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Developing a framework for scaling M-governance in Asia: Issues and Challenges

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Abstract

In the world today, there is no doubt that a ubiquitous acceptance of m-governance has rocked the governing systems to a considerable degree with regards to the evolution of governance as a result of widespread global acceptance of electronic governance. As a way of achieving good governance through the implementation of m-governance, mobile technologies are being utilized in order to enable the delivery of public services that improve the quality of governance as part of m-governance. There have been dozens of mobile projects implemented in various ministries of various Asian governments over the past decade that have been initiated and implemented as of late. A number of these initiatives aim to improve basic infrastructure, increase mobile literacy among employees, develop skilled manpower, and enable certain services to be more mobile friendly in the future. These mobile projects are often the manifestation of a government that has started a journey with a strong focus on mobile at the state and national levels in order to pave the way for m-governance to be implemented in Asian countries in the near future. With the advancement of m-governance systems, we will witness transparency, reduced service delivery times, a reduction in poverty, corruption, and the strengthening of democratic practices through participation of the people and the promotion of good governance practices as the system progresses. Despite the challenges associated with implementing m-governance successfully in Asian countries, the purpose of this paper is to discuss the scope and challenges of implementing it successfully, as well as to offer some recommendations on how to accomplish this goal. A bird's eye view of the changing landscape of m-governance in Asia is provided by this research, and it provides a summary of the body of scholarship that has appeared in the recent past to provide a summary of all the recent research articles that have been published on the subject. As Asian as well as the rest of the world is developing, the emergence of m-governance projects and where they are headed will prove very useful and informative for the rest of the world as well. There is still a significant amount of effort being put into developing mobile technologies in Asia-Pacific countries to provide better financial management information and reporting, streamline the delivery of government services, enhance communication with the citizens, and serve as catalysts for empowering citizens to interact with their governments.

Keywords: m-governance, m-governance benefits, m-government attributes, m-government challenges, effective m-governance

Introduction

With the passage of time, new theories and techniques are being evolved as well. A lot of potentials abound in a concept like m-governance, which could either be an innovation or an eventuality. Government, public, private and other parties have benefited from Mobile Governance (M-Governance) as it established a communication network among them. Three modes of mobile communication are used to provide M-Governance services, Interactive Voice Response (IVR), signalling, and disseminating data via mobile applications. The fact that mobile governance is widely accepted throughout the world is a testimony to the fact that m-governance has shaken the world's governing systems to an extent due to its widespread acceptance throughout the world. As a result of differences in social settings and cultural norms, it is not always easy to put in place many theories and techniques in all countries. By improving service delivery, lowering the cost of public goods and services, and improving democratic governance, m-governance can play a crucial role in assisting to alleviate development challenges and can have a positive impact in terms of contributing to the development of the country. As a result of M-governance, governments will be able to improve the way they work, share information, and deliver services to both external and internal customers.

M-governance aims to strengthen relationships with citizens, businesses, and other government agencies through the use of modern technologies, including wide area networks, the Internet, mobile computing, and other types of information technology. M-Governance can be viewed as a subset of E-Government that is part of a whole. One of the characteristics of M-Governance is the flexibility of the time and location in the way in which government services are provided to citizens as part of their daily lives. As part of the existing e-Governance models, M-Governance should be considered as a complement to the existing e-Governance models, and not as a substitute for them. The concept of M-Governance can be broadly defined as the process of creating policies and managing the operational aspects of processes that facilitate access to institutional information and provision of services by using a mobile device and mobile apps as a mode of accessing that information and providing those services. Ultimately, m-governance should aim to establish good governance as the ultimate objective. Among the characteristics of good governance are honesty, efficiency and effectiveness, justice, reliability, participatory democracy, accountability, accessibility, transparency, equity, and a visionary approach to decision-making, as well as a visionary approach to decision-making. Good governance is defined as a combination of these qualities. Using state-of-the-art technologies associated with m-governance, it is possible to achieve all of the above attributes through proper implementation of m-governance. M-governance is being implemented in many under-developed countries in Asia, but they face vast challenges throughout the process. A government faces a lot of problems on a variety of levels from political, social, economic to technological aspects. There have been some unsatisfactory results achieved by the government through some of the programs it has initiated. To keep pace with the changes in the

world, much more work needs to be done. On the one hand, developed countries have already implemented paperless processes, whereas on the other hand, developing countries are still thinking about implementing some of these projects in the near future. Initially, this is fine, but it should not be the vision at the end of the process. A country's vision should be very high in order for it to be successful. There are a few steps that need to be taken right now in order to fulfill the vision.

