

Social Media and Technological Ubiquity, in Agile Development of E-Business Solutions at the Government Level

Marius ȘTEFAN

Bucharest University of Economic Studies, Bucharest, Romania

mariusl_stefan@yahoo.com

Abstract. *Adaptability to the specific conditions of the action environment, in economic, social, political and technological terms, enables the degree of success of an organization. Technologies and new forms of communication have a decisive role in the management of the organization's activities, realized through effective strategies and policies. Existence in an environment in perpetual transformation and digitization, requires the ability to identify, select, store, manage, process and intelligently use stored information, aiming at the efficient and rapid development of electronic business.*

The technological ubiquity manifested by a significant presence in different levels of society, both personal and professional, reflects the degree of integration of emerging technologies in everyday life, also conditioning the existence of modernity marked by the spread of innovative solutions, new technologies as well as the adoption the transformation of traditional ways of communication, work, learning and socialization towards an influential modelling of the degree of digital transformation in the information society.

Electronic means ensure flexibility and speed, generating simultaneous accessibility, so that new ways of relating between users are defined, through collaboration and information sharing, reducing spatial and temporal dimensions in the communication process.

Social media facilitates the interaction between interlocutors, through the existence of an electronic channel, as well as specific tools intended for the purpose, initially free of charge, until the transition to the advertising and marketing area exposed to the new virtual environment created.

The proposed objectives will contribute to the achievement of the results obtained by exploring the interactions between individual and organizational learning, in order to streamline the way in which existing or future technologies can contribute to individual and organizational learning processes, generating a better understanding of learning processes by studying the links between human learning, cognition and technology.

Achieving performance at the government level requires a heightened focus on innovation, creativity, and change. Measuring progress is a key factor in determining the success of a project and applying appropriate corrective actions.

Keywords: technological ubiquity; intelligent technologies; digital transformation; cybersecurity awareness; development of agile e-business solutions; synergy in innovations

Introduction

Innovation produces perpetual changes to the new virtual communication environment (social media), where online communication has the following characteristics:

- social media promotes topics of discussion and feedback, with multiple possibilities of participation, also reducing the spatio-temporal dimension between senders and receivers.

- communication is carried out openly, making available the option of participating in the debate on the topics covered.
- the exchange of information is thus encouraged, using open sources for development and information, in a process of cognition based on the use of innovative and emerging technologies.
- social media thus constitutes a two-way communication, achieving a revolutionary duality and reciprocity where the transmitter also becomes the receiver, unlike traditional mass media where only the dissemination of information is carried out.
- the new technologies used guarantee the speed and efficiency of social media, through revolutionary results and development, in an expansion of the virtual environment on a global level.

The advantages of using social media ensure the profitability of an organization by expressing ideas and goals, on the objectives established through adopted strategies, exposing characteristics of one's own activity in a virtual climate specific to the field of intervention, as well as by fitting in the targeted economic area.

Being thus allowed the international promotion of the business managed, including at the electronic level, as well as the profile of an organization, including at the government level, adopting a development and existence model similar to that of the e-business type, thus achieving an optimized transfer of generating information of public values, to develop a digital society in the information age.

The profile developed by sharing public data, such as: the type of activity carried out; logo; name; locations and work points; description and biography; outlines a link between the general public and society, translated into the idea of interpersonal relationship. Through the use of emerging technologies and the Internet, the barrier of internationalization was thus overcome, creating the conditions for the development of organizations with an e-commerce business profile, thanks to the increased activities on an international level, especially regarding online products and services.

Developing as a new opportunity to increase involvement in the activity, by encouraging discussions and promoting the collaborative style, social media contributes to defining the work teams of the future.

Thus, in a quantitative and qualitative research approach, we identify in the process of introducing social media tools in the functioning of organizations, both major risks and challenges, as well as usual benefits:

- improving commitment;
- internal collaboration development;
- internal community development;
- two-way transformation of the dialogue with the executive entity.

The impact of social media on e-business architectures is translated by the expansion of interest within the business environment, through the use of components accessible to small and medium enterprises, at the level of efficiency and innovation through technology.

