Discussion on Innovation Strategy of Government Management in the New Era

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Abstract: Government signifies the organization which can be capable of effectively mobilizing social resources and promoting social development in the development of human society. With the improvement of social productivity, further innovation is required for government in management to meet the development needs of the new era, which also leads to a certain lag of government management compared with social development. Government management should be conducted from the following three aspects: system supply, policy incentive and external constraint. At present, there are three problems in government management, such as imperfect system, insufficient information and unqualified staff level. By promoting the holistic level, informationization and professionalism of government services, these three problems can be effectively solved. With the development of productivity, the government management will develop towards the direction of informationization and servitization.

Keywords: government management, information management, management mechanism

Introduction

Government refers to an organization that is responsible for the management of administrative affairs of the society in order to promote social development. With the development of society, the content of government management is becoming more and more extensive. At present, government management includes economic construction, culture and education, municipal construction, social order, public health, environmental protection and other aspects. The change of the content of government management also puts forward higher requirements for the government management mechanism. As a result, with the development of the society, the government management mechanism can be conducted with continuous innovation. We should constantly innovate government management to promote the development of government management in the direction of informationization and servitization, and realize the role change of government from guide to service provider in social development.

1. The importance of social management by the government

Government is an institution formed in the development of society for the purpose of social self-management. One of the purposes of government is to carry out social management. The process of social development is essentially the development of productive forces, and the purpose of government is to carry out effective social management to promote the development of social productive forces[1]. If the government is unable to carry out social management, the society will surely fall into a disorderly situation, which will seriously limit the further development of social productive forces, and even cause the regression of social development. On the contrary, high level of government management can effectively promote the further development of social public undertakings, which can further liberate the social productive forces, and thus promoting the further development of society.

In light of individuals, the effective social management carried out by the government can promote the orderly and sound development of the society. Every individual engaging in the social construction can share the convenience brought by the orderly development of the society, which is conducive to the realization of individual social value. From the perspective of society, the development of society is essentially the progress of productive forces, and the purpose of social management is to guide the development of social productive forces. The government's social management can be more efficient in allocating social resources and contributing to the further development of the overall social productive forces. In a sense, the purpose of government is to carry out effective social management.

2. The key points of social management carried out by the government

In the long course of human development, the advantages of government agencies in social management have been

fully verified, and it is just based on the point that the government as a social institution can achieve continuous development. It is not difficult to analyze the government's social management. The government carries out social management mainly from three aspects such as institutional supply, policy incentives and external constraints[2]. Based on institutional supply, rules are formulated for the allocation of social resources. Besides, policy incentives and external constraints are used to guide the mobilization of social resources in a given direction, and the status of the established social system is consolidated at the same time.

2.1 Institutional supply

Institutional supply serves as the basis for the government to carry out social management. The social management system provided by the government must satisfy the rights and interests of the majority of participants in the relevant fields, and only in this way can the relevant system be put into place.Institutional supply is essentially the redistribution of social resources, so in the process of formulating relevant systems, we should combine with the current situation of social development and formulate relevant systems in order to improve the development of social productivity most efficiently.

On most occasions, the established system can only meet the needs of the development of social productivity within a period of time, so the government is required to regularly optimize the existing system to ensure the reliability and feasibility of the system. The relevant system provided by the government determines whether and how social forces can enter the field of public affairs management, and carries out necessary qualification examination and behavior norms for other governing bodies.

2.2 Policy incentives

The factors affecting the development of social productivity prove, on most occasions, not to be onefold, so the government should be able to realize the guidance of multiple things in the process of social management, which is the so-called policy incentive. Even if the government takes the initiative to delegate some management areas of public affairs, the social forces will hold a waiting attitude, especially for the production of public goods, the government needs to take corresponding encouragement and guidance measures in administrative, economic and other aspects. As the most powerful institution in modern society, the government has a non-negligible influence on social resources. In the process of social management, the government should give top priority to the development of its own influence and guide the wait-and-see social forces to develop in the established direction by rationally exerting its own influence. Only in this way can the most efficient mobilization of social resources be realized.

2.3 External constraints

The external constraint is the guarantee for the government to carry out social management. The government must establish a set of system guarantee mechanism in the process of managing social affairs. This set of mechanism is not only a part of the social system, but also can realize the maintenance of social system authority. In the process of establishing external constraints, the government needs to extensively listen to the opinions and suggestions of the overwhelming majority of individuals in the society, and the formed constraints should be able to protect the legitimate rights and interests of the vast majority of individuals in the society. In the process of mobilization of social resources and organization of social production by government, most individuals within the society are constrained by the corresponding system. Once there is a situation that destroys social production and development, the restraining force needs to effectively punish the corresponding individuals, so as to guarantee the authority of the social system, ensuring the continuation of the development of social production. "Referee" are also required in public affairs management, the government should basis law and rules and regulations, and the government should supervise, arbitrate and even punish the behaviors of other governing bodies according to laws and regulations.

