

Research on the Innovation of E-government Service to Promote Regional Development under the Background of “One Belt and One Road”

---Taking the Integrated Online Government Service Platform in Guangxi as an Example

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Abstract. With the promotion of the policy of “The Belt and Road”, the Chinese government has devoted itself to the world economic market with an open attitude. In this context, building a service-oriented government with people’s satisfaction has become the goal and task of government management reform at this stage. It also reflects people's demand for convenient, efficient and high-quality government services provided by the government. People’s demand needs to be achieved through the reform of government functions. The reform of e-government services in the areas with the B&R policy has been on the front line of the reform of government functions, which has a significant impact on the development of the economy . With case study, the key case investigation and analysis of the e-government service innovation reform of the regional government along the “Belt and Road” will be carried out, focusing on the Guangxi integrated online government service platform, analyze how the reform of e-government service can promote regional development and existing deficiencies, so as to put forward the measures for improving the innovation of e-government services to promote regional development, such as enhancing the coordination of local cooperation, and come up with suggestions for the improvement of e-government service innovation reform in China's new era to boost the “The Belt and Road” regional improvement.

1. Literature Review

1.1 Current Status of Research at Home

1.1.1 Research on Government Service Reform Under the Background of “One Belt and One Road”

Wenqing Wu(2019) pointed out in the summary of the second digital China construction summit that in 2018, the National Development and Reform Commission (NDRC) actively promoted cooperation in the construction of the digital Silk Road and practical cooperation in the fields of information infrastructure, cross-border e-commerce and smart cities.^[1] Centering on the strategic layout of “national big data strategy” and “One Belt And One Road” and relying on the Guangxi e-government external network cloud computing center, Haiyu Wu, Guanyu Tan and Xiaolu Zhou (2018) proposed to strive to build the Guangxi sub-center of national big data center and the Guangxi sub-center of “One Belt And One Road” big data center, which promote the sharing and opening of the government big data to the public, and release the digital dividend, promote the network interconnection and information exchange of cross-border e-government, and promote the policy communication, trade communication and people's livelihood communication between the ASEAN countries and the countries along the “one belt and one road”.^[2] The provinces finalized in the “One Belt And One Road” policy include Zhejiang province. Zhejiang province, under the background of “One Belt And One Road”, actively responds to the policy to carry out government service reform and innovation, and carries out the “Once” reform. Under such a background,

Jianxing Yu(2017) proposed that the reform of “reforms to streamline administration” should break through the non-virtuous circle of “the distribution of rights leads to management confusion, management confusion leads to withdrawal of rights, withdrawal of rights leads to failure,and then the failure leads to the distribution of rights” according to the response of “Once” reform to the reform of “reforms to streamline administration”. The key is how to distribute government power, and the reform of “Once” is an important entry point.^[3] Dayong Yang and Mingxin Sun(2017) proposed that under the background of “One Belt And One Road”, government functions need to make corresponding changes by reducing administrative costs, saving economic resources and building an efficient non-corrupt government.^[4] In the book Computer and Network, the introduction of the big data integrated service portal on the “One belt and One Road” line can provide standardized and customized data services and information services for the government and enterprises.At the same time, the website also provides resources for experts and think tanks in related fields such as policies, investment and law in the “One Belt and One Road”, so as to provide consulting services for overseas investment of related enterprises, which also provides data support for government's service reform.^[5] Hong Tan (2015) advocated the construction of an electronic network bridge between regions based on “One Belt and One Road”, and established a diversified e-government investment system with e-government as the main body to accelerate the transformation of e-government service oriented government functions, and promote inter regional trade facilitation and policy interoperability.^[6]

