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INTELLIGENT TECHNOLOGIES AND PERFORMANT MANAGEMENT AT THE GOVERNMENT LEVEL IN 2024

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ABSTRACT
The technological developments of the last decades have radically changed the way people communicate with each other, the methods by which they have access to a wide range of services, starting with education and health and continuing with leisure (entertainment), but especially with the methods of work..
Social representations are an evaluative device, a grid for reading reality, a situation in the world of values and an own interpretation of this world. Based on the main elements of the representation (the core or central node and the peripheral system), there is, to an equal extent, both the possibility of preserving the representations, which absorb the value system, culture and social norms in the core - hence their constancy over time - and the possibility of their change due to the flexibility and mobility of the peripheral system, which allows anchoring in the immediate reality, which is in a dynamic permanent. For decades, the European Union, through its institutions, at the level of the member states, has been a guarantor of the principles under-lying freedom and security.
Respect for human rights, the rule of law, as well as solidarity, give the measure of a free European Union, which will ensure the increase in the quality of life of citizens. Security is a priority, through specific European programs the capacity of operational cooperation is strengthened, with a desired consensus regarding the values that underpin the internal security of the EU. Mutual trust and the exchange of information will increase the preventive nature of the actions of the authorities, thus establishing the permanent committee for operational cooperation in internal security, at national and EU level.
Regardless of the existence of different visions, the fact that a new social form, defined in other terms, crystallizes in advanced societies, in-formation becoming increasingly important and valuable, the omnipresence of the computer, the role of technologies, ultra-fast telecommunications have amplified, increasing the number of those involved in the service sector, all this was evident, and the changes produced in all spheres (social, economic, political, technological, cultural) began to be generally recognized and made aware.

Keywords:
Innovations; intelligent technologies; e-business; digital transformation; awareness; information's management; technological developments.

INTRODUCTION

Public administration is that system made up of institutions and public authorities, which include certain structures of the administration and which carry out an activity with a certain specificity, which allows the organization of the execution and the con-crete execution of the law. In a material sense, we are talking about the execution of certain benefits to the population, a good functioning of public services.
As a level of perspective, a difference in approach between the operation of local and central administrations is noted. Working techniques and inter-institutional collabo-ration being different, as well as the professional interaction between officials.
The public administration is active in all spheres of social life, having connections and links with many components of society. Social influence represents the way in which the individual modifies his behavior and opinions in the presence of others. It can be exercised by a person, a group, an institution.
The civil servant is that person appointed to a public position, under the terms of the law, and who exercises prerogatives of public power.

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The reluctance shown towards the state of reinvention of the civil servant in Romania must be replaced by awareness processes, triggered by the promotion within public institutions, of human values and fundamental moral and ethical principles.

Emphasis will be placed on innovation in public administration, in order to modernize and change paradigms, thus promoting an efficient type of government, offering new services to citizens and economic agents, with the result of creating new public values.

Thus making European citizenship a reality, and supporting citizens through innovative government services and active participation in decision-making. All happening thanks to a process called: technology-based learning.

Achieving the performance of the public institution calls for a heightened concern for innovation, creativity, change. Successful leaders in the public institution will have the responsibility to create an institutional culture, employees being encouraged to look for new ideas, to build relationships of mutual trust, to create a climate in which to learn from each other.

The efficiency of a leader does not depend only on his own abilities, but also on the involvement, support and participation of the entire team. Precisely for this reason, the leader of the local public administration must be in a permanent dialogue with the people, to communicate his own vision, so that they perceive the opportunities and form an image of the future.

This new perspective on human behavior emphasizes the importance of social needs, attitudes and meanings that guide people's actions, even more so within public institutions. In the public administration of other European countries, leadership is a way of mobilizing those who work in public institutions to be more responsive to the public, therefore to the citizens, and more intensively involved in designing and providing services to the public.

