KOMUNIKAČNÍ MODELY FIREM VE VZTAHU K E-GOVERNMENTU

COMMUNICATION MODELS OF THE BUSINESSES IN RELATION TO E-GOVERNMENT

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Abstract: *Electronization and digitalization of the public administration services performance is one of the long-lasting priorities of the Czech Republic, of course in coordination with the European Union procedure, in correspondence with the strategies of the European committee oriented to the information and communication technologies (ICT) in the public administration. The eGovernment heads towards creating user friendly on-line services for businesses as well as citizens for decreasing administration work, for remote contact with the public administration. It also enables safe and protected services of the public administration. These visions are gradually realized by the ICT projects in coordination with connected legislation. It means, in its consequence, constantly changing environment which is difficult not only for the institutions of organs of public administration, but mainly difficult and burdensome for businesses out of the public administration. This text is focused on the situation of small and medium-sized businesses. These do not have specialized ICT departments, but must manage their performance of legal obligations towards the state, which means constantly changing and developing technological-legislative aspects of the eGovernment. This text maps the present basic communication models in relation to businesses towards the eGovernment.*

Keywords: *eGovernment conception, Public administration services, Communication models, Business company.*

JEL Classification: *M15, H11.*

Introduction

Electronic communication together with the web technologies development enables using the electronic services in the field of public administration, which is generally called by the eGovernment. Digital services were built on principal of using information and communication technologies by public administration (and in public administration) combined with organizational change and also with new abilities. Just these abilities should bring improvement of public services and democratic process and strengthen the support for public policies [1, 8, 14]. Basic definition of the eGovernment is referenced to all inner and outer functions and processes of public administration, which are digitalized; the aim is to make public power more effective, to provide information without troubles, to improve the availability and provide public services to the citizens and also to strengthen citizens' position through the access to the information and to participate in deciding about public concerns. The main asset should be lower rate of corruption, higher transparency, more comfort for the users, an increase of revenue and reduction of expenses [5, 15].

The eGovernment nowadays is influenced by several aspects. One of the aspects is better and better appreciation, that it is necessary to interconnect some of the provided services with the principles of the procedural control and mainly with the principles of the procedural improvement thus focusing on measuring and evaluating the quality of the services provided

in order to improve them [13]. The next aspect is to coordinate the implementation of the eGovernment in many different countries within the European Union. Basic definition of the European Committee for the eGovernment and Digital Public Services is – 'Effective eGovernment can provide a wide variety of benefits including more efficiency and savings for governments and businesses, increased transparency, and greater participation of the citizens in political life' [4]. Third aspect relates to widespread development of the information and communication technologies, which brings also unauthorized access to the services or their abuse. Therefore the safety and protection of the provided services is one of the priorities, where it is necessary to secure cyber safety mainly in the electronic communication.

1   The eGovernment Conception of the Czech Republic

Development of the eGovernment in the Czech Republic is determined by strategic documents, such as e.g. Strategy of Effective public administration and user friendly public services for the years 2007 and 2015 (Government Resolution no. 927/2007), Strategic framework of the public administration development of the Czech Republic for the years 2014-2020 (Government Resolution no. 680/2014) and just created Information Conception of the Czech Republic 2018+. Visions and aims set in these strategies are realized by IT project (always connected to legislation). Among the realized projects belong e.g. Czech POINT (an acronym meaning Czech Filling-in and Verification Information National Terminal), the information system of data boxes, or basic overwork of the Basic Registers and establishment of the so called Unified Reference Truth. The Czech POINT is a network of assisted public administration centres where every citizen can obtain all the information about the data kept on him or her by the state in its Central Registers; this is where each citizen will be able to fill-in any application to public authorities [10]. The Information System of Data Boxes facilitates communication of public authorities because it is faster and cheaper, on the other side it provides the secure delivery of the messages; authorities have to communicate with business enterprises only via data boxes as well as business enterprises and citizens can use their data boxes to apply for permissions, approvals or licences. One of the main tasks in construction of information system of data boxes is to guarantee secure way for official announcements or applications [11]. The Central Registers represent a tool that as the only subject, provide relevant and unquestionable data, so-called Reference Data. The role of Central Registers can be expressed by a slogan 'only documents and not people themselves will be circulating in the authorities' - the relationship between the citizens and the state will change fundamentally [9].

