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COMPARATIVE ANALYSIS OF KAZAKHSTAN ORGANIZATION'S WEB-PROGRAMS (EGOV, UNIVER, E-SERVICES) AND FOREIGN EXPERIENCES

Abstract. This day simple paper and pen have already changed by new technologies and computer programs and could not be used as before. Day by day, digital programs are becoming more and more important for improvement of work in government organizations and to increase a media literacy among population. Therefore, this article is going to talk more about it.

Given article has main aim like a comparative analysis of Kazakh and foreign organizations' web-programs and its advantages and disadvantages, effectiveness and working system that used in service centers and higher education institutions. Applying computer nets and mobile services like EGOV and Unver is important not only to enlarge a quality of service labor and time-economy, but also it has a vital role for service-users too. People have good opportunity to observe the process and prove their capacity in using modern technologies and media literacy. It plays as a role in providing new program 'Digital Kazakhstan-2020' in the Republic of Kazakhstan and noticeable sample of e-government. Whilst scientific research these advantages would be investigated and made a bright definition to population.

Kazakh web-programs were explored in compare with foreign experiences and prototypes based on analysis In the process of writing article. Moreover, there are researches about different programs of organizations and its disadvantages.

Key words: web-programs, e-government, foreign experience, comparative analysis, media literacy.

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ҚР мекемелерінің web-бағдарламаларына (egov, univer, e-services) салыстырмалы талдау жасау және шетелдік тәжірибелер

Аңдатпа. Бүгінгі таңда қарапайым қағаз бен қалам секілді кеңсе құралдарының қолданыстан шығып, жаңа технологиялар және компьютерлік бағдарламалармен ауысқаны белгілі. Мемлекеттік мекемелердің жұмысын жақсарту, сонымен бірге халықтың медиа-сауаттылығын арттыру мақсатында көптеген сандық бағдарламалар іске асып, күн арта дамып келеді. Сондықтан, мақалада қазіргі заманның өзекті мәселелерінің біріне айналған бұл тақырып жайлы толық мағлұмат берілген.

Берілген мақалада халыққа қызмет көрсету орталықтары мен жоғары оқу орындарында кең қолданысқа ие веб-бағдарламалардың жұмысы, тиімділігі, артықшылықтары мен кемшіліктері туралы сөз қозғалып, қазақстандық бағдарламаны шетелдік тәжірибеге сүйене отырып, салыстырмалы талдау жасау айқын мақсатқа айналған. EGOV, Univer секілді компьютерлік желі және мобильді қосымшаны пайдалану қызмет ұсынып отырған мекеменің жұмыс сапасын арттырып, уақытын үнемдеп қана қоймай, қызметті пайдаланушы үшін де үлкен рөл атқаратыны анық. Өзіне керекті жұмыстың жасалу барысын бақылай отырып, қолданушы өзінің заманауи техниканы меңгергенін, әрі медиа сауаттылығын да байқатады. Қазақстан Республикасының алға қойған «Цифрлық Қазақстан-2020» бағдарламасының іске асырылуына себепкер бола отырып, электрондық үкіметтің айқын мысалы ретінде көрсетілді. Ал ғылыми жұмыс кезінде мұндай артықшылықтар жан-жақты қарастырылып, халық ұғымына толық анықтама берілді.

Мақала барысында жүргізілген талдау негізінде қазақстандық веб-бағдарламалар өзінің шетелдік ұқсас прототиптерімен салыстырмалы түрде зерттелді. Одан бөлек, мемлекеттік ме-

кемелерде ұсынылатын түрлі бағдарламалардың жұмыс барысы зерттеліп, кемшілік тұстары анықталған.

Түйін сөздер: веб-бағдарламалар, электронды үкімет, шетелдік тәжірибе, салыстырмалы талдау, медиа сауаттылық.

