

# Development of the Green Economy and the Creation of Green Objectives Through Digital Networks

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## **Abstract**

*Taking into account the priorities of the European economic development for the 2030 agenda, the digital economy and the green economy are priority topics in the development of environmental and digitalization policies of the last decade. Concepts such as "digital economy", "green products", green investments", green energy" have been used in the last decades. The concepts of green economy, ecological growth and ecological society were triggered on the international agenda by the financial and economic crises of 2008-2009. This article attempts to answer questions such as: What is the impact of digitization on digitization in Romania? What is the impact of digitization on the rural environment? What is the impact of developing the green economy and creating green jobs? Why not combine these two priority areas to get the right result. Moreover, in the research I made a connection with the Management of the local public administration, which needs digitalization and which can have a direct impact on the support and development of the green economy at the level of the rural localities and the creation of new digital and ecological jobs.*

**Keyword:** digital networks, local public administration, green economy, green jobs

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## **1. Introduction**

Considering that the Europe 2020 Strategy [1], as a priority strategic document, which focuses on the three priorities: Smart growth; Sustainable growth; Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion, but in Romania we propose to study a problem regarding the synergetic development of the digital economy. We propose that the development

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of the digital economy be framed taking into consideration the greatest economic, social and environmental challenge that is facing both Romania and other EU member countries today, where there are opportunities for sustainable prosperity and threats to human welfare that are increasingly complex, interconnected and global in scope.

*Priority objectives:*

1. Employment of quality, performance, digitalization and competitiveness in the labor market. The digital economy and the green economy directly contribute to the employment of quality, performance, digitization and competitiveness in the labor market (Negescu Oancea, M.D. et al., 2019). The profound changes in communications technologies and economics mark the transitions to a post-industrial economy, in which knowledge and networks play a more important role than capital, called the digital economy (Ioniță, F. et al., 2009a, b). Although in the last decade's concepts such as "green products", green investments "green energy" have been used, the concept of ecological economy, ecological growth and ecological society has triggered on the international agenda of the financial and economic crisis of 2008-2009. The green economy seen as a framework for restoring economic growth, while responding to climate change and other issues of ecological sustainability. Climate change and the digitization of economies are fundamental changes that affect the relationship between individuals, countries, societies and economies (Rădulescu, C.V. et al., 2018a, b). Both areas are subject to rapid change and require quick responses from policy makers.

2. Reducing social inequalities, social inclusion. Information and social inclusion and exclusion. The needs concept, referring to the most important needs of the poor of the world, to whom priority should be given; also the constraints determined by the level of technology, but also the social organization related to the ability of the environment to meet current and future needs. Developing the digital inclusion debate. The focus on debates on digital inclusion shifted, from the digital divide to the degree of digital inclusion, which accompanied by changes in the focus of universal access as a central aspect of digital inclusion, to an emphasis on digital literacy and awareness around the benefits of using. ICT in economic, social, cultural, civic activity and for the personal well-being of the entire population (Costache, G., et al., 2015).

3. Increasing the quality of human capital and mobility in the labor market. The impact of digitization and sustainable development on the growth of human capital and mobility in the labor market (Ionita, F., & Burlacu, S., 2009). The digital economy assumes three major characteristics: it is a global economy; favors intangible products: ideas, information, and relationships; is intensely interconnected.

4. Innovative social systems. Environmental degradation and non-sustainable management of natural resources. This strongly affects vulnerable groups in developing countries (Bran, F. et al., 2019). The effects of climate

change are not gender neutral. Women are one of the most vulnerable groups suffering especially from these effects and the repercussions of climate change (Bran, F. et al., 2018a).

The first and probably the most important objective in a set of five major socio-economic strategies is to increase the employment rate to 75% among the population aged between 20 and 64. In this difficult context, the National Strategy for Employment 2014-2020 [2] aims to boost efforts to reach the employment target set by Romania for 2020namely an employment rate of 70% for the population aged 20-64 Years.

*The second objective* - common challenges at international level induced by the prolonged economic and financial crisis.

*Third objective* - developments and structures on the labor market at the level of the U.E. 28, the Euro zone and Romania, in correlation with the demands of the flexicurity active labor market policies and the implications of the economic crisis. During the global economic crisis, unemployment in the Eurozone expanded from 7.3% in April 2008 to 10.4% in April 2014.

*The fourth objective* - the paradox of the crisis of valuable and high talented personnel in a world suffused by the lack acute job. In Europe, where the workforce has a high level of education and unemployment, finding talent is relatively easy, though, and here, some employers find it difficult to find the people they need.