The benefits have visibility as a topic of discussion including worldwide, revolutionizing the approach in the business environment through:

- the recognition of products and services on a large scale by individualizing the brand as an area of distribution to the public;
- identifying the importance and trends characteristic of the target audience, by monitoring and analyzing the conversations created on the field of activity;

- collecting the data generated by the search capabilities, by synthesizing them in future advertising and marketing campaigns;
- ensuring the interaction with the beneficiaries of the services offered, through a modern and fast response method, with multiple accessibility through the use of technologies, creates the need to create a service strategy for beneficiaries, exposed for better use and visibility in the online environment and social networks;
- social media marketing, manifested in a dynamic online environment, can catalyze and positively direct higher traffic to organizations' web platforms, where the flow of navigation and access is considerably lower;
- free social media marketing is ensured in the first instance, but for a smaller spread area, unlike the version developed through the paid option, which provides a promotion through advertisements, spread at a higher level through specific search and viewing algorithms, certainly surpassing traditional marketing strategies.
- a beautiful story captures the attention and imagination of the right audience, promoting attractive media content through original images and creative text, transmitting an original and effective message, giving the audience the opportunity to build their own perception.
- keeping up-to-date with new trends or future events, thus gaining a character of particular importance, through widespread dissemination, first in the order of priorities of social media users, thus giving rise to concepts such as: viralization, media campaign, fake news and others ways of manifesting the effects of new emerging technologies and revolutionary communication channels.

Economic activity involves an interaction between the provider of products or services and the beneficiaries. The manufacturer representing an organization that provides consumers with both goods and services that will support the evolution and development process.

The economic activity of the bidders will only be able to be maintained under the conditions of the correct identification of the profile created by analyzing the preferences of consumers of products and services, both individually and in the form of business organizations.

Regarding organizations, in order to carry out a successful action regarding the promotion process, it is necessary to analyze the effectiveness of establishing the right audience target, both internally (employees, shareholders) and externally (consumers, investors, suppliers). Constitute an area of application of marketing strategies, within the virtual community created through belonging to the social media phenomenon, following processes such as development and profitability.

New approaches to monitoring systems, creation and implementation of effective strategies, to promote the development of agile e-business solutions.

Economic activity involves an interaction between the provider of products or services and the beneficiaries. The manufacturer representing an organization that provides consumers with both goods and services that will support the evolution and development process.

The economic activity of the bidders will only be able to be maintained under the conditions of the correct identification of the profile created by analyzing the preferences of consumers of products and services, both individually and in the form of business organizations.

Regarding organizations, in order to carry out a successful action regarding the promotion process, it is necessary to analyze the effectiveness of establishing the right audience target, both internally (employees, shareholders) and externally (consumers, investors, suppliers). Constitute

an area of application of marketing strategies, within the virtual community created through belonging to the social media phenomenon, following processes such as development and profitability.

By belonging to values and principles, the constituted assets contribute to the formation and development of the online community related to an organization, by building trust, based on correctly transmitted information, in a register of friendly origin, easily adoptable.

The community exists and overflows with vitality as long as communication is ensured, through the expression of ideas, criticisms or appreciations of the organization's products and services.

The feeling of listening, belonging or integration, contributes to an encouragement of active participation, where suggestions are welcome, for future development.

The innovation process established by relevant valuable information will establish the degree of success of a business organization, where the shared essential information will benefit from the necessary analysis for exploitation, in order to maintain the standard of competitiveness. The possibility of innovation is thus open at the organizational and economic level, by capitalizing on the information circulated through the channel and the specific social media community, constituting an important knowledge resource in the digital transformation process.

Thus transforming the virtual interaction space specific to social networks, into a decisive marketing channel for any form of organization.

Social media is a powerful way to create awareness of the importance of building credibility and brand profile, from small businesses to large government organizations.

In order to establish a brand, or general image of an organization, it is necessary to share a suggestive brand, at the level of multiple platforms, which provides a virtual environment for the development of different virtual communities.

The business developed through the use of electronic capabilities, ensures a promoted multilateral aspect, implicitly a consistency and a consistency, necessary in shaping a remarkable online presence, in order to achieve the perfect degree of authenticity, found in the image voluntarily followed by users, through the awareness of the triggering of attractiveness in finding and adopting some sought after values.

The trust built at the level of the beneficiaries will be materialized in the rapid effects of using social network services, developing a proactive or reactive communication with the participants in real time.

Stimulating the growth of followers for an e-business involves an online marketing strategy and budget, as well as including attractive offers for users, building positive relationships, expanding the exposure and popularity of the brand in question, including by understanding the target audience, tailoring posts, a aesthetics and even presence on certain platforms, aiming to capture the right audience through automated tools, according to specific details; gender; age; location; interests; by establishing the online profile of the beneficiaries, users and consumers.