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Сравнительно-сопоставительный анализ web-программ организаций РК (EGOV, Univer, E-services) и зарубежный опыт

Аннотация. В современном мире простые канцелярские предметы, как бумага и ручка, заменены новыми технологиями, компьютерными программами. В целях улучшения работы в государственных учреждениях и повышения медиаграмотности среди населения были разработаны различные системы и программы.

Главная цель статьи – описать работы веб-программ, широко используемых в центрах обслуживания населения (ЦОН) и различных ВУЗах. Вместе с тем уделяется внимание сравнительному анализу на основе зарубежного опыта касательно эффективности работы, преимуществ и недостаткам программ.

Компьютерные сети и мобильные приложения, как EGOV, Univer, не только повышают качество работы обслуживающих сторон, экономя время, но также играют немаловажную роль и для потребителей программ. Возможность наблюдать за процессом работы и умение пользоваться современной техникой однозначно дадут результат медиаграмотности. Это стало причиной реализации программы РК «Цифровой Казахстан – 2020» и явным примером электронного правительства.

В процессе написания статьи выбранные веб-программы были проанализированы в сравнении с их зарубежными прототипами. Кроме того, были исследованы процесс работы различных программ, используемых в государственных организациях в целях выявления недостатков и их исправления.

Ключевые слова: веб-программы, электронное правительство, зарубежный опыт, сравнительный анализ, медиаграмотность.

Introduction

Nowadays most of population moved to electronic era which gives them huge opportunity to gain time without needs to go somewhere. Definitely, process of appearing digital electronics as calculator or mobile phone provided to creating of new technologies and different web-programs. Even making shopping in another corner of world is not difficult for us now. But nevertheless it is noteworthy thing that we can decide our organizational affair and documents through e-government or take home assignments from special application. There are lots of programs that make our life more and more easy like EGOV, Univer, Kaspi or internet-banking. These nets have tremendous effects in using and that is extremely important they are not time-consuming. People are no longer staying at queue and going out in the whole. But how those programs can manipulate or influence population except economy of day? Therefore given article would talk about widely about advantages and disadvantages of new technologies and the process of work through analyzing

and comparing them with another prototypes based on foreign countries. It is significant for becoming essential part of people's daily life that proves the relevance of theme. For example students of higher education institutions rely on 'Univer' system, while schoolboys and girls utilize 'Kundelik.kz' in their educational process to study and exchange task assignments with adviser or teacher.

Whilst research certain problem or something like that, we should be sure that it is really investigated and analyzed. Therefore this scientific work includes such research methods like empirical and theoretical. Firstly there were analyzed, observed and investigated local web-programs, after than what compared with another country's experiments. Secondly, during scientific research there was used method of collecting data.

The aim of scientific work is to recognize more about electronic systems in social life of people and observe their advantages and disadvantages through analyzing different portals and nets that show such results as know the best program to use easily and opportunity to operate them more widely.

The object of research is web-programs used in government organizations. The subject is differences between local and foreign experiences of applying for programs.

Material and methods

During research web-programs of Kazakhstan's organizations, there were analyzed variety sites and portals related to given theme. Especially materials about e-government system were founded first and other programs' history was also investigated by comparing style in Kazakh, Russian and English languages at same level. There were used some books and encyclopedias to find out main definitions and rules to explain useful terms and key words (Hartley, J.; Kostoff, D. N., 2003).

Whilst preparing scientific work, there was searched an answer to question like 'What is the main benefit of using web-programs in organizations and what we should do to improve it more?' Namely, ways of seeking plus and minus of operating such systems and compare them with another one to come up with reforming for convenient life of citizens.

The article suggests the hypothesis as 'To improve our time schedule and manage to advance, we should start from making better our electronic tools'. It means that using web-programs can be developed if only we attend to do it.

The research work includes quantitative method (Nour, M., 1985), analysis, graphs and charts, comparing tables and diagrams.

