E-GOVERNANCE AND E-GOVERNMENT: HOW IT CAN BE THIS RELATIONSHIP?

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Abstract:
Nowadays, the transformation of reinvet governmental system that offers efficient services due to efficiency of time and cost; is considered as a big challenge for governments around the world, since that is related to investment and knowledge of information and communication technologies to reach e-government. In addition, the tools of the Global Business have been developed due to the several factors, and the advanced implement of IT has an essential role in the development of these tools. Surely beside that, the issued governance mechanisms after each financial conflict change continuously the business environment. The article try to attract more attention over the E-Governance and E-Government since the sensibility of this topic is currently shown up as a new management style that based on web and network online space to provide citizens free access to governmental services in the light of transparency and accountancy besides assuring democracy.

Key-Words: E-Government, E-Governance, E-citizens, E-Business, Triangle Relationship.

JEL Classification: M4, M2,M11

1. Introduction

The term of e-government is rising up through public organizations and institutions, in this direction, many governments are using information and communication technologies in order to offer their services to their citizens in a free-access mode and in a democracy environment. Thus, the first shape of e-government has been taken by public organizations through using online services and websites, to gain experiences that accumulated to service the government through reaching e-government at advanced level (Jim Melitski; 2001).

Till nowadays, there is no a single definition about governance, a few institutions such as the International Finance Corporation (IFC) defines it as the system that help executives to manage and control their companies. Besides that, The Organization for Economic Cooperation and Development (OECD) defines corporate governance is as mechanisms that connect between several parties; executives, management council and boards, shareholders and others. In the light of that, corporate governance is about the run-method of the corporation and about mechanisms that deal with stakeholders in order to achieve the objectives of these stakeholders.

In according with the general perspective, governance refers to the existence of certain systems that control the relationship among stakeholders especially the board of directors, executive council and shareholders in order to achieve transparency, justice and reduce corruption in the firm, also, it ensures accountancy over directors' activities to make sure that the corporation is going to achieve its objectives and strategies in the long term and to reach sustainability.

The appearance of corporate governance in the last few decades is due to financial crises and economic collapses in the twenty century certainly in Eastern Asia and former communist countries besides United States of America and Europe. The first crisis occurred in the Eastern Asia; Japan, Korea and Malaysia in 1997 and at that time, huge corporation had a serious problem with liquidity and faced a high risk of collapsing. Due to that, certain governance standards were issued to assure the right of all stakeholders besides the rights of shareholders. The importance of governance standards are increased when several countries adopt a free market and switch to capitalism and that is based on big corporations in order to achieve a continued growth in economy. The free market encourages the capital mobilization among countries and that leads to increase the corporations' volume and its turn lead to separate the management from the equity. That separation generates certain important issues presented in the weakness of monitoring system and controlling tools over the managers and executives. That reflects clearly throughout corporations' corruption and financial crisis such as Enron scandal which was directly related to the lack of accuracy of financial reports and in the light of that Sarbanes-Olexy Act was issued in 2002.

2. E-Government

The online services is a generic term that is considered the base for online government services and public agencies, therefore, the information technology serves the objectives of government to meet the interests of stakeholders online. That combination proposes a new term called "e-government" (Sharma & Gupta; 2003, Sharma; 2004). The World Bank

define e-government: the term used to describe the government uses online agencies to offer its services and to have the ability to deliver these services widely freely to all citizens to encourage them to involve more in the government structure and in the meantime to assure democracy and transparency and for sure to reduce corruption and failures of traditional government (AOEMA report; www.worldbank.org).

In addition, the United Nation (www.unpan.org) defines the e-government as internet utilization and using network for sharing publicly government information. There are many defines of e-governments issued by important agencies and organization but the common base is that information technology and online application are employed by government to deliver its services to all citizens in a democracy and efficient way to facilitate the stakeholders to meet their needs. Even though, the e-government is still at the beginning and needs more time and comprehensive experiences to be adapted in the long term in order to be implemented correctly and achieve its objectives. The truth is about the need to restructure governments due to the online mode and business cloud to deliver governmental services and to strength the relationship among government and citizens (Fraga; 2002 & Leitner; 2003).