*The fifth objective* - the art of human resources management - probably the most powerful factor responsible for the growth and productivity of companies in the near future. The growing mobility of talented employees globally, especially among developing countries, creates a crisis of talents, mobilizing human resources departments to focus all their resources to solve it, shows the latest study by the Adecco Institute in UK.

*The sixth objective* - the progressive and aggressive penetration of the digital economy in the economic-social life of the modern society of the 21st century. However, that the notion of digital economy does not in any case imply an alternative or a complete substitute for the classical economy.

*The seventh objective* - major goal of the digital economy in the perspective of Romania's immediate future: electronic governance. The modernization and reorganization of government and public administration have as an end electronic government. The success of e-commerce in recent years has strongly influenced the public sector. E-government has become the phrase used to designate many activities and attempts to innovate and modernize public administration, which generally organized in a rigid and bureaucratic manner.

## **2. The Bibliographic Study of the Problem of the Digitization the Management of Public Administration**

Digital Agenda [3] The National Strategy on the Digital Agenda for Romania reflects the needs and implicitly the Romanian vision regarding the development of the ICT sector. It mainly targets 3 large areas of action: public

administration and its modernization, the private sector and indirect support of its competitiveness, and the large population by ensuring access to ICT-type resources and digital inclusion.

A horizontal component regarding Romania's needs is cyber security, which affects all areas of action equally. At the private sector level, Romania's vision is primarily to develop the e-Commerce sector to ensure a retail sector that be subsequently integrated into the digital single market. In the National Strategy for sustainable development of Romania 2030 [4] in the Chapter of ensuring a healthy life and promoting the well-being of all, at any age, as 2030 priority targets we have: "Ensuring universal access to information, education and counseling services to promote prevention and adoption. a risk-free lifestyle. Complete digitization of the health system and, implicitly the elimination of documents and records printed on paper, to streamline and facilitate medical interventions, to provide the population with quick access to quality medical services, treatments and medicines and to efficiently monitor needs (p. 35).

Brown, D.C.G., Toze, S., (2017) argue: "Recent transformations in the public sector, through digital technology processes, with information as a primary resource, with information governance, and with the need for advanced IT skills that are already a priority, provide insights into key issues related to information governance, which must be taken under consideration to ensure access to government information - accurate, accurate, secure and available." The governance of information forms a bridge between the legacy systems of the past and the mobile platforms of the future. It is necessary to take into account the tensions between the inheritance and the new, which provides the context in which change can be imagined. Forces, which include new information formats, modes of transmission and use, new skills and governance requirements. Therefore, the authors propose a research agenda focused on information governance. In this respect, information represents, together with money and people, the basic resource of public administration.

The activity of public management at different levels includes "Collection, production, processing, analysis, use and re-use, dissemination, protection, disposal and long-term retention of information. Information - it is the fact that it can be kept in many forms and transmitted through numerous media, technological variables that have shaped the nature and scale of government." Information governance is a developing concept that captures the more accurate approach to government information necessary in the digital age, where information assumes an even more central role (Hood and Margetts 2007).

What information should be created and acquired; for what purposes; who will have access to it; the information will be shared, combined and integrated to solve the increasingly interconnected problems; it will be used to promote political and public debate and genuine stakeholder participation; who will own and control the information; how its security, integrity and value will be protected; and who will be responsible for making decisions on these issues? (Lipchak, 2002:3). In the

table below (Table 1), we present how information is created and acquired in the management of public administration.

**Table 1. Creation and acquisition of information in the management of public administration**

<b>Information</b>	<b>Purpose</b>	<b>Access, use and responsibility</b>
<b>What information should be created and acquired?</b> Informational governance in the digitalized public administration is then the ability to use all information resources effectively	For what purposes? (records, published data, electronically owned) that are at the heart of governance and public administration	<b>Who will have access?</b> The nature of the information holdings of a government - from what it knows - is as complex as the government itself, providing its memory, on the one hand, and the raw material for its current and future activities, on the other.
Shared and integrated information sharing	Solving interconnected problems	Use of information to promote public and political debates
Decision management in the public administration	Formulate decision-making problems and solve these problems.	Who will be responsible for making decisions?

*Source:* Developed by the author

Information governance in an open technological environment (Burlacu, S. & Neagu, C. 2007). The governance of public sector information, based on a deeply rooted environment and institutional culture, carries a set of themes and themes of duration (Burlacu, S., 2009, 2011).

According to the authors E. Shava and C. Hofisi, (2017): “the world is waiting for digital transformations, coordinated by the fourth industrial revolution. The perceived benefits of increased efficiency and efficiency in the provision of services, the fourth industrial revolution presents various challenges for the public administration in developing countries, which do not have sufficient human resources, and materials to execute the technological advances that await us.”

