

## Research on New Public Management to Overall Governance under the Background of Internet

Jinyu Bao

School of Management , Wuhan University of Bioengineering, Wuhan, 430415, China

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**Abstract:** The theory of holistic governance originates from the decline of new public management and the development of information technology. The emergence of individualistic thinking mode in the new public management period and the fragmentation of governance left by it in practice directly stimulated the rise of holistic governance. The replacement of new public management by holistic governance marks that government functions have changed from decentralization to centralization, bringing new blood to government management. This paper is a brief introduction and evaluation of the new idea of holistic governance in order to arouse people's attention to this theory. On the basis of tracing the source of the two theories, this paper analyzes the similarities and differences of integration under the two governance paradigms and what kind of integration the government needs under the governance paradigm of the new Internet era, and discusses some views on these issues..

### 1. Introduction

China's Internet is developing rapidly and growing in scale. With the development of Internet, the number of Internet users is increasing, and the resulting data is also growing rapidly. In the Internet age, the development of public services is moving towards integration. With the deep integration of public services of the "internet plus" government, the pace of building a service-oriented government, a smart government and an overall government is also accelerating. In 1980s, western countries entered the practice mode of new public management one after another. However, with the continuous development of society, the new public management gradually reveals its limitations. The theory of holistic governance is the product of the specific political, economic, scientific and technological development in western society, which embodies the development trend and direction of western public administration. What they have in common is to solve complex and thorny public problems and enhance public value through institutionalized, regular and effective "cross-border" cooperation [1]. At present, the thought of holistic governance is exerting more and more influence, so that some people think that holistic governance is expected to become the great theory of government governance in the 21st century [2]. This paper gives a brief introduction and evaluation to this idea of holistic governance in order to arouse the attention of this theory.

### 2. Overview of New Public Management and Holistic Governance

#### 2.1. New Public Management

The so-called new public management was born under the stimulus. This is due to the fact that the new era can't tolerate the governance that doesn't follow the world, and the two sides can't get the expected results. Since the introduction of the new public management practice mode in western countries in 1980s, government management has focused on public services, but with the continuous development of society, the limitations of the new public management have gradually emerged. This theory follows some core concepts of public economics. It holds that individuals are the biggest implementers of self-interests, and public interests can be formed only by integrating self-interests. In this case, Pareto optimality is realized [3]. New public management came into being under the background of economic globalization, and put forward a governance model for

public services from the perspective of economy and society. However, the western society is undergoing changes, from the original producer society to the current consumer society. This change makes it put forward more diversified requirements for public services.

## **2.2. Holistic Governance**

The concept of "integrity" is not new in government practice, and cooperation, coordination or integration among and within government agencies are long-term goals pursued by Chinese and foreign governments. The wave of holistic governance reform has been vigorously launched in Britain, the United States, Canada, Australia, New Zealand, Norway and other western countries, which has improved the public management level of these countries to a certain extent and promoted the economic and social development of these countries. Therefore, the hub departments of our country rushed out of the office and put on equipment to form a comprehensive office. This change coincides with the original intention of holistic governance. Therefore, the new public management theory is gradually replaced by the holistic governance theory [4]. Holistic governance is based on the internal operation of the government and the overall operation of the department, which mainly solves the problems of fragmented management and hollowing out of the government brought by the new public management. Each department focuses on its own concerns, while other institutions or departments bear the corresponding costs. Second, conflicting projects. The arrival of organized governance, driven by information technology, has achieved practical implementation and overall optimization.

## **3. Innovation of New Public Management**

Through the structure, structure and parts, etc., the powers and authorities are equally divided to ensure the mutual balance among the various departments within the administration, while the various departments ensure the consistent pace through comprehensive coordination. The main purpose of this decision is to put an end to the hegemonic behavior produced by the government, reduce the scale as much as possible, increase the gold content, and create a small and sophisticated management department. Although the network will lead, there is no bureaucracy. The essence of the network is that it is a mutual logic based on common principles, not a formal authoritative relationship. In addition, the holistic governance theory has an important theoretical basis, that is, taking bureaucratic mechanism as the organizational carrier. The new public management is not based on this. Perfect bureaucratic mechanism is the symbol of administrative modernization. We can find that under different paradigms, integration is from point to surface, the concept of integration tends to be diversified, and the means of integration extends from plane to space, which are consistent with the development of modern information technology [5]. The ability to do a good job is not limited to the power of the government, nor is it limited to giving orders or exercising authority. In the management of public affairs, there are other management methods and technologies, and the government has the responsibility to use these new methods and technologies to better control and guide public affairs.

## **4. Holistic Governance under the Background of Internet**

### **4.1 Governance Structure of Holistic Governance**

The integration concept of holistic governance is also embodied in integrating different levels of governance, integrating the coordination of internal functions, and integrating the relationship between government departments and non-government departments. Governance clearly affirms that there is power dependence among various social public institutions involved in collective action. Furthermore, organizations committed to collective action must rely on other organizations. It can be seen that the governance under the background of the Internet era is to emphasize the re-integration of services, and to govern by the overall decision-making mode and the operation mode of e-government, so as to solve the fragmentation problem of government institutions to a certain extent. Today's holistic governance itself contains the power of integration and coordination,

focusing on building the whole. Different from the emphasis on enterprise process management in new public management, it focuses on determining a truly citizen-based, service-based and needs-based organizational foundation. This integration mode closely related to the development of information technology has also been practiced and further improved and developed in many countries [6]. With the promotion of the status of information technology, the government's structure with registration bureaucrat as the center has gradually changed into the structure with information technology as the main form, and information analysis technology has gradually integrated into various fields of government management.