Present information conception of the Czech Republic 2018+ include five basic viewpoints [2] – user friendly online services, development of the overall environment supporting the digital technologies, digital friendly legislation, effective and centrally coordinated ICT, improvement of the capacities and competent ICT in the state sector. The important point is creating the user friendly services for the citizens and businesses. It includes Citizen Portal, then the process modelling of the run agenda and mainly the development of the services including the National Catalogue creation of the eGovernment services. Next priority is the conception of the digital accessible legislation, where the current laws must be digitally accessible and should respect the possibilities of IT processes. The third step is the development of the overall environment supporting digital technologies. The main aim is at the digital economics, shared economics, impact to the laws and hand in hand with it goes also questions of education. Effective public administration is not just a question of organizational and spatial definition of government levels, but a much more complex process that includes a clear and precise definition of the tasks; individual levels of government are the guarantors of volume and levels of quality of public services [6, 17]. The important field is effective and centrally coordinated ICT usage. It is about aiming at optimization and overall efficiency, when we also count on the feedback from the citizens.

Electronic communication within public administration of the Czech Republic now comes through the big change, because the new regulation eIDAS (electronic IDentification, Authentication and Trust Services) [12] is going to take effect in September 2018 within the EU. It was established in the EU Regulation 910/2014; it is a set of standards for electronic identification and trust services for electronic transactions in the European Single Market. The eIDAS Regulation introduces the principle of non-discrimination in the legal effects and admissibility of electronic documents in legal proceedings, and ensures that they work across borders. It is only by providing certainty of the legal validity of all these services, that businesses and citizens will confidently go digital [3].

2 Communication and services of the eGovernment

Communication from the eGovernment / to the eGovernment / within the eGovernment is about different groups, which are – business sector, citizens, parts of the public administration and also employees of the public administration [7, 16]. On the basis of these groups we can identify these communications – Government-to-citizens, Government-to-businesses, Government-to-government and Government-to-Employees.

Government-to-citizens represents the creation of easily accessible services and from the point of view of the utility also easy services in one contact point for every citizen (Czech Point). The example of the concept is e.g. Portal of public administration providing help to public when solving every-day situations. **Government-to-businesses** is aimed at creation of the user friendly and united electronic communication for every agenda. The example of this concept is e.g. Portal of the Public Administration, eJustice, Financial Administration, Czech Social Security Administration, portals of the Health Insurance Companies, Customs Administration of the Czech Republic, Czech Administration of Land Surveying and Cadastre, Data Boxes etc. Relations between businesses and state sector are mainly about the structured data. **Government-to-Government** aims at creating the administration easier at all levels of public administration using the communication infrastructure. The example of this concept is e.g. Communication Infrastructure of Public Administration, then Information System of Basic Registers such as Citizens Register, Register of People, Register of Land Identification and Possessions, Law and Obligation Register, Transfer Identifiers of Individuals. **Government-to-Employees** is about improving inner efficiency thanks to taking over the best practise from commercial sphere mainly in the field of suppliers' relations management and financial administration. Among the output should belong increasing of loyalty and decreasing fluctuation of employees. The main aim is an efficient communication within the state administration and the local administration. This field can be used also in coordination with the international cooperation in many fields, mainly in ICT.

Communication of the businesses with public administration is problems, which encroaches straight into the running of the businesses. From the point of view above mentioned enumerations they are the services Government-to-businesses. Electronization of some agenda is depended on the electronic communication usage and also on related legislation development. Specific portals use services Government-to-businesses, which are mainly individual tools of the eGovernment. These portals are bond to Public Administration Communication Infrastructure and use individual communication channels. Thanks to these channels there is running its own communication of business information environment with the tools of the eGovernment. As it was mentioned above, important priority of the eGovernment of the Czech Republic is to build user friendly services for businesses and citizens. Mainly businesses have many legal obligations towards the public administration, which are burdensome especially for small and medium-sized businesses. The difficulty of it is caused by not only implementation of the relevant tools and services, but also by using suitable communication channels and the difficulty mainly results from the situation that IT field of the services and related legislation is still developing, changing or widening.