3. Deficiencies in current government management

At present, the society is still in the process of development, and the government management has not reached the ideal state. The current social productive forces are difficult to meet the development needs of all individuals in the society. In this process, there will inevitably be unfair access to rights and interests of social individuals. The root cause of this situation lies in the deficiency of development of social productive forces, and the direct cause goes to that there are still some problems in government management, which fails to meet the further development of social productive forces. At present, the existing problems of government management are mainly reflected in the imperfection of the system, underdevelopment of informationoization and unqualified government personnel.

3.1 Imperfect management system

Management system is the basis of government management, perfect system can guarantee effective government management,which can achieve efficient government management. The confirmation of management system is mostly based on the development of the society in the past period of time, so the formulation of management system has been obvious lagging behind, especially in the society with rapid development of productive forces, the problem of imperfect management system is particularly prominent.

As the basis of government management, the management system is empowered with certain authority, which ensures the social status of the management system to a certain extent, but also increases the difficulty in management system change[3]. In recent years, with the development of society and the continuous improvement of people's understanding of the management system, people begin to consciously consider the future development of society in the process of determining the management system, but there is generally a certain gap between the predicted social development and the actual social development. This requires the relevant departments to fully consider the complexity of social development in the process of formulating the management system and make the relevant system more reasonable.

3.2 Insufficient informatization

The emergence and development of information technology has greatly changed the social mode of production,which also caused a great impact on people's life. The development of social information has put forward new requirements for government management, that is, government management should meet the needs of information. The improvement of social productivity by informatization makes it difficult for many government management mechanisms to meet the requirements of social development. Therefore, it is necessary for relevant departments to introduce information technology into government management, so as to realize the informatization of government management.In the current government management, a considerable engagements needs to be realized through the traditional way, which are not the consequence of the large quantity, rather the low work efficiency, and thus it is difficult to meet the needs of the public life. At present, some areas of our country have tried to apply information technology to government management. However, the coverage of information degree is small, which can only cover municipal or provincial administrative units. It is difficult to meet our current social development needs.

3.3 Unqualified government personnel

Whatever the type of government, the work of government needs to be performed. Therefore, the work level of government personnel has a direct impact on the work level of government management[4]. At present, the work level of government personnel in departments is too low to effectively implement the relevant management system, and the advantages of some management mechanisms cannot be effectively reflected. The root cause of this situation is the destitution of understanding of some government workers in their own work and they escape their work responsibilities in a lazy way. Part of the staff is unable to meet the requirements of the post due to the lack of work ability, unable to effectively carry out the relevant work, the root cause of this situation is the lack of selection and training of government staff.

4. Innovative strategies for government management in the new era

The fundamental purpose of government management is to efficiently organize social production, so with the improvement of social productivity, government management also needs to keep pace with the times. The development of the society in the new era has put forward new requirements for government management, and the social development in the new era has put forward global, information and professional requirements for government management. Only by meeting these three points can the government management be guaranteed to meet the development needs of the society in the future.

4.1 Holistic government management

In recent years, with the development of social economy, a community of interest has been formed in all parts of our society, but there are still barriers between social management in different regions, which seriously limits the further development of our society. In order to fully play the role of government management and promote the further development of society, our country needs to set up a government management system with a national issue, so as to realize the management of "all for one"[5]. To realize the holistic government management, it is necessary to further improve the existing management system, improve the status of global management in social management, and ensure that unified policies can be effectively implemented in all regions. Holistic government management can effectively promote the flow of resources in different regions and give full play to the value of existing social resources. For example, in the southeast coast of China, there are all kinds of factories engaged in the production of industrial products, but there lacks corresponding fossil energy, and in the

northwest mainland, there are a lot of fossil energy, but there is short of deep processing factories. With the help of holistic government management, the resources of the two places can be complementary, so as to maximize the value of social resources. The globalization of government management also contributes to the establishment of social management system, which can obtain more comprehensive social production information and then formulate a more perfect management system.

4.2 Informatization of government management

The innovation and development of the Internet and digital government affairs are more and more closely combined. The development and application of emerging technologies promote the rapid extension of the Internet in the field of government affairs, and the deep expansion of government office from digital to networked and intelligent. Under the background of the country's vigorous development of new infrastructure, the construction and promotion of government management information is the key content of the construction of "digital China", and an important driving force for China's digital transformation. Since the entrance into the new century, information technology has greatly changed people's way of production and life, which puts forward higher requirements for government management, which also needs to actively carry out information reform to meet the needs of social development[6]. Government management based informatization can start from three aspects, the first is to improve the government personnel for cognitive information, so that they can realize the importance of information management for the government. Besides, informatization is not only about job based informatization rather it is more about informationization of work mechanism based on information technology in order to realize the effective control of social resources by government agencies. The second is to combine the specific work content to establish perfect information platform. Different work content has different requirements for information technology, so in the process of promoting the government management information, we should combine the specific work content to realize the government management information and establish a set of effective connection platform between different work content to realize the intercommunication of various government work.

