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APPLICABILITY OF THE NEW APPROACH OF PUBLIC ADMINISTRATION IN THE COUNTRIES OF THE MIDDLE EAST: PESTEL APPROACH

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ABSTRACT

The classical public administration was the subject of many criticisms from the past until today. The new public administration has been designed to respond to all these criticisms. The principles of transparency and accountability of the new public administration in relation to the duties and powers of the state place the public interest in the foreground. In examining the development process of the new public management approach, it emerges that this management style has emerged with the transition to the information society. In examining developments in recent years, it can be said that the new public administration will be the ideal form of leadership in the future. This study will examine the applicability of the new approach of public administration in the countries of the Middle East.

In order to compare the conception evaluations and the results of fieldwork in the study, a rating scale of a total of 20 academics consisting of 5 persons was used. Participants were asked to rate the applicability of a new public administration in the countries of the Middle East with Visual Analogue Scale from 1 to 10. Then the average values of each score element are sorted by importance and sorted.

Research shows that technology is the highest applicability, followed by social and legal applicability. The minimum of applicability is political applicability. However, in all evaluation areas, with the exception of technological applicability, the applicability level is below 5.

Keywords: New Public Administration, Middle East, Classic Public Administration, PESTEL.

1. INTRODUCTION

The new concept of public administration has created a structure in which the ruling sector has more influence. In the classical public administration, while the state was a power over everything, the state in the new public administration became a tool serving the citizen. According to Hegel's theory of the state, the small powers form the state, which is the supreme power, while the state is responsible for protecting the rights of the minor powers. However, in this management system, where a small power can be sacrificed for a stronger state, this is an idea that can be sacrificed. The classical public administration was the subject of many criticisms from the past until today. These include the heavy bureaucratic structure, the superiority of the interests of certain people, the corruption in the administrative and supervisory process and the incompatibility between public institutions. On the other hand, the new public administration was prepared for all these criticisms. The principles of transparency and accountability of the new public administration in relation to the duties and powers of the state place the public interest in the foreground (Kirk et al, 2017; Alonso et al, 2015; Matei and Antonie, 2014).

In examining the development process of the new public management approach, it emerges that this management style has emerged with the transition to the information society. Unlike traditional public administration, technological competences in terms of supervision and transparency in the new public administration are at the highest level. Unlike traditional media, social media does not allow manipulation of information, but rather is a tool for the individual rather than a management tool. In this regard, it is possible to evaluate the new public administration as a leader of the information society (Grossi and Pianezzi, 2018; Cavalcante and Camoes, 2017; Ashraf and Uddin, 2016; Bezes et al, 2012).

With the arrival of the increasingly experienced in the field of concept development and global public technology more widespread in recent years, more classical public administration has been called into question. In this process, individuals are free, democratic and inclusive language brings a management system requirements. For comparison: the view of the new public administration. On the other hand, he regards the world in general, between East and West is a serious economic, social, political, social and cultural differences. These differences are natural, showing the impact on the management style. New public management approach in the present process is particularly common in the United States and Western countries, while in the eastern countries is dominated by the classical understanding of public administration. Examining the developments in recent years, one can say that this will be the ideal form of managing the New Public Management in the future. Made in this study, we wanted to investigate the applicability of the new public administration in countries of the Middle East.

2. LITERATURE REVIEW

In this part of the study, general information about the new public management concept and the general situation in the countries of the Middle East is given first.

2.1. New Public Management - Overview

The new public administration movement started in the late 1970s and early 1980s. The first practitioners suffered the most from the economic stagnation and tax revolts in the United Kingdom, under Prime Minister Margaret Thatcher and in the US municipal governments. Then, the New Zealand and Australian governments joined the movement. Their success brought new public administration administrative reforms to the agenda of OECD countries and other countries. Later, however, academicians identified the common features of these reforms and arranged them under the new Public Administration label. (Gruening, 2001).

New Public Administration refers to a series of new approaches to public administration and management that emerged in a number of OECD countries in the 1980s. The new public administration model has emerged in response to the limitations of former public administration to adapt to the demands of a competitive market economy. While cost-keeping is a key factor in the adoption of new public management approaches, the injection of competition and private sector management is at the heart of the new public management approach (Robinson, 2015).

The term new public administration is broad and consists of overlapping concepts. Therefore, it is sometimes considered controversial as a term. In general, a useful shortcut is used as a summary of the way in which public institutions reorganize their management, reporting and accounting approaches to bring them closer to business methods. Different researchers have identified public sector management doctrines under the new public administration and the stages in the development of new public management and future expectations (Asif and Dawood, 2017).