3 Communication models of the businesses in relation to the eGovernment

Regional businesses, meant small and medium-sized businesses of the region, have defined legal obligations towards the state. On the basis of legal standards, there was firstly created an overview of legal obligations for small businesses, i.e. obligation in relation to the state. These obligations are [7]:

- Financial Administration: Value Added Tax Return (VAT); VAT Summary Report; VAT Control Statement; Real Estate Tax Return (year backwards); Road Tax Return; Corporate Income Tax Return; Special Tax Rate from the Corporate Income Tax Account; Rent, Payment of the Public Limited Company Shares; Special Tax Rate from the Personal Income Tax Account; Work Arrangement; Employment Tax Account (for the employees – done yearly); Registration Form for Corporate (change forms); Road Tax;

- eJustice: Business Register Statements (Annual Report, Profit and Loss Account, Balance Sheet, Annexes to the Annual Financial Statement);

- Customs Administration: Single Administrative Document (Czech abbrev. JSD, Import); Intrastat (Import and Export); Arrears Request;

- Czech Social Security Administration: Register Employees In and Out of the System, Report about Changes; Monthly Statement about Social Insurance; Pension Insurance Record – yearly or after termination of employment, when asking for pension, when asking for recounting pension (when the pensioner is working); Statements related to Sickness Insurance Benefit; Application to the Employers Register;

- Statutory Liability Insurance of the Organization: Insurance Company 'Kooperativa';

- Employment Office: Monitoring Questionnaires; Annual Announcement of Discharging the Mandatory Share of Disabled People;

- Czech Statistical Office: ISPV – Information System about Average Income (Czech abbrev. ISPV), Processor of ISPV is company TREXIMA (quarter report of the company, year report); Other Statistics (Dante web);

- Health Insurance Companies: Register Employees In and Out of the System, Report about Changes; Monthly Statement about Health Insurance of the Employer; Application Form and Employer's Record Sheet with Change Reporting;

- Indebtedness Confirmation Form: Czech Social Security Administration, Financial Administration, Health Insurance Companies.

These obligations are fulfilled by the eGovernment services (the most often use via portals) and using electronic communication (via communication channels). Therefore the identification of the legal obligations was the starting point for creation of the single communication model. Together with it, there were characterized these elements for every single model:

- Participants: people participating in it (functional places), which participate in performance of the single service.

- Communication channel: which communication channel is necessary to use.

- Information systems: which information system must be cooperated with performance of the single service.

- Evaluation: to identify advantages and disadvantages of small and medium-sized businesses.

3.1 Communication models in relation to the Financial Administration

The communication of the company in relation to the Financial Administration takes place via IS of Data Boxes (see Figure 1), or via application Electronic Submissions for Financial Administration.