Under the background of the Internet, the information exchange between various departments within the government needs to be connected, and a public platform should be established to form a whole; In the past, the government, enterprises and other public organizations were connected in multiple ways through Internet technology, but now they should be connected in multiple ways to become an organic whole, as shown in Figure 1.

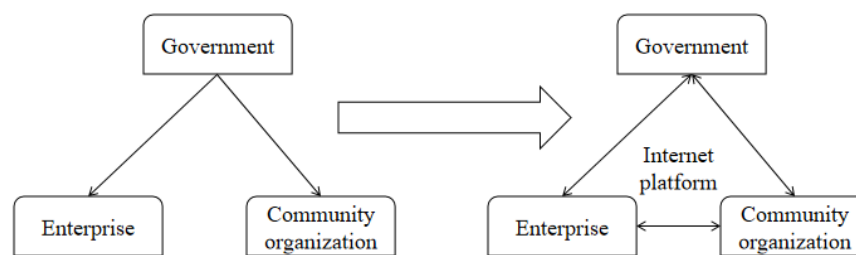


Figure 1 Transformation of communication mode between government and other organizations

It can be seen that the above characteristics of the Internet are also its own advantages. If it is not applied to government governance activities, its own characteristics can only lose its value to society. Therefore, we need to combine it with the holistic governance theory to jointly explore new ways to modernize the level of government governance.

Network is a metaphor for loose characteristics in governance. Because of the emphasis on the discretion of the actors, the actors have an interdependent and relatively stable structure, and they interact, coordinate and communicate with each other. Therefore, the network is different from the market and is not completely voluntary and individualized. Centralized management is conducive to changing the situation brought about by decentralized management. At the same time, based on the integration of information technology, centralized management can be more convenient and effective. Emphasize information technology and provide one-stop service. The key technology of one-stop service lies in relying on the network platform, becoming an independent system, and relying on Internet analysis and processing to improve the efficiency and accuracy of office work. The ultimate mission of holistic governance, which pays attention to public interests and responsibilities, is to create excellent social results with low cost. In this way, information resources can be applied to government decision-making and management at all levels, ensuring that government decision-making and management are more in line with modern requirements, and further improving government work efficiency. This autonomous network has the authority to give orders in a specific field, and it cooperates with the government in a specific field to share the administrative responsibility of the government.

## 4.2 Governance Mechanism of Holistic Governance

With the complexity of public issues and the increasing number of cross-sectoral public issues, coordination and integration have been paid more attention again and given the connotation of the times. What they emphasize is to eliminate the division of power and function brought by bureaucratic organizations, so as to overthrow the "Berlin Wall" between government departments and governments. Therefore, seamless service embodies the logic of new public management. One task of the government information system is to let some knowledgeable citizens and enterprises find out how to express and report in the government machine, and if necessary, make the most

appropriate decision according to the applicable rules and regulations. In management, buyers and providers are separated, and hierarchical resource distribution is transformed into a competitive mechanism, which makes the supply of resources more fair, thus achieving diversification of resource supply. Pay attention to the high-quality viewpoint, ensure the communication and cooperation between different personnel in the same institution, and form a form of cooperation and win-win. The organizational structure covers the integration of governance level, governance function and public and private sectors. The practical operation mainly focuses on the integration of policy, system, service and supervision.

Holistic governance is to provide our society with lower costs, better social effects and more effective services. Therefore, trust between organizations is a key integration needed by holistic governance [7]. Trust is an indispensable factor for any society to move forward. One-stop service concentrates the scattered service functions to solve different problems, so that citizens' problems can be solved timely and effectively. It challenges the traditional authority of the state and government, and holds that the government is not the only power center. From a macro perspective, the application of Internet provides technical guidance for government governance. National governance emphasizes the process of interaction and cooperation among multiple subjects, which requires Internet technology to provide services for them. Require the government to disclose information timely and accurately; Subsequently, governments at all levels gradually published the relevant contents of administrative examination and approval items on the Internet, including examination and approval items, examination and approval procedures, application materials, supervision and consultation and other information. Therefore, the key to resolving conflicts lies in easing the relationship between the primary promotion principle of holistic governance and the special emergency response methods.

## 5. Conclusion

It can be seen from the above that holistic governance is the choice of historical development and has strong positive significance. Methodologically, both traditional bureaucracy and new public management paradigm adopt individualism methodology, which has caused serious fragmentation and departmental egocentrism in the field of government practice. In the process from the emergence and development of the new public management to the holistic governance mode, it is necessary for the government to realize the management of upper and lower integration and left and right linkage, with more centralized resources, global management and integrated internal resources and management. The core idea of holistic governance is to take advantage of the development of information technology in the Internet age and base itself on the holistic thinking mode. When applying holistic governance theory in China, we must build on the background of Internet, make the outsourcing of public services more transparent and legal, and make the subjects of public policy making more diversified. Only under such a concept can integration truly meet the needs of governance in the Internet era and network governance.

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