Increasing the direct impact on website traffic as well as search engine ranking, the need to include the URL in all bios of all business social media profiles highlights a direct link between social channels, shares and exposure through these specific networking tools social, of the links of the pages related to the organizations.

Starting from allowing the creation of free profiles, as well as through the use of paid promotions, the necessary investments end up being considerably lower compared to traditional marketing strategies, keeping a high percentage for other automation innovation and development expenses. Higher return on investment increases credibility in use, favoring the adoption of e-

commerce, which is booming in both the business-to-consumer (B2C¹) and business-to-business (B2B²) sectors. In B2C e-commerce, the retailer or company sells directly to end customers, unlike B2B where the economic relationship will take place between companies. In both situations, the objectives are to enable purchases through multiple methods, predominantly through the use of digital means and devices.

The trends direct towards the adoption of the use of emerging technologies, and the promotion of e-commerce, by keeping up to date with everything that is innovative, using new campaigns, contests, prizes, in methods of attractiveness for beneficiaries.

With increased attention to product reviews, the premises are created for behavioral analysis, as well as the practice of rating and appreciation, decisive in consumer decisions for future purchases. Positive reviews and comments will create social traffic, vital for e-commerce is genuine content created by consumers and users.

The fundamental objective of the research study is to know the implications of using social media platforms in the development of a new electronic business, as well as the benefits resulting from the implementation of new marketing approaches.

The new commercial entities pursue the development of unique ideas, which will ensure the specific capabilities of a new developer on the rise and consecration within the emerging electronic markets.

There is thus, in this virtual environment, the possibility of a fulminant development, in a short period of time, the marketing strategies ensuring the success of the promoted image of the marketed products.

Social media marketing coming to practically replace traditional marketing strategies. Realizing differences between approaches in terms of success rate and scale for different visions and marketing plans.

The role of marketing in the development of electronic businesses is decisive, depending on the way of execution as an implemented strategy, radically changed by the contributions of the transformation of communications, and the development of scientific devices adopted as new emerging technologies specific to the information age.

Achieving an evolution in the attractiveness of the marketing component, through its extremely active, dynamic, but also aggressive nature.

Beneficiaries have superior access to information, communication channels, options used selectively and in a competitive spirit, transforming the business environment in terms of competitiveness. The complexity of the created environment contributes to the development of diversity and demands, so that the use of traditional techniques will be replaced by innovative methods, such as automation, processing, standardized forms and reports, circulated through the electronic transmission of data.

The development of the role of the Internet in the life of modern man, reaches spheres unimaginable for the past, from the sharing of information and opinions, to the management of ideas, feelings, even the conduct of electronic commerce - through electronic businesses that will establish the foundations of the new economy in the knowledge society.

Increases the number of searches performed on social networks, transforming them into platforms for promotion and presentation of services offered, strictly related to the image developed and the reviews obtained as a result.

¹ B2C - business-to-consumer.

² B2B - business-to-business.

Outlining the importance of awareness of the ability to understand the needs of client-type beneficiaries, in the perspective of an effective management of e-business activity.

The marketing strategies associated with the social media phenomenon, ending up being based on the analysis created through content rating, achieved by expressing honest opinions generated by consumers, thus establishing a degree of satisfaction and trust regarding a product or service offered.

The need to belong to the social media phenomenon involves the use of platforms, websites, applications for sharing content as quickly, efficiently and in real time as possible. As a result, the development of a multitude of online communication channels is manifested, dedicated to the interaction between people in the virtual community, by sharing information and content, in a new emerging way of working such as the collaborative style.

A new possibility appears, to analyze co-behavior, from partners to competition, and customers, pursuing the development of electronic businesses by synthesizing research, in order to achieve a superior performance, through the ability to correctly catalog and choose the right business partners.

The innovativeness of the accessibility provided by social media is complemented by the use of the way of collaborative work, by sharing, completing and modifying the information circulated through new technologies. The revolutionary involvement and relationship, through the use of these information management techniques, guarantees the considerable reduction of the time used as well as the resources consumed.

