

Chapter 17

Local Digital Transformation Studies in the Case of Konya Metropolitan Municipality

Gülseren Ergün

Süleyman Demirel Üniversitesi, Turkey

Çiğdem Akman

Süleyman Demirel Üniversitesi, Turkey

ABSTRACT

This study examines the impact of digital transformation on local governments, using the case of the Konya Metropolitan Municipality in Türkiye. The research focuses on how digitalisation has improved public administration efficiency and service delivery processes. It evaluates the digital transformation efforts of the Municipality and their benefits for municipal services and citizens. Adopting a literature review and a case study methodology, the study utilised surveys and interviews with municipal personnel to assess the effectiveness of digital services. The research reveals that the digital transformation of the Municipality has yielded valuable outcomes, such as faster service access, cost efficiency, and increased citizen satisfaction. However, several shortcomings were identified, including the lack of user-friendly digital platforms and certain infrastructural deficiencies. The Municipality must enhance its awareness-raising activities for greater citizen participation in digital services, as well as implement upskilling and reskilling programs for personnel.

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INTRODUCTION

Digitalisation refers to the integration of digital technology into manufacturing and production processes, blurring the boundaries between physical and virtual systems. This transformation aims to optimise production processes and service delivery, reduce costs, increase flexibility, and significantly enhance efficiency. State bodies, non-governmental organisations, and local governments have embraced this transformation, often referred to as Industry 4.0 or the Fourth Industrial Revolution (Yıldırım, 2021).

With the growth of information technology, the public sector, alongside the private sector, has been extensively involved in the digital transformation process. Meeting the basic needs of citizens is among the primary objectives of public services. In this context, local governments aim to deliver services in the most straightforward and innovative ways, minimising bureaucratic obstacles and costs. Digital solutions serve this purpose effectively.

For local governments, digital transformation goes beyond transferring services to digital platforms; it fundamentally alters communication methods. For instance, social media can be utilised for promotion, accessibility, and announcements. Citizens and stakeholders can directly interact with governments without intermediary institutions, achieving significant savings in time, cost, and labour. Municipalities have made radical changes in their service provision to meet these demands.

Local governments now respond to citizens' expectations and demands swiftly, transparently, effectively, efficiently, and participatorily through digital transformation (Kaypak et al., 2017). New technologies such as e-municipality systems, mobile applications, online payment platforms, and smart city technologies enable this transformation. Advancements in information and technology allow local governments to continuously update themselves, opening new horizons for delivering public services quickly, easily, and cost-effectively. Through digitalisation, local governments save time and money, while citizens access services seamlessly without bureaucratic hurdles or excessive paperwork.

E-municipality applications today utilise advanced technologies such as blockchain, big data, augmented reality, the Internet of Things (IoT), centralised supervision systems, mobile technologies, robotics, and cloud computing. However, the rapid evolution of technology leads to the diversification of services and the proliferation of applications. Municipalities may struggle to keep up with the latest developments or hesitate to implement new solutions due to inadequate capacity.

In Türkiye, municipalities first adopted technological tools to provide services to citizens through e-municipality systems, which refer to the digital transformation of municipal services, enabling citizens and businesses to access local government services online. Some municipalities use the system provided through the Ministry

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