OBJECTIVES

The system is a set of elements (principles, rules, forces, etc.) interdependent and forming an organized whole, which puts order in a field of theoretical thinking, regulates the classification of material in a field of natural sciences or acts as a practical activity to function according to its purpose.

Any system must meet a number of requirements related to its optimal operation. One cannot imagine a system without putting into play the concept of integration of the parts, but also of control over the behaviors of its members, who must conform to a set of norms and values.

The sphere of action of a social system consists of: the human-individual possibilities of action (the physical and mental capacities of the members); the human-collective possibilities of action (the capacity for directed, coordinated action of a large number of people); material and social-institutional tools to act (technologies, social institutions, norms, traditions); the knowledge necessary to carry out that activity, under existing conditions, as well as the ability to create new technical and institutional action tools.

The state is thus defined as a form of political organization of a human community that, through its specialized bodies and legitimately established force, ensures the diffusion of power at different levels of society, in order to coordinate public services, ensure order and develop the community. The state defends and guarantees the territorial integrity and autonomy of the community whose official expression it is.

We are living in a period in which the relations between entities are being redefined, in which the entire economic, social and cultural structure of all the states of the world is being established on a new basis, in the context of the globalization process of the world economy and the increasingly efficient use of information and communication technology.

The development of e-Business solutions, through financing with European funds, can be the main direction to restore the economic balance.

Through the projects financed from European funds, starting from 2014, a national network of cyber defense was developed, of the type of critical infrastructure of national interest, including most of the key institutions of the state. The use of Emerging Technologies and the improvement of cyber threat prevention activities, will result in the evolution of financial management and operational efficiency.

In Romania, the evolution of the cyber infrastructure for European funds is conditioned by inter-institutional cooperation, carried out in the form of strategies, harmonized with European legislation, and carried out through specific projects to ensure cyber security, as well as awareness of the importance of ensuring the state of security at the governmental level.

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Public-private partnership as well as competition in innovation inspired by the evolution of technology can constitute new forms of the evolution of modernity. This is possible using all the principles of modern management, as well as the capabilities of a new electronic existence, in an efficient and automated future.

The consequences of competition in innovation produce major transformations, including in society, simplifying the complex life of modern man in the information society.

Information and communication technology has a complex impact not only on the economy and its efficiency, but also on all aspects of people's lives.

For a "reinvention of governance" in the information society, the following concepts were identified that should be fulfilled:

- increasing the state's capacity to absorb European funds through the use of new technologies.
- increasing the capabilities of central and local administrations to implement national and European public policies
- electronic democracy – the internet can increase democratic participation in governance, the citizen of the information society is active.
- the electronic citizen – the citizens of the new society/ young people are drawn into the modern technological fields being the key actors of future governments, politics in the digital age is in continuous transformation.
- politics in electronic format - the manifestation of politics in digital form is becoming more and more visible through the significant increase in online electoral campaigns, the electronic state and behavioral patterns.
- the electronic state - in the phenomenon of globalization fueled by the digital integration of the markets of the new economy, it will be necessary to rethink and redefine the concept of "nation-state".

Thus increasing the chance of creativity and innovation, through the deep trans-formation of citizens' behaviors, from "reactive" to "proactive".

Public administration services can be made more efficient by using advanced Intelligent technologies in a secure cyber virtual environment.

METHODOLOGY

Modern theories of intelligence have developed from the observation that the per-son, throughout life, is in constant development. In order to be successful, certain conditions must be met. These conditions for achieving success in life depend on the skills that are formed during education, or at least should be pursued as goals, beyond the disciplines.

Activity is the way in which predispositions pass from possible to real, representing skills, and activity is also the one through which and in which aptitude (capacity) generates the phenomenon of creativity, a fundamental concept in relation to aptitude.