The collaborative practice achieved through specific hardware and software technologies, digitally transforms the traditional work style, by implementing the telework concept. Remote access and the use of virtual private networks creates the need to expand the coverage of secure network services, with the result of digital transformation being the implementation of the collaborative work style in the institutional strategy.

Literature Review

The pace of social development, in direct correlation with the adoption of the use of new technologies, in a phenomenon of globalization and consumerism, dictates the socio-economic order that encourages the acquisition of goods and services in ever greater quantities, by adopting the use at scale wide range of emerging technologies and services specific to modernity, creating an existence strictly based on digital knowledge, at the individual level in the knowledge society based on ICT.

The electronic applications made as a result of the efficient management of European funds constitute a national interest, for achieving the desired positive evolution of the national economy, with critical values for achieving the balance of the rule of law and national security.

The impact of eBusiness on natural resources and production factors draws attention to the efficiency of resource use, which has become an imperative in business and an essential component of Romania's national recovery and resilience plan. More efficient use of resources can be a major driver of economic growth.

The domain of European funds is in perpetual change, as well as the computer applications intended for their management, representing the first attempts at computerization and innovation in public administration. They constitute a new way of developing the national economy and electronic business by promoting and fulfilling European policies

From the perspective of the development and realization of the government digitization strategy, ICT experience in local and central public administration, deepening in the field of

European funds, can constitute the considerations of the case study necessary for the evolution in ICT research in the field of innovation in public administration. The aim is to modernize, thus promoting an efficient type of government, offering new services to citizens and economic agents, with the result of creating new public values through the instruments specific to European funds.

We thus make European citizenship a reality by supporting citizens through innovative government services and active participation in decision-making, all thanks to technology-based learning.

We are living in a specific period of redefinition of relations between entities, in which the entire economic, social and cultural structure of the world's states will be based on new foundations, in the context of the globalization process of the world economy and the increasingly efficient use of technology information and communications.

Methodology

The dynamics of contemporary social changes require a good ability to adapt the individual to the environment, which can only be achieved if we understand the extraordinary role played by the intelligent use of emotions. Modern theories about intelligence have developed by observing the fact that the person, throughout life, is in a permanent development. In order to be successful, certain conditions must be met. These conditions for achieving success in life depend on skills that are formed throughout formal education or at least should be pursued as objectives, beyond disciplines.

Science is systematized knowledge, which also includes derivative activities, such as: scientific research, technological development, technology transfer and innovation. In the technological era, action plans and policies are being developed to face the challenges, the most important technology being ICT, which allows the processing and circulation of information in a revolutionary manner, capable of producing profound changes in society in general and in the economy in private. We thus identify the key terms that dominate the world we live in today: information, communication, knowledge.

The IT applications intended for the management of European funds were created as a necessary measure to increase the degree of absorption of European funds. This can be achieved by streamlining the management of document flows, using capabilities of computer applications and new technologies, thus achieving the first notable steps in the process of continuous computerization of central and local public administration.

The field of European funds represents an important source of financing for the development of electronic businesses and implicitly the development of the national economy. Through the specific financing lines, including through the NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR), a modern and reformed Romania can be built, with emphasis on the development of electronic businesses and the transition towards the desired realization of a Governmental Cloud. It will include digital public systems, which will ensure the necessary interoperability, in the efficiency and simplification of the processes specific to the governing act.

Public-private partnership as well as competition in innovation inspired by the evolution in technology can constitute new forms of the evolution of modernity. This is possible using all the principles of modern management as well as the capabilities of a new electronic existence in a streamlined and automated future.

Innovation is a modern fuel for that perpetually necessary process called evolution. Digitization is the transformation of knowledge storage into an easy automated process with the help of information technology and tools that will lead to the creation of a virtual space of

knowledge acquired over time (the digital knowledge repository). Digitization deals with the automation of business processes (while digitization deals with the conversion from analogic format to digital format).

E-Governance is the process of the administration's modernization and technological adaptation to the new information age in order to provide support to citizens through digitized and innovative government services. E-Government offers new public values through specific technological tools acquired as a result of the implementation of a digitization strategy. Information management is a process that produces knowledge through storage, processing, transmission or transformation. In the economic-social-political-pandemic context, imposed by the current conditions, the significant need for digitization and use of electronic services in professional activity is manifested, especially at the governmental level. For an increase in the degree of computerization through the modernization of the infrastructure and even the transformation of the work style, in a collaborative practice achieved through specific hardware and software technologies, it is necessary to expand the coverage of secure network services.