1.1.2 Research on the Innovation of Government E-Government Service

Yong Tao (2019) based on the theory of collaborative governance, proposed to promote the integration and sharing of e-government construction on the premise of intensive; to promote data openness and government transparency with the purpose of openness; and to promote technology application and organizational change driven by innovation.^[7] Xiaoqin Xie(2019) from the perspective of “Internet + Government Service”, proposed to strengthen the reform of “Internet + Government Service” and realize the sharing of resources, which is conducive to the government to make correct decisions, provide more and more convenient services for the people, and truly realize the transformation to a service-oriented government.^[8] Jianping Yu (2018) put forward that the basic characteristic of service-oriented government is that the government can not provide high-quality and efficient public services for the people without efficient service mode and the efficient service mode is impelling the innovation and development of government service.^[9] Based on the fact that information technology has greatly improved the efficiency of social operation and profoundly changed the mode of social operation in the “Internet+”, Qian Li (2018) proposed that the government should keep pace with the times, rely on active technology to influence and drive the innovation of the mode of government service, maintain the information efficiency synchronized with the society, and realize the new model of “Internet + government services”.^[10] Combined with the “Internet +” background of the new generation of information technology represented by big data, cloud computing, mobile Internet and smart city, which has brought severe impact to the traditional government management mode, Guangyan Chang and Fenglan Gui proposed to innovate the government service mode, improve the scientific decision-making level of the government through the “Internet plus government affairs” mode, give full play to the efficient and convenient advantages of the Internet, improve the utilization efficiency of resources, reduce the cost of service consumption, and become a new driving force to promote a new round of government transformation.^[11] Yun Zhai (2017) put forward that “Internet + government services” contains the value category and practical logic of government functions in the field of public services, and the new idea of “Internet +” thinking is used to pry government functions, and the whole process of reform is guided by the concept of administration according to law. At the same time, he put forward to open the list of powers of government departments at all levels, optimize the service process of reengineering government affairs, improve the time limit of administrative examination and approval, let the information run more and the masses run less, and effectively enhance the people's sense of access.^[12] Tan Chen and Wei Deng (2016) believed that with the accelerating reform and innovation of government service, “Internet + government service”

driven by big data will make government service and information benefit the people more intelligent, convenient, humanistic and experiential.^[13]

1.2 Current Status of Research in abroad

1.2.1 Research on the Reform of Government Service Function

Because of the differences in the translation of English terms, there are different terms used and concepts defined in foreign e-government services, such as e-government service, government electronic service, government electronic service, and related “one-stop service”, “Internet + government service”, etc. American scholar Robert Denhardt and Janet Denhart (2010) published the article “New Government Service---- Service not Steer” in the magazine of Public Administration Review, which highlights the service function of the government, and clarifies that citizens are at the core of the governance system, and the real identity of the government is a servant, not a paddler or a steerer. Herbert Kubicek and Martin Hagen (2013) of Bremer University, Germany, pointed out that for public administration reform and research, the integrated supply model of government public services is relatively new, and all the clients' work can be done with only a simple contact, either face-to-face or by telephone, fax, Internet or other means. The research group of “Network Services and Government” of the Kennedy School of Government pointed out that in the current construction of service-oriented government, how to effectively use the latest information network technology, improve the government reconstruction by virtue of the development of Internet government affairs, and then promote the transformation of government functions is an extremely important research direction for the theoretical research of service-oriented government in all countries. Memorandum, from India, has the same understanding and believes that the “island of information” mode of government affairs has seriously hindered the supply of high-quality government services.