The new public administration was born from a technological mentality. Rather than maximizing other values such as justice, equality, entitlement, and public participation, it has been driven by increased productivity and accountability. Accordingly, as a politically neutral framework - the general framework of applicability, it was presented as a means of solving 1980s management diseases in many different contexts across policy areas, governmental levels and across countries. The idea that efficiency is appropriate for a technical solution has been attractive for politicians and senior managers who face the conditions of financial restraint. The NPM has created hope for greater accountability and sensitivity in the management of human relations - not at least in the area of social policy, which is generally characterized by uncontrollable and bad problems (Vabo, 2009).

2.2. Middle East And General Situation

The boundaries of the Middle East are determined in different ways due to different interests, criteria and scientific disciplines. Broadly, the Middle East region of southern Ethiopia, northern Turkey, we

can say that eastern Afghanistan and western Pakistan covers an area spanning Morocco. There are many different criteria and approaches to determine the boundaries of the Middle East in this wide geographical area (Özalp, 2011).

The Middle East of 2008 is a very different region from 2001 and the war in Iraq has been the most important driving force for this transformation. However, the result is not as the Bush administration envisaged. On the contrary, the situation has worsened in many countries. Despite the existence of more than 160,000 US troops in Iraq at the end of 2007 and the improvement in the security situation, Iraq remained an unstable state, an unstable, violent and deeply divided country. As the Bush administration has repeatedly warned, progress has been made with the refusal of Iraqi political factions to participate in a serious reconciliation process. Moreover, with the death of Saddam Hussein, the balance of power between Iran and Iraq broke, Tehran's influence in the Gulf and beyond increased. Meanwhile, Iran continues the unannounced uranium enrichment program under the auspices of the United Nations (UN) Security Council or the threat of US military action (Ottoway et al, 2008).

The Middle East is arguably the epicenter of the world crisis, chronically war-prone and the area of the world's longest-running conflict. It seems to be the realist paradigm that maintains the greatest relevance of the realist paradigm of anarchy and mistrust, which the realist international political school sees as a fundamental feature of state systems. Nevertheless, neo-realism is a historical tendency to assume that states' systems are unchanged and consist of coherent rational actors, and the key determinant factor in shaping state behavior everywhere is quite insufficient to understand the Middle East. The recently and unconsolidated regional system has been challenged by its units as well as by its units, and assumes that realism misses the main reasons for the conflict and the instability of the Middle East, which is the assumption that the conflict is inevitable, which is essentially the byproduct of anarchy of a system of states (Hinnebusch, 2003).

The strategic position of the Middle East - at the crossroads of three continents and with great energy resources - has long attracted foreign powers to the region. Interestingly, the existence of external forces did not stabilize the region, but rather the cracks - different sectarian perspectives and weak state structures in the region. In order to achieve competitive advantage, these external powers strengthen and strengthen internal divisions in the region. These facts hampered the geopolitical integration of the regions, because most governments rely on external military support (Zulfqar, 2018).

3. METHODS

The research is designed in the document scan model. In this study, scientific researches including new public administration and information on the countries of the Middle East were examined. Subsequently, the relevant sources were evaluated on the topics and the applicability of the new public administration for the countries of the Middle East was analyzed according to the PESTEL analysis including political, economic, social, technological, environmental and legal aspects. The findings were evaluated using semiotic analysis methods.

In the study, a rating scale for 20 academics, consisting of 5 people, was used to compare the conceptual evaluations and outcomes of fieldwork. Participants were asked to rate the applicability of a new public administration in the countries of the Middle East with Visual Analogue Scale (VAS) from 1 to 10. Then the average values of each score element are sorted by importance and sorted.

4. FINDINGS

The results of the PESTEL analysis on the applicability of the new approach of public administration in the countries of the Middle East are given in this section.

4.1. Political applicability

There is a very limited scope in examining the political applicability of a new public administration. In the countries of the Middle East, monarchy or theocracy dominate above all. In these forms of governance, management usually belongs to a particular group or family. Therefore, the management and capital power monopolized by these families is not enough to control themselves. The feudal structures and tribes that still exist in the countries of the Middle East do not allow the development of an environment in which the political conditions are the same for all citizens.

4.2. Economic applicability

The economy is another important issue preventing the applicability of a new public administration in the countries of the Middle East. Capital and economic power belong, as for political reasons, to particular groups or families. For this reason he wants to have more power in the administration with economic beauties. This situation prevents the implementation of the notion of merit in management.

Another obstacle to the applicability of the new public administration in the economic sense is the involvement of individuals in management. Usually in the eastern countries, including Turkey, to get involved in politics and administration, it is necessary to have some economic strength. Even if the political participation is free, it can therefore be said that there is no necessary support for participation.