3. E-Governance
The term of e-governance refers directly to electronic governance that uses technologies to inform and communicate with stakeholders at all levels of the government in order to assure governance (Bedi, Singh and Srivastava; 2001). In the light of that, e-governance is defined by Keohane and Nye (2000): *"Governance implies the processes and institutions, both formal and informal, that guide and restrain the collective activities of a group, Government is the subset that acts with authority and creates formal obligations. Governance need not necessarily be conducted exclusively by government. Private firms, association with governmental bodies, to create governance; sometimes without governmental authority".*

E-governance requests none limited space in the public sector in order to achieve its objectives and the interests of stakeholders since it involves in the internal policies and strategies in both public and private sectors. E-governance uses the information of public sector and communication technologies to improve the quality of delivered services and encouraging transparent and that means, it involves in a new style of leadership which assures firstly accountancy and transparency after various investments in technologies and education for an easy access to the needs of citizens (UNESCO, www.unesco.org).

Due to that, e-democracy bases on e-governance to improve the democracy level for citizens in certain forums that respect the governmental regulations. That deals with three important areas: the relationship between governmental institutions and civil society, the relationship between governmental regulations and democracy orders, and e-governance and corporate governance mechanisms. Due to Sheridan and Riely (2006), e-governance is a concept that is considered as broader deals with all these relationships, instructions and networks within government about using information technologies and business cloud applications.

4. The relationship: E-governance and government

The concept of governance has been discussed widely in the business world especially it becomes as a practical solution for the financial scandals which affect huge international corporations' performance. In generally, this concept includes several relationships in a certain corporation that systemically monitor and control the general performances and the executives' behaviors in order to propose a provision of an integrated system to defining the performances and measurement standards. In according with that, corporations employ the internal and the external tools of corporate governance to provide harmonies among their entities to ensure a high quality performance, consequently, IT governance in a certain corporation concerns on that IT strategy will match the corporation general strategy, and it offers procedures and codes that ensure the general strategy is well respected. Besides that, IT governance cares on creating and organizing channels between the IT products and the final users in the meantime, the information management business focused on the internal procedures and performances of the corporation to prepare IT systems that meet the needs of the general corporation strategy.

Through generalizing the concept of corporate governance and moving to a macro level, the corporate governance reaches the central government, in the light of that, governments implement governance tools in order to offer their services on public, and that presents what is called E-governance at the highest level in the business world due to the various services offered by different online governments. The experience of corporate governance and governments has been costly and failed in some situations since the monitoring tools are absent or deactivated. Besides that, the vision of e-government is still under process especially, who are in the charge, do not have a comprehensive vision about e-government and how far can be developed in order to service the interests of stakeholders including the government's interests.

Accordingly, the importance of applying corporate governance at the government level highlights certain points that are not discussed widely as the following:

1- The framework of designing and implementing e-services control.
2- Commitment the public departments and ministries to respect the issued plans by the authorities which are in charge on the e-governance.
3- Issuing standards that must be respected by government and public departments in the light of e-governance.
4- The quality of provided services and determining; if these services meet the users' needs and perspectives.

Therefore, adopting the e-government without a clear vision leads to difficulties in the administrative body of government and that comes over the account of offering transparency to stakeholders. In order to respond to this challenge, the implementing of corporate governance and e-governance is essentially needed as an effective tool to ensure that e-government services meet the interests of stakeholders and increase the quality of government performance. In accordance with that, e-governance has certain objectives presented as the following:

- Offer quick services with less cost for the stakeholders.
- Enable citizens to practice democracy through free access to all governmental issues related to their lifestyle and daily issues.
- Reduce the handling time of public transactions.
- Create an effective communication channel among government's entities and administrative institutions.
- Auditing the behavior of executives by stakeholders and auditing committee.
- Achieve transparency and accountancy.

These objectives generate several important benefits such as economical benefits through saving money, time and efforts of stakeholders when they achieve their interests, besides that, e-governance brings together all the efforts to achieve the general visions instead of the traditional government which separates between entities and loss efforts in certain areas that do not bring valuable benefits due to their costs. In addition, it opens a new commercial channel in the global business world and encourages implementing the business cloud application. The managerial benefits also are generated through developing a new concept of e-management in order to organize operations that improve the quality of governmental performance.

That means the bureaucracy of the traditional government is eliminated, besides, reducing the chain of administrative pyramid and the time of finalizing transactions. In the light of that, it provides an effective monitoring system and ensures transparency and accountancy. Overall, the social benefits becomes as a result through encouraging citizens to use the e-governance application, and in its turn, that means the IT background of citizens is increased for and developed, accordingly, the social activities can be increased and these activities implement online applications to establish e-social activities.