1.2.2 Research on E-government Service Reform

Wannessa R. Fonseca & Pedro L. P. Corra & University of S o Paulo Cepromat (2014) proposed an e-government service specification method (SSMe-Gov), which supports the standardization of e-government services from service modes.^[14] Through exploratory case study and analysis, Jesper Schl & Matthias Stepan (2017) proposed several important factors that can affect e-government innovation, including organizational culture, innovation direction, availability of municipal informatization strategy, and consistency of government strategy and performance management.^[15] Gilang Gusti Aji & Awang Dharmawan (2018) argued that E-government is regarded as the traditional governance into the efficiency of the media, government agencies use of e-government technology has the ability to change and the citizen, the relationship between the enterprise and other government departments, and can serve a variety of purposes, such as to provide government services to citizens, better improve interaction with business and industry, through access to information for civil liberties, or more effective government management, and thus can be reduce corruption, the benefits of transparency and increase convenience, increase their income and/or reduce costs.^[16] Jean Damascene twizeyimana and annika Andersson (2019) proposed that the six levels are the public value of e-government reform, including improving public service; improving administrative efficiency; opening government capacity; improving moral behavior and professional level; strengthening trust and confidence in government; and improving social value and well-being.^[17] Hendrik Scholta & Willem Mertensb & Marek Kowalkiewicz & Jorg Beckera (2019) proposed an e-government stage model through case analysis, which can be used to classify all content from single service to the whole government.^[18] Aewoo Nam (2019) based on the global index regression analysis found that e-government significantly improved government efficiency, but failed to significantly improve government efficiency, the reasons are related to the political, economic and cultural impact of various countries.^[19]

To sum up, at present, domestic and foreign researches on regional e-government service under the background of “One Belt And One Road” are few, and there are some researches on the innovation and reform of e-government service, especially those abroad are earlier than those in China. Foreign researches on e-government service innovation are more detailed and mature, and

focus on analyzing the current situation and problems of e-government service innovation with empirical research, but there is no relevant research on the impact of e-government service innovation reform on regional development under the background of “One Belt And One Road” policy in China. Domestic research on e-government service innovation is relatively macroscopic, most of the research focuses on the theoretical level and qualitative analysis, there is little research on the innovation of e-government services and the promotion of regional development combined with the policy of “one belt and one road” in China. The study focuses on the actual situation of our country, investigate and analyze the new China government service platform in May 2019, and the analysis of the innovation of e-government services in the Guangxi integrated online government service platform along the “One Belt and One Road” province, and explores the innovation of e-government services under the background of “one belt and one road” strategy. On the basis of the analysis results, it puts forward some countermeasures and suggestions to promote the innovation and reform of e-government services in the “One Belt and One Road” regional development.

2. Current Situation of E-government Service Platform Construction

2.1 Overview of the Construction of E-government Service Platform in China at the Present Stage

To understand the current situation of e-government service platform construction in China, it is necessary to analyze China's e-government service platform, which was put into operation on line in May this year. The service platform mainly provides enterprises and the public with unified identity authentication, unified service matters, unified electronic certificates and other “seven unified” services, and gives full play to the role of public entrance, public passage and public support for national government affairs services, and provides support for the national “one-netcom office” for government affairs services.

The public can log on to China government affairs service platform (www.gjzfw.gov.cn) or download the client of China government affairs service platform, or search for “China government affairs service platform” small program in WeChat and Alipay to experience relevant services provided by China government affairs service platform. Here, you can directly access the government affairs service platform of all regions and departments in China, experience all kinds of government affairs services, and make complaints and Suggestions on the national government affairs service work. The front page of the platform is named after the flagship stores of State Council departments and local governments, which are very general. People who handle things become “service purchasers”, “quality monitors” and “aftermarket appraisers”. However, the small pop-up on the front page encourages people to do more “making complaints” and “finding fault”, and puts forward valuable suggestions to jointly promote the continuous improvement and perfection of the platform, which truly embodies the characteristics of “love the people, facilitate the people, benefit the people”. It is important to mention that the service platform contains more than 1.89 million government service items and 509 convenient service applications of 31 provinces (autonomous regions and municipalities directly under the central government) and the Xinjiang production and construction corps, and the provincial e-government service platform finalized by “One Belt And One Road” is also integrated into the platform. In order to facilitate the research, the Guangxi integrated online government affairs service platform, which has the advantage of “One Belt And One Road” connecting with ASEAN countries and is newly launched for trial operation, is mainly selected for the research.