A first result of the digital transformation is the implementation in the institutional strategy of the collaborative work style, achievable through the technologies specific to the knowledge society.

Results and Discussion

In the evolving future of automation and process efficiency, the transformation of organizations is facilitated by the use of advanced technologies.

Agile approaches can be used to develop E-business solutions at the government level by breaking the development process into smaller, manageable chunks, testing and continuously iterating the solution, involving stakeholders throughout the development process, and adapting to changing requirements. This can lead to a more efficient and effective development process that provides a solution that meets the needs of both the government and its citizens.

To implement agile project management skills in a government organization, the following steps can be taken:

1. Educate organization management and stakeholders on agile methodologies and their benefits.
2. Identifying projects that can benefit from an agile approach and creating cross-functional teams to work together.
3. Develop an agile project management framework that aligns with the organization's goals and objectives.
4. Defining project goals and objectives and prioritizing work based on value and impact.
5. Using agile methods such as sprints, stand-up meetings and retrospectives to manage projects.
6. Fostering a culture of collaboration, feedback and continuous improvement.
7. Ensuring that the project management team has the necessary skills and training to effectively apply agile methodologies.
8. Monitor project progress and adapt approach as needed.

Thus the implementation of Kanban in Jira at the government level can be achieved for better project management.

Agile approaches such as Kanban and Jira can be used to support the implementation of agile methodologies in emerging technology implementation and software development projects.

Kanban is a visual tool that allows teams to manage their workflow by visualizing and optimizing their workflow. It provides a transparent and collaborative way to manage tasks, prioritize work and improve efficiency by identifying bottlenecks and reducing waste.

Jira, on the other hand, is a project management tool that supports agile methodologies like Scrum and Kanban. It provides a platform for managing tasks, tracking progress and collaborating with team members. Jira also provides features such as sprint planning, backlog management, and agile reporting that can facilitate the implementation of agile methodologies.

By using Kanban and Jira in conjunction with agile methodologies, teams can improve productivity, increase transparency, and deliver high-quality software solutions that meet the changing needs of their customers.

By following these steps, a government organization can successfully implement Kanban in Jira for better project management.

Agile project management is an iterative approach to software development project management that focuses on continuous releases and incorporates customer feedback at each iteration.

Software teams that adopt agile project management methodologies increase their development speed, expand collaboration, and promote the ability to better respond to market trends.

Using such methods, agile project management practices will be perfected.

Table 1. Results of integration, in machine learning and automation, at the government level

Automation period	Automated projects	Increasing the Automation	Successful automated processes	Processes completed successfully	Security risks
2014-2017	450	200 processes	50%	75%	25%
2020-2023	1700	1250 processes	75%	90%	10%
2023-2027	3400	3250 processes	95%	95%	5%

Source: Author's own research.

