

Discussion on multi-stakeholder public management strategy based on policy network analysis

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Abstract: By using the method of policy network analysis(PNA), this paper deeply studies the formulation and implementation of multi-stakeholder public management strategies. PNA provides us with a comprehensive understanding of the relationship between stakeholders, revealing the power structure, cooperation mechanism and potential cooperation and conflict points in the process of policy formulation. PNA helps to discover the potential cooperation mechanism among stakeholders and provides support for formulating public management strategies with broad consensus. Collaborative decision-making can not only improve the feasibility of policies, but also reduce conflicts and promote the effective use of public resources. PNA also reveals the important influence of power structure on public management. Knowing who has a dominant position in the policy network and who has a great influence on the control of resources is helpful to understand the power dynamics in the process of policy making, so as to better balance the interests of all parties. The purpose of this study is to provide more profound theoretical support for the formulation of multi-stakeholder public management strategies, and to provide practical suggestions for practical decision-making. Through PNA, it is expected to find a more sustainable and collaborative public management strategy in multi-stakeholder interaction.

1. Introduction

In today's complex and pluralistic social background, decision-making and policy implementation in the field of public management are facing many challenges. The formulation of multi-stakeholder public management strategy involves the balance and coordination of interests of all parties, which requires policy makers to fully understand and respond to the needs and expectations of different stakeholders. Under this background, policy network analysis(PNA) has become a powerful tool, which is helpful to deeply understand and synthesize the viewpoints, interests and opinions of various stakeholders, so as to promote the scientific decision-making and effective implementation of public management strategies[1].

The core idea of multi-stakeholder public management strategy is to regard the policy-making process as a complex system of multi-stakeholder interaction, which includes multiple stakeholders such as government, enterprises, social organizations and the public. These stakeholders not only have different needs and expectations, but also may have conflicting interests[2-3]. Therefore, in order to realize the effectiveness and sustainability of public management, it is necessary to establish a comprehensive decision-making mechanism that is conducive to the collaborative participation of multiple stakeholders.

As a systematic method, PNA is helpful to reveal the potential contradictions and cooperation opportunities in the process of policy making through in-depth analysis of the relationship, power structure and information flow among stakeholders. This paper aims to put forward a more forward-looking and collaborative policy-making framework by discussing the multi-stakeholder public management strategy based on PNA. By digging deep into the interrelationships among stakeholders, we can better understand their needs and expectations and provide a more comprehensive and objective reference for policy making.

2. Basic concepts of PNA

PNA is a systematic method, which aims to study and understand the relationship, power structure and information flow among various stakeholders in the process of policy making. This method emphasizes that the policy-making process is regarded as a complex network, which includes multiple stakeholders such as government, non-governmental organizations, enterprises and the public[4].

Stakeholders refer to the parties directly or indirectly affected by the formulation or implementation of policies. This includes government agencies, enterprises, non-profit organizations, the public, professional groups and so on. PNA focuses on understanding the demands, expectations and interests of different stakeholders, as well as their roles and influence in the policy-making process. Policy network refers to the relationship network formed among the interrelated stakeholders in the process of policy formulation. This kind of network is usually composed of interdependent, interactive and cooperative relationships. PNA emphasizes that by identifying and analyzing these network relationships, it reveals the potential dynamics and influencing factors in the process of policy formulation.

There are power relations among different stakeholders in the policy network. The power structure reflects the influence of all parties in the process of policy formulation, the control of resources and the distribution of decision-making power. PNA helps to understand why some stakeholders can play a greater role in policy making by identifying and analyzing the power structure. The transmission and sharing of information in the policy network is very important for effective policy making. PNA pays attention to how information flows among stakeholders, who owns key information, and the influence of information transmission on the policy-making process[5-6]. This helps to reveal the transparency in policy making and the rationality of decision-making.

PNA provides researchers with a way to deeply understand the complex relationships and interactions behind policy making. By analyzing the interaction between stakeholders, PNA helps to find potential cooperation opportunities, resolve conflicts and optimize the formulation and implementation of public policies.

3. Relationship between stakeholders based on PNA

As a systematic method, PNA provides a powerful tool for deeply understanding the stakeholder relationship, power structure and potential cooperation and conflict mechanism in the process of policy making. PNA reveals the direct or indirect relationship between stakeholders by identifying and analyzing the relationship between them[7].

In the policy network, different stakeholders have different degrees of power, which directly affects their influence and discourse power in the process of policy formulation. PNA reveals the essence of power structure by identifying leading forces, key decision makers and resource controllers. The PNA diagram of the relationship between stakeholders is shown in Figure 1.