2.2 Investigation and Analysis of Online Government Service Platform to Promote Regional Development

On May 31, the integrated online government service platform of Guangxi completed 55 key tasks of in-depth docking with the national government service platform on schedule and the docking progress ranked first among 23 non-pilot provinces and municipalities in the country. The

construction of Guangxi integrated online government service platform has effectively optimized the business environment of the provinces involved in the “one belt and one road” policy, laid the foundation for the construction of digital Guangxi, further deepened Guangxi's reform of “letting go of services”,and achieved the goal of helping the people and enterprises. Meanwhile, it has promoted the “one-window acceptance, integrated service” examination and approval and process reengineering, promoted the whole process of electronic examination and approval of service items based on application, and further promoted the reform of “simple administration” of government affairs services. It plans to basically realize the “one-netcom administration” and “one-in-one administration” by the end of 2020. The E-government service platform reinventing the approval process will undoubtedly play a significant role in promoting the development of the “one belt” regional economic development. In particular, according to the “large clearance system” implemented in China, the approval items should be listed according to the requirements of the project to facilitate the selection of the public and enterprises, such as “only need to come once” and “do not need to come” and so on, which greatly reduce the approval process and processing links. The convenient and fast electronic data exchange in customs clearance at regional foreign trade ports has strengthened coordination and cooperation, further simplified customs procedures and increased efficiency at a rapid pace, further optimized regional business environment and trade facilitation, so as to promote the implementation of “One Belt And One Road” strategy and further strengthen the construction of digital silk road. In order to facilitate intuitive understanding of e-government service innovation that is conducive to promoting the development of “One Belt And One Road” region, the key point is to classify and analyze the items “only need to come once” and “do not need to come” without repeating items in the project list according to the condition of providing trade convenience.

Table 1 List of Trade Facilitation Projects Provided by Guangxi Integrated Online Government Service Platform

Service Unit and Project Content	Number of Items of “only need to come once”	Number of Items of “do not need to come”
Development and reform commission of the autonomous region: Approval of foreign investment projects under the jurisdiction of autonomous regions, etc.	6	2
Autonomous Region Department of Industry and Information Technology: Tax-free transfer of raw materials for imported key parts and components of major technical equipment,etc.	2	0
Office of Science and Technology: Human genetic resources collection, collection, sale, export, exit approval, etc.	1	0
Agricultural and Rural Department of Autonomous Region: Examination and Approval of Import and Export of Grass Seeds, etc.	9	0
Forestry Department of Autonomous Region: Preliminary Examination of Forest Seed Production and Management License Engaged in Seed Import and Export Business,etc.	2	0
Commerce Department of Autonomous Region: Import and Export License for Precursor Chemicals and Graphite Related Products, etc.	25	0
Autonomous Region Culture and Tourism Department: Examination and Approval of Import and Export Business Activities of Fine Arts,etc.	2	1
Autonomous Region Oceanic Bureau: Examination and approval of aquatic wildlife or its products exported to Guangxi,etc.	4	0
Autonomous Region Market Supervision and Administration Bureau:	3	22

Recording of Non-registered Items of Foreign-funded Enterprises, etc.		
Customs: issuance of health permits (catering services) at frontier ports, etc.	94	2
Guangxi Banking Regulatory Bureau: Establishment, alteration and termination of examination and approval of representative offices of foreign banks, etc.	4	0
Autonomous Region Communications Administration: Examination and Approval of Foreign Investment in Telecom Business, etc.	1	0
Guangxi Trade Promotion Association: Provisional Import Documents (ATA) etc.	4	1
District Press and Publishing Bureau: Registration and Approval of Catalogue of Imported Publications, etc.	2	0
Total	159	28
The total number of service items of “only need to come once” and “do not need to come” on the platform	1739	140
The proportion of items of “only need to come once” and “do not need to come” to the total service items of “only need to come once” and “do not need to come” on the platform	9.14%	20%
Total number of service items on the platform	1960	
The proportion of the number of items in “only need to come once” to the total number of service items on the platform	88.72%	
Proportion of “do not need to come” Items to the Total Service Items of the Platform	7.14%	