The creative process, involves going through the following four stages:

- Preparation - Telecomunications networks (telephone lines, cable, radio, optic fiber, satellite, 4G, 5G, 6G)
- Incubation - E-Services (e-mail, file transfer, virtual private network)
- Illumination - Emerging technologies in the e-Business sector (IoT, EoT, Cloud, Fog)
- Verification - E-Applications (e-learning, e-working, e-banking, e-services, e-activities)

Project management is a real art and science of getting the project done. Starting from the well-known relationship Quality, Time, Cost, nicknamed the iron triangle, we have from the beginning challenges that influence our work and define its results. Historically speaking, project management began its evolution in industrial and construction projects, and in recent decades it has also been applied in the IT field to bring to fruition the vision of brave entrepreneurs or investors who saw IT systems as a "commodity" just as oil, electricity or the Internet. Achieving effective results, depends on the degree of fulfillment of the project management component.

The processes specific to the governing act, should be treated similar to the stages of business development. For better traceability and organizational efficiency, the stages of the implementation of the projects in question should be transposed into a cooperation platform type information system, so that they can be mirrored in the electronic and digital project management flow, all the activities undertaken, the deadlines, the cyber security incidents, as well as the achievements, which will ultimately define a high degree of fulfillment of the projects' objectives and the realization of a state of balance and assurance of cyber security.

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RESULTS AND DISCUSSION

Security is a priority, through specific European programs the capacity for operational cooperation is strengthened, with the desire for consensus on the values that are the basis of the EU's internal security. Mutual trust and the exchange of information will increase the preventive nature of the actions of the authorities, thus establishing the Permanent Committee for Operational Cooperation in Internal Security, at national and EU level.

The critical IT infrastructure of national importance, dedicated to applications with the role of management of European funds, is increasingly becoming a subject of interest for possible cyber-attacks, especially since 2016 when the attention of certain organizations began to be focused on the government cyberspace.

The funding programs set guidelines for future infrastructure protection developments through the purchase of specific security equipment.

Through the considerable contribution of state institutions active in the field of cyber security, as well as through sources of external funding from European funds, it was possible to develop a national system that includes all state institutions, with the aim of preventing and protecting against cyber threats.

That is why, at the ministerial level, all the necessary resources were concentrated to create the premises of strategies to prevent and combat any cyber-attacks, which could endanger the integrity of information such as that from European funds, which have an impact including on the country's economy, causing damage possible for the interests of the country, stability and development.

Thus, through funding programs, guidelines were established in the future infrastructure protection developments, through the purchase of specific security equipment. With the considerable contribution of the state institutions active in the field of cyber security, as well as through sources of external funding from European funds, it was possible to develop a national system in which all state institutions are included, with the aim of achieving prevention and protection against cyber threats.

The technological infrastructure of the new economy, in constant need of ensuring all principles related to cyber security, generates new e-business models, from electronic commerce to the desired e-Government implementation strategy, through the digitization and computerization of public administration in Romania.

The electronic applications made through the efficient management of European funds are of national interest, in order to achieve the goal of positive evolution of the national economy, with critical values for achieving the balance of the rule of law and national security.

The impact of eBusiness on natural resources and production factors draws attention to the efficient use of resources, which has become a business imperative and an essential component of Romania's National Recovery and Resilience Plan. More efficient use of resources can be a major driver of economic growth.

The field of European Funds is constantly changing as well as the IT applications designed to manage them, representing the first attempts at digitization and innovation in public administration. They represent a new way of developing the national economy and e-business by promoting and following European policies.

The field of European funds is an important source of financing for the development of e-business and thus the development of the national economy. Through specific financing lines, including the National Recovery and Resilience Plan (PNRR), a modern and reformed Romania can be built, with an emphasis on the development of electronic businesses and the transition to the desire to create a Government Cloud. It will include public digital systems, which will ensure the necessary interoperability, in the efficiency and simplification of processes specific to the governing act.

Kanban is a popular framework used to implement Agile, project management and development. It requires real-time communication of capacity and total transparency of work.

