

Ø DEM & Ø GOV

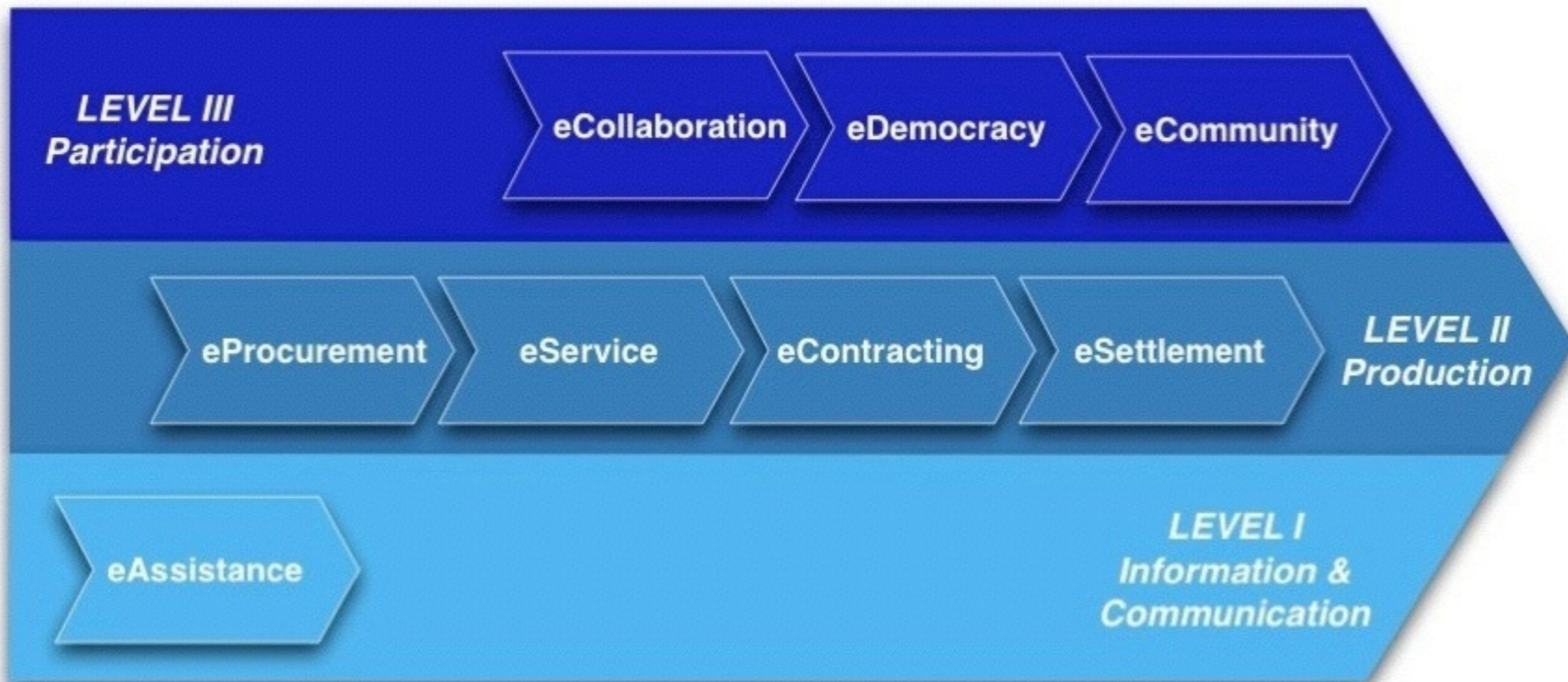
EGOVERNMENT FRAMEWORK

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Knowledge Society





- What is the content of the Lisbon Declaration?
- How can we define eDemocracy and eGovernment?
- What is the difference between eGovernment, eBusiness & eCommerce?
- Which are the main exchange options in eGovernment?
- How could a maturity model for eGovernment look like?
- What are the chances and risks in a digital economy?

Objectives

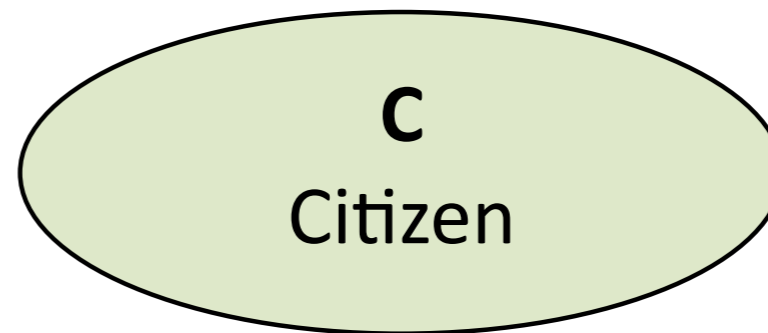
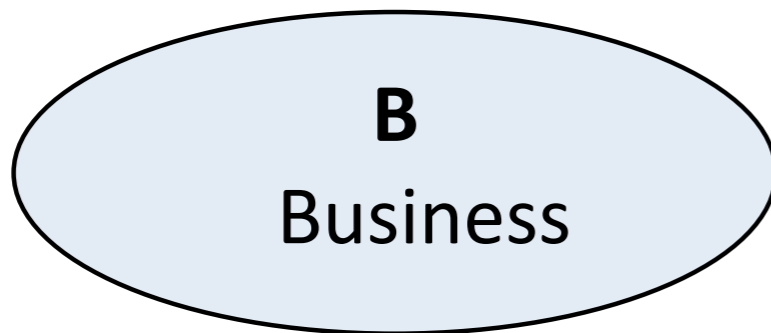
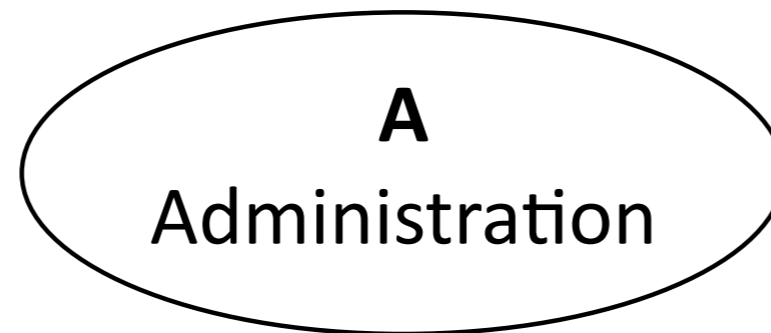
- Preparing the transition to a knowledge-based economy and society by better policies for the information society and R&D, as well as
- By stepping up the process of structural reform for competitiveness and innovation and by completing the internal market.
- Modernizing the European social model, investing in people and combating social exclusion.
- Sustaining the healthy economic outlook and favorable growth prospects by applying an appropriate macro-economic policy mix.