Table 1 Data Sources: Guangxi Integrated Online Government Service Platform(<http://wsbs.gxzf.gov.cn/govcenter/projBasicInfo.do?method=redirectIndex&gscPlace=Gxzf>)

According to the list, the Guangxi integration online government service platform can only see from the provision of trade convenience in facilitating the development of the “one belt and one road” regional development. It has greatly facilitated the examination and approval of regional import and export trade. The number of items approved by the “only need to come once” is 159, accounting for 9% of the total number of matters examined and approved. The number of items approved by the “do not need to come” has reached 28, accounting for 20% of all items. The improvement of trade facilitation is conducive to attracting domestic and foreign funds to invest in enterprises and develop import and export trade in the region, thus to a large extent promoting regional economic development. Among them, 88.72% of the total service items of the platform and the number of items of “only need to come once” show that the reform of “putting in custody” by using e-government service platform in Guangxi has achieved initial result, and “All-in-one” has a high coverage. 7.14% of the total number of “do not need to come” items and the total number of service items on the platform indicate that it is still a long way to go to realize “one-network operation” of all items.

3. Deficiencies of E-government Service Platform Reform and Innovation in Promoting Regional Development

3.1 The construction of integrated network is not perfect and the docking of local services is not enough.

According to the investigation of Chinese government affairs service platform and Guangxi integrated online government affairs service platform, it is found that the two e-government service platforms are not enough to connect local services and the construction of integrated network is still not perfect. From the operation of Guangxi integrated online government affairs service platform,

the online service matters at the city and county level are relatively comprehensive, but the online service matters at the township and street level are relatively few, and some of them have not even completed the docking of online service matters. In particular, the e-government services of the three coastal cities such as Qinzhou, Beihai and Fangcheng port will play an important role in promoting the development of port construction, docking the “one belt and one road”, developing foreign trade and import and export enterprises, and creating a maritime economy. However, the e-government service of these three coastal cities has not been fully covered and connected by the integrated online government service platform in Guangxi, which is not conducive to the economic development of the region along the line.

3.2 The reform of e-government services is insufficient and trade facilitation is conspicuous.

As the reform of “streamline administration” enters the deep water area, the innovation and reform of e-government service also faces the problem of insufficient reform in promoting the regional development of “One Belt And One Road”. As shown in Table 1, the integrated online government affairs service platform of Guangxi, which is mainly selected for the development of “One Belt And One Road” strategic region, provides the list of trade convenience projects. Among them, the number of “only need to come once” projects is 159, accounting for 9.14% of the total number of “only need to come once” services, and the number of “do not need to come” projects is 28, accounting for 20% of the total number of “do not need to come” services, accounting for 8.11% and 1.43% of the total number of services on the platform, respectively. The data shows that the reform and innovation of “streamline administration” provided by the e-government service platform fails to significantly promote the improvement of trade convenience and trade convenience conditions are limited.

3.3 Lack of scientific and intuitive satisfaction evaluation system and weak responsiveness of the masses

Although there are evaluation windows for every service item of China's Government Service Platform and Guangxi Integrated Online Government Service Platform, however, the evaluation content is invisible to the public, and the satisfaction ranking can be seen in the evaluation window of Guangxi integrated online government affairs service platform, but only the top 100 service items and comments are shown. The satisfaction of the top 100 service items reached 100%, but the number of reviews was not much. The highest number of reviews was the service items of Baise Real Estate Registration Center on “the first registration of the right to use state-owned construction land and the ownership of houses”, with 703 reviews. However, among the top 100 service items, the lowest number of comments is 11, with a small number of comments and a large gap. As the number of comments is often larger than the number of comments, the satisfaction data are not intuitive enough, which reflects the low scientificity of the satisfaction data of the staff and the weak responsiveness to service quality. In addition, none of the top 100 service items in the satisfaction ranking can significantly promote regional development and reflect trade convenience.