Through PNA, we can identify the potential cooperation mechanism, that is, which stakeholders have common interests on certain issues or projects and may be willing to cooperate. This can be achieved by analyzing their interaction patterns, shared resources and common goals. Revealing these cooperation mechanisms is very important for formulating policies with broad consensus and is helpful to promote synergy among all parties.

Similarly, PNA can also reveal the potential conflict mechanism. By observing the competitive relationship among stakeholders, the competition for resource allocation, differences of opinion and other factors, we can identify the root causes that may lead to conflicts. This analysis not only helps to predict potential problems, but also provides policy makers with strategies to resolve conflicts and coordinate the interests of all parties[8].

Finally, the results of PNA should be incorporated into the decision-making process to guide the formulation and implementation of policies. By deeply understanding the relationship and power structure of stakeholders, policy makers can consider the interests of all parties more

comprehensively, find common ground, avoid potential conflicts and realize more sustainable and effective policies.

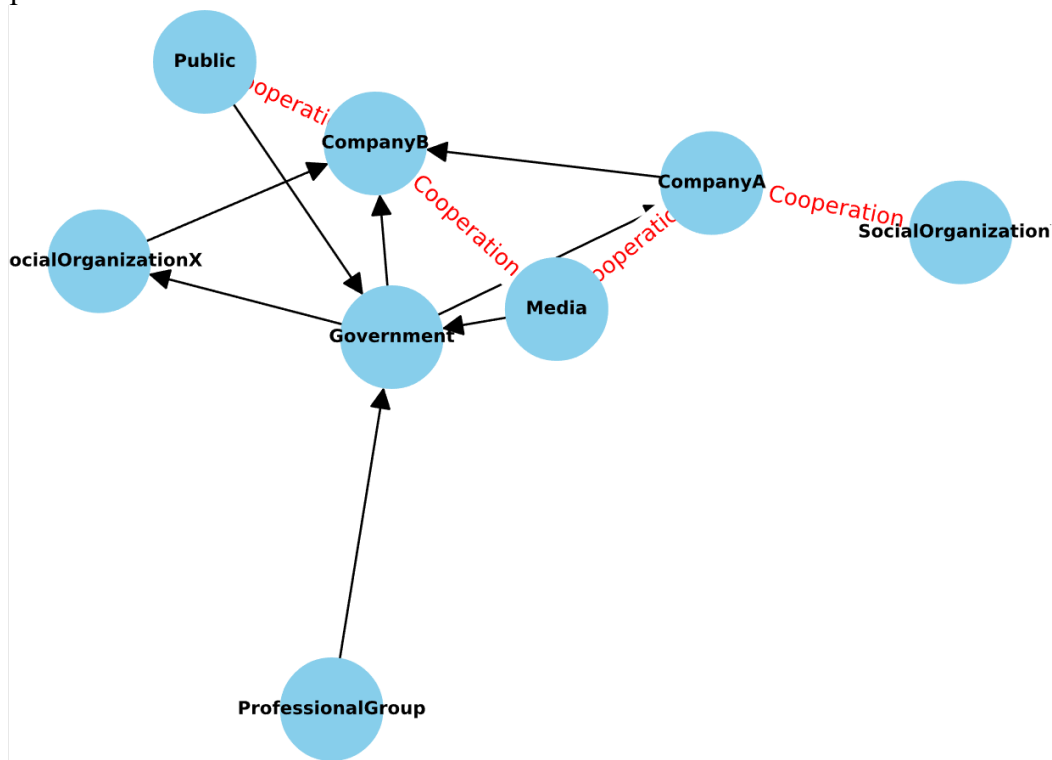


Figure 1 PNA diagram of the relationship between stakeholders

4. Strategies of multi-stakeholder public management from the perspective of PNA

Multi-stakeholder public management is a comprehensive management theory and practical method, which emphasizes the establishment of positive and collaborative relationships among stakeholders involved in public policies and projects. This management paradigm aims to go beyond the traditional unilateral authoritative management and pay more attention to social participation, cooperation and sustainability. Multi-stakeholder public management advocates an innovative governance model, which brings many stakeholders such as government, enterprises, social organizations and the public into the process of decision-making and implementation. By building a cooperative relationship, this model helps to understand and meet the needs of all parties more comprehensively, thus achieving a more comprehensive and sustainable public management.