M-Governance Delivery Methods in Asia

Within the broad definition of m-government, there is a wide range of applications that facilitate the online delivery of public services to businesses and citizens, as well as different arms of government. M-governance, or mobile governance, is an emerging form of e-governance that uses mobile technologies to deliver services to citizens. When it comes to the transmission and dissemination of information, M-Governance is primarily designed to allow the government to communicate with the public (G2P) and to facilitate the public's communication with the government (P2G). This includes the use of mobile applications, SMS messaging, and other mobile technologies to provide access to government services and information. M-governance has become increasingly popular in Asia, as mobile phone use has become more widespread in the region. By adopting M-Government, Governments are able to rethink how they work, how they share information, and how they provide services to their customers and staff. A m-government application can be categorized in a way that is related to which constituency it serves, based on what constituency it serves:

- M-governance provides citizens with easy and convenient access to the services they need through the use of mobile technologies. In order to facilitate the delivery of information and services to citizens, m-governance has been implemented. It would be possible to provide several services via m-governance, such as the ability to pay bills online, to access government records, to provide e-education, as well as to provide access to health care services. Additionally, it allows citizens to register complaints, provide feedback, and access government policies through the website. As a result, there has been a reduction in delays when registering complaints. If the rules governing service within a department were made consistent across different branches of the department, there would be a possibility of making the rules governing service transparent and consistent across different branches. There has been a reduction in corruption within certain Government departments as well through the use of m-government.
- There are many businesses and industries that are concerned about the costs involved in starting up a business in the context of delivering services to them, particularly when it comes to providing services to business or industry. It is important to note that a large component of this cost relates to the administrative permissions and licenses that will have to be acquired by a business in order for it to be established and operated, and this is an important factor to keep in mind. The ability to process license applications much more quickly with the use of mobile technology can result in a reduction in the long term costs associated with license applications. Making rules more transparent also offers the

possibility of making rules more consistent across departments and making them more transparent across all departments. It may be possible to reduce corruption, which may form a substantial part of the start-up costs for a business, increasing the level of competitiveness of that business by making it less prone to corruption.

- It has been shown through the use of m-government that the department's operating costs can be reduced, as well as a high level of productivity can be achieved through the use of m-government to increase the efficiency of departments and reduce their operational costs. As far as Asian governments are concerned, it does not appear that they are able to take advantage of these advantages, as they are unwilling or unable to reduce the number of employees they employ as a result of the introduction of electronic delivery. This is due to their unwillingness or inability to improve their efficiency as a result of the introduction of electronic delivery.

The challenges associated with M-Governance in Asia

The great mobile facilities available in the developed world are allowing developing countries to achieve great success at an alarming pace, and there is no doubt that it has enabled them to achieve this success through the use of tremendous mobile facilities. There are many countries today that are using mobile technology as a result of the technology being developed, and not only developed countries but also some underdeveloped countries that are continuously changing their position as a result of being able to use the technology. There is, however, no such situation currently taking place in Asian countries, since the situation is not at this level. Each and every sector of the economy needs to be able to make use of the latest innovative technology in order to gain the respect of other countries. A number of reasons are to be considered as to why there are not the requisite technology facilities available in the region and how this could pose a hindrance to the development of the country. It is only possible to mention a few of these below due to the limited space we have in this article.

- In spite of the fact that mobile usage is very high and world class in places like Singapore and Japan, most Asian countries have inadequate mobile infrastructure and planning, despite the fact that mobile use is very high and world class in places like Singapore and Japan. In some places in Asia, such as Laos, which is located far from the main road, rural areas still have difficulty connecting to the internet. However, it must also be noted that there are a number of government offices that have mobile apps that are almost unused because there is no integrated plan for their use as a result of an absence of integration between the two devices.
- There are many mobile application or m-Government projects that suffer from a lack of adequate training facilities, which is due to a lack of appropriate training programs being offered in relation to the development of these applications. Providing users with access to training is one of the most important aspects of getting them acquainted with mobile technologies and breaking their fears related to them in order to become familiar with them. The government sometimes sends officials to unplanned training on mobile apps, often in another country in Asia, and when they return to their offices, they are unable to

implement the newly acquired knowledge of mobile, and they quickly forget everything as soon as they enter the workplace.

