

Research on the Evolution Method of Public Management Paradigm Based on Life Cycle

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Abstract: Public administration department is an important part of the field of government management. It is a structured branch of knowledge and a discipline with strong independence. In today's society, "public management" has been regarded as a popular new term, and its application effect has attracted wide attention. However, with the rapid development of public management, we can clearly feel that there are still many deep-seated problems in public management that have not been effectively solved. Public management theory based on economics and with the coordination of the relationship between government and market as its core management concept. A reasonable life cycle should be when it changes in the policy environment, and if it continues to execute, it will result in policy costs that are greater than policy benefits, and can be quickly and effectively terminated. The public management paradigm does reflect to some extent the objective laws and general trends of public administration development. Needless to say, it has important reference value for the theory and practice of public administration reform in China.

1. Introduction

Public management is the theoretical expression of people's ideas in the historical process of human public management practice. Its emergence and development are always determined by the development level of social production [1]. With the development of society, the mode of public management has been changing, from traditional public administration to public policy and then to public management [2]. Researchers in public administration come from a wide range of disciplines. They fully absorb the theories and methods of various contemporary sciences, especially rely more on economic theories and methods. To a large extent, public management is the management of the external environment of the organization, and public administration exists in the context of the organization. Based on the theory of public management to improve the service theory of archives management, from the service content, service mode and service means to improve the quality of service for archives users [3]. Public management firmly believes that market participation can provide quality public services and adequate public goods; it emphasizes that public management is customer-oriented and introduces competitive mechanisms to improve the quality and level of public services. Emphasis on projects rather than institutions; emphasis on results rather than processes; emphasis on management performance, neglecting the value of management and the relationship between fairness and efficiency in the management process [4]. Categories and assumptions are necessary; they are to see the last things, gains, effects, and facts. Therefore, pragmatism advocates "practical", and the open attitude of attaching importance to practice, attaching importance to utility, and attaching importance to transformation has become its most important content [5].

A new cycle of life cycle, however, we can still regard the end of a policy as the breakpoint of the life cycle of the original policy, and the operation before the end as a relatively complete life cycle [6]. The history of paradigm transformation of public management shows that the task and form of public management are always determined and restricted by the level of productivity development and the organizational form of cattle production in a certain historical period [7]. The concept of life cycle is for the initial purpose of explaining the management behavior of the center. Therefore, from the beginning of the life cycle theory, we can see the practical ideological basis. At

present, it is in the transitional period from planned economy to market economy. With the development and maturity of market mechanism, the deepening of administrative system reform and the transformation of government functions [8]. It advocates the adoption of advanced management techniques and methods of the private sector in government public management to improve management performance. It is in an important position in the process of acquiring, processing, developing and storing knowledge. From the perspective of file management, it has been more focused on the resource management of archives through the information management stage, and has gradually moved to the knowledge management stage [9]. Undoubtedly, public management is not simply a partial refinement of the traditional administrative mode and operation mode, but a comprehensive liquidation of the traditional mode, which is a fundamental paradigm shift. This paper conducts research on public management of the life cycle management approach of public management paradigm [10].

2. Materials and Methods

2.1. Overview of Public Management

Public management is an important part of government public sector management. The connotation of public management is equivalent to public administration, which is advocated by scholars of public administration school. From public administration to public policy and public management, it is not only a question of different habits or fashions in the use of subject terms, but also a question of research approaches or paradigms in the development of public sector management research. The theory of public choice uses the behavioral assumptions and methods of economics to study the problem of government failure caused by some state administrative intervention. From the theory of public choice, public management deduces that the government should be guided by the diversity of customer needs to improve service quality and efficiency. The paradigm is the organic unity of the scientific community belief, the subject matrix and the method. A measure of the independence and maturity of a research area is whether there is a paradigm that can guide the routine scientific activities in the field. The successful management methods and means of the private sector and the competition mechanism are widely adopted to eliminate the monopoly of public service provision. Although the main function of the government is to provide services to the community, this does not mean that all public services should be provided directly by the government.

2.2. Characteristics of Public Management Approaches

With the development of the whole social and economic life, a large number of new problems and contradictions have emerged, and various fields are adjusting themselves to cope with the social and economic development. In this context, the rise of the paradigm of public sector management has become a historical necessity. Public management analysis is an important content in the field of public management research. It can realize the analysis of various behaviors of senior managers in public institutions and clarify the work content of senior managers, which is the guarantee to ensure the smooth progress of work. Public management scholars must be guided by scientific public management methods, cultivate standardized, common and good academic thinking habits and scientific philosophy literacy, and guide by holistic world outlook and methodology. Life cycle theory brings a factor of order and harmony into a complex and noisy policy world. Although life cycle theory is difficult to achieve as an ideal realm in a real policy environment, the ideal state is policy. The scientists are committed to the pursuit of important goals. The operations manager is given greater discretion and is responsible for the performance of the upper managers, rather than agreeing with the instructions on the basis, that is, the public administration is no longer a process, but an output-oriented. Based on the public management perspective, the management paradigm takes the public service theory as the management core and realizes the rapid and scientific development of management based on the balance of fairness and efficiency.