4.3. Social applicability

In terms of social applicability, cultural values and beliefs are interpreted by management. The new public administration not only brings with it a form of government, but also cultural and social change. In Middle Eastern countries, religious beliefs as well as social and social beliefs must be strictly adhered to. Even in countries that are democratic and rule out their government, the only way to control the misuse of governance is to make decisions every four or five years. In fact, elections in many Middle Eastern countries serve as cover for the rule of the administration, the monarchy or the oligarchy. It can therefore be said that social transformation and cultural norms should be re-examined to ensure that the new public administration is socially applicable.

4.4. Technological applicability

Technology is an important tool for applying the new approach of public management. The new public administration is a form of information society governance, and the information society is the result of technology. Therefore, technology is no barrier to its applicability. Although the technology level in the Middle East seems to be low in the current situation, it has reached a level of use that management, especially mobile communication, can not prevent. The most technically feasible leadership style is therefore the new public administration.

4.5. Environmental applicability

While there is no obstacle to the implementation of the new public administration in the environment, geopolitical and geographical conflicts between neighboring countries of the Middle East are triggering understanding of national government and classical public administration. In particular, the discourse of national unity and togetherness and the new approach to public administration are being replaced by traditional public administration. Especially in the countries of the Middle East, artificial tensions are constantly being drawn between the countries, and these developments are being used to respond to national feelings. Therefore, the management uses environmental factors for its own benefit.

4.6. Legal applicability

In order to legally apply the new public administration in the countries of the Middle East, the social and cultural differences between the countries in the region should be minimized. Overall, the new public administration leads to a global and global unity.

4.7. Academician opinions

The results of the evaluations made by the academicians are given in Table 1.

Table 1. Applicability of new public administration in Middle Eastern countries according to academics

	Minimum	Maximum	Mean	Std. Deviation
Politic	1,00	3,00	2,1500	,58714
Economic	1,00	3,00	2,2500	,63867
Social	3,00	6,00	4,3500	,67082
Technologic	5,00	7,00	5,9500	,51042
Environmental	1,00	5,00	2,9000	1,29371
Legal	1,00	5,00	3,0500	1,09904

According to the table, the maximum level of applicability is technology, followed by social and legal applicability, respectively. The minimum level of applicability is political applicability. However, in all assessment areas except for technological applicability, the applicability level is below 5.

5. RESULTS

This study analyzed the applicability of the new public management approach in Middle Eastern countries. In this context, the resources associated with the topic were first scanned, and then the evaluation form method was applied to the field experts. According to the results of the study, the applicability of the new public administration will be examined under five headings.

As a result of the political assessments, the new public administration in the countries of the Middle East is not easily implemented due to some factors arising from the political structure of the current administration. The main reason for this is that the persons or persons who have the current management do not want to leave their political power. In addition, some economic power is needed to enter the political environment. This leads to weak political participation.

The economic inequality of income distribution in the countries of the Middle East and the low total income are one of the biggest obstacles to the introduction of a new public administration. Since people with economic power also want to have the leading power, concepts such as political participation or public power in such an environment will not occur.

In the social sense, unconditional adherence to government power or state structure or cultural culture is one of the most important obstacles to the introduction of the new public administration. The new concept of public administration requires significant and radical changes not only in management, but also in social and cultural areas. Therefore, the social applicability of the new public administration in the countries of the Middle East is relatively low.

The technological applicability is quite high. Although the technological level in the countries of the Middle East is low, this only indicates the current lack of technology. However, one can not say that technology is an obstacle. As technological innovations and developments have also led to cultural changes, technology can be seen as an effective and efficient instrument for disseminating new public administration. This also applies to countries with a low technology level.

Environmental factors are another factor that can be used by electricity owners. While in the countries of the Middle East the emphasis is always on national unity and solidarity, neighboring countries are constantly portrayed as a threat. In such an environment, citizens will protect and enhance the concept of the state. Therefore, the current state of the Middle East countries in the environmental sense is not conducive to the introduction of a new public administration.

Due to the different governance and cultural structures of the different countries in the region, the application of universal laws or integrity seems to be legally difficult. Therefore, social and cultural changes are needed above all for the implementation of a new public administration in the legal sense.

The results of the research and the evaluations of scientists yield parallel results. As can be seen from these reviews, the technology is the highest applicability, followed by social and legal applicability. The minimum of applicability is political applicability. However, in all evaluation areas, with the exception of technological applicability, the applicability level is below 5. It is therefore generally clear that the countries of the Middle East are not yet ready for a new public administration.

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