

PUBLIC ADMINISTRATION FACING THE EFFECTS OF GLOBALIZATION: THE CHALLENGES OF COUNTRIES IN TRANSITION - THE CASE OF KOSOVO

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Abstract: *Globalization as a process is an inseparable part of all political, socio-economic, technological, educational, developmental developments, but also of institutions and public administration in all its segments. The public administration today is being reformed, modernized, transformed according to the contemporary trends of social development, this process which also presents significant challenges for the political system, the administration of the states at the national level, but also regional and supranational institutions and forums .*

This research aims to observe, describe, analyze and compare the trends of developments and challenges faced by public administration in the process of globalization, as well as to propose alternatives so that the traditional and modern concepts of public administration reform are in harmony with the changes. social universal.

Key words: *Administration, globalism, reform, challenge, public.*

1. INTRODUCTION

Globalization is the process of increasing the interconnection between countries, regions, communities and individuals in particular in contemporary trends, creating comprehensive effects in social developments. In a more comprehensive sense, the effects of globalization include economic, political, technological, social and cultural connections around the world.

Globalization is a term used to describe how trade and technology have made the world a more connected and interdependent place. Globalization also includes in its scope the economic and social changes that have come as a result of these trends in contemporary society (National Geographic, 2023).

1.1. Important components of globalization and their interdependence with public administration

The effects of globalization are present in every sphere of life. It is also inevitable its effect, on the general social culture that has imposed the rapprochement between people, travel, means of transport and modern infrastructure and in particular the development of Information Technology (IT) and the Internet which, in addition to the influences of different natures, have also created new challenges to deal with these new trends, that without a doubt are also challenges of the public administration, which is an important social segment.

The change of behavior in the cultural context, work culture, communication and service planning in general, is related to a type of impact of "cultural globalization", which includes the formation of norms and common knowledge, with which people associate identities, their individual and collective cultural, which inevitably has an impact on the necessary changes, reforms and transformations of administration and public services in general (Modelska et al. 2007).

In addition to the effects of cultural globalization in our daily life, the forms of economic globalization also have an extraordinary impact and direct influence, thus imposing an adequate response of the public administration at all levels of organization to rapid transformations and major changes in modern concepts of doing business. Undoubtedly, these globalization trends present difficult challenges for a professional, efficient public administration that fulfills the growing demands and needs of the public.

Economic globalization refers to the extensive international movement of goods, capital, services, technology and information. This component of globalization is the growing economic integration and interdependence of national, regional and local economies around the world through an intensification of the cross-border movement of goods, services, technologies and capital (Mohan, 2009). This volume of trade, economic and commercial exchanges, banking transactions, the enormous growth of multinational companies that have a great influence on politics and the global economy, also imposes institutional administrative services to meet the ever-growing demands and needs of the global economy.

An important component of globalization and the driving force behind reforming the public administration in accordance with new trends are also the business activities of multinational enterprises or Multinational Companies (MNCs), which significantly promote the process of economic globalization on a very large scale. Their influence is not only economic but also political and as a

result they also play a role in the great lobbying that was done for legislative changes, legal norms and regulatory mechanisms as well as other components at the national and international level, that directly affects the activity of the public administration at all levels of the organization. This new approach requires substantial reform, transformations and enormous changes in legislation, norms and procedures involving a number of local, national and transnational institutions, which is a challenge in itself as a result of global developments and the globalization process in general. Globalization is a process that converts separate national economies into an integrated world economy. This includes a deepening and a broadening of economic integration. The expansion results from the inclusion of new countries such as the developing countries of Latin America or the former socialist countries in Central and Eastern Europe in the global economic system (Kleinert, 2001), of which the Republic of Kosovo was also a part, which are countries in deep political, socio-economic, socio-cultural transition and that without a doubt are more easily influenced and "damaged" by the process of globalization even in the state apparatus and public administration.

Political globalization continues to remain one of the main pillars of globalization and social transformation in general, thus influencing the political system and as a consequence reforming trends and the necessary changes in public administration. So globalization has a great impact on life, politics, economy, socio-cultural trends, health, administration, education and has transcontinental, global dimensions as a process.

One of the definitions that defines globalism in a multidimensional and comprehensive way and that has been cited and is often cited by researchers in these fields from researchers such as Held and his associates, is one which defines globalization as "transformation in the spatial organization of relations and social transactions, evaluated in terms of their extent, intensity, speed and impact, generating transcontinental or inter-regional flows, which in the thesis we have elaborated is also related to direct impact or influence in the necessary changes and transformations that must to follow the reform of the public administration, which is interdependent with the political system and political decision-making (Thomas, 2001).

1.2. Digitalization and the impact of the digital era on public administration as global effects

The digital era and the rapid IT developments have inevitably significantly affected and imposed and continue to impose major transformations in public administration. This digital revolution has imposed the necessary evolution in public administration and the use of a completely

new technology known as e-government (Margetts & Dorobantu, 2019). These changes imposed by the digital era are direct effects of globalization in public administration and are real challenges not only for developing countries but also for developed countries. Such digital devices also impose a reduction of staff in the public administration. Now Big Data have started to be applied more widely in public administration programs. State institutions and public agencies use big data for analytical purposes, management of various devices, machines and social media for predictive analysis, information sharing and staff engagement in the work process. Automation and artificial intelligence have begun with a big start which are only operating in public service activities managing many public services such as: licensing, procurement, calculation and processing of benefits, tax administration and other services. Now a large part of the monitoring systems are based only on the Internet and digital sensors, which also enable the assessment of the performance of employees at the most optimal time. Cloud services, smartphone applications have made unimaginable changes in the administration as well, they now decentralize and personalize the provision of public services (Linders, 2012), these services are now being implemented more in many sectors of the public administration which is quite a challenge for national governments to take the necessary steps in trend with the effects of globalization and to be in trend with the needs of the public.

