Diia. Business is an innovative hotline format that provides professional advice to Ukrainian citizens on employment and entrepreneurship, as well as assistance with temporary registration in the EU countries. The service is aimed at citizens who, due to the invasion of Russian troops, were forced to leave their homes and go abroad, and are now looking for answers regarding their own legalization and obtaining financial support from the host governments of the EU countries or temporarily moved their own business to European countries.

Of the immediate prospects for digital integration, which were publicly announced on August 24, 2022, it's planned to sign an agreement on digital trade between Ukraine and Great Britain. It's remarkable that Ukraine will become the second country in the world to sign such an agreement. Among the main areas of future cooperation there are financial technologies and payment systems, open digital markets and cooperation.[11]

6. Conclusions

Thus, the digital transformation of public administration and the improvement of the system for providing public services online has become a response to the need to adapt the activities of public administration to the changes and needs of society, the challenges of the global processes of the formation of an information civilization and the especially difficult conditions for the functioning of the state apparatus in the conditions of the Russian military aggression. Considering these factors, we can note that the latest information and communication technologies, which are currently being introduced in Ukraine in line with the development of e-government, have made the provision of public services more comfortable and citizen-oriented, minimized a significant number of complex bureaucratic procedures. This has a significant impact on the perception of the state by its inhabitants state, significantly improves the image of the state, stimulates the development of information democracy and creates prerequisites for improving the image of Ukraine in the international arena through positioning Ukraine as a state with an embodied model of electronic governance,

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[11]   Економічна правда, *Україна стане другою країною світу, яка підпише угоду про цифрову торгівлю з Британією*, https://www.epravda.com.ua/news/2022/08/24/690783/ (10.04.2023).

effective communication between the state and citizens, a transparent system providing state services.

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Monografia powstała jako druga w serii dotyczącej e-administracji — *Krakow Jean Monnet Research Papers* — w ramach realizowanego przez Katedrę Prawa Europejskiego Uniwersytetu Jagiellońskiego projektu Jean Monnet Module pt. „E-administracja — europejskie wyzwania dla administracji publicznej w państwach członkowskich UE i krajach partnerskich/eGovEU+".

Książka przedstawia analizę wdrożenia i funkcjonowania e-administracji w Polsce i w Europie ze szczególnym uwzględnieniem wpływu technologii informacyjno-komunikacyjnych na działalność administracji publicznej na rzecz obywateli. Monografia ukazuje również zagrożenia związane z transformacją cyfrową administracji oraz konieczność uwzględnienia centralnego miejsca człowieka w tym procesie.

Monografia adresowana jest do badaczy zajmujących się administracją, prawem administracyjnym i europejskim oraz do praktyków. Mamy nadzieję, że publikacja poszerzy wiedzę na temat cyfryzacji administracji oraz zachęci do dalszych studiów w tej dziedzinie.

The monograph was developed as the second in a series on e-government — *Krakow Jean Monnet Research Papers* — as part of the Jean Monnet Module project, implemented by the Chair of European Law of the Jagiellonian University entitled "E-government — European challenges for public administration in EU Member States and partner countries/eGovEU+."

The book presents an analysis of the implementation and functioning of e-government in Poland and Europe, with particular emphasis on the impact of information and communication technologies on the activities of public administration done for the benefit of citizens. The monograph also shows the threats related to the digital transformation of administration and the need to acknowledge the central place of a human in this process.

The monograph addresses researchers dealing with administration, administrative and European law, and practitioners. We hope the publication will broaden the knowledge about the digitization of administration and will encourage further studies in this field.

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