


Chapter 19

Factors Affecting the Achievement of Movement Guidelines of Implementing Digital Local Governance Policy for Innovative Promotion of Public Service

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ABSTRACT

This article was conducted to analyze the factors influencing the achievement of movement guidelines of implementing digital local governance policy for innovative promotion of public services in local administrative organizations. City municipalities in Nonthaburi Province were selected as a case study. The study used a quantitative approach. The findings revealed that the factors influencing the achievement of movement guidelines of implementing digital local governance policy for innovative promotion of public services in local administrative organizations have a coefficient of determination or R^2 of 0.861. It means the five predictive variables in the regression model can predict 86.1% of the studied factors. Each influences the prediction of the following dependent variables: 1) organizational management ($\beta = 0.283$), 2) partnerships and participation ($\beta = 0.237$), 3) leadership and motivation ($\beta = 0.204$), 4) organizational policy ($\beta = 0.172$), and 5) work environment ($\beta = 0.092$).

INTRODUCTION

Innovation is regarded as a major driver to promote economic and social development. It leads to sustainable growth and advancement at national level while at organizational level it also support several organizations in adapting to diverse situations to survive in high competitive environment (Demircioglu

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et al., 2019). The Thai government has seen the application of technological and innovative advancement to public services as important. In 2019, the government promulgated the Digital Government Administration and Services Act, B.E. 2562 (2019) in order that the public administration and services can be effective, productive, and responsive to people. It is also to facilitate people, to promote transparency, and to create public participation across all sectors. Moreover, the 13th National Economic and Social Development Plan B.E. 2566 – 2570 (2023–2027) determines the improvement policy of public structure and administration systems to respond to economic, social, and technological changes under good governance and high efficiency. These ways have influenced public organizations to implement technology and innovation in providing public services for people’s well-being. In particular, local administrative organizations have extremely been influenced in terms of technological and innovative initiation for public service under the “Digital Local Governance” policy.

“Digital Local Governance” is a strategy on digital technology development in local administrative organizations according to the national and the Department of Local Administration policies. This strategy focuses on collaborative efforts among partner organizations from all sectors to transform local administrative organizations into digital and innovative worlds. The important development guidelines for this strategy include establishing a central database (Big Data) to enable local administrative organizations to utilize data for effective management and to enhance public service systems in line with citizens' needs and problems, promoting local administrative organizations to provide internet-based public services, enhancing e-commerce integration to facilitate the linkage of local product data in expanding market access, developing policies to transform local staff into digital-era service providers, empowering local organizations with IT skills to become hubs for improving residents' IT capabilities, and building leadership in information technology within local administrative organizations to drive digital transformation (Department of Local Administration, 2016).

The implementation of the “Digital Local Governance” policy in local administrative organizations has encountered many challenges due to unclear administrative processes and regulations, as well as fragmented management of each organization. To deal with these challenges, becoming digital and innovative organizations has to be prepared. This preparation requires a development plan based on essential organizational data for data management in creating central database (Big Data). However, the current situations of these organizations in data management remain disorganized, with duplication and errors in data management. This hinders the integration of information necessary for different departments to collaborate effectively in providing public services. Additionally, the local administrative organizations’ potential is very low in applying technology to work performance, gaining high advantage in any competitive situations, and creating interconnected public networks for information sharing to internal and external organization as well as the public. Consequently, the adoption of the digital local governance policy by local administrative organizations has not been as successful as anticipated (Kokpol et al., 2020).

In Nonthaburi Province, Thailand, there are two city municipalities functioning as local administrative organizations: Nonthaburi City Municipality and Pak Kret City Municipality. Preliminary surveys on the use of digital technology of both city municipalities aligning with national policies and the Department of Local Administration reveal that Nonthaburi City Municipality has developed the “Nakhon Non” Application, compatible with iOS and Android platforms. The Application provides efficiency and speed of public services, such as tax payments, waste collection fees, senior citizen registration, and disability allowance registration. Additionally, it has employed an E-Sarabun (Electronic Correspondence System), a database system for managing internal government documents allowing staff to receive, send, and assign official correspondence numbers, as well as to systematically and easily retrieve organizational

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