

# **The Analysis on the Diversification of Public Management Approaches in the New Era**

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**Abstract:** As the society enters a new development environment, public administration presents new development opportunities, but also faces certain challenges. In order to optimize the public management system, relevant departments need to analyze the management system and technology, so as to build a healthy and harmonious social environment. In view of this, this paper discusses the diversified evolution of public management approaches in the new era from the aspects of precision construction, guarantee construction, interconnectivity implementation, and strengthening talent construction and training.

## **1. Introduction**

From the perspective of public management work, there are many contents involved, such as social content, order content, etc. When managers get involved in the process of public affairs management, it is necessary to apply new management technologies according to the actual management and development needs, and finally realize the effective strengthening of public management level. At present, information technology has been popularized and applied, which makes the real integration of big data and public management work<sup>[1]</sup>.

## **2. The Dilemma of Public Management in the Context of New Normal**

### **2.1 Higher Requirements for Public Administration**

With the continuous progress of science and technology, the society has entered a new period of development, and the universality of the development of the Internet and computers has changed people's life to a great extent. People have more and more access to information, and more and more stringent requirements on public management services.<sup>[1]</sup> Although, the relevant government departments have formed some thoughts on the new requirements, and in the process of carrying out public management work, actively introduce information technology. Development of micro-blog, WeChat as the carrier of the management platform. However, in the process of concrete implementation, there are still some problems, such as the existing management methods and means are relatively single, the specific management content is lack of innovation, unable to meet the expectations and needs of modern people. Therefore, in view of the above problems, the relevant departments need to strengthen the ideological attention, and take effective measures to avoid.

### **2.2 The Contradiction between the Level of Modern Governance and the Actual Social Needs**

At present, in the current public management work field, the real governance situation, and the social development needs of a large contradiction, and seriously affect the management work effect and quality. In the current national development background, China's economic and legal construction level is constantly improving. However, the corresponding public management undertakings have not been improved or perfected, leading to certain limitations in the improvement of national development strength.

### **2.3 The Gap between Organizational Tasks and Individual Awareness in Public Administration is Gradually Widening**

At present, in the process of construction and development of the current public administration, the main dilemma is reflected in the disharmonious relationship between organizational tasks and individual consciousness. With the diversified construction and development of social environment, some party and government cadres have a certain deviation in ideological cognition compared with the past. In particular, the ideological consciousness is obviously reduced, and the self-restraint and self-control are reduced, which has caused certain obstacles to the concrete implementation and development of public management work <sup>[2]</sup>. Therefore, how to get rid of the above difficulties and realize the in-depth development of public management work is the priority task that the relevant departments need to focus on, so they must pay more attention to the degree of ideology and improve the strength of implementation.

## **3. The Breakthrough of Public Management in the New Era**

### **3.1 Application of Modern Public Management Techniques and Methods**

With the arrival of the new normal era, relevant departments need to pay more attention to public management ideas and strengthen the implementation of management work. First, establish a sound management system and standardize the management workflow <sup>[2]</sup>. Define the specific management functions and scope, so as to ensure effective and effective management. Secondly, the construction of the internal structure of the staff should be strengthened.

In accordance with the new requirements and standards of the new normal on public management, technical personnel in various fields should be introduced, so as to expand the coverage of public management and ensure more comprehensive and specific work implementation. Relevant departments need active information professionals, so as to make better use of information technology to build a digital and intelligent public management system and comprehensively improve the management level. At the same time, focus on strengthening the quality of management personnel training. In view of the current public management work faced by the plight of the focus on the analysis. And according to the actual situation, put forward a scientific and reasonable solution path, comprehensively improve the management level.

### **3.2 Improving the Organizational and Governance Capacity of Public Administration**

In the field of public management, relevant departments need to focus on strengthening the construction of organizational governance level, so as to ensure that management work is more in line with the development needs of the new normal. First, relevant departments need to redefine the work concept and realize the important role of organizational governance in the work system. After that, specify specific job functions. According to the specific work requirements under the new normal background, the work objectives, work directions and specific responsibilities of organizational governance are defined, so as to ensure that the staff can carry out the corresponding governance work in a scientific and orderly manner <sup>[3]</sup>. At the same time, relevant departments need to focus on strengthening the establishment of internal personnel assessment system, so as to achieve comprehensive management of the internal working environment.

### **3.3 Establishing the Value System of Public Management**

In the new normal social environment, relevant departments need to formulate a new work system according to the new requirements of public management. First of all, relevant departments need to improve the management system from the perspective of welfare benefits, and optimize the standard of welfare benefits according to the position of staff and specific functional requirements. Secondly, we should strengthen the construction of the legal management system, focus on the supervision of the illegal behaviors of the staff in their posts, and take effective measures to deal with the specific behaviors. At the same time, it focuses on strengthening the construction of the value assessment

system<sup>[3]</sup>. In view of the management personnel's ideology, values, and moral values of the key assessment. Actively study the party and the country in the management of the value of the relevant decision-making and strategic thinking. It urges managers to actively learn advanced work concepts and consciously regulate their behaviors, so as to comprehensively improve their working ability, improve comprehensive quality and promote the in-depth development of public management.

#### **4. The Background of the Diversification of Public Management Ideas**

With the development of globalization and the deepening of China's reform from a planned economy to a market economy, China is facing a painful period of economic transformation. Old and new problems are interwoven, cyclical and structural problems are overlapping, and difficult dilemmas are on the increase.