i2010 eGovernment Action Plan:

- *No Citizen Left Behind* → Avoidance of Digital Divide.
- *Making Efficiency and Effectiveness a Reality* → Benchmarks for governmental services.
- *Implementing Impact Key Services* → Public services for citizens and companies.
- *Putting Key Enablers in Place* → Privacy and Security.
- *Strengthening Participation and Democratic Making* → Civic education and community support; providing eElections and eVoting.

THE BERMUDA TRIANGLE OF EBIZ & EGOV

also see Larry Kusche: The Bermuda Triangle Mystery Solved, 1975



HOW SHOULD WE DEFINE EBUSINESS ET AL.?

- “Electronic Business is a general term for the conduct of business with the assistance of telecommunications and telecommunication-based tools.” [Clarke 1999]
- “Electronic Commerce can be defined as the execution or carrying out of a business transaction by advanced information technology to increase the effectiveness of the business relationship between trading partners.” [cnec.org 1997]
- “Electronic Commerce refers generally to all forms of transaction relating to commercial activities, including both organizations and individuals, that are based upon the processing and transmission of digitized data, including text, sound and visual images.” [OECD 1997]
- “The utilization of information and communication technologies to support the processes of creating value added in an economical sense.” [Schmid/Zimmerman 1998]
- “Electronic Commerce consists of electronic transactions between business partners completed over telecommunication networks.” [Strauss/Schoder 1999]
- “Electronic Commerce provides to run digital business processes between companies and their customers over the global public and private networks (internet).” [Thome/Schinzer 1997]

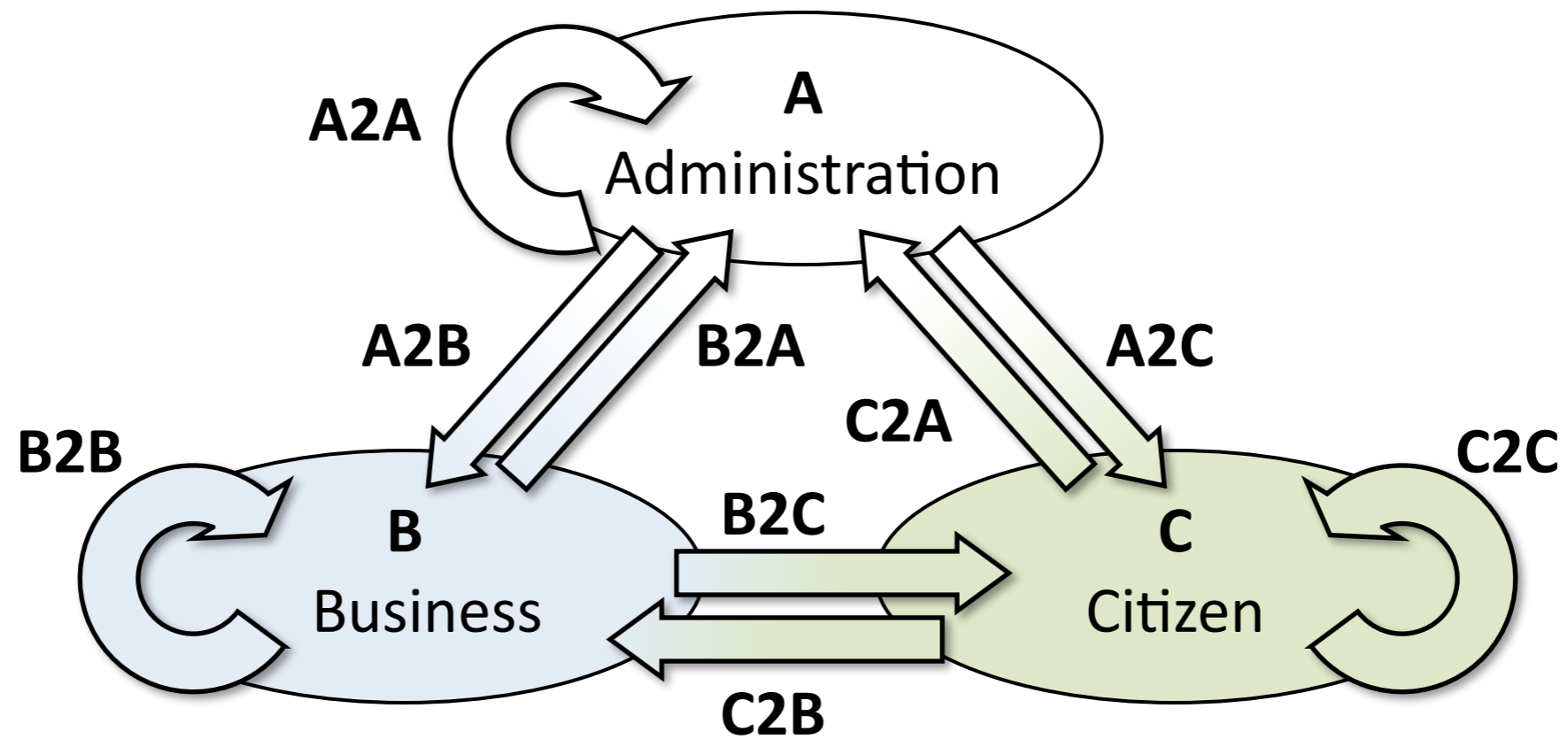
Author	Keywords			
	Information & Communications Technology	Business Transaction	Actors	Effectiveness/ Value added
[Clarke 1999]	✓	✓		
[cnec.org 1997]	✓	✓	✓	✓
[OECD 1997]	✓	✓	✓	
[Schmid/Zimmermann 1998]	✓	✓		✓
[Strauss/Schoder 1999]	✓	✓	✓	
[Thome/Schinzer 1997]	✓	✓	✓	