Overall, an important question is put on the table that what is the advantage and disadvantages of e-government. The main goal of e-government is to offer efficiently governmental services to all citizens, therefore, transparency is ensured with e-government besides accountancy over the state's executives in front of citizens; and that is an important advantage. Implementing e-government will bring the hard copy system to an efficient level certainly in time and cost which needs before a huge invest in the IT and educational systems, and that will establish an accessible channel between government and business, which will increase the business opportunities and encourage international investment. The disadvantage of e-governance bases on the lack of governmental quality information especially hidden objectives of government may be addressed online, besides that, e-governance and e government depend totally on internet and business cloud where governments have a poor experiences even they are already online.

In accordance with that, certain challenges can be titled as the following:

Technology	Privacy
	Security
	Lack of qualified team
Organizational	Top management support
	Lack of efficient management
Social	Culture
	Using online applications
Financial	High cost investment
	A long term investment

Over all, that paves to the relationship between Government, Citizens and Business.

5. The Triangle Relationship; Government, Citizens and Business:

Due to the definition of e-government, the relationship between government, citizens and business can be set. This triangle relationship focus about the partnership between the central government and its subsidiaries institutions and that has a strong effect on the e-government structure since it identifies the relationship among public sector employees, and government and others public institutions. Besides that, the relationship among business and government is high considered in this relationship through the aspect that relates e-business and e-government to identify the markets and set a channel between the private sector and the public sector. In their turn, the citizens focus on the procedures and structures that organize the relationship between government and civil society to identify their needs and when they use the online network, the e-citizens is issued besides e-government and e-business.

This relationship is illustrated by the following diagram:
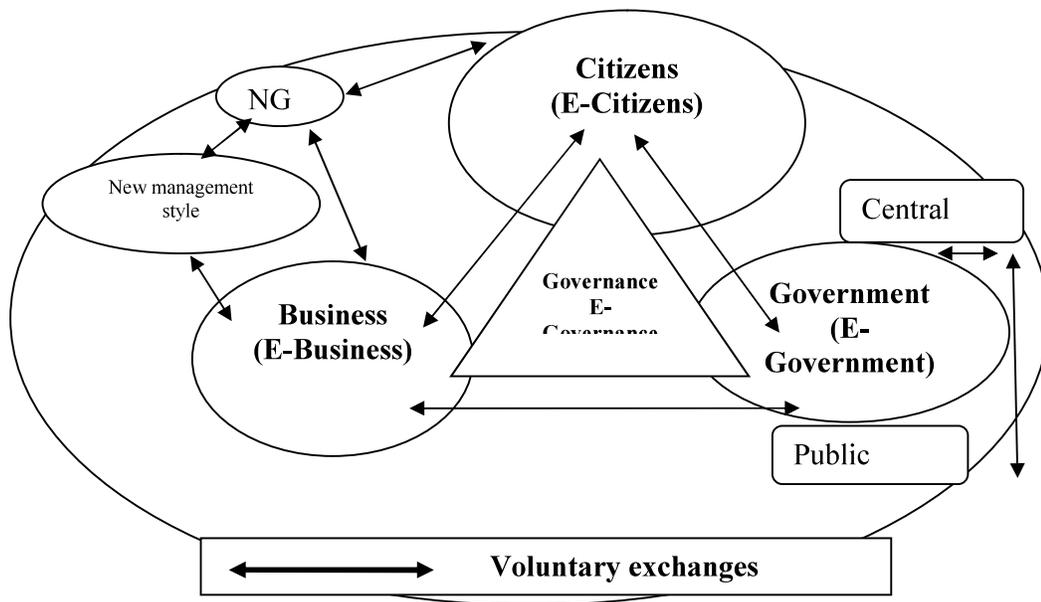
The Triangle relationship among government, citizens, business
Soruce: Chief Executives Group on Information Management and
Technology; 1999 and developed by the author

Conclusion

Bringing citizens and business closer to local governments is considered as an essential aspect of e-government in order to gain their trust and attract new investors. In the light of that, the movement toward e-governments basically is more about changing the thinking model of citizens and business interacting with government and that means e-government provides a huge potential through new way using information and communication technologies to deliver the governmental regulations and objectives to citizens correctly. Definitely, that requests a strong effort from government in the long term to adapt the educational systems and let citizens to practice freely democracy online, accordingly, that strengths the accountancy and transparency. The triangle relationship will be discussed on the tables in public and privates tables to develop a certain vision that satisfy all the stakeholders including citizens and government.

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