Fig. 1: Communication model of the company with Financial Administration via ISDS
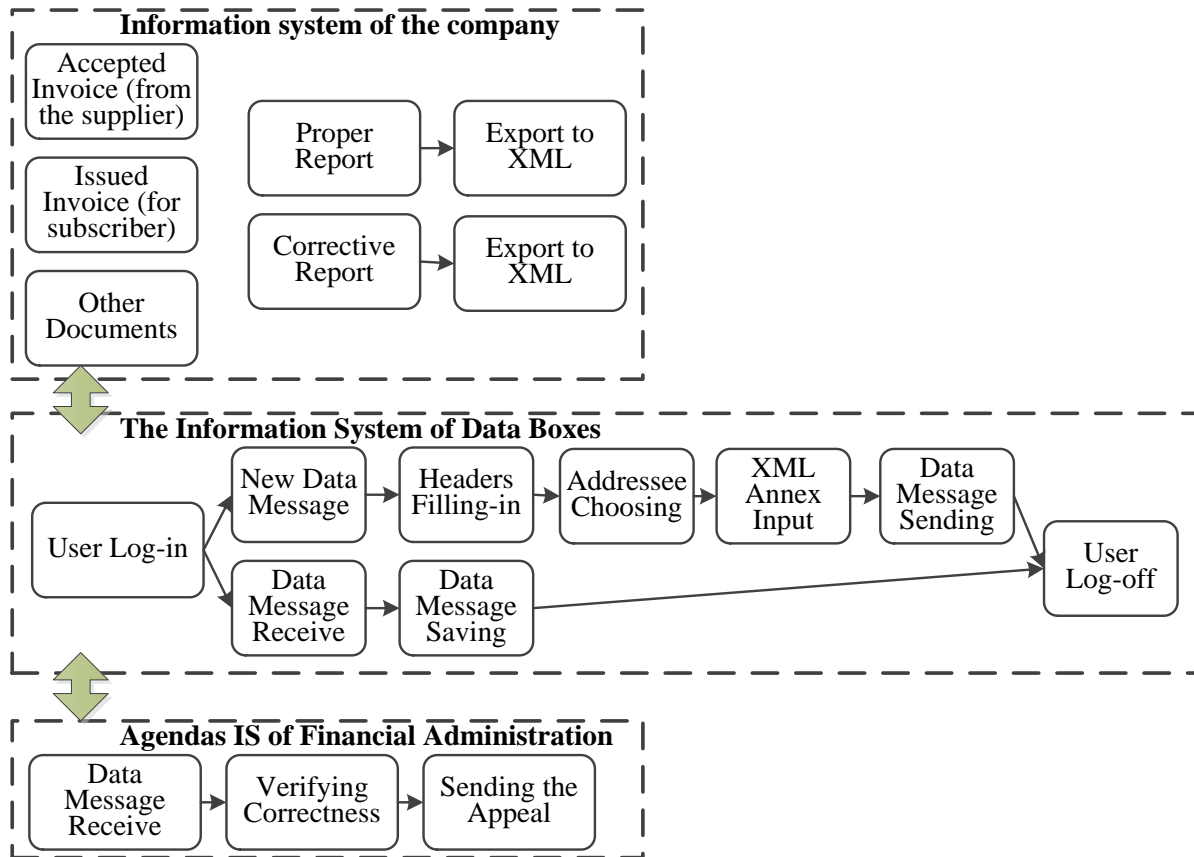
The characteristics of the model are:

- Participants: Authorized person from the company; Financial Administration officer.
- Communication Channels: Internet, the Communication Infrastructure of the Public Administration (Czech abbrev. KIVS).
- Information systems: IS of the company, Agendas IS of Financial Administration, IS of Data Boxes (Czech abbrev. ISDS) or Electronic Submissions for Financial Administration (Czech abbrev. EPO).

Advantages of the model are:

- variant ISDS: Direct sending via ISDS.
- variant EPO: According to the formal check of the EPO portal there is a relevant check of the entered data and the structure of the requirements from the Agendas Information System of Financial Administration which is not supported in the IS export.
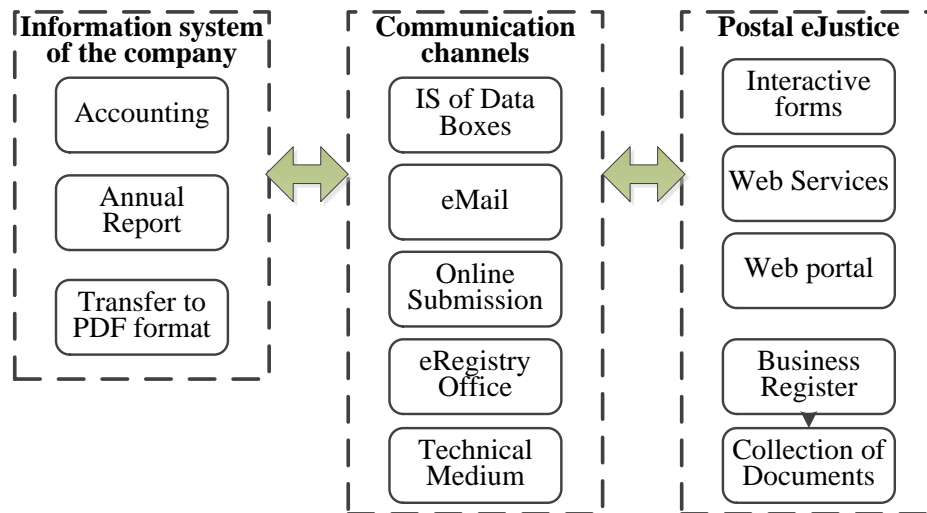
Disadvantages of the model are:

- variant ISDS: According to a lot of changes there is possible to happen that the export data from the IS of the company does not correspond with the structure of the data for Financial Administration.

- variant EPO: Necessary to import data to EPO portal. Not direct sending via EPO portal.

3.2 Communication model in relation to the Business Register

The communication of the company in relation to the Business Register takes place via eJustice (Business Register and Collection of Documents) (see Figure 2).

Fig. 2: Communication Model with Business Register and Collection of Documents

Information system of the company	Communication channels	Postal eJustice
Accounting	IS of Data Boxes	Interactive forms
Annual Report	eMail	Web Services
Transfer to PDF format	Online Submission	Web portal
	eRegistry Office	Business Register
	Technical Medium	Collection of Documents

Source:own

The characteristics of the model are:

- Participants: Authorized person from the company, Financial Administration officer.

- Communication Channels: Internet, the Communication Infrastructure of the Public Administration (Czech abbrev. KIVS), Portal eJustice.

- Information systems: IS of the company, Portal eJustice, IS of Data Boxes (Czech abbrev. ISDS).

Advantages of the model are:

- ISDS – Message must not be signed electronically, there is possible to use the signature fiction (§18 law no. 300/2008 of the Documents Collection).

- Technical data medium has its size of all PDF documents limited by this technical data medium.

Disadvantages of the model are:

- Maximal size of all PDF documents for one submission via data box or email or online submission via eRegistry Office is 10 MB.

- In case that the documents are sent via data box by the different person (e.g. counsellor, accounting company etc.) must be signed by accepted electronic signature or must be send an annex of electronically signed power of attorney, or via authorized conversion accepted power of attorney or link to the power of attorney (which is already handed in the court).

- Submission by documents sent via email or via online submission or web application eRegistry; Office must be electronically signed by qualified certificate published by accredited provider of certificate services.

- To the technical data mediums must be sent the cover letter which must be signed by statutory authority in person. If the document is sent by different person (counsellor, accounting company etc.), it must be sent an annex of signed power of attorney or link to the power of attorney, which is already handed in the court.

3.3 Communication models in relation to the Custom Administration

The communication of the company in relation to the Custom Administration takes place using InstatOnline (web on-line application of Reports sending for Intrastat) (see Figure 3), or using InstatDesk (off-line application for creation, import and sending Reports for Intrastat).

Intrastat is the statistical system of the goods trade among the Czech Republic and other EU states and it is operated by the Czech Customs Administration in cooperation with the Czech Social Security Administration