eBusiness is the **electronic handling of business processes** between:

- Business companies (**B**),
- Citizens or Consumers (**C**), and
- Administration (**A**)

over public communication networks, e.g. Internet in order to achieve a “**value added**”.

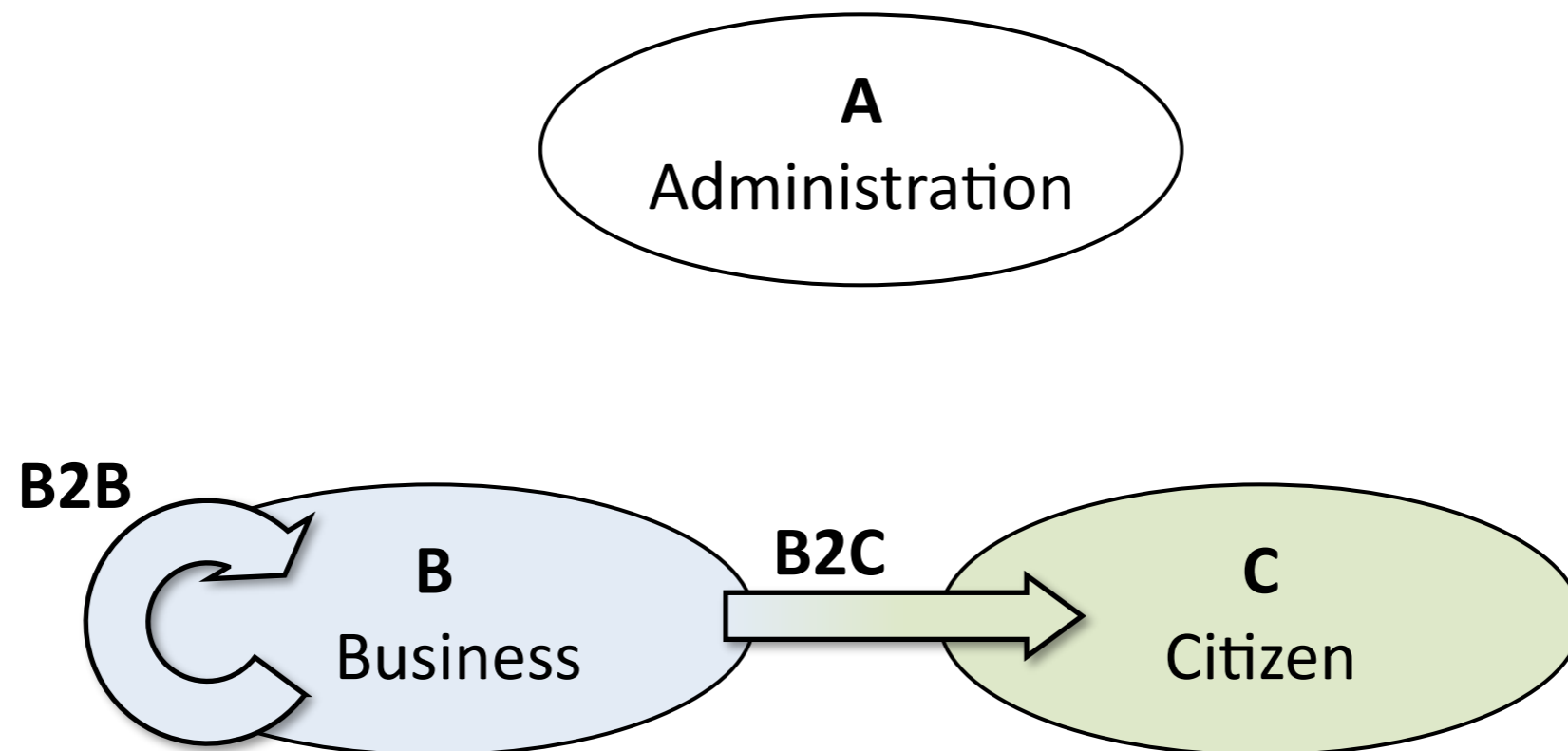
NINE EXCHANGE OPTIONS FOR EBIZ



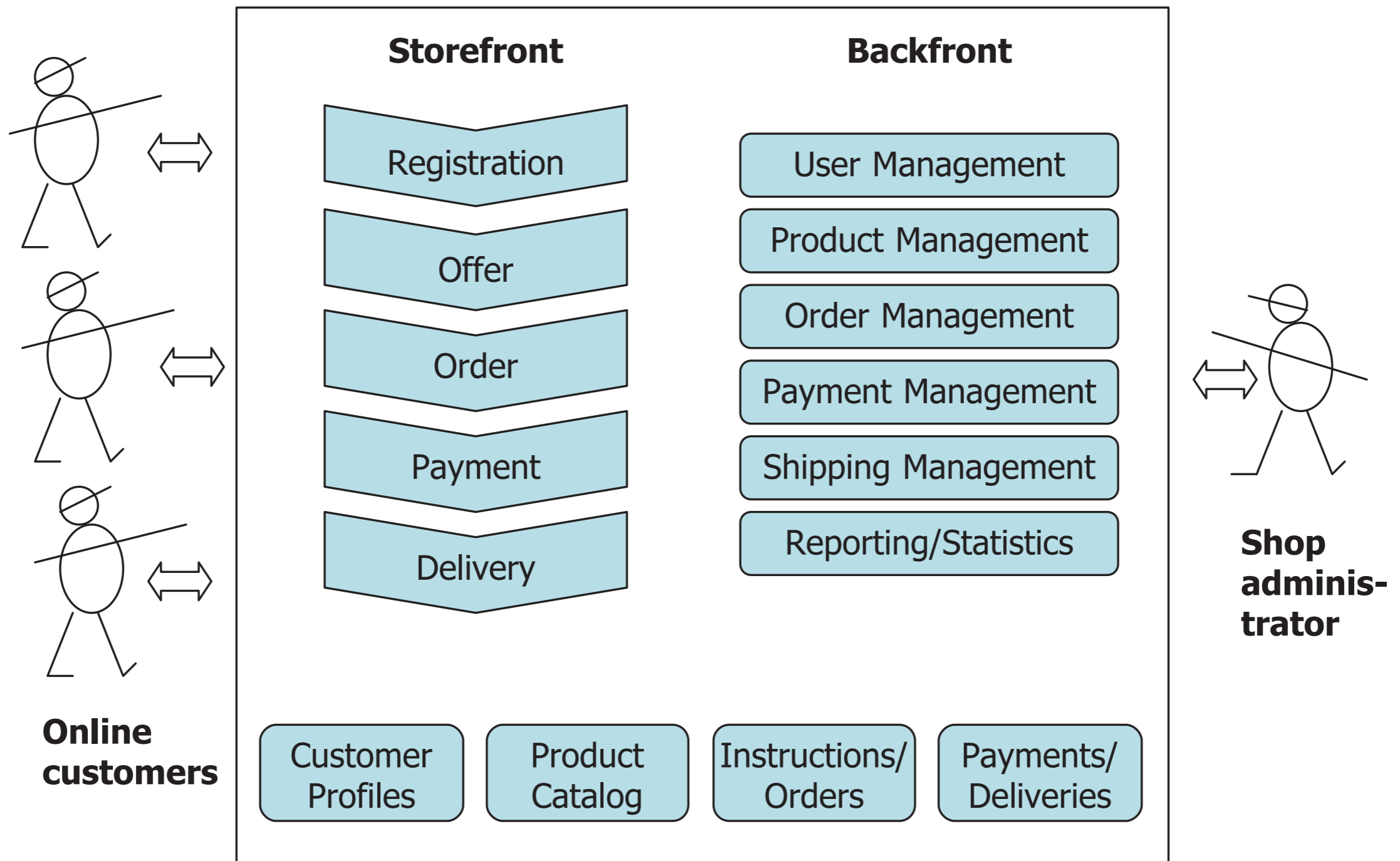
WHAT IS ECOMMERCE?

Business to Business (B2B)