To implement agile project management skills in a government organization, the following steps can be taken:

- Educate organization management and stakeholders on agile methodologies and their benefits.
- Identifying projects that can benefit from an agile approach and creating cross-functional teams to work together.
- Develop an agile project management framework that aligns with the organization's goals and objectives.
- Defining project goals and objectives and prioritizing work, based on value and impact.
- Using agile methods such as sprints, stand-up meetings and retrospectives to manage projects.

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- Fostering a culture of collaboration, feedback and continuous improvement.
- Ensuring that the project management team has the necessary skills and training to effectively apply agile methodologies.
- Monitor project progress and adapt approach as needed.

ACKNOWLEDGEMENT

The development of the European information society involves a considerable and continuously increasing financial effort, which cannot be fully assumed by the European Union and the governments of the member states. Experience proving that the private sector is best able to take the risks of exploiting and developing new adaptable markets and has the capital to make investments of this kind.

The Structural Funds are financial instruments, administered by the European Commission, whose purpose is to provide support at a structural level. Financial support from the Structural Funds is mainly intended for less developed regions, in order to strengthen economic and social cohesion in the European Union. The Structural Funds contribute to 3 strategic objectives of the Economic and Social Cohesion Policy of the European Union:

1. Convergence or reduction of development gaps between regions. States can request funding for regions whose GDP/capital is below 75% of the European average.
2. Regional competitiveness and employment. States can request funding for regions that are not eligible for the Convergence objective.
3. European territorial cooperation. Thematic objective supporting the adaptation and modernization of education, training and employment policies and systems.

The National Development Plan (PND) - is the document of strategic planning and multiannual financial programming, which aims to guide and stimulate the economic and social development of the country in order to achieve the objective of achieving economic and social cohesion.

The National Strategic Reference Framework (NSRF) - is the fundamental strategic document for the programming of the Structural and Cohesion Funds (SCF) in the period 2007-2013. The CSNR strategically underpins the Operational Programs (OP) and reflects the FSC's contribution to the Lisbon Objectives.

Strategic vision 2030 will capitalize on its competitive potential and improve its ability to provide citizens and businesses with an attractive, sustainable, clean and inclusive environment in which they will want to live and invest, by promoting innovation, digitization, fair access to modern public services, education and business opportunities, constantly considering the efficiency of energy consumption, the reduction of CO2 emissions and adaptation to climate challenges.

Structural and Cohesion Funds (FSC), or Structural Instruments, are the financial instruments through which the European Union acts to eliminate economic and social disparities between regions, in order to achieve economic and social cohesion.

The capacity of state institutions to evaluate and reduce the impact of risks and threats is limited by the persistence of some vulnerabilities in: the absorption of European funds, the ability of the central and local administration to implement national and European public policies; the realization of a real multi-year budget planning, which determines the assumption and compliance of some investment programs.

The national security interests and objectives represent the foundation from which the directions of action and the methods of ensuring national security are developed under the conditions of a dynamic and complex international security environment. At the same time, the directions of action are subordinated to the obligation to prevent, combat and respond, in a credible manner, based on the constitutional principle of unitary coordination, to the potential threats, risks and vulnerabilities that Romania may face in the next five years and on long term

CONCLUSION

The CYBERINT National Center has the capacity of beneficiary, and the Ministry of European Investments and Projects will have the capacity of public authority, according to the guide - Applicant's Guide for the Competitiveness Operational Program;

The security equipment and applications within the project - ICIN 54 MIPE benefit from the best predefined and adaptable security policies, having active the most current settings configured for maximum efficiency, according to best practices in the field of cyber security

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With the general objective/purpose of updating the IT system, through the use of new technologies capable of increasing the level of cyber protection, the necessary equipment and security applications that will be purchased within the project were achieved.