Focuses on: (1). disruption of society's values and restructuring of the economy, (2). infrastructure development, (3). lack of ability to integrate new technologies and fear of job loss, (4). Poverty and inequalities, which threaten the success of the public administration in the fourth industrial revolution. In this context; this article attempts to answer the research questions: Will businesses thrive when the fourth industrial revolution takes full control? Is the fourth industrial revolution a threat to public administration, human labor and survival, or does it open a new door for opportunities? What is the future of public administration in the fourth industrial revolution?

The authors focused on studying the following priorities: (1) The unfolding of the problems of public administration in the fourth Industrial Revolution, (2) Opportunities, challenges and effects of the fourth industrial revolution in the

functioning of the public administration. Disruption of societal values and restructuring of the economy. The effects of the Fourth Industrial Revolution on public administration has the capacity to restructure and reorganize the workforce and global incomes around the world, although it has more devastating effects on business, the economy, the labor markets, and people's lives. (Schwab, 2016).

Therefore, the public institutions will have to increase their responsibility due to the significant transformations in the economy and on the labor market influenced by the fourth industrial revolution (Burlacu, S. et al., 2013a, b, 2018, 2019). Implementation of new technologies and development of innovative strategic opportunities to ensure economic growth, taking into account the risks related to the increase of disparities due to the use of artificial intelligence and labor robotics. Last, but not least, the issue of Information Security is important for the public administration. The effects of cyberattacks are major threats to the proper functioning of public administrations. The Government incurs huge expenses in Security measures on various issues, such as ensuring the safety of citizens, or security for combating terrorism, Economic and Information Security issues.

Ochetana, C.M.T. & Ochetana, D.A. (2012) finds: “The instability of the economic environment generated by the global financial economic crisis causes organizations to seek new ways of managing human resources. The current global economic crisis generates negative effects on global economic growth, as well as political and social consequences. The negative effects of the economic crisis on the personnel of a company are manifested by the fall of the motivation in the workplace, the decrease of the organizational performance, feelings of uncertainty and fear, the diminution of the confidence in the management of the company, etc., which require more attention paid to the employees.”

Communicating the situation that organizations face is one of the main measures that entrepreneurs must take into consideration during the crisis times. Rewards that are non-financial have big impact during crisis, if budget of the organization is low. In the document “Digital Transformation of the public administration is essential in order to create new opportunities for growth, simplify bureaucracy and make policies more transparent and effective.”, 2018 [4] it is noticed: “The challenge for the digital transformation of public administration is not primarily technological; it is largely a political challenge that must be guided from above and must address the issue of the general lack of competences and leadership in the PA, which are indispensable for the successful management of the transformation. Digital transformation is the reinvention of the way in which public services are designed, designed, implemented and managed. Technology is a facilitator of change, but “being digital” is only partially the product of technological activities. Every day, we meet PA officials and managers who confuse the implementation of a digital strategy with the simple application of digital technologies to old processes.”

Camerer, C., Loewenstein, G., and Prelec, D., (2005) considers: “Behavioral economics” is now an important element in the intellectual landscape

and has generated applications for topics in economics, such as finance, game theory, labor economics, public finance, law and macroeconomics (Colin Camerer and George Loewenstein 2004). Behavioral economics been largely informed by a branch of psychology called “behavioral decision research,” but otherwise the cognitive sciences are ripe for harvest. Either some important ideas will surely come from neuroscience, directly or because neuroscience will shape what believed about psychology, which in turn informs the economy”.

Janine O’Flynn (2007) considers: “Both practitioners and scholars are increasingly interested in the idea of public value as being far from misunderstanding government activity, informing about the realization of policies and construction of services provided. In part, this is an answer to concerns about “new public management”, but it also offers an interesting way to see what public sector organizations and public administrations are actually doing. The purpose of this article is to examine this emerging approach, to review the new public management and to contrast it with a paradigm of public value. This provides the basis for a conceptual discussion of the differences in approach, but also for indicating practical implications for both public sector management and public sector managers.

According to Bruno, S., Popescu Neveanu, P., Ghiuruțan, M.M., (2001) The psycho-sociology of public administration studies the attitudes and behaviors of individuals and groups in public administrations. This discipline ensures the ability to understand how these institutions should be run efficiently, how they can be better organized and how they are affected by events in the external environment. As a branch of the psycho-sociology of organizations, it tries to explain the success or failure in administration from the perspective of the relationships that are established between people and of the values that guide the public authorities in the management of community affairs. It provides an overview of the motivations that animate people in administrative processes, their degree of satisfaction, the managerial styles used, the personality traits of those involved in the decision-making at the local level, and the axiological philosophy and predispositions that are at stake. based on the behaviors of people from local public institutions.

