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E-CUSTOMS IN UKRAINE: TECHNOLOGIES OF EDIPLOMACY

Glubochenko K.O.

Mykolaiv National University named after V. Sukhomlinskiy

In the article the experience of introduction of eDiplomacy technologies in custom institutes has been researched. Peculiarities of introduction of eDiplomacy as an element of e-communications of customs have been analyzed and ways of adaptation of diplomatic innovations in the system of public administration in Ukraine have been designated. Author comes to the conclusion that, Internet and social media mediate technologies of eDiplomacy used by custom institutes of State Fiscal Service of Ukraine mostly oriented on target audience – consumers of administrative services. However, it is substantially that additionally this canal of electronic communication has significant imaginary part, it forms attractive image of custom institutes in Mass Media for positive perceiving of custom activity not only by direct tax payers but also by wide public of own and other countries.

Keywords: eDiplomacy Technologies, Electronic Diplomacy, Social Media, e-Customs, Public Administration in Ukraine, State Fiscal Service of Ukraine.

Formulation of the problem. The enforcement of European bases of public administration in Ukraine in the context of development of informative society makes actual question about transparency of public institutes, which realized foreign-policy vector of Ukraine and formed its image abroad. Therefore, the transparency of public administrative institutes and increasing of its effectiveness in the informative society become dominant priority of public administration. In the context of reformation of the custom institutes' system electronic communication of public administrative institutes with target public becomes one of the main feature of quality of electronic services for citizens and increasing of quality of public administrative activity. It courses the actuality of this research.

Target group of custom institutes of State Fiscal Service of Ukraine is not only the citizens of Ukraine but also subjects of foreign economic activity of the other countries, which involved in export-import operations with our country. Thus, we may discuss about electronic communication in the aspect of electronic diplomacy (eDiplomacy).

Analysis of recent studies and publications. The technologies of eDiplomacy were partially researched in the scientific works of such authors as O. Grech (Grech 2012), F. Hanson (Hanson 2012), A. Cooper (Cooper 2012) etc. In these works are analyzed and researched the technologies of eDiplomacy, which were developed and approbated by U.S. Department of State. In significant part of eDiplomacy researches and other kinds of electronic (digital) diplomacy are analyzed diplomatic society communication of official persons responsible for foreign relations with wide society including the society of other countries.

According to A. Cooper, «In saying there are limits to twiplomacy then Burson-Marsteller is stating the obvious. Much of the push to embrace ediplomacy is beyond the leaders' level, the prime example being Hillary Clinton who has aimed to incorporate this activity into her vision of 21st century state-

craft. Under Clinton's point person, Alec Ross, the US department of state has built up a team of externally-focused bloggers (active in languages such as Arabic, Urdu and Somali) and internally-focused Facebook-like social networking site, Corridor, and an internal Wiki called Diplopedia» [7, p. 10].

Emphasizing of unsolved aspects of the problem. The technologies of e-communication in the aspect of custom institutes activity were partly analysed. In significant part of the researches are analysed aspects of introduction of theoretical developments of electronic interaction in the practical activity of custom institutes.

Stepan Soukenik observed that «The Internet has opened a new debate on public sphere and democratic values. News media and non-governmental organizations play an active role in online public sphere as before in traditional media system. However, they must fight for their position while the World Wide Web has become more interactive and sophisticated in the first decade of the 20th century. Firstly, blogs, video podcasts and wiki systems of user-generated information plethora have contributed to the phenomenon of online «citizen journalism». It means that citizens partly take over journalists and official stakeholder groups and have an opportunity to express their views on an issue. Nevertheless, it might be claimed that due to the relative novelty of such a realignment of power, it is too early for a critical evaluation of real impact of citizen journalism on policy change. Therefore, such effectiveness can be seen as a current limitation of the Internet genuinely enriching democratic citizenship» [10].

Theoretical and methodical aspects of introduction of electronic communication of public institutes in society are rather wildly researched in scientific works. However, these publications are analysed only general trends and features of such communication. Peculiarities of electronic communication custom administrative institutes with target audience of own country and states-importers were not researched in the scientific sources.

Objectives article. The purpose of the article – to analyse trends and tendencies of introduction of eDiplomacy technologies by custom institutes of State Fiscal Service of Ukraine.

The main material research. EDiplomacy is rather new phenomenon in the sphere of foreign relations, thus actuality of researching of this process is indisputable. European vectors of our state and reforming of public administration system in Ukraine according to the European standard course are of practical value of our research.

The concept of electronic (virtual, digital, twitter) diplomacy is widely spread. From 2012, since F. Hanson (Hanson 2012) was published, the term «electronic diplomacy» or «eDiplomacy» became to prevail above another verbal marker of this phenomenon. However, the meaning of the term was not change; eDiplomacy is understood as definite activity in achievement of diplomatic aims with the help of Internet, social media and informative technologies at all.

According to F. Hanson – the implementator of eDiplomacy researching, mass media has dramatically shifted the ground rules of public diplomacy. In the past, a competent diplomat might have been able to reach hundreds and possibly thousands of individuals through external engagement. With rare exceptions, it might have been possible to reach occasionally hundreds of thousands or millions of people via newspapers, radio and television, but that required going through gatekeepers [8].