##### **4.1 Changes in the Principal Contradiction of the Society Promote “People-Oriented” Management**

As socialism with Chinese characteristics has entered a new era, the principal contradiction in Chinese society has been transformed into “the contradiction between unbalanced and inadequate development and the ever-growing needs of the people for a better life. In order to promote the all-round human-centered development of all people in various aspects such as economy, politics, society and culture in a more equal way, the most core and essential spiritual core that contemporary public management should realize is fairness, justice and equality, which are the principles that public managers should uphold when performing their duties<sup>[4]</sup>. The innovation of public management should focus on the people's livelihood and public services, the transformation of government functions and the people's participation in management.

##### **4.2 The Main Characteristics of Today's Economic Diversification Promote the Transformation of Public Management Mode**

China's economy has now entered a phase of “new normal”, with the economic growth rate slowing down and the quality of economic development being put forward with higher requirements. In terms of the overall development trend and law, the more the society develops, the stronger the self-management and self-adjustment ability of the society is, the smaller and weaker the role of the state in the society is, and the more the dominant function depends on the management and service functions<sup>[4]</sup>. The good economy promotes the socialization of government's public management.

##### **4.3 The Era of Big Data Has Improved the Efficiency and Refinement of Public Management**

The era of big data brings information revolution, the effective use of unimpeded and fast information makes public management more efficient, transparent and scientific, and accelerates the innovation of public management methods and thinking. On the one hand, the government can use big data to strengthen the supervision of power operation; On the other hand, the social supervision of the government is more comprehensive, so that the power operation and supervision into the information age, mass era<sup>[5]</sup>.

##### **4.4 Change of National Management Consciousness**

The decision of the CPC central committee on some major issues concerning comprehensively deepening reform, made at the third plenary session of the 18th CPC central committee, sets the modernization of the country's governance system and capacity as the overall goal of comprehensively deepening reform<sup>[5]</sup>. The 19th national congress of the communist party of China pointed out that we should strengthen the building of a social governance system, improve the social governance system under the leadership of party committees, the responsibility of the government, social coordination, public participation, and the guarantee of the rule of law, and raise the level of socialization, rule of law, intelligence, and specialization of social governance<sup>[6]</sup>. Therefore, it is inevitable for The Times to change from the public management of government economic regulation to the service management of balanced development, which reflects its social connotation from

multiple perspectives.

## **5. The Pluralistic Evolution of Public Management in the New Era**

### **5.1 Precision Construction.**

In the use of large number public management innovation process, the relevant public management needs to have the perfect big data thinking and eventually make the precision of large data used, in the new era, the amount of data is very huge, if there is no display precision in practical management work principles, with large data, it is easy to lead to serious mistakes of public management decision, the great influence on the main body of public management<sup>[6]</sup>. Besides, standing on the nature of public management perspective, people need to application under the new era of all kinds of new resources, and to be familiar with characteristic and rationality, and to perfect the concept of data to conduct a comprehensive building, this is also one of the main form of strengthening daily management, to ensure the accuracy of public management system construction.

### **5.2 Government-Subsidized Construction**

In general, the application of big data thinking is mainly based on the analysis of big data, and then presents the comprehensive characteristics of public management. The users of each public management department should also fully consider the security of big data, so as to ensure that big data information has strong security characteristics in the application process. In this process, in addition to the traditional technology security work to carry out the process, will also involve with the number of households related to the specific information, the most important is personal privacy and other content. In order to strengthen the protection of such information, technical protection and personnel protection can be applied to avoid the leakage of big data in public administration departments<sup>[7]</sup>. Only in this way can the big data function be fully presented. It can also be seen from here that the guarantee construction has positive significance for the public management innovation in the new era.

### **5.3 Implementing Connectivity**

With the continuous development of big data technology, public managers need to show their management functions to ensure the integration of management work with the actual big data technology, so as to solve the problem of Information Island and provide a positive role for the application and management of public data<sup>[7]</sup>. From big data can also be seen in the technical characteristics, the problems of information island comes will disappear, but rely on relevant technical means, to ensure the implementation effective information transmission and sharing between the public sector, for the secret of the nature of public management information, and can read each other between different departments, and abide by relevant information application process, fully display its value. It can be seen from the previous data interconnection operation that the main work focus on the information of the external network, but the information of the internal network in the public administration department is more important. Therefore, relevant management staff need to be aware of this and give strong support to the work. Managers should also improve the level of information application in each public administration department and provide strong support for information sharing work with the help of system guarantee<sup>[8]</sup>. Only by realizing the interconnection and interworking of information among various departments, can we realize the Omni-directional management of large number of households, and then show the level and function of public management.

### **5.4 Strengthening the Construction and Training of Talents**

Talents are the root of the integration of management work and big data in public administration departments. Each public administration department should invest more manpower and material resources to support the stable development of related management work and introduce more professional talents, which is also of positive significance for the effective treatment of related big

data problems. In addition, in the development process of the new era, any information can be quickly spread on the network. How to carry out efficient crisis management operations in this environment, how to deal with the application of information in the new era, and so on, are questions that public managers need to ponder. Therefore, in the implementation of public management work, no matter how the management department changes, as long as there is a mature human resources system, can drive the public management department to develop<sup>[8]</sup>. Therefore, each department should set clear criteria for talent selection and strengthen the perfection of public administration departments.

## 6. Summary

To sum up, in the process of informatization development, the application of big data is an indispensable important content, especially in the public management can show a strong application value. However, as many public managers do not have strong awareness of big data, the management effect cannot be further presented. Therefore, people need to seize the opportunity of the new era and create favorable conditions for the public management work.

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