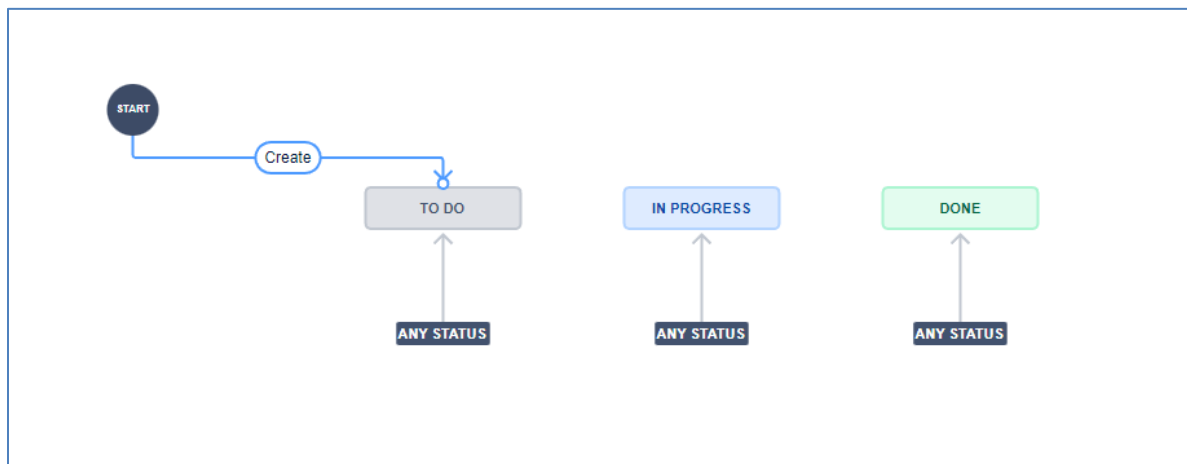


Fig. 1. Flow construction stages – JIRA Platform – Kanban Methodology

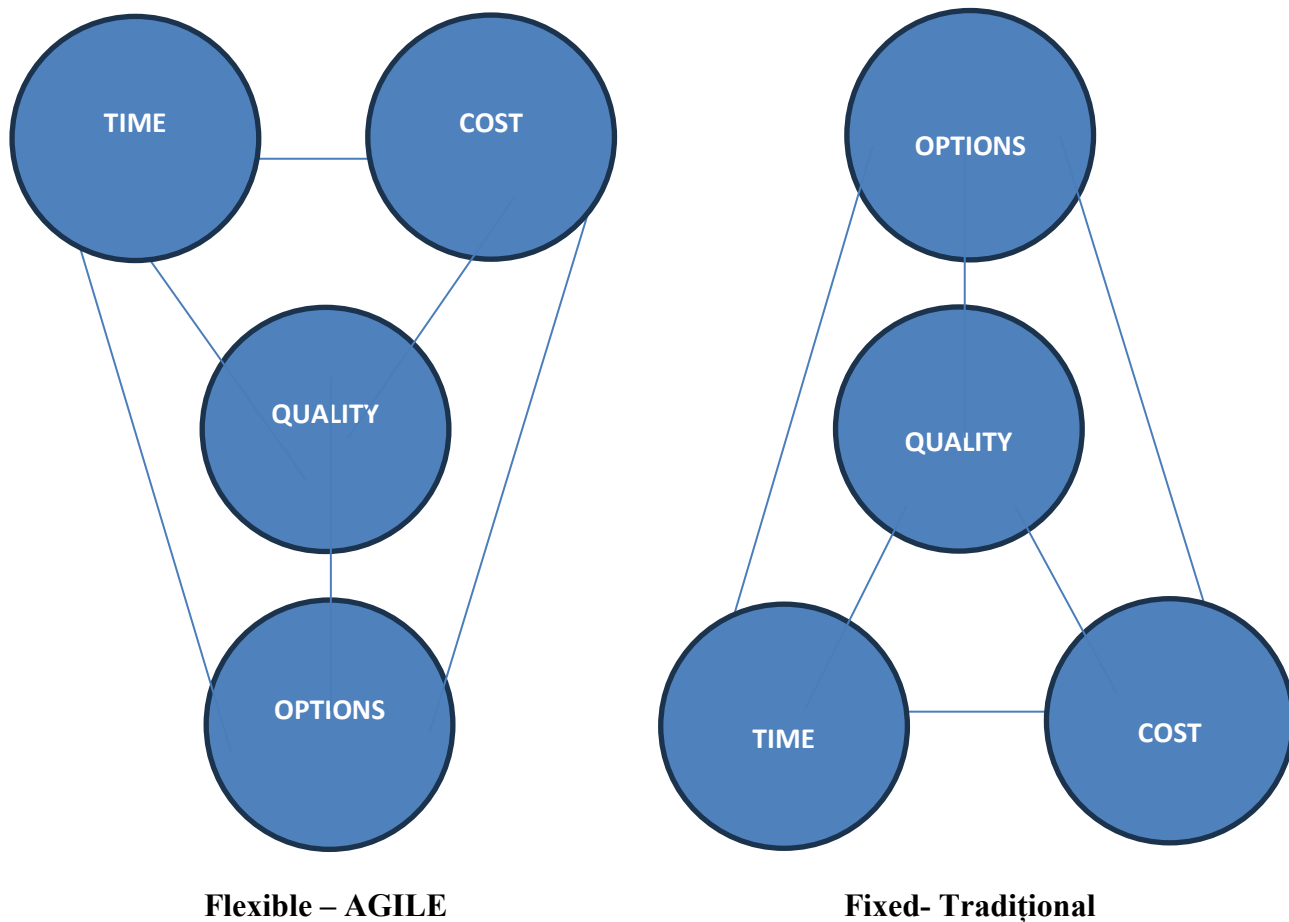


Fig. 2. Adapted from the graphic: “Traditional and Agile Methodologies;

<https://www.legalreader.com/>

Sources Additional information: © Makeen Technologies — August 26, 2020.