Certainly, tools of eDiplomacy directly help administrators to communicate and provide permanent dialog with society of own and other countries with the help of Internet and social media (Twitter, Facebook), and also to influence on new political processes in the world on-line (immediate reacting on political events in own and other countries, exposition and argumentation of official position, recognition of definite accents in international communications etc).

Indeed, mass media takes special role in this process, especially Facebook and Twitter. Use of social medium Twitter with diplomatic aims coursed creating of separate net resource Twitter-diplomacy twiplomacy (Twiplomacy: WWW). Here the activity of state leaders and official representatives of foreign policy institutes is analyzed and summarized online.

In this context Twiplomacy is researched as a part of electronic communication, the most actual and imaginary part of it.

«Over the past years Twitter has become the channel of choice for digital diplomacy between world leaders, governments, foreign ministries and diplomats. Social media in general and Twitter in particular is no longer just an afterthought but an essential communication tool for governments to interact and broadcast 140 character messages and six-second soundbites. For many diplomats Twitter has become a powerful channel for digital diplomacy and 21st century statecraft and not all Twitter exchanges are diplomatic, real world differences are playing out on Twitter and sometimes end up in hashtag wars between embassies and foreign ministries» [11].

A. Cooper in his research about analyzing of diplomatic twitter-activity of administrators

(Cooper 2012), describes this connection between increasing of twitter-activity and success in the world policy as weakly correlated.

The majority of British ambassadors have accounts in Twitter. This trend started William Hague – the minister of foreign affairs of Great Britain. Specialized web-resource Twiplomacy that studied eDiplomacy recognizes the minister of foreign affairs of Sweden Carl Bildt as the most active minister in social media. He has hundreds of followers in social media [12].

In the research of twiplomacy potential L. Litra describes that the success of Carl Bildt who uses tools of Twitter for more effective introduction of diplomatic relations and for realizing more transparent and public diplomacy with the help of informing of average citizens coursed by his personal unmediated by assistants support of his twitter-account [3]. Bildt expresses his position concerning the actual foreign events transparently and directly and puts discursive questions for public that immediately published by thousands of Mass Media all over the world.

«The Swedish Foreign Ministry under former Foreign Minister Carl Bildt has been spearheading efforts to promote Digital Diplomacy. In January 2014 the Swedish Foreign Ministry invited 30 digital diplomats from around the world to the Stockholm Initiative for Digital Diplomacy (SIDD). The initial meeting in Stockholm has given birth to a loose diplomatic network of social media practitioners who are exchanging ideas on how to develop the use of digital tools beyond social media and coordinating digital campaigns beyond their own diplomatic network. Over the past years, foreign ministries have massively expanded their own networks of ambassadors, embassies, consulates and diplomatic missions on Twitter» [12].

Thus, the main tools of concordance of citizens' interests becomes communication and different forms of feedback that provide for creating of bilateral and multilateral relations. Net communication helps society to get active role in decision-making and ability of state institutes to support communication to become one of the main index of effectiveness of public administration.

Communication in social media get a new level that is consequence of the modern social events. Taking into account the potential of social media, they could be examined as powerful tool of influence on informative processes in society and consumers of administrative services. Features of this canal of communication are great audience and presence of personal information about consumer. Thus, social media could become connecting link between state institutes and society.

Yana Stupnitska describes the following advantages of using social media in public administration in Ukraine:

ability for operative exchange of information between administrators of state institute online;

increasing of loyalty to administration with the help of monitoring and supporting of discussion about significant social events;

actual leveling of the negative ideas in the society online, protecting the public institute reputation;

increasing of public institute popularity (pages in social media are more visited than official web-sites);

notification of followers about news that happened in the city or region;

using of feedback data online, operative monitoring and questioning, statistics [6].

However today in the Ukrainian legislation is not specified the conceptual bases of legal mechanism of processes of electronic communication of public institutes with citizens. Almost all institutes of public administration including State Fiscal Service of Ukraine are not under an obligation to create additional (except official sites) electronic diplomatic resources, to develop, to support and to serve them.

P. Kulish also describes that due to introduction of IC technologies and especially social media exists possibility for:

operative getting, creating and giving the information, its managing and using from any place and any device;

operative informing of the state and reacting on the citizens' needs;

giving services and answering questions from service state which oriented on the citizen's needs;

increasing of the intelligent level of department with the help of monitoring, analysing and managing of content [2, p. 133].

As for activity of custom institutes, definite positive role in this context has Conception of creating multifunction complex system «Electronic custom», accepted by Ukrainian government in 2008 [1]. It describes that for realizing of this conception the improvement of the mechanism of access to the informative resources of public institutes is provided (Cabinet of Ministers of Ukraine 2008). Quality and quantity of these informative resources are not restricted.

This kind of initiative of interaction with consumers of administrative services and other interested public actively continued regional customs. For example, in the social medium Facebook in official page of press-service of the Rivne Customs Office of the State Fiscal Service of Ukraine posted appeal to the society with the request to support custom in court about currency values of the smuggled goods (Cabinet of Ministers of Ukraine 2008) [5]. That is the direct appeal to provide public participation to minimize factors that could influence on objectivity of case consideration in a court.