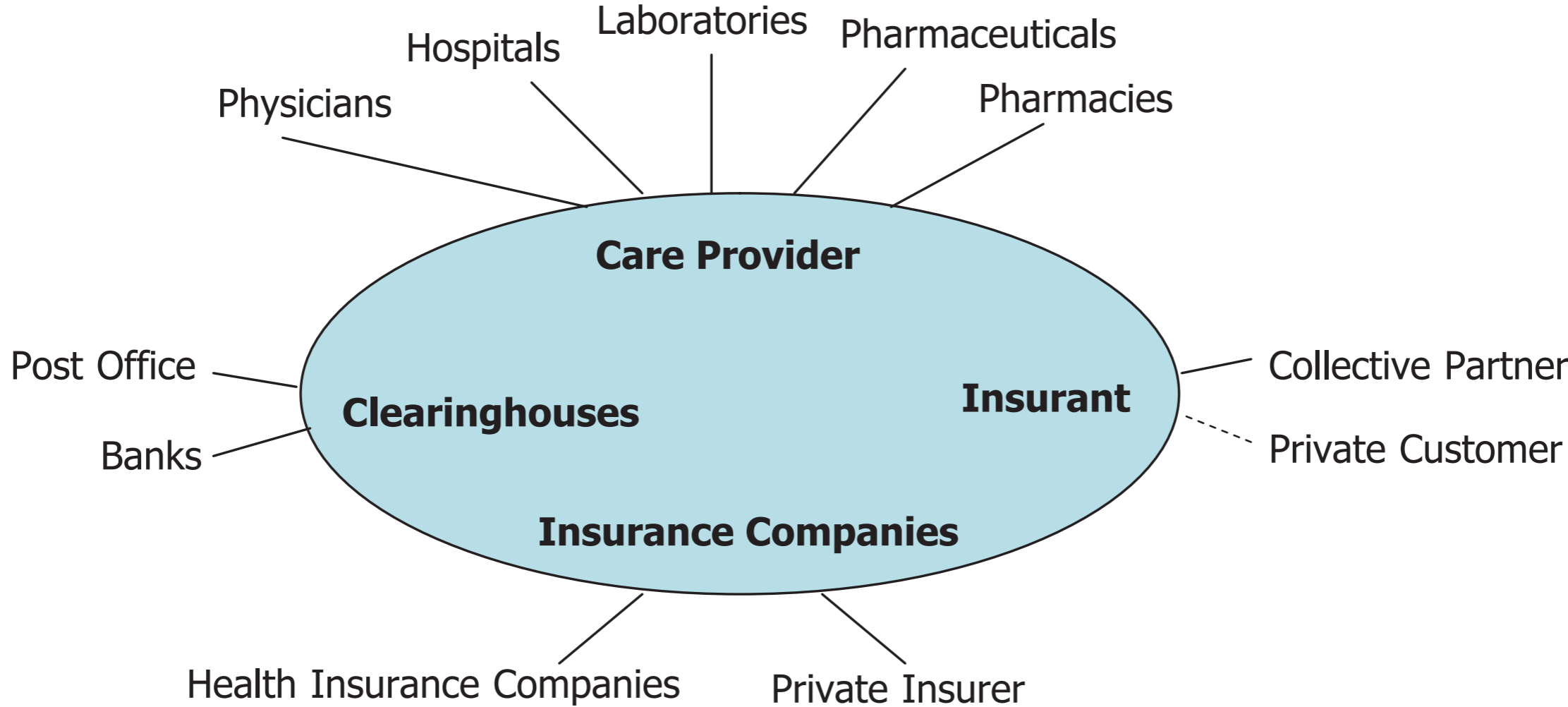
Business to Citizen or Consumer (B2C)



EXAMPLE OF B2C OPTION - ESHOP



EXAMPLE OF B2B OPTION - EHEALTH



Key:

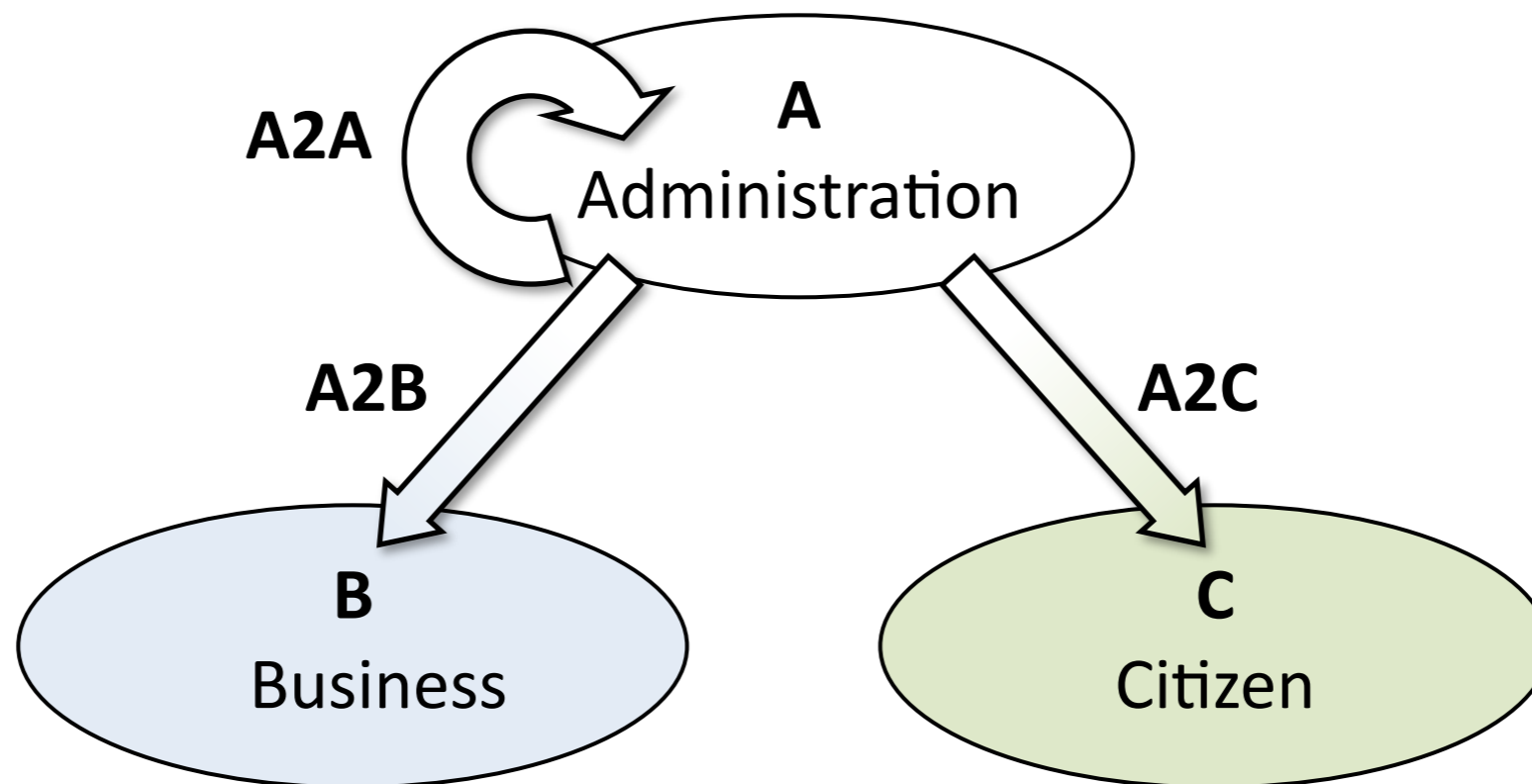
- via Internet
- - - - - by mail

WHAT IS EGOVERNMENT?

