



Research Article

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Analysis of local government's credibility basing on service-oriented government concept

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ABSTRACT

Creating a service-oriented government is the administrative reform's goal, which China government has been pursuing in recent years. On the process, the adjustment of government's value orientation, transition of government's function and innovation of the governance put forward new requirements to the government credibility. Our government, especially local government needs to be improved in the building of government credibility. Grasping the concept of service-oriented government helps to understand the essence of government credibility and has important practical significance in improving government credibility.

Key words: Local government, service-oriented government, government credibility

INTRODUCTION

1. Service-oriented government has objective requirement to the government credibility

1.1 The adjustment of government's value orientation calls to enhance government credibility.

The construction of a service-oriented government is closely tied to government credibility, they promote each other in a unified system. At 18th Party Congress, Jintao Hu pointed out that "serving the people is the party's purpose, people-oriented, ruling for the people is the highest standard to test the party's ruling ability "[1]. To build a service-oriented government needs to set the value of people-oriented, and the basic way to enhance government credibility is "serving the whole people heartedly" and "people-oriented". People-oriented is the shared value orientation between the two. To build a service-oriented government, which is people-oriented and governs for the people needs strong government credibility. People-oriented concept should be penetrated at all levels of administrative management. For example, in gaining benefits, government should treat people's benefits as the biggest one. In performing the administrative rights, maintaining and respecting human rights should be put at the first place. In the administrative decision-making process, people's voice should be widely heard and policies that are beneficial to the people should be made. In essence, government's credibility reflects citizen's trust in government. Only a government has strong credibility, can it implement the value of people-oriented.

1.2 The transition of government function requires government's credibility to be enhanced.

With the development of the social development needs, government should adjust its responsibility and functions, which puts new requirements to government credibility. The Third Plenary Session especially points that the market plays a decisive role in the allocation of resource [2]. The change of the word "fundamental" into "decisive" reflects China's government higher attention to change the government functions. The change of government functions makes "rule by man" changed into "rule by law", which promotes the construction of a legal government. A government with credibility firstly should be the one that can constrain its right and actions, manage social affairs according laws. If government officials misuse their authorities and can't safeguard the fundament citizen benefits, it can't be a government with credibility. Therefore, it needs high government credibility to promote the constriction of legislation. In addition, the change of government functions embodies the strengthening of its responsibility, which calls government to carry more duties in society, culture, economy and politic aspects. In the process of

socialism modernizations, though our government begins to draw a line of scope of its functions and power, positively promote the transition of its functions, government's ability is limited, it needs high government credibility to ensure the process going faster and better.

1.3 The innovation of the government governance calls for strengthening the government's credibility.

As the development of economy and improvement of people's living standard, people have high requirements to government's function orientation, management style, abilities to offer service. People not only need our government improve its administrative ability, but also call it to innovate management principle and develop well interactive relationship with the public. In this new period, the innovation of government management mode needs high government credibility to push. In addition, the progress of science and technology, indicating the arrival of a knowledge society. If a government wants to keep dynamic, it needs to have the consciousness of keeping pace with the times, it needs to absorb and learn outstanding achievements that created by the development of our civilizations, managing the society with all kinds of scientific knowledge and information. Besides, to achieve the overall goal of "perfecting and improving the socialist system with Chinese characteristics, pushing the modernization of the national management system and management ability", government needs to be qualified with the consciousness to keep pace with times and innovate interactive mechanism, which means government should be able to truly cooperate with the citizen, sharing not only common governance but also governance rights. Development of government's credibility helps to push this new type of cooperative and administrative mode.

2. The current status of the local government credibility' loss in China

In February 2012, a survey website named "The questionnaire start" carried out a survey about government's credibility condition. According to the result, public's overall satisfaction towards the local government is just 23.9% [3], which reveals that the local government credibility is far from being satisfied. This not only has brought serious resistance to the administrative management and implementation of government's policies, but also goes against the concept of people-oriented. In reality, government indeed has some obvious and potential problem in gaining public trust stably. Looking horizontally, the ability of government social management and providing public service is not optimistic. Looking vertically, government credibility problem is more prominent in grass-root areas [4]. Basing on the analysis of the composition, government credibility losses are listed as follows:

2.1 The government administrative management concept is biased.

As the aim of our party, "serve the people heartedly" has been referred many times on several important meetings by our leader. As the holder of public power and the safeguard of public benefits, administrative personnel should have responsibility to serve the people and treat people's benefits as the fundamental one. While in reality, affected by the thought of two-thousand-year's feudal ruling in China, some local officials take it for granted that "officer is the ruler and the people are ruled", therefor they can't treat people equally. Hierarchy still exists among some officials, they flatter their superior, and sometimes even lie about the data, while as for the benefit of people, they don't care much. There're also some officials, who have strong egoism. Due to high concentration of power and weak democratic participation consciousness, Corruption is particularly serious among the local government officials. Some government personnel are too keen on pursuing achievements to ignore people's vital benefits. Achievements indeed can influence government credibility, but improvement of achievement not always brings the improvement of government credibility [5]. Even though these are just exceptional phenomenon, they have bad effects for the construction of government credibility. If not being contained, these might eventually endanger the ruling fundamental of our party.

2.2 The government administrative behaviors lack of norm.

State administrative organization and administration staff are the main implementer of administrative act, whether their administrative behaviors are proper or not, can directly affect the vital interests of the people, and then can indirectly affect the building of government credibility. No-standard administrative phenomenon is manifested in the following: Firstly, Some officials lack of standard and necessary procedures when they perform their duties. To maintain their own rights and interests, some local department makes "power departmentalized, department benefited, benefit legitimated", because of weak consciousness of law, lack of professional knowledge and the lag of administrative ability, such phenomenon as not relying the law, ruling unfairly and disturbing the people is exit in the process of governing. This has caused many losses to people's legitimate rights and interest and seriously hindered the construction of local government credibility. Secondly, in the process to pursue administrative performance, the value of some government officials conflicts with people's benefits. For example, some officials are engaging "performance engineer" and "image projects", which is not only a waste of time and money, but also may incurs citizen's antagonism to the government. Thirdly, there are some local department officials, who can't deliver on their promise to people. For example, some departments can't pay on history debt on time and some break the promise to investors. In order to gain biggest achievement in the shortest time, some department promise lots of favorable terms when attracting investment. However, after the cash being settled, they can't keep their promise.

Government administrative policies lack of credibility. Public policies are more and more important as the expansion of the administrative functions. While in reality, local public policies are usually not scientific and effective. For example, some policies' making are lack of reasonable scientific basis. As it's said "no investigation, no right to speak", however, some officials used to making policies according to their institution instead of investigation. Besides, it's an outstanding problem that the central government's policies can't be carried out and implemented into the local areas. While conflict appears between the central policy and local government benefits, on the surface, local officials implement it, while actually they take on disguised policies, which go against the true purpose of the central government's policies. "Superior has a policy, subordinate has a countermeasure", "You have your policy, I have my policy", such phenomenon are very common in local areas. In addition, some policies lack continuity and stability, which makes it's hard for the public to make the reasonable expectations. Whether an administrative policy is scientific and effective or not, is directly related to the vital interest of local people and the long-term development of the local area.

2.3 Low administrative efficiency occurs people's satisfaction.

As the result of administrative act, the height of administrative efficiency directly decides the quality of the result. [6] Our government organization has through four major reforms since China's reform and opening up, but compared with western country governments, we can't deny that our administrative institution is still very large, overstaffing and bureaucracy problems are still exist. It not only will influence the deepening of the reform and economy development, but also has bad effect to maintain the relationship between the party and people. Low-efficiency phenomenon is very common in local government, for example, the process of researching and decision-making is cumbersome and lengthy. As for the affairs within the scope of their power, some local government officials can't make decisions in time, which directly weaken the effectiveness of a policy. In addition, different local departments work individual and lack of cooperation. Citizens usually complain that they must go at least three departments for a tiny matter, and be prepared to wait for weeks. The low efficiency of local government bring losses to both people and investors, further more weaken the government credibility.

2.4 Necessary cooperation and interaction between the government and the citizens is lacked.

Communication's lack and imperfection of cooperation process is a main aspect of low interaction between government and the public. According to the 《Well-off》 magazine, in 2013, government credibility index is only 70.1[7]. Even though it has increased, the current status is far from being optimistic. Some government trends to promote achievements, maintain image and advocate the ethos, they usually report the good aspects rather than the bad ones. As for the relevant information of important event, they choose open information selectively. Apart from that, since the information communication channels are limited, and Influenced by Chinese traditional thought of feudal ruling, a significant number of people think relationship between officials and people is "ruling and being ruled", therefor citizens regard themselves as the observer and outsiders, not willing to participate in public affairs. All of these result in public's lack of relevant understanding about government policies. It is bad for local citizens to work closely with government's administrative work, which will eventually reduce public satisfaction with the government.