3.4 There is a lack of e-government service cooperation in cities along the line, so that the advantages of private enterprises are not fully utilized.

According to the investigation and understanding of China's government affairs service platform and Guangxi integrated online government affairs service platform, the government affairs service platform in China can directly enter the flagship stores of local governments to handle related examination and approval matters, but the cooperation between local governments is insufficient. For example, several domestic cities, such as Beihai Guangxi, Guangzhou Guangdong, Quanzhou and Fuzhou Fujian, and Haikou Hainan, where “One Belt And One Road” passes through, are still relatively independent online government service platforms at the present stage. The problem of “information island” still exists relatively, and the service of “One Belt And

One Road” urban cooperative examination and approval projects is not reflected, which is not conducive to the examination and approval of trans-regional cooperation projects of cities along the belt and road, and the advantages of convenience for people and enterprises are not fully played.

4. Suggestions on the Reform and Innovation of E-government Service Platform to Promote Regional Development

4.1 Strengthen local cooperation and docking and enhance the level of integrated network construction

According to the problem of insufficient docking in the local area of the integrated network service platform, we should continue to strengthen the cooperation and docking between provinces, cities, counties, townships and streets along the “one belt and one road”, and strengthen the construction of an all directional integrated network. At the same time, we should further develop and complete the docking tasks of townships and streets, and give full play to the innovative advantages of e-government services for the convenience of the people and the benefit of enterprises, so that they can be fully covered by no blind spots or omissions. The problem of “information island” should be solved thoroughly so as to realize seamless connection and cooperation between regions in time and space, and further improve the level of information interconnection among regional integrated networks.

4.2 Implement the reform of “streamline administration” to enhance the convenience of digital trade

We should further promote the implementation of the reform of “streamline administration”, promote the innovation and reform of e-government service with the reform of “decentralization, regulation and service” and promote the construction and development of “One Belt And One Road” region to actively promote the construction of e-government service platform in provinces and cities along the “One Belt And One Road” line. We should also standardize the development of “Internet + trade”, build a healthy and sustainable e-government ecosystem, create high-quality online approval channels along the provinces and cities, and adopt the theory of gradualism to promote the project approval process of “only need to come once” and “do not need to come” to enhance the intensity and convenience of trade cooperation.

4.3 Strengthen the construction of visual evaluation system of satisfaction and improve the service quality of promoting regional development

At the present stage, China's e-government service platform is named after “flagship local government stores”, and the public and enterprises are regarded as the customers enjoying the service, while the “after-sales” satisfaction evaluation should be paid attention to to improve the service quality. Therefore, it is necessary to further strengthen the construction of intuitive evaluation system of platform satisfaction. The evaluation contents of service items should be made public for other “customers” to refer to. Besides displaying the top 100 service items of satisfaction, the satisfaction scores of other service items evaluation should also be shown to be truly open and transparent, so as to help the public and enterprises realize the right to purchase “service” and evaluate “service”. The interactive functions of online consultation and evaluation can be re-developed for the platform where conditions permit, and online consultation can be provided for those who have questions about service matters, and satisfaction evaluation can also be given for the consultation answers, so as to promote the regional development of e-government service quality.

4.4 Promote practical cooperation in integrated e-government and jointly build the digital Silk Road

We need to fully mobilize local initiative, strengthen regional cooperation in One Belt And One Road, expand the functions of e-government service platforms, deepen innovation and reform of platform services, and enhance point-to-point cooperation among provinces along the belt and road, especially in node cities. At the same time, it is necessary to try to establish “one belt and one road” project cooperation examination and approval service area in the provinces and cities along the provinces, so as to speed up the construction of “one network and one office” and “one thing through operation”, and comprehensively promote information infrastructure construction in cities along the belt and road, “Internet plus” government affairs construction, and practical cooperation on e-government in long-distance cooperation projects, and jointly build the digital silk road.

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