Administration to Administration (A2A)

Administration to Business (A2B)

Administration to Citizen (A2C)



A2A

- Information and exchange relations on a certain communal level (e.g. virtual community) or between different levels on governmental institutions.

A2B

- Governmental services for companies and organizations (eight service areas such as corporation tax, registration of new company, customs declaration, public procurement etc.).

A2C

- Public services for citizens (twenty service areas such as social security, certificates for birth or marriage, passport, car registration, education, public libraries, health services etc.).

OVERVIEW OF EXCHANGE OPTIONS

		SERVICE DEMAND		
		Administration	Citizen	Business
SERVICE OFFER	Administration	Administration to Administration (A2A) e.g. Types of collaboration of virtual communities	Administration to Citizen (A2C) e.g. Opportunity for electronic voting	Administration to Business (A2B) e.g. Open tendering of project schemas
	Citizen	Citizen to Administration (C2A) e.g. Citizens evaluate public environmental projects	Citizen to Citizen (C2C) e.g. Small advertisement on personal homepage	Citizen to Business (C2B) e.g. Web site with personal qualification profile
	Business	Business to Administration (B2A) e.g. Electronic services for public administrations	Business to Citizen or Consumer (B2C) e.g. Products offer in a eShop	Business to Business (B2B) e.g. Order from suppliers (supply chain)

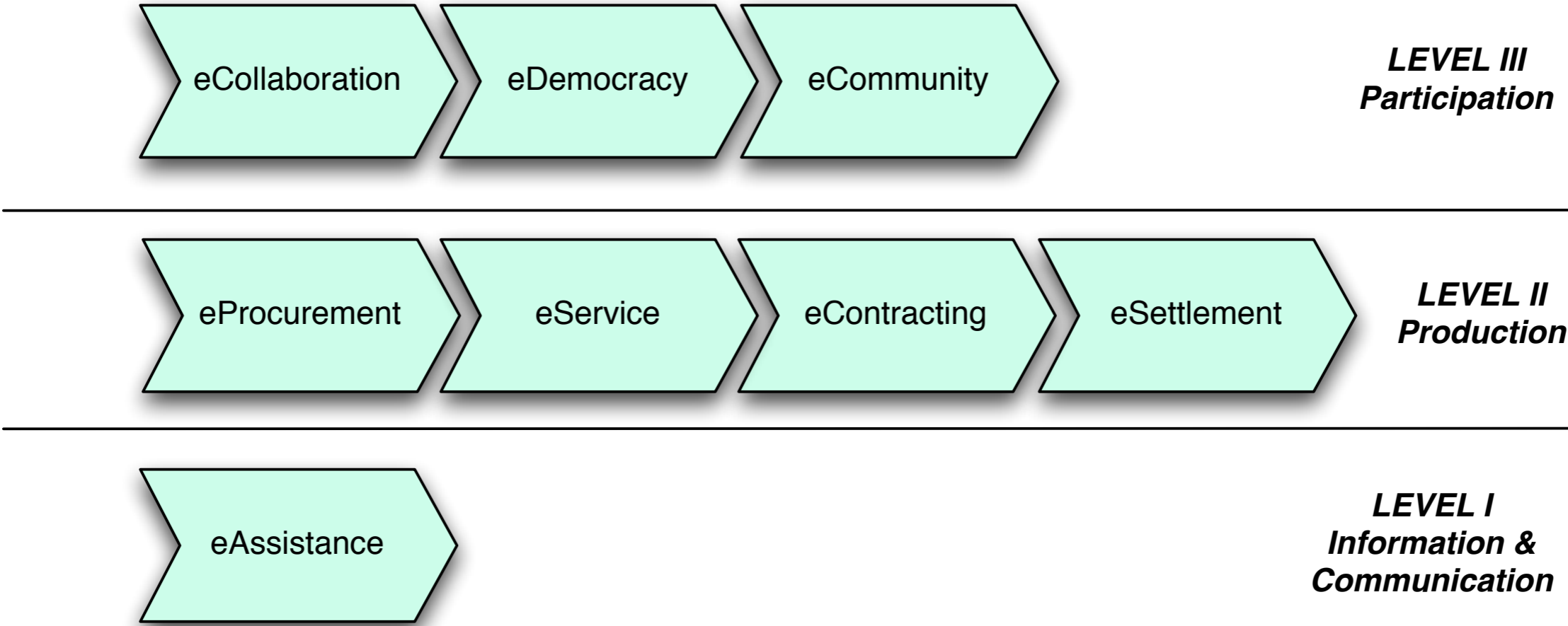
eDemocracy refers to the support and enhancement of civil rights and duties in the information and knowledge society:

- Focuses on participation with help of ICT (Information and Communication Technology) regardless of time and place.
- No citizen left behind
- Providing discussion channels
- Stimulating involvement of citizens
- Formation of communities
- Offering electronic services for citizens and institutions
- Stimulating web-based voting and elections
- Improving “Political Controlling” and “Public Memory”

EXAMPLES OF A2C OPTIONS

	eAssistance	eProduction	eDemocracy
Transaction	<ul style="list-style-type: none"> • electronic reservation of public areas • electronic orders 	<ul style="list-style-type: none"> • electronic tax declaration • registration • census 	<ul style="list-style-type: none"> • electronic elections (eElection) • electronic voting (eVoting)
Communication	<p>web services for</p> <ul style="list-style-type: none"> • inquiries • feedback 	<ul style="list-style-type: none"> • email • online forms • discussion forums • project announcements 	<ul style="list-style-type: none"> • discussion forums for elections and voting • notifications
Information	<ul style="list-style-type: none"> • announcements • rules of behavior • recommendations 	<ul style="list-style-type: none"> • procedure for official approval • instructions 	<ul style="list-style-type: none"> • legal principles • decrees

MATURITY MODEL FOR EGOV



eAssistance

- Developing and maintaining a governmental portal
- Offering a barrier-free web access
- Helping citizens with disabilities
- Providing a discussion platform for citizens
- Offering Web 2.0 (social web) options
- Analyzing the potential of Web 3.0 (social semantic web)
- Establishing a citizen relationship management
- Avoiding digital gap

eProcurement, eService, eContracting & eSettlement

- Establishing a web-based procurement process
- Enabling public offering via Internet
- Offering electronic services for citizens and institutions
- Pushing eHealth options and mobile services
- Developing the Public Key Infrastructure
- Supervising trust centers for digital signatures
- Giving guidelines for ePayment options
- Enabling eDistribution channels
- Improving data protection and data security directives

eCollaboration, eDemocracy & eCommunity

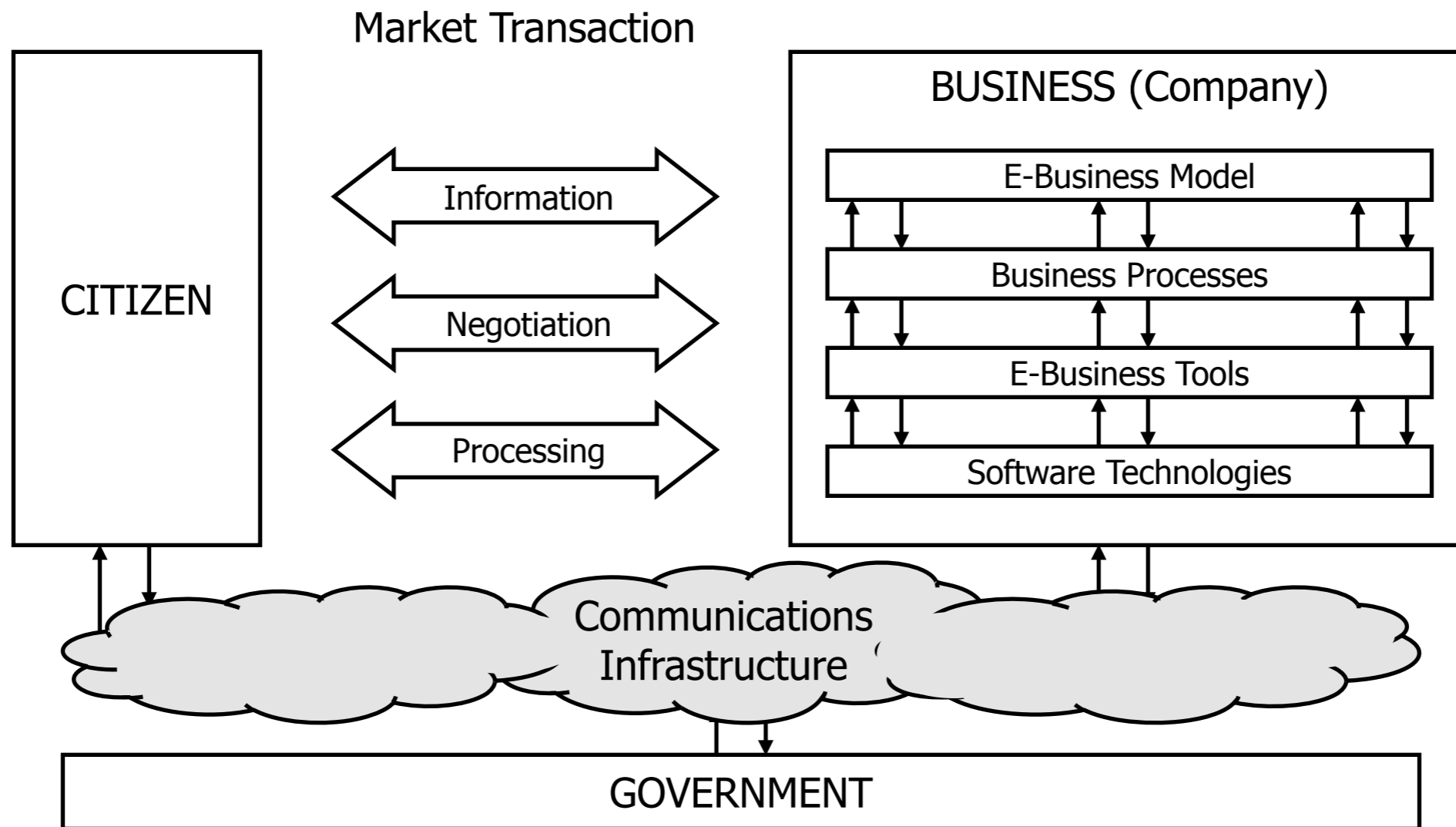
- Enabling collaborative working environments
- Testing political blogs
- Let nobody behind (eInclusion)
- Establishing eParticipation platforms
- Enabling eElections and eVoting
- Providing 'affordable education to anybody who wants it' (Anant Agarwal, MIT Boston)
- Developing digital libraries (Public Memory)
- Pushing an open society