3. Ways to reshape the local government credibility.

3.1 Improve government's consciousness of service and establish modern administrative concept.

Firstly, the local government officials should realize that their power is given by people, therefor they should serve people rather than manage and control people. To improve the credibility among people requires the government to provide service according to the needs of local people, not just command them. Secondly, government should keep responsibility and openness management theory in mind, officials should remember that they are people's servants not master, which requires them to eliminate officials-oriented thoughts and to establish people-oriented consciousness. Besides, the party should work for the public and assume power for the people. government officials should set maintaining, fulfilling and promoting people's benefits well as the start point of all government work. Only in this way, can government build higher credibility and prestige. Thirdly, people's rights to know should be respected, a transparent government should be built, which will helps to reduce the public questions toward relevant policies and information.

3.2 Construction of legal system should be strengthened and accountability mechanism should be perfected.

Credibility construction needs strong legal support and a set of scientific and standardized management systems. First of all, a credit government should be such one, which all its personnel has law notion Therefore, all government personnel should consciously set up the rule of law concept, any administrate behavior of not relying the law should be strictly rejected. Secondly, government administrative acts should be in accordance with the legal procedures. Make sure that administrative matters and administrative actions are under supervision of the law. Any administrative action that is not in accordance with the procedures or reverse the legal should be considered invalid. Finally, an effective accountable mechanism should be established. Laws and regulations should be abided by while

investigating for administrative responsibility. The constitution and administrative procedure laws should be relied on for the local government to perfect supervision mechanism and accountability system. Administrative personnel that violate law should be punished.

3.3 Improve the decision-making mechanism and make decision-making process Scientific and democratic.

Administrative policies or decisions are the guilds and basis of government acts. Whether a government policy is scientific will directly affects social development of the local area. Therefore, correct and scientific methods should be used to make policies and decisions scientific, democratic, effective, and suitable for the development of the local area. Firstly, as the policy makers, they should constantly advance with the times and have the courage to make changes, scientific decision-making conception should be built. In the process of decision-making, people's participation should be mobilized. Only are the public's voice widely heard and adopted, can government make a wise and correct policy. Administrative policies' making is a complex process, which includes analysis, evaluation, implement and feedback. It needs to be constantly optimized. The makers should make policies by sites visits and choose the most scientific way after preparing. Any casual administrative decisions should be avoided. The democratization of government decision-making should put the public's fundamental benefit at the first position. Relevant policies should be published. In a word, policy's making should base on abundant polls of public's opinion and citizens' participation.

3.4 Accelerate the transition of government function, improve administrative efficiency.

The idea of "economy first" should be change, the public service system should be improved, the input if public finance should be increased. Besides, to improve the administrative efficiency calls to reform the administrative organization to be reformed. Affected by China's highly unified planned economic system, the current organization system has a great gap with the socialist planned commodity economy, professional personnel system, division of party and government functions. Therefor it's urgent to reform and perfect it. In addition, to perfect the administrative regulations and work system is a effective way to guarantee the improvement of the efficiency of administrative law enforcement. It includes to perfect the organization law and civil servant acts etc. Establishment and perfecting of government's daily work system is another important method to improve the efficiency, which includes post responsibility system, reward and penalties system. The government personnel should truly unify their rights and responsibility. Any improper competition and evading responsibility phenomenon should be strictly limited. Last but not the least important is that government personnel should have high administrative quality, which needs government's regular education and training. The new hire of civil servant should get some pre-job training before they are inducted.

3.5 Strengthen political communication and civil participation.

Civil participation is not only the main character, but also the core of modern democracy politics [8]. It's one of the most effective ways to make people involve in public governance, and it not only helps to give full play to the subject status of the citizens, but also is conducive to strengthen cooperation between the government and the public. To achieve this, a transparent government should be constructed. Government should be sure about the truth and accuracy of information they have released. As for the very important events, the public should be informed relevant information in the first time. Secondly, the administrative hearing system should be improved. Because of the imperfection of laws, many affairs that closely tied to people's lives are not heard strictly, which undoubtedly will incur public dissatisfaction. Therefore hearing system should be further standardized, legalized and instituted. Lastly, government should keep space with the time, a variety of media should be chosen as political communication channels. The government should convey relevant information through proper media, so that publics can understand political system and its operation. With progress of science and technology, tradition media fail to meet the publics' desire for relevant information. So except newspaper, radio report, television, government should make full use of network resources, releasing the information through official website timely. It not only helps to make people get the news timely, but can promote effective interaction and communication between government and the public, which definitely helps to enhance the government's credibility.

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