

Chapter 8

New Public Administration Understanding and Reform Effects as Products of Neoliberal Management Concept

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ABSTRACT

Globalization has been a process that has deeply and continuously influenced societies and states in the late period of historical development. With neoliberalism, the ideological thought system of the process, all social organizations, especially state apparatus and public administrations, are affected by this process and continue to be affected. This transformation process, supported by its international organizations, has led to the preparation and implementation of reforms in order to adopt a new approach to public administration. This change in public administration has affected both public service understanding and public service delivery. It is a process that aims to provide the citizens/customers satisfaction by offering a faster, more efficient, and high-quality public service along with the new public management understanding. Current practices are questioned and improvements are tried.

INTRODUCTION

The state structure which emerged with the aim of meeting the needs of the individuals forming the societies and providing services to the individuals has undergone structural changes in the historical process. The reasons underlying these developments, which also transform the powers and responsibilities of the state towards society, were mostly economic reasons. This process of change, which has gained momentum with the effect of globalization on the life of societies, can be seen as the process of adapting the change in the production structure to the management structures. The transformation of the state apparatus has become inevitable, as the welfare state, known as the social welfare state and

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associated with the Fordist production process, is replaced by the post-production process. This change, especially in the last quarter of the twentieth century, revealed the need for reform in the structure of Public Administration, which is the state's service to society.

The concept of cumbersome, bureaucratic, efficient and inefficient service provision of the traditional public administration structure of the social welfare state period has been criticized. Globally, underdeveloped and developing countries have been faced with the pressure of reform in the transition to a new understanding of public administration compatible with neoliberal economic understanding. National governments have begun reform initiatives to shift to a more effective, efficient, transparent, accountable, market-compliant and governance public administration approach. In particular, international financial and political organizations have been factors that have contributed to this reform pressure.

In this context aimed to explain the process of change and transformation in roles and functions of state and public administration within the framework of neoliberalism approach at causality level. The ways in which economic changes and actors affect the changes that took place in the administrative and political spheres and the views of the changes have been tried to be conveyed by considering the data obtained through the literature review

BACKGROUND

In 1933, Elton Mayo's *The Human Problems of Industrial Civilization* reform, published by Herbert A. Simon on reform *Administrative Behavior*, and Dwight Waldo's *Administrative The Administrative State* published in 1948 is the first scientific source in the field. These works are published by Woodrow Wilson of the USA in 1887 at the end of the 19th century with an article titled *Study The Study of Administration* G (Güler, 2003, p 533; Ergun, 2004, p 341; Eryılmaz, 2010, p 12). by questioning the classical management theories in which public administration has developed as an academic discipline, they emphasized the instrumental aspect of productivity, pluralism and participation in public administration. In addition, these theorists have been effective in the development of American pragmatism and this effect has re-emerged in the discourse, discussion and application level in public administration discipline after 1980s (Şener, 2005, p 2; Yalçın, 2010, pp 282-284). Therefore, in terms of the development of public administration, these theories emphasized the human (socio-psychological) -behavioral aspect of organizations and highlighted the notion of intra-organizational participation in the development of productivity (Simon et al., 1985, p 17). This notion then had a major impact on the development of theories of public administration by addressing different aspects (productivity, participation, democracy). Subsequently, the foundations of the theories of public administration in terms of social participation and pluralism (Şener, 2005, p 2), and therefore in terms of postmodern philosophy, were published in the 1968 "New School of Public Administration" (Thompson, 1972, p 620; Lamidi, 2015, p 21). It can be said that it was based on different approaches such as Democratic Administration which was analyzed by Vincent Ostrom in the past. In addition, in 1983, American academics, James Perry and Kenneth Kraemer, announced the emergence of the science of public business with their books "Public Management: Public and Private Perspective".

H. George Frederickson et al. (2012, pp 99-100) in his *Public The Public Administration Theory Primer* and Frederickson (1997, pp. 8-15; 2012, p 251) in his 1970s, He stated that new public administration management has started to strengthen and democratic management, social equality, citizenship, ethics and localization". In the 1990s, the theories developed were based on the rejection of previously prob-

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