In multi-stakeholder public management, fairness and tolerance are emphasized to ensure that the rights and interests of all parties are treated equally. This will help to reduce social inequality, enhance the sense of responsibility of the government and organizations, promote more fair decision-making, and increase public trust in the government and enterprises. Through the extensive participation of multi-stakeholders, public management decision-making pays more attention to the feasibility of actual implementation. The participation of all stakeholders can provide a more comprehensive and practical insight into the policy, thus increasing the possibility of successful implementation of the policy. In addition, multi-stakeholder participation helps to ensure the sustainability of decision-making, taking into account the long-term impact and long-term interests of all parties. Multi-stakeholder public management encourages social innovation, and seeks more effective and reasonable management schemes through brainstorming of all parties. This method can create new methods to solve problems, thus improving the efficiency and effectiveness of public services.

In multi-stakeholder public management, the participation of different stakeholders is helpful to better identify and manage potential risks. By fully understanding the expectations and concerns of all parties, governments and organizations can deal with potential problems earlier and improve the

flexibility and adaptability of decision-making. Multi-stakeholder public management promotes the practice of democratic decision-making by introducing wider participation. By making decisions together with the public, non-governmental organizations and business partners, decision makers can better reflect the diversified needs of society and enhance the legitimacy and democracy of public decision-making. Multi-stakeholder public management provides a comprehensive and cooperative management paradigm, emphasizing common governance and common innovation. This kind of management is helpful to establish a stronger social cooperation system and promote the development of public management in a more inclusive, just and sustainable direction.

In today's complex and changeable social environment, multi-stakeholder public management has become a complex and challenging task. The interaction among various stakeholders such as government, enterprises, social organizations and the public affects the formulation and implementation of public management. In this context, PNA perspective is adopted to comprehensively understand the relationship among multi-stakeholders, which provides more profound insights for the formulation of public management strategies.

(1)Complex network of stakeholders

PNA emphasizes that the stakeholders involved in the policy-making process constitute a complex network. This network includes different organizations and individuals, who interact, cooperate and even compete in the policy field[9]. Through PNA, we can reveal the relationship between stakeholders, power structure and information flow, so as to understand the dynamics of the whole network.

(2) Importance of effective collaborative decision-making

From the perspective of PNA, the formulation of multi-stakeholder public management strategies should emphasize effective collaborative decision-making. Collaboration and cooperation among stakeholders are essential for formulating policies with broad consensus. PNA provides a method to help identify possible collaborative opportunities and promote effective collaborative decision-making by digging deep into the interaction patterns of all parties.

(3)Reveal the influence of power structure

In the policy network, different stakeholders have different degrees of power and influence. PNA helps to reveal these power structures, that is, who has the dominant position in the network and who has greater resources and discourse power. Understanding the power structure helps to predict the direction of decision-making, and also provides an important reference for balancing the interests of all parties.

(4)Identify cooperation and conflict mechanisms

PNA not only helps to identify cooperation mechanisms, but also reveals potential conflict mechanisms. In the complex network of multi-stakeholders, the interests of all parties may differ, and PNA can help to find potential conflict points as early as possible, so as to take measures to resolve them.

(5)Data-driven decision making

PNA is based on data and provides objective basis for decision-making by collecting and analyzing various relational data. This data-driven method helps policy makers to understand the complex relationship among multi-stakeholders, reduce the subjectivity of decision-making, and improve the scientific and effective policy[10].

(6)Promote transparent and democratic decision-making

Through PNA, the government can show the interaction process with stakeholders more transparently and make the decision-making process more democratic. This will help to build trust, enhance public recognition of policies, and thus promote more active cooperation between the government and multi-stakeholders.

On the whole, from the perspective of PNA, the formulation of multi-stakeholder public management strategy is no longer an isolated decision-making process, but a deeply interactive system. This perspective enables decision makers to better understand the expectations, needs and interests of all parties, and is helpful to formulate more comprehensive, coordinated and sustainable public management strategies. PNA provides strong support for the realization of scientific,

democratic and transparent public management.

5. Conclusions

PNA provides a brand-new perspective for multi-stakeholder public management, which enables us to understand the relationship, power structure, cooperation and conflict mechanism among stakeholders more comprehensively and deeply. As a comprehensive research method, PNA has been proved to provide a profound insight into the understanding of multi-stakeholder public management. By revealing the relationship, power structure and information flow among stakeholders in the process of policy formulation, PNA provides an effective tool for formulating more coordinated and sustainable public management strategies. In practice, PNA provides a deeper understanding for multi-stakeholders such as government, enterprises and social organizations, helping them to better coordinate the interests of all parties, resolve conflicts and promote cooperation. Through data-driven decision-making, PNA improves the transparency of public management and the scientificity of decision-making. This is of great practical significance for enhancing public trust in policies and strengthening social stability. Future research can focus on combining artificial intelligence, big data analysis and other new technologies to further improve the accuracy and efficiency of PNA and provide more real-time and accurate information support for policy making.

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