Last but not least, it is about to ensure the safety of government management informatization in the process of government management informatization, there will be a large amount of information to input to the corresponding system, this part of the information security is related to the safety of the community as a whole, so the relevant departments must strengthen the construction of government information system security, to avoid a threat to social security.

4.3 Professionalism of government management

With the development of the society, the social division of labor will be more reasonable. In this process, people will pay more attention to the specialization of government management. In view of the insufficient specialization level of some staff in the current government management, it can be solved by optimizing the talent selection mechanism and improving the talent training structure[7]. At present, there are some problems in the mechanism of talent selection, especially talent selection in the basic level, which focuses excessively on the theoretical knowledge level of talent and ignores the practical ability of talent. However, frontline work can be done based on more on practical ability rather theoretical knowledge, and government personnel are usually not fired after entering the the institution, which is the fundamental reason for the insufficient level of some government staff, and the lack of urgency in work. At present, there is a narrow channel for talent promotion in Chinese government institutions, especially the situation of "seniority" in the selection of grass-roots management, which also hit the working enthusiasm of staff to some extent. A perfect personnel training system should take the improvement of personnel's ability and moral character as the standard of personnel training. Only in this way can the professional level of government management be effectively improved.

5. Development direction of government management in the future

The emergence of government management is to promote the development of social productive forces, so with the improvement of the development level of social productive forces, government management also needs to be further changed to adapt to the new social production mode. At present, the application of social information technology in various fields has begun to improve, which means that the future government management will develop in the direction of information; At present, the awakening of the individual consciousness of the social masses will lead the government management to develop towards the direction of service. At present, the implementation of internal circulation strategy in domestic economy will promote the development of government management toward integration.

5.1 Informationization

The realization of government management information should start from four aspects. The first is to adopt contemporary mainstream technologies, apply advanced platforms and tools, as well as system architecture and application design, to meet

the needs of business development. In addition, the mature, stable and reliable software technology is adopted to ensure the uninterrupted safe operation of the system in the case of large data volume and high concurrency. Secondly, the system construction meets the user's requirements for information security management.The establishment of a sound and reliable security system should have a strong ability to prevent illegal invasion and attack so as to ensure that the system has a strict identity authentication function, and the corresponding technical means to protect the data security and operation security. Thirdly, the compatibility of the system is taken into consideration in the system design when new technologies and new products appear. When service requirements and the external environment change, the system functions and performance can be extended.

The software design is simple and the coupling degree between the function modules is small, so as to meet the needs of business development and facilitate the inheritance and expansion of the system. Finally, the mobile government affairs office platform is the platform-level infrastructure in the informatization reform and construction of government services, which can meet the needs of internal government departments to handle documents, affairs and meetings, open up the data and business processes applied by various government departments, and promote the vertical and horizontal linkage and collaborative office of departments.

5.2 Servitization

The so-called servitization means that government management will be conducted centering serving the public.In the past, due to the limited development of social productive forces, government management was more about guiding the development of social productive forces. With the further development of society, government services will develop towards the direction of servitization, and the work of relevant government' departments will be more focused on providing support for social development. The development of government management as a service needs to start from three aspects. The first is to optimize the approval process to improve work efficiency. The optimization of the approval process is aimed at the lengthy approval process of some government agencies, and the simplification of the process can better improve the work experience of the people. The second is to deepen the reform of the review and approval system. By deepening the reform of the review and approval system, the review and approval process can be better optimized, and the responsible person can be clearly identified, which can effectively improve the enthusiasm of relevant personnel. Finally, the work is to improve the supervision mechanism. The key to improve the supervision mechanism is to ensure the orderly promotion of government management as a service. Only an effective supervision mechanism can supervise the work of relevant personne [8]. The reform in three aspects can promote the further development of government management towards the direction of servitization.

Conclusion

In conclusion, the purpose of government management is to promote the development of social productive forces. Meanwhile, with the development of productive forces, some government management systems and mechanisms also need to be optimized to meet the needs of the development of productive forces. In recent years, the rapid development of society has put forward higher requirements for government management. In order to meet the further development of society, government management can be achieved with further innovation and informationization and service of government management should be further improved accordingly. The innovative development of government management extends great importance to present social development, which is also pertinent to the realization of socialist society.

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