Fig. 3: Model communication of the company with Customs Administration of the Czech Republic via InstatOnline
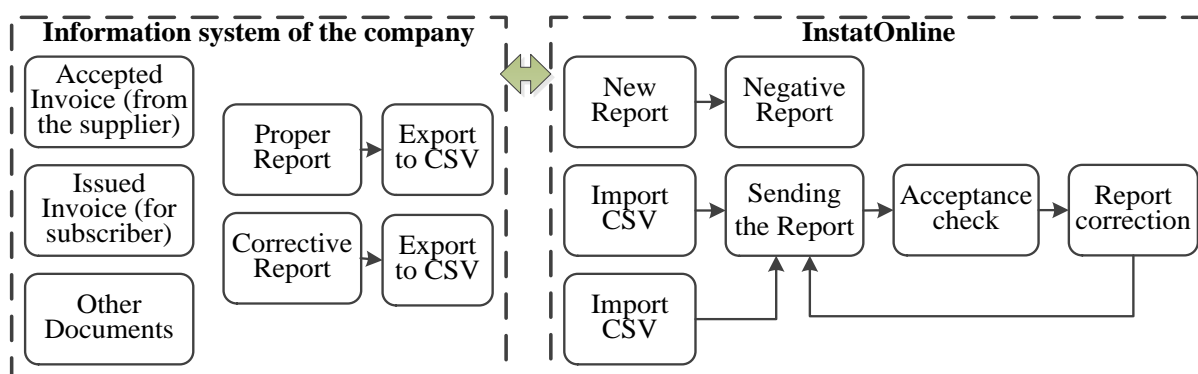
Source:own

The characteristics of the model are:

- Participants: Authorized person from the company, Customs office.

- Communication Channels: Internet, the Communication Infrastructure of the Public Administration (Czech abbrev. KIVS), Portal eJustice.

- Information systems: IS of the company, Portal of the Customs Administration, IS of Data Boxes (Czech abbrev. ISDS).

Advantages of the model are:

- variant InstatOnline: Possibility to make or import data from any PC connected to the Internet. Automatically updated environment (registers, exchange rates, and applications). It is not necessary to use electronic signature.

- variant InstatDesk: Number of imported sentences is not limited. Speed of application is only depended on the used IT. Off-line validation of import data before sending.

Disadvantages of the model are:

- variant InstatOnline: Speed is depended on the web technology characteristics. At the later days processing causes slower response. Possibility to import only 500 data sentences per month for one reporting unit.

- variant InstatDesk: Application must be installed in up-to-date version. For good run it is necessary to update registers.

3.4 Communication models in relation to the Czech Social Security Administration

The communication of the company in relation to the Czech Social Security Administration (Czech abbrev. ČSSZ) takes place using classical forms (see Figure 4) or interactive forms at portal 'e-Podání'.

Fig. 4: Model communication with the Czech Social Security Administration when sending classical forms
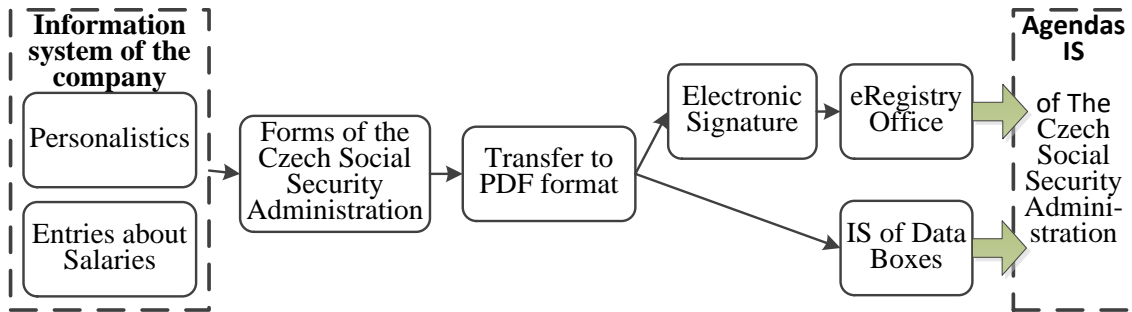
Source:own

The characteristics of the model are:

- Participants: Authorized person from the company, officer of the Czech Social Security Administration (Czech abbrev. ČSSZ).

- Communication Channels: Internet, the Communication Infrastructure of the Public Administration (Czech abbrev. KIVS).

- Information systems: IS of the company, Portal of ČSSZ, IS of Data Boxes (Czech abbrev. ISDS), either Data Box of the local office ČSSZ or Data Box of 'e-Podání ČSSZ'.

Advantages of the model are:

- variant with classical form: Removal of the necessity to send paper form via post. Message sent via ISDS must not be electronically signed, there is possible to use the signature fiction (§18 law no. 300/2008 of the Documents Collection).