Life cycle is normative and can help policymakers and implementers understand and realize

policy tasks. Life cycle is not only a model framework for policy development, but also of great value in practice. Execution research has a direct impact on the management effect, and can not promote the implementation to achieve good application results. Public managers need to give firm support to ensure that the management work achieves good application results. Public management advocates deregulation control and performance goal control. Civil servants need not be rigid and rigid administrative regulation. They should be encouraged to use innovative methods to achieve organizational goals, so as to make government administrative activities more flexible and flexible. The structure is not only the intermediary of its repeated and organized behavior, but also the result of such behavior; the structural characteristics of the social system are not the actions, but the production and reproduction that are repeatedly involved in the action. Giving the theory of fairness to the ethical content of modern public administration, this will effectively guide the administrative behavior of administrative officials. Strictly follow the scientific method of argumentation system to test that the hypothesis is more in line with the requirements of the new management model of public management, and it can indeed improve the ability of public management theory to guide public management practices. Because it not only clarifies that the behavior of officials and organizations should guarantee the realization of citizens' basic equal freedom, but also clarifies their efforts and obligations to make the public access to the least beneficiaries.

3. Result Analysis and Discussion

3.1. Recent "Public Management" Paradigm with "Coordination with Market" as the Core

The secondary role of public management in decision analysis can not be achieved through comprehensive research of policy analysis, which makes public management occupy an important position in economics and policy analysis. Life cycle theory can help public sector managers to recognize the complex policy process and inject vitality into the policy process. "In a systematic and rigorous way, policy makers can smoothly manage the complexity of policy formulation. Public management involves nutrition from private management methods, and advocates that successful management methods and competitive mechanisms of the private sector should be widely adopted by the public sector of the government. Such as performance management, goal management, organizational development, human resource development, etc. are not unique to the private sector, they can be widely used in the management of the public sector. A "structured approach" of virtual programs that are constantly reflected in this type of reproduction. It is impossible for political and administrative spheres to be completely separated. They are a continuum, and they are at the two extremes of the continuum. That is to say, government power must be effectively restricted by social political rationality and its institutionalized form.

3.2. Medium-term Public Management Paradigm with "Fairness" as the Core

The main difference between the new approach of public administration and traditional public administration is that when we study public administration, it is mainly a process from the government to the government to organize public institutions. The traditional public administration mainly studies the bureaucracy. Evasion errors can not be directly compared with government behavior, and government efficiency can not be directly assessed as a general code of conduct for government officials. The results are thoughtful, short-sighted, inert, lack of innovative spirit and other stylized government behavior generalization. The authoritative distribution process of social value inevitably involves the value judgment of civil servants. Policy formulation and policy implementation should not be completely separated. Some senior civil servants should be involved in the process of policy formulation and shoulder corresponding responsibilities so as to maintain a high degree of political sensitivity and sense of political responsibility. The duality of structure pays attention to the relationship between structure and process. It believes that structure and behavior are not isolated from each other but interact with each other. Structural features are not only the intermediary of practice, but the practice work is realized through it and the result of practice. The public management paradigm with fairness as the core breaks the organizational model of

hierarchical division, power concentration, and strict bureaucratic system, and reproduces the public response. New organizational models and types have emerged, such as participatory organizations and learning organizations. The value of "social justice", which provides fair public services to all members of society, especially the "least beneficiaries of society", will be fully applied to the theory and practice of modern public management.

The forward-looking consideration of life cycle is defined as: before a policy is introduced, how long the policy will remain in effective operation is considered, and the results are incorporated into the policy plan as a time limit and timeliness constraint for future implementation, evaluation and termination of the policy. We should define "public" in public management more broadly and integrate non-profit organizations and public aspects into public management. Public management theory needs to be based on action theory and normative theory, understand their context and potential intervention effectiveness. It advocates limiting or even abolishing government intervention and giving full play to the role of market mechanism. Neo-liberal economics has exerted more and more important influence on the practice of government public management in western market economy countries. During this period, disputes over the functions of the government were also put on the agenda. The government should shift its attention from the operation of power to the effect of management. In our country, the government's blind economic investment and image engineering directly lead to a huge waste of administrative resources. Our government urgently needs to solve these problems, always pay attention to public needs, and make good use of taxpayer's money. The horizontal features reflect the behavior at the time of formation, including the records of content, structure, and background. This is the practice under specific scenarios; while the vertical features reflect the continuous reproduction of management behavior at other times and places. Increase flexibility in the recruitment, tenure, salary, and management of others. At the same time, it is also advocated that some public sectors will compete in the market and allow more private sectors to participate in the provision of public services, that is, to replace the government's public sector services by expanding the use of the private market.

4. Conclusion

This paper studies the evolution method of public management paradigm based on life cycle. In the practical application process, the new approach of public management promotes the innovation of public management approach. Public management is an important direction of public sector management research and development, showing greater vitality. During the transition period from traditional planned economy to market economy, on the one hand, it is important to establish and improve the socialist market economy system, and on the other hand, it is also faced with the problem of integrating with western market economy after China's entry into WTO. In this period, the reform is not only the internal demand, but also the dual motive force of combining the internal demand with the external impetus. Public management advocates adjusting the relationship between government and society and market, introducing competition mechanism into government public service field, such as implementing "government business contract leasing" and "competitive bidding", encouraging private investment and operating public service industry. The introduction of competition mechanism in the provision of government public services, the implementation of government bidding procurement, the implementation of the public service quality commitment system, etc., indeed promoted the administrative reform at the institutional level. Prospective presentation and research of the life cycle provides a new perspective that requires us to grasp every process of management development from the perspective of the life cycle integrity.

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