THE DIGITAL TRANSFORMATION OF PUBLIC ADMINISTRATION BETWEEN IMPLEMENTED TECHNOLOGIES AND CITIZEN DIGITAL COMPETENCES

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Abstract: *Digital transformation, initially introduced as a technological concept, was envisioned as a means to develop systems and processes that empower public administration to function with the same efficiency as the private sector through digitalization. This vision encompasses the creation of digital solutions aimed at improving public services and enhancing interactions with citizens. Throughout its evolution, digitalization has experienced both positive and negative phases. At present, we are witnessing a new phase of expansion, fueled by rapid technological advancements and the increasing availability of large datasets. This phase has established the foundation for the development of digital tools capable of fundamentally transforming public administration, as demonstrated by recent case studies. As technological progress accelerates, it opens up significant opportunities for greater personalization, interactivity, and efficiency in public services. Within this context, digital competencies have become crucial for public administration personnel, enabling them to effectively implement and manage these digital solutions.*

Keywords: *digital application, digital platforme, public administration, digital competencies*

JEL classification: O33, H83