The commoditization of the Internet, along with the widespread adoption of smart devices, has made email the most widely used and important communication tool worldwide—more so than social media or micro-blogging. Millions of emails are sent every day. Unfortunately, email technologies have some limitations:

• It is difficult to ensure the confidentiality of unencrypted information sent by e-mail;

• It is difficult to determine whether an email has reached the recipient (i) and if or when it has been opened and read;

• There is no secure method of recalling e-mail messages;

• Senders have no control over the recipient

Thus, these deficiencies can prove difficult for organizations that need to comply with regulatory requirements or protect against data leaks.

Creating the premises for the use of security technologies, in order to obtain protection, against threats from cyber space:

- Protection before, during and after an attack - Performing automatic network monitoring and analysis is beneficial. When a compromise occurs, the extent of the damage is quickly determined, remedied and operations returned to normal

- Creation and application of granular policies for sites with embedded applications.

- Application visibility and control - Visibility and control of network traffic is efficient through simple use, so that it can be protected without slowing down productivity or burdening IT resources.

- Automatic traffic analysis, inbound and outbound.

- Real-time web traffic scanning for both known and new malware.

- Use of dynamic reputation and behavioral analysis across web content.

- Rapid identification of zero-day attacks.

- Real-time suspicious activity scanning to find anomalous behaviors eliminating attacks.

- Using lookback capabilities with Advanced Malware (AMP) for Web Security to turn back time and remove malware from infected devices.

- The antivirus solution is centralized, of the EndPoint Security type, at the MFE level. The management of the solution is carried out through the administration console, the actions taken having an impact at the user and workstation level. The process of updating the signatures necessary to combat attacks with malicious content is performed centrally, in a client-server relationship. Infections can be countered by organizing daily tasks directly from the administration console, without direct intervention on the approximately 3400 workstations.

- Unified Threat Management (UTM) consolidates multiple network and security functions with a single, unified appliance that protects enterprises and simplifies infrastructure. Simplified network and security capabilities in a single box reduce the risk of cyber threats, enable access to the cloud and free up resources, allowing public administration leaders to focus on what matters most - increasing efficiency and absorption in fund management Europeans

- The role of connectors and data transmission through ArcSight SIEM - MIPE, is that of research and study of behaviors in the network, as well as anomalies, thus establishing behavioral patterns of possible cyber-attacks and threats, in this way prevention for the future is achieved through machine learning activities and isolation of suspicious files or files with abnormal behavior, in sand-box areas, specially configured to block any unwanted situations of network penetration or subsequent data exfiltration.

- Email Security Appliance – ensures the protection of the email solution, by filtering traffic according to predefined security policies, according to best practices and new knowledge about cyber-attacks.

- Web Security Appliance - ensures protection in the online environment of users, filtering traffic according to pre-set policies, offering safe browsing without cyber threats or vulnerabilities in the virtual environment of the Internet – www.

- Micro Focus ArcSight is a cybersecurity product, first released in 2000, that provides data security analysis and intelligence software for security information and event management (SIEM) and log management. ArcSight is designed to help customers identify and prioritize security threats, organize and track incident

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response activities, and simplify auditing and compliance activities. ArcSight became a subsidiary of Hewlett-Packard in 2010. It was merged with Micro Focus on September 1, 2017.

ArcSight MIPE, collects and analyzes events from security systems and tools, detecting security threats in real-time so that MFE's cyber security expert can quickly respond and report analysis to meet demanding security requirements. Thus the Ministry of European Funds tackles cyber threats in real time by using a powerful, scalable and efficient SIEM security software.

The study of cybernetic behavioral patterns represents the first step in establishing the premises of applied Artificial Intelligence, including in public administration, which will have to align with Euro-Atlantic norms, by harmonizing legislation, but especially by implementing appropriate current security solutions, and adapted to the attack methods used today and even in the future, under conditions of perpetual cyber development and modernization. Thus, as part of the cyber security project - ICIN 54 MFE, the ministry will make available the data necessary for the evaluation by the SRI - National Cyberint Center of the IT security of the networks managed or owned by it, in order to detect, prevent and counter cyber-attacks .

All state institutions will be included in this national