- As mobile governance is a relatively new concept, there does not seem to be a regulatory/legal framework that surrounds it. Regulatory/legal frameworks in all Asian countries have not yet been modernized to accommodate the growing demands of the electronic world that is being created. Still, mobile apps have no official value when it comes to government offices and cannot be legally considered as a communication option that is acceptable in these offices. At the present time, there is no law in place to combat cybercrime, nor are there any laws that protect mobile users from cybercrime.
- There is a lack of preparedness among local mobile app developers and mobile app development companies. In Asian countries, the use of local and regional languages plays a big role in the development of their economies. There are still a large number of local software companies that do not possess the level of expertise or professionalism needed to handle large-scale integrated m-Government projects on a large scale. The scenario is rapidly changing in terms of the level of technical expertise that is needed, but the companies are still lagging behind in terms of the level of professionalism and the experience of their managers.
- It is important to have the support of donors and the capability to finance. As well as the technical and financial assistance from donors, the development of m-Government in Asia has been a key factor in the success of m-Government initiatives. The problem of sustainability has also emerged as a result of this project, even after it has concluded.
- M-government can play a crucial role in enabling users to get the best service in the right time for their needs, and personalization can be a key component of this. As a result of the widespread use of m-government services by government agencies every year, citizens are burdened with the services and they do not know which services are appropriate for them due to the large number of offerings. Accordingly, personalization can enable the citizens of the country to obtain information from the government in a fast and easy manner, based on their individual needs.

Result and Discussions

Currently, the mobile phone isn't just used as a piece of technology to instantly communicate or to send and receive text and voice messages. It is more than just a communication tool these days. As a result, it has emerged as the single most effective technology available in Asia in order to bridge the digital divide between urban haves and rural have-nots. Since the introduction of the mobile phone almost two decades ago in Asia, the mobile phone has reached remote rural areas despite hurdles such as lack of connectivity and electricity, as well as low literacy levels. In addition to that, it has made millions of job opportunities available for young people on a direct or indirect basis.

There are many challenges that underdeveloped countries in Asia are facing when it comes to implementing e-governance. There are a number of sectors where the government is facing problems, including political, social, economic, and technological ones. As a result of launching some programs, the government has made some unsatisfactory progress. In order to keep up with the times, there is a great deal more work that needs to be done. There are a number of

developed countries that have implemented paperless systems for work, while underdeveloped countries are still considering implementing some of these projects. There is nothing wrong with it at the initial stage, but it cannot be the vision at the end of the day. A country's vision should be very high if it is to succeed in the long run. There are some steps that need to be taken right now in order to achieve the vision.

A further advantage of the development of mobile communications technology is the fact that it does not only provide the government with a platform for more effective communication with its citizens, but it also offers citizens the chance to communicate with each other more comfortably and to access information and government services without being hindered by time or space barriers. As a result, the services and information offered by the government agencies are also cheaper, easier to access, and can be accessed at any time and anywhere, including education, healthcare, transportation, business, and social welfare.

Conclusion

Observations by the United Nations have shown that rapid developments in mobile technology is changing the digital governance landscape in emerging economies as a result of fast advances in mobile technology. The mobile governance service can be viewed as a model that improves the interaction and communication between governments and a multitude of stakeholders across multiple countries. A number of improvements have been made to the features, speed, and accessibility of new generation mobile devices, resulting in the rapid growth of M-Governance in the past few years.

Using mobile devices, M-Governance aims at providing fast and easy access to public services to citizens so that they can access them instantly when needed. Increasingly, mobile services are emerging as a new frontier in government transformation, making it even more accessible and citizen-centric by extending the benefits of remote delivery of government services and information to a broader range of citizens and making government even more accessible and citizen-centric. In order to strengthen democracy, it is necessary to provide timely and accurate information to citizens, as well as to establish two-way communication between the government and the people. This will facilitate enhanced use of public services as well as citizen participation and empowerment. It has become increasingly common for government departments to use mobile technology, especially those in agriculture, health care, financial services, retail trading, utilities, communications, manufacturing, transportation, and service sectors. Mobile phones have become a popular gadget for consumers as well as businesses, particularly in the Banking sector, where businesses are offering services based on their mobile phones. Because of the cost effectiveness as well as the ability of mobile banking to reach out to customers living in remote areas, mobile banking is the way of the future.

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