- variant 'e-Podání': Interactive forms with inner checks of completed data. Message sent via ISDS must not be electronically signed, there is possible to use the signature fiction (§18 law no. 300/2008 of the Documents Collection).

Disadvantages of the model are:

- variant with classical form: Must be precisely checked, there might appear a lot of mistakes. Necessity to convert the document into PDF version. When sending via eRegistry Office must be electronically signed.

- variant 'e-Podání': When using the portal 'e-Podání' it is necessary to sign the document electronically.

### 3.5 Communication models in relation to the Czech Statistical Office

The communication of the company in relation to the Czech Statistical Office (Czech abbrev. ČSÚ) takes place via on-line portal Information system on Average Earnings (Czech abbrev. ISPV) (see Figure 5), or via off-line application.

The characteristics of the model are:

- Participants: Authorized person from the company, Officer from company TREXINA.

- Communication Channels: Internet, the Communication Infrastructure of the Public Administration (Czech abbrev. KIVS).
- Information systems: IS of the company, Portal Information system on Average Earnings (Czech abbrev. ISPV), IS of Data Boxes (Czech abbrev. ISDS).

Fig. 5: Model communication with the Czech Statistical Office via on-line Portal IS on Average Earnings
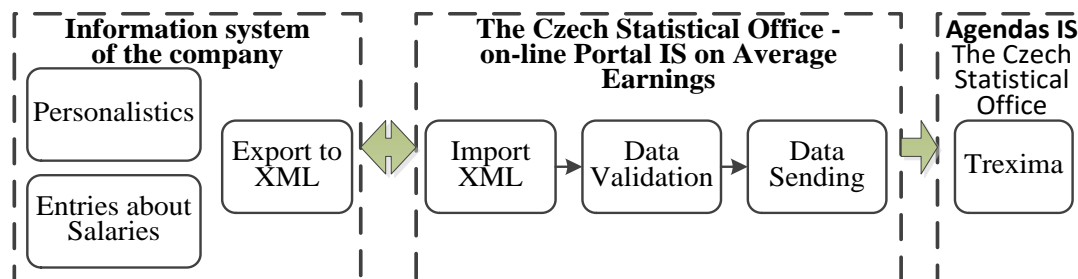
Source:own

Advantages of the model are:

- variant ISPV: Removal of the necessity to send paper forms via post.
- variant Off-line: Removal of the necessity of sending paper forms via post. Possibility of manual data put and correction of already loaded data. Warning system about values which seems to be from the ISPV viewpoint incorrect. Data security while transferring (thanks to certificated encrypted communication protocol https). Possibility to see statistical overviews from acquired data.

Disadvantages of the model are:

- variant ISPV: Necessity of precise check of the form filling-in, there might appear many mistakes. Web application does not enable to edit data.
- variant Off-line: Necessity of update programme for local data input, mainly because of updated forms and built-in controls.

4 Discussion and Conclusion

Development of the eGovernment in the Czech Republic brings new possibilities and opportunities in providing public services. Nevertheless it means some difficulty for the companies out of the public administration – mainly for small and medium-sized businesses, which do not have specialized workers for technological performance of these services, like for fulfilling their legal obligations towards the state using technological tools. Moreover the eGovernment in the Czech Republic, in coordination with the development of the eGovernment in the EU, is the turbulent environment where the services and tools of the eGovernment are changed – either from the view of technological nor the legal. This dynamics also means the difficulty for small and medium-sized businesses. This text is oriented on the present main legal obligations of the businesses towards the state and evaluates possibilities of fulfilling them and characterizes every communication models. For every model are set Participants, who are involved in the performance of the service. Then there are set needed Communication Channels and also Information Systems, which must cooperate together to perform the service. Every communication model is then evaluated from the view of advantages and disadvantages that is what must be paid attention to by the workers in the small and medium-sized companies and on the other side, which benefits can each model have. Processed communication models map present relation between the businesses and the eGovernment of the Czech Republic.

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