Literature review

The mostly close literature to theme of research was research work 'The E-Governance (E-Gov) Information Management Models' that is written by Khalid A. Fakeeh. The scientific paper of author from Saudi Arabia includes main models of e-government based on foreign experience, where he attempted to compare various kinds with each other and the development of e-government in his country (Khalid A. Fakeeh, 2016). Second one is the article of Casey Farr published in web-site Unily.com and named as 'Could a digital workplace help universities address modern challenges?'. This material has lots of information about advantages of intranet system at university and benefit in using for students' convenience. Moreover there are many research works what contains wide definitions of given theme like 'E-government: strategies of formation and development' (E.M. Styrin, 2011) and 'E-government as a tool in transformation of governmental management' by V.V Solodov, where both of authors defined the system of electronic government and considered it as instrument in social media, political direction and the whole history of evolution.

Despite the lack of researches and scientific works about e-government in Kazakhstan, written articles related to effectiveness of e-services are enough. One of them is an article of Liter.kz where they wrote how population moved to use E-Gov in medical aims to register certain clinic or another medical institute (kn.kz/article/8151/).

Result and discussions

The main aim of electronic systems in media is to reduce time for decisions of work and increase the media literacy of citizens. And it is believed that different web-sites and other applications could take a part in that case through being important and meaningful programs used by people in modern days. New electronic services are famous being acceptable and useful for all users and dwellers of certain place. Nevertheless, it is not possible to say whether are they really helpful for us or not? Therefore the research work concludes 3 main directions like:

- 1) programs in social media in the whole;
- 2) advantages and disadvantages, benefits of using;
- 3) foreign experiences as comparative models of review.

While talking about advantages of electronic tools in daily life, we can surely say that people are becoming smart at applying new systems. But nevertheless there can be dilemma that they also are dependable of technologies and doing something by themselves is hard for them from time to time (Gronlund, A., 2004). Even people can economy their daily routine and prepare, for example, documents for visa or another organization staying at home or working out, the necessary to speak face-to-face is redundant. This process can provide the lack of communication and narrow social skills.

Main part

The role of e-services in social life and media

In the beginning of 21st century the world became more digital and modern. Appearing of new technologies provided to importance of e-services in order to traditional one. Electronic services and e-study play a vital role in society now and the significance is growing from day to day.

Rowley once defined the e-services following way: 'The deeds, efforts or performances whose delivery is mediated by information technology. Such e-service includes the service element of e-tailing, customer support, and service delivery'. According to author's definition, it is seen that every e-service system is directed to customer's condition and perform the all works.

In that way of working, there were created crowd of new electronic systems in organizations like E-Gov, Univer and other intranet systems that

lighten people's life. Being in the third generation of technological era, there are hundreds of various programs, websites, mobile applications and another things, like these. We use different electronic items to realize it without any special knowledge or education. Before mentioned electronic services also could be operated without any qualified skills. But nevertheless, it is not so easy for simple dwellers to learn it at once. Despite being useful and famous in social media, there are just few users who are aware of how to apply it correct. Other part of population knows about the advantages and disadvantages of e-services, although they are not ready to use now. They could think that is something hard and not free. That it is not the type of media they used to have before. All these facts, opinions and stereotypes about reaching unbelievable provide to degradation of knowledge in the area of education and self-development.

The media is not only newspapers, TV, radio or internet. It is also social nets, all communication apps and even e-services that are part of mass communication. Therefore the main aim of realizing such e-services is to establish a link between service center and population who need their amenities. That is why the role of intranet systems in media cannot be separated from other types like application or networks.

Intranet systems: what is it and how to use?

Intranet is a system net in certain organization that all employees and stuff, also customers can share between them through exchange documents, making statistics and other group assignments.