MOOC's Massive Open Online Courses

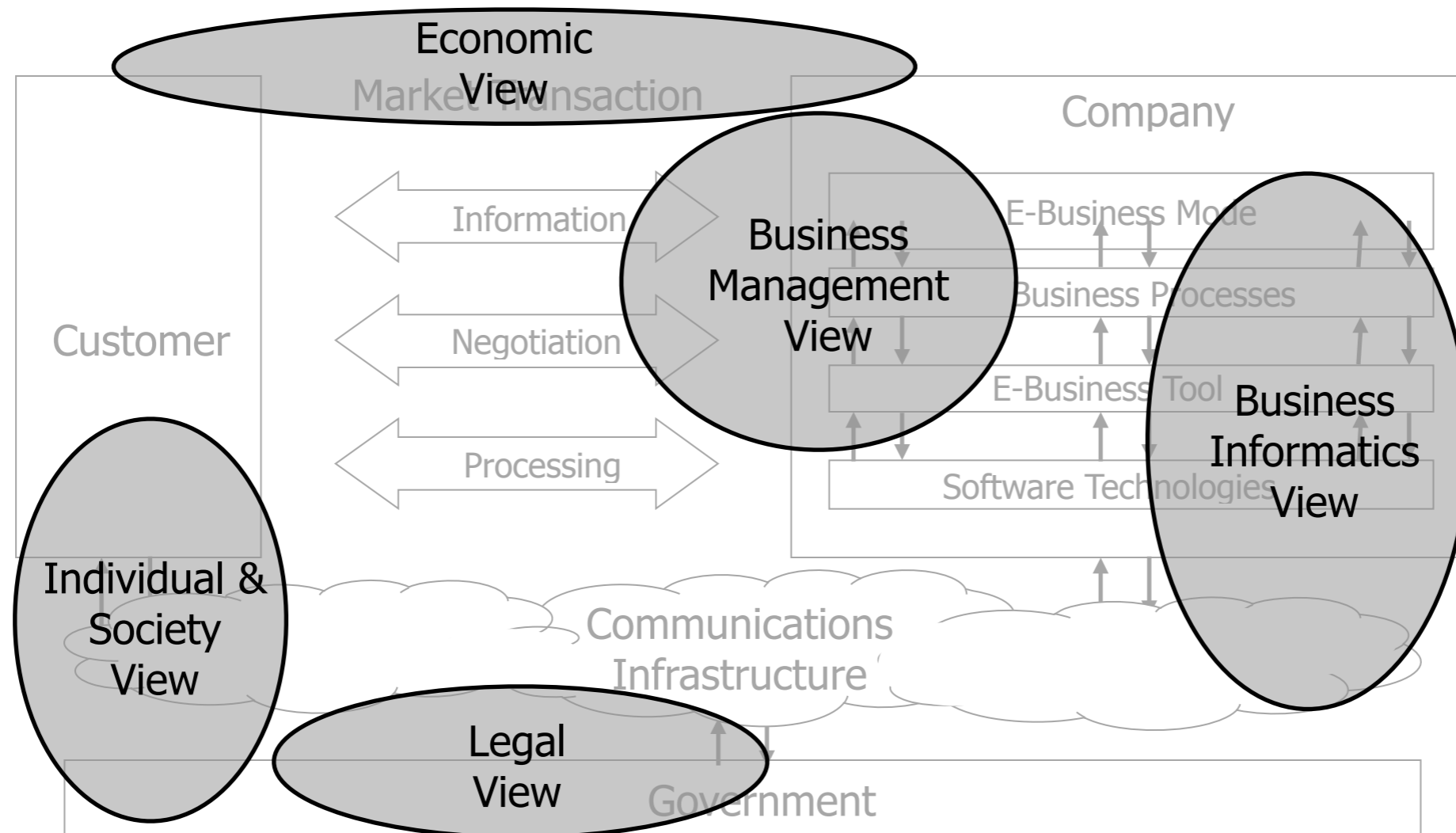
The logo for MOOC List features the text "MOOC List" in a bold, red, sans-serif font. The letter "O" in "MOOC" is stylized with a black dot in the center. The word "List" is in a smaller, black, sans-serif font. A small black graduation cap icon is positioned above the letter "t" in "List".

Welcome to MOOC List

Physical Good	Digital Good



WHAT ARE THE CHALLENGES OF EBIZ?



Economic View

- Electronic money (cyber cash)
- The tax problem
- Distributed work
- Multi-option society

Business Management View

- Marketing, new channels for distribution
- New forms of organizational structures (virtual company)
- Project management
- Business plans spanning over several companies

Business Informatics View

- Digital agents
- User and operator guidance
- Communication networks
- Limit catastrophes
- Data protection
- Data security

Legal, Individual & Society View

- Digital signature
- Copyright for digital products
- Liability
- Trustworthiness
- Protection of privacy

LONGTERM CHANGE IN SECTORAL STRUCTURE

Percentage share of work