Mykolaiv Customs Office of State Fiscal Service of Ukraine realizes the explaining work of bringing in subjects of foreign economic activity to the new methods of getting administrative services and paying custom taxes. This regional custom provides such explaining work in social medium Facebook [4]. In particular, in December 2015 Custom Office posted in this social medium 12 informative posts, in November 2015 – 9 informative posts, in October – 7, in September – 9, in June-August – 21, in May 2015 Custom Office posted in this social medium 13 informative posts, in April – 11,

in March – 30, in February – 19, in January – 18. Among them 21% are the information for subjects of foreign economic activity and custom brokers; 19% are announcements of events and information for Mass Media; 17% of posts are about prevention of smuggled goods and violation of custom rules; 13% posts are comments and information about messages about activity of Custom Office and its representatives in press; 12% are analytical, current and statistical information for past periods; and 11% posts describe alternative themes (information about custom registration of goods for volunteers, congratulating on holidays, information about official dogs and museum of Mykolaiv Customs Office etc.).

Conclusions. Thus, Internet and social media mediate technologies of eDiplomacy used by custom institutes of State Fiscal Service of Ukraine. Mostly they oriented on target audience – consumers of administrative services. However, it is substantially that additionally this canal of electronic communication has significant imaginary part, it forms attractive image of custom institutes in Mass Media for positive perceiving of custom activity not only by direct tax payers but also by wide public of own and other countries.

It is necessary to optimize the process of functioning of mechanisms of public institutes' interaction with society in the context of enforcement of informative exchange in the society. Mechanisms of interaction of public institutes with society mean not only informing of public but also creating of effective feedback from the recipient of information (society).

However, the peculiarities of introduction of eDiplomacy technologies should take into account when databases are formed and when effectiveness of society informing through electronic canals of interaction with public. Traditional quantitative criteria of informative effectiveness change on qualitative criteria of society feedback that is easy to monitor in social media where every consumer could demonstrate his relation to the activity of public institute. As a result, new forms of communication and interaction are created between public administrative institutes and society, which are more depended from electronic resources. In this case, public administrative institutes should to make perfect their activity to correspond to modern diplomatic requirements.

Peculiarities of introduction of technologies of eDiplomacy of custom institutes of State Fiscal Service of Ukraine mediated by Internet and social media connect with some directions of interaction. Moreover, they are oriented on target audience – consumers of administrative services. However, it is substantially that additionally this canal of electronic communication has significant imaginary part, it forms attractive image of custom institutes in Mass Media for positive perceiving of custom activity not only by direct tax payers but also by wide society of own and other countries.

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Глубоченко К.О.

Миколаївський національний університет імені В.О. Сухомлинського

Е-МИТНИЦЯ В УКРАЇНІ: ВПРОВАДЖЕННЯ ТЕХНОЛОГІЙ Е-ДИПЛОМАТІЇ**Анотація**

У статті розглянуто аспекти впровадження технологій електронної дипломатії у налагодженні комунікації митних органів з громадськістю. Проаналізовано особливості впровадження е-дипломатії як елементу електронної комунікації митних органів, та досліджено можливості використання дипломатичних інновацій через соціальні медіа в системі державного управління України. Автор приходить до висновку, що технології е-дипломатії, опосередковані Інтернет та соціальними медіа, в Україні здебільшого орієнтовані на таку цільову групу, як споживачі адміністративних послуг відповідного регіону, тоді як потенціал е-дипломатії можна використовувати не лише для налагодження комунікації з внутрішньою громадськістю та платниками митних податків свого регіону, але й з метою створення позитивного іміджу митних органів України закордоном.

Ключові слова: технології е-дипломатії; електронна дипломатія; соціальні медіа; е-митниця; державне управління в Україні; Державна фіскальна служба в Україні.

Глубоченко Е.А.

Николаевский национальный университет имени В.А. Сухомлинского

Э-ТАМОЖНЯ В УКРАИНЕ: ВНЕДРЕНИЕ ТЕХНОЛОГИЙ Э-ДИПЛОМАТИИ**Аннотация**

В статье рассмотрены аспекты внедрения технологий электронной дипломатии в построении коммуникации таможенных органов с общественностью. Проанализированы особенности внедрения э-дипломатии как элемента электронной коммуникации таможенных органов и возможности использования дипломатических инноваций через социальные медиа в системе государственного управления Украины. Автор приходит к выводу, что технологии э-дипломатии, опосредствованные Интернет и социальными медиа, в Украине в основном ориентированы на такую целевую аудиторию, как потребители административных услуг соответствующего региона, тогда как потенциал э-дипломатии можно использовать не только для поддержания коммуникации с внутренней общественностью и налогоплательщиками своего региона, но и с целью формирования позитивного имиджа таможенных органов Украины за рубежом.

Ключевые слова: технологии э-дипломатии; электронная дипломатия; социальные медиа; э-таможня; государственное управление в Украине; Государственная фискальная служба в Украине.