Moldovan, O., & Macarie, F-C. (2016) Although organizational culture is a well-established topic in management studies, empirical studies on the public sector are still quite rare, especially regarding the former communist space. Based on the dimensional approach of the culture, this research aims to present the particularities of the organizational culture in the organizations of the Romanian public administration.

Mintrom, M. & Luetjens, J. (2015) Policy making and public management should be closely linked so that the implemented public policies achieve the expected results. However, policy designers often carry out their activities with limited awareness of how citizens and service managers experience current public programs. An emphasis on creating public value provides a way to tighten the connection between policy making and public management. Recent discussions of

public value have emphasized three aspects of public management: the provision of services, the achievement of social results and the maintenance of trust and legitimacy.

In these discussions, the efforts of the policy makers were underlined (Burlacu, S., & Jiroveanu, D., 2011). We investigate the impact of approaching public value related to policy making. Public value requires policy decision makers to be in touch with stakeholders, involve them to support the policy development.

According to Bryson, J. & Crosby, B.C. (2014) The transition to a new traditional public administration, and the application of a new, high-performance and modern public management generator of innovations and modern approaches. The new approach is the answer to the new world that communicates in networks, a multi sectoral and cross-sectoral public activity, without a full load and the deficiencies in the outdated approaches of the public administration. The new approach puts values beyond pro-eminence and efficiency - especially democratic values. The government plays the role of guarantor of public values. Citizens, businesses, nonprofits, are important as active solvers of public problems.

In opinion of Kanellopoulos, D., (2012) With the manifestation of the recession and the slowing down of the development of society, a number of major and irreversible economic and social changes have taken place in the European economy. The influence of these changes has been manifested in all areas of activity to a lesser or greater extent. Obviously, the major influence has been and still is that of the reduction of expenses, expenses that involve financial, human and material resources necessary to carry out the current activities. In the Greek healthcare system, the reduction of these expenses, especially those with the human resource, forces the approach in the future from the perspective of the development of this resource, a fact that must consider obtaining the same effects (results), but with lower efforts (costs). The main challenge is to reduce the efforts specific to human resources (training, permanent training, motivation and development) to a substantial extent, but to avoid manifesting the reduction of the quality of human resources and the results of their work. Moreover, the management of human resources in the health sector is deficient for a period of crisis, given that, compared to the European countries; the level of insurance of the population of Greece with doctors and health professionals is lower than the European average.

Tanase, D. I. (2012) consider that: "Crisis approaches represent the fundamental side of the systemic crisis management process, are limiting and must be accompanied by the existential side of the crisis. Living the major organizational crisis, thinking about such a situation, can cause another intense anxiety crisis. The anxiety, although irrational, in the rational sense of the term, is still a real one. To answer the questions that arise and manifest during a crisis, different defensive strategies are applied".

Kosorukov, A. (2017) supports the view that digital systems determine the process of practical implementation of state policy, penetrate almost all the context in which it was involved, is the basis of innovative developments in public administration. Many of governments have information systems and present digital commitment and also transparency. In a rapidly changing digital environment, the

state must build a complex system of communication and feedback cycles with citizens.

Wayne F. Cascio & Ramiro Montealegre (2016) consider that: “discusses the relationship between new technologies, employment and social inequality, which has gained much attention lately. An important lesson is - that we tend to underestimate the job creation potential of fundamental technological transformations, because we do not have sufficient knowledge and imagination about the types of jobs, that will be created under the new technological paradigm”.

### 3. Conclusions

1. Providing resources for institutions, organizations and individuals in these locations to raise the barriers to digital inclusion, for the specific challenges faced by various social groups in order to solve employment problems and other social, educational and cultural problems;
2. Evaluate the implementation and success of these initiatives, noting if the groups have improved their civic position, their economic, social, cultural and personal well-being, a result of their increased digital commitment.
3. Types of ICT access, literacy, motivation and commitment can be linked to certain social outcomes for certain groups in different regions of the country.
4. When reporting on the implementation of policies at the moment, it is disconnected and refers only rarely to removing the social investment objectives, for specific groups most exposed to the risk of digital and social exclusion.
5. An analysis of current thinking on the development of economies and global societies focused on the potentials of information and communication technology (ICT) potential, the challenge of environmental sustainability, and eco-innovation.
6. It is necessary that the strategies and policies for the development of the digital economy with a view to creating new jobs are implemented more efficiently and to develop methodologies for measuring the digital economy and possibilities for implementation in the Romanian economy.
7. It is necessary to correlate the strategies and policies for the development of the green economy in Romania with a view to creating new jobs with the Digital Agenda for Romania.
8. Integrated approach to social and digital inclusion. Access of the population to information, to information technologies, to digital and ecological education. Development of e-Inclusion policies in Romania and the EU.

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