2. METHODOLOGY

In the realization of this research, we applied the qualitative method, using semi-standardized interviews as a research instrument with the managers of the three main institutions that have legal responsibilities for the public administration in Kosovo. We interviewed the director of the Information Society Agency, the Director of the Kosovo Institute for Public Administration and the manager of the Department for the Reformation of Public Administration as a key mechanism for public administration reform in Kosovo.

We also used the descriptive, comparative method and the content analysis method that is known in the research methodology for public administration.

3. RESULTS

We interviewed the three main managers of the three institutional mechanisms that are responsible for the reform and advancement of the reform of the public administration in Kosovo.

The purpose of this interview was to identify the reform, changes, transformations as well as the impact of technological changes and globalization trends in the Public Administration of the Republic of Kosovo. In the question of whether there are capacities in terms of human resources and information technology equipment in the public administration of Kosovo, the director of the Information Society Agency answered with yes, the director of the Kosovo Institute for Public Administration with partially and the manager of the Department for the Reformation of Public Administration has responded in part.

To the question of whether globalization and global actors have influenced the trends and dynamics of the public administration in Kosovo, all three leaders of these institutions answered with yes.

To the question of whether globalism and global actors challenge the public administration of Kosovo, in accordance with the growing demands of the public and the pressure of businesses and dynamic social trends, all three answered yes, adding that this is a challenge for all developing countries, especially those that are in transition, as is the case of Kosovo.

In the question of whether the public administration sector is covered by the necessary legislation and whether it is in harmony with the EU legislation, it is the conclusion of the three leaders of these institutions that there is a need for additional laws and by-laws, and that the legislation to a large extent is harmonized with EU legislation.

In the question of how you evaluate the level of modernization, networking and digitization of the Public Administration, all three interviewees evaluate it as still insufficient.

In the question of whether the trends and actors of globalization have influenced the work, planning and strategic orientations of the Public Administration of Kosovo, the three leaders responded by saying that they emphasized that in the Strategy for the Reform of the Public Administration (SRAP) 2022 - 2027, the main document of the Government of the Republic of Kosovo for this sector is very much based on modern trends and the proper reform of public administration (Strategy for Public Administration Reform, 2022).

In the question of how you evaluate the trends that bring transformation, the evolution of the rapid development of information technology, the digitalization of services and the impact of globalization on Public Administration, all three interviewees consider them as trends of globalization and social development and that it is necessary to reform and adequate response from the government to face the challenges of globalization as efficiently and professionally as a country

in deep political, economic and socio-cultural transition. They also affirmed that these trends are also incorporated in the Action Plan 2022-2024 of SRAP 2022-2027, where the reforms and changes in the public administration of Kosovo are specified with concrete actions and time limits (Action Plan 2022-2024 of SRAP 2022-2027, 2022).

4. DISCUSSION

When we discuss the causes of globalization, global actors as well as the economic factors of modern trends, the new way of doing business, the reorganization of corporations, the displacement of the corporate power structure, the influence of multinational companies, especially in developing countries such as the case of Kosovo, then the impact of these actors on the state and public administration, the increase in human expectations, innovations and global supranational organizations such as The United Nations, the European Union, then we have taken into account a series of advantages, advances, but also not small challenges that the "new public management" as it is called in modern trends, public administration, faces.

For countries in transition like Kosovo, in addition to reformation, modernization and the new approach, these trends also bring their negative consequences that have an impact on the political system, policy-making, legislative changes but also the reduction of jobs in the public administration and other impacts that are required almost every year by the European Commission and EU mechanisms, where Kosovo claims to join in the near future.

The areas of intervention include central administration, local administration, digital governance, public procurement, so it is a kind of influence and pressure in these sectors. Moreover, an efficient, transparent and impartial judiciary system without any influence, the fight against corruption and organized fraud and the absorption of the best European Funds and Investments. Kosovo, despite the reform steps, still has great challenges in front of it to create an efficient public administration, cohesive to global challenges and that will be in trend with the digital governance that is imposing global trends and pressure of EU institutions (European Commission, 2023).

The Government of Kosovo and the relevant departments, in relation to these developments and political, legislative and structural transformations, have made an effort to follow these trends by drafting relevant documents and strategies that respond to rapid social and technological

developments, which impose necessary advances in the improvement of services in the public administration.

5. CONCLUSIONS

- Globalization continues to influence public administration in countries in transition and to impose substantial reforms and changes in terms of policy-making, decision-making and legislative reform.
- The impact of globalization on public administration in developing countries still in deep transition, such as the case of Kosovo, is not yet visible compared to Western and developed countries that have significantly more advanced economic development and trade volumes.
- Public administration systems, their organization and structure in many developing countries such as Kosovo are under constant influence and pressure from global actors and technological developments, imposing necessary changes in terms of organization, reform, financing, development of the capacities of human and technological resources, which in fact for countries in transition like Kosovo present significant challenges.
- The leaders of the three main institutions of public administration in Kosovo confirm the necessary need for organizational, legislative, technical-technological reforms and transformations and without a doubt a more proactive approach of the public administration of Kosovo in facing the ever-increasing challenges of globalization actors.

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