Intranet services are growing rapidly within every possible sector of business due to its wide range of benefits. Some of the impacts where Intranet has changed the business strategy are listed below:

It is less expensive to implement as it runs inside the organization's network;

Excellent performance enhancement can be achieved because of limited user access;

Employee performance is increased due to availability of necessary resources and advices due to better communication with their expertise;

Effective communication among the employees;

Efficient knowledge sharing process within different departments of an organization;

Helps to maintain effective customer relationship;

Immediate access of data regarding organizational data and documents is possible with the help of Intranet service (Essays, UK., 2013).

Nowadays there are cases when higher school establishments moved to use intranet systems as

an application for value and observing student's educational process. Lots of Kazakhstan's universities apply a system named as 'Univer' that is famous for being so comfortable in using. Students who use it can see their values for lectures and final exams, schedule and study plans for next semester, personal information and the level of academic achievements, get home assignments and do other documental processes that they need. Nowadays there are list of universities that operate this system regularly as:

Al Farabi Kazakh National University (KazNU)

Kazakh-Britain Technical University (KBTU)

Kazakh National Pedagogical University (KazNPU)

Through using this system students of universities and colleges have opportunity to be aware of all last news being at university: seminars, lectures of famous speakers, exams and competitions, results of achievements and other events (Weinstein P., 1996). Also the timetable of lessons or syllabus for seminars can be seen there too. In relation with communication with teachers and professors, intranet system let to show telephone numbers or e-mail addresses to send or exchange documents and other important materials, some kinds have special dialog window for chatting, Register to new disciplines, apply for operations like change of personal data or scholarship's deal, marks and values of student, his homework and SIW – everything might found in one computer service. Even the evaluation of competency of teachers is available on this internet platform and let students to have a choice in qualified knowledge (Prapphal K., 2001).

In comparison with local Kazakhstani universities, some foreign study institutions have more advanced form of intranet system with additional services. For example, Cardiff University in Wales, Great Britain (www.cardiff.ac.uk). As another system, this site has also special login and password to enter and contains four main blocks like 'Your study', 'Support and services', 'Campus life' and 'News'. The first one is related to dates of exams, assessments, study spaces and skills, libraries where student can find all useful materials in electronic version and some study changes due to education program. In second part, user might get access to information about careers advice, health and accommodation. All news about opening and works of clubs, sections, sport, fitness and organizational societies can be found in 'Campus life'. Definitely, last block is related to last news of university, articles and interviews with professors or

international students, or even social experiments and events in the campus.

E-government: opportunities, advantages and weaknesses.

The system of electronic government is popular among local citizens. Different countries are no longer has to stay at queue and wait for due to appear of electronic version. They can apply for even application form of e-gov on their mobile phones. For example, 'mgov' that is becoming more famous last time. This application is widely used even in Kazakhstan where users can find and print some references about place of residence, conviction or non-conviction, narcological and psychoneurotic documents. All of them are frequently asked papers and mobile version of E-gov gives important opportunity to get it fast and quick. Moreover, the local citizens have a possibility to pay taxes for any wrongs and other situations. For example, students who are trying to study via 'Bolashak' educational program, could pass their documents in electronic way of government. The payment for the test or such process is also conducted by online. It is very easy and comfortable for such students who live far from city center or have disability to get there.

During research the process of e-government, it is pretty hard to analyze certain concept of this system. Critical analysis, literature reviews and various methods make us to understood the whole meaning of new 'government' (Bingham, L.2005). The era of digitalization and technologies let us to move another way of services like preparing documents, transport papers, taxes and this stuff.

E-government is a young discipline and sphere (Mete Yildiz, 2007). It applied in many countries and is going to increase rapidly.

According to researches based on successful examples of e-government implementations, there are several criteria that show the importance:

Expenses for service unit allocation;

Number of citizens services by one civil servant;

Wasted time from the submission of application to the final decision;

The automatic decision-making component (Gronlund A., Horan T., 2005).

Nowadays there are lots of scientific researches related to conceptualization and types of e-government in the whole. It is necessary to investigate how citizens can use it for their convenience and is it really easy to apply for at home?