Measuring progress - a key factor in determining the success of electronic project management.

Conclusions

The theoretical concept underlying the technological development within the information society is the creation of a global information infrastructure. The benefits of developing such an infrastructure, which includes communication networks, computers, data, information, knowledge and related services, applications, but especially people, are the following:

- revolutionizes human communication capacity, across national borders, at the global level;
- creates conditions for the creation of new products and services, ensuring a sustainable economic development, including through new jobs;
- supports the development of new technologies and trends that allow the evolution of society by providing digital services (anywhere at any time), an intelligent environment (at home, at work, etc.), making knowledge an asset used in decisions and innovation, viewed today as a basic condition of development.

The network that has developed most intensively in the last decades, both in terms of the number of users and the services offered, is undoubtedly the Internet, with all its limitations, in terms of transfer speed, the number of nodes that need paths of information from source to destination, but especially data security, barriers proven to be broken and even overcome with the passage of years and the evolution of contemporary technological progress.

Since ancient times, networks have provided basic structures for the development of the economic-social system in various areas of the world. In the 20th century, telecommunications networks were added to them, which allow overcoming several barriers of time and space, as well as access to new frontiers of human interaction.

The technological developments of the last decades have radically changed the way people communicate with each other, the methods by which they have access to a wide range of services, starting with education and health and continuing with spending free time (entertainment), but especially with the methods of the work.

The development of new equipment and technologies leads, on the one hand, to the restriction of labor demand in industrial activity and even in some branches of the service field. On the other hand, there is a very high demand for labor in the ICT field.

Under these conditions, an important challenge addressed to governments in the informational society is related to how to avoid the negative scenario of the explosion of the unemployment rate. A first step towards limiting this negative effect of technological development is the reconversion of an important component of the workforce to the ICT field, or to other related fields. Taking into account the fast pace of launching new technologies on the market, the workforce must always be retrained, subject to a process of continuous improvement (life-long learning). The essential role in this process being played by the educational system, which must, in turn, continuously adapt to the needs of technological evolution. The success of such a project will lead to the creation of higher quality jobs and implicitly to the increase of the citizens' standard of living. At the other extreme, the failure of the project can lead to the division of society into the class of those able to use the new technologies and the class of those unable to do so. This being practically the major risk in the information society.

Although ICT development implies an obvious potential to eliminate many barriers of time and space in interpersonal communication, through access to various sources of information, there is also the possibility of social alienation and marginalization of some groups of people who, for various reasons, do not have access they cannot benefit from new technologies and services and who will constantly reject this culture of information and its tools, phenomena that must be limited or even eliminated at any cost, within the informational society model.

The IT applications intended for the management of European funds were created as a necessary measure to increase the degree of absorption of European funds. This can be achieved by streamlining the management of document flows, using capabilities of computer applications and new technologies, thus achieving the first notable steps in the process of continuous computerization of central and local public administration.

The field of European funds represents an important source of financing for the development of electronic businesses and implicitly the development of the national economy. Through the specific financing lines, including through the NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR), a modern and reformed Romania can be built, with emphasis on the development of electronic businesses and the transition to the desired realization of a Governmental Cloud. It will include digital public systems, which will ensure the necessary interoperability, in the efficiency and simplification of the processes specific to the governing act.

Public-private partnership as well as competition in innovation inspired by the evolution in technology can constitute new forms of the evolution of modernity. This is possible using all the principles of modern management as well as the capabilities of a new electronic existence in a streamlined and automated future.

Innovation is a modern fuel for that perpetually necessary process called evolution. Digitization is the transformation of knowledge storage into an easy automated process with the help of information technology and tools that will lead to the creation of a virtual space of knowledge acquired over time (the digital knowledge repository). Digitization deals with the automation of business processes (while digitization deals with the conversion from analog format to digital format).

E-Governance is the process of the administration's modernization and technological adaptation to the new information age in order to provide support to citizens through digitized and innovative government services. E-Government offers new public values through specific technological tools acquired as a result of the implementation of a digitization strategy. Information management is a process that produces knowledge through storage, processing, transmission or transformation. In the economic-social-political-pandemic context, imposed by the current conditions, the significant need for digitization and use of electronic services in professional activity is manifested, especially at the governmental level. For an increase in the degree of computerization through the modernization of the infrastructure and even the transformation of the work style, in a collaborative practice achieved through specific hardware and software technologies, it is necessary to expand the coverage of secure network services.