People are no longer going out and stay at queue to do something because it is time-wasting thing. Last trips to local administration were altered by

computers and mobile applications. However it has not studied as area yet. The interest of scientists, stakeholders and all researches was went up since 2000 (Heeks R., Bailur S., 2016) with including in the ISI index that had an international impact of publishing in leading journals (E-government guidelines of research study of future insights, 2010).

The using of e-government let to reduce corruption actions that become more and more widely (Shim, D. C.; EOM, T. H., 2009). Through internet systems and special programs people can avoid face-to-face communication and it facilitates to work not only faster, but also honestly for two sides: government and citizens (Rodríguez Bolívar, M. P., Alcaide Muñoz, L., & López Hernández, A. M., 2013). Therefore e-government can provide to the anti-corruption process includes the entering new technologies like e-services (Caba, C.; Rodriguez, M. P.; Lopez, A. M., 2008).

However, the process of learning of computers and laptops among population of developing country might have problems because of people in ages or remote locations and villages. This process depends on time and future strategies of certain republic or government. It is one of disadvantages what could intercept the realization of e-services all over the world (Magoutas, B., Halaris, C., Mentzas, G., 2007). The gap of age between different social groups like adults and teenagers, pensioners and students could be more than we expect. But it is normal process not to know about novelty and learn to it. Definitely, it is not easy to be able to fill own documents by themselves without facility of specialist, but from time to time people would adapt.

Foreign experience as a compare of trends and types

To make something ideal and achieve a success, it is important to make a comparative analysis that show real advantages and weaknesses of research in comparison with other countries' scientific works. Despite the development of new systems in local republic, it is hard to affirm about brilliant quality or unsuccessful result.

E-government and intranet systems are widely used in Kazakhstan, but nevertheless it is significant to know that main idea came from other developed countries like USA (Borins, S., 2002), Europe countries (Bekkers, V., 2005) or Russian Federation (E.M. Styrin, 2011). Asian republics are also active (Yong J., 2003) in development of electronic systems, especially Japan (Granier, B.,Kudo, H., 2016) or Singapore (Chong Y.S., 2003). Through comparative analysis and tables there can be seem

total development history of e-services in the whole as OECD countries' developing story and challenges (OECD, 2005). For example, according to Chadwick and May's work, the e-government of Britain and America (Chadwick, A.; May, C., 2003) or Borins' research about Canada (Borins, S., 2002) will be basic case in scientific work with foreign experiences. It means that there are more chances to define various trends (Cameron, B. D., 2005) operated in data and its types in different countries (Muhammad Yusuf, Carl Adams and Kate Dingley, 2005) with numbers of users.

As an example, the comparative analysis between Al Farabi Kazakh National University and Cardiff University of Wales due to intranet systems for students and opportunities that the might give. Or facts about realizing the e-government in Kazakhstan in comparison with more experienced country would navigate the working process of web-programs to right way and facilitate in increasing the media literacy among population.

Such analysis with different charts, tables and pictures let understand about the meaningful process of determination and development history which can enlighten and exchange the experience in coming researches.

Conclusion

Having analyzed and concluded, there can be such results like - modern society and people are surrounded by new technologies, web-programs and different applications; electronic programs using in service and educational sphere can be a part of social media and operated for comfortable life of citizens; the growth of users moved to e-government and the number of universities with intranet system is going up; mentioned application and programs have valuable advantages in service of citizens, whilst drawbacks like reducing of live communication and worth of work have an opportunity to make a dilemma in that case.

The result of analysis will show exact data of all users among e-services and intranet systems what becomes a part of education in the age of digitalization. It means that the era of e-government and systems like that applied in local organizations might move to a new level of development in the way of becoming media literacy and smart. Cause, in comparison with late decade, the society changed a lot, especially in the area of technology. Therefore, another decade could be unpredictable. Would people still use such e-services or it might be higher level of digital world?

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