A first result of the digital transformation is the implementation in the institutional strategy of the collaborative work style, achievable through the technologies specific to the knowledge society. It is thus necessary to create a framework of trust and security in ICT, with an future tendency towards process automation to achieve maximum efficiency in eliminating repetitive tasks. This strategic objective is aimed at creating scientific and technological excellence, as well as gaining advantages in the field of security and resistance of IT systems, services and critical infrastructure of national importance, with the aim of achieving government digitization.

In Romania, as a member state of the European Union, the public administration is a determining factor in a series of specific activities: the implementation and monitoring of the implementation of the community acquis in various fields, the attraction and efficient management of funds from the European Union or other donors international, which also requires the existence of a body of civil servants specialized in managing European electronic business.

Thus, the governance process turns into an efficient, automated activity in which the obtained result is a development for the future.

Effective governance helps to strengthen democracy and human rights, promote economic prosperity and social cohesion, reduce poverty, protect the environment, rational use of natural resources and high trust in government and public administration. The efficiency of public services in the state administration is also determined by the quality of the staff.

A public administration system, equipped with sufficient material and financial resources, but with officials unprepared professionally and managerially, does not achieve the proposed results. Any civil servant must have a general training, specific to the field in which they work. The achievement of certain performances by civil servants can be the result of a permanent process that leads to professional competence.

References

- Cloud Computing, (CC) (2021). October 6 (2021 at 11:19 am). *Cloud Conference brings new technologies to the forefront – (clubitc)*. <https://www.clubitc.ro/2021/10/06/conferinta-de-cloud-aduce-in-prim-plan-noile-tehnologii/>.
- Decision of the Official Gazette (DOG) (2020) no. 677 (2020 – August 14). *On the approval of the National Program for the digitization of micro, small and medium enterprises, financed under the Operational Program Competitiveness 2014-2020*. <http://legislatie.just.ro/Public/DetaliuDocument/229226> – OFFICIAL GAZETTE no. 756 of 19 August 2020.
- European Commission (EC) (2022). *Jobs and the economy during the COVID-19 pandemic* <https://ec.europa.eu/info/live-work-travel-eu/coronavirus-response/jobs-and-economy-during-coronavirus-pandemic.ro>.
- European Information Society (EIS) (2005). Publisher: Foundation for European Studies.
- European Commission – (EC) (2021) Brussels, 3.3. (2021). *One year since the outbreak of COVID-19: fiscal policy response*. https://ec.europa.eu/info/files/one-year-outbreak-covid-19-fiscal-policy-response_en.
- European Council (EC) (2010). Council of the European Union - March (2010). *European Union Internal Security Strategy*; <https://www.consilium.europa.eu/ro/documents-publications/publications/internal-security-strategy-european-union-towards-european-security-model/>.
- EU Directive (ED) (2016)1148 / (2016). *Measures for a high level of security of networks and information systems in the Union*. <https://cert.ro/pagini/ansrsi>.
- National Cybersecurity Directorate (NCD) (2021). September 30 – *European Cybersecurity Month – ECSM*. <https://cert.ro/citeste/comunicat-luna-europeana-a-securitatii-cibernetice-2021>.
- Oracle Romania (OR) (2022). *Emerging technologies: IoT, EoT, AI, Blockchain* <https://www.oracle.com/ro/emerging-technologies/>.
- Presidential Administration – Bucharest (PA) (2020). Romania – *National Strategy for National Defense for the period 2020-2024*. https://www.presidency.ro/files/userfiles/Documente/Strategia_Nationala_de_Aparare_a_Tarii_2020_2024.pdf.
- Regulation (R) (2016). / 679 – *on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC* (General Data Protection Regulation).
- The European Union Agency for Cybersecurity (EUAC) (2021). September 13 – *Methodology for a Sectoral Cybersecurity Assessment*. <https://www.enisa.europa.eu/publications/methodology-for-a-sectoral-cybersecurity-assessment>.
- The European Union Agency for Cybersecurity (EUAC) (2020). April 15 – *Advancing Software Security in the EU*. <https://www.enisa.europa.eu/publications/advancing-software-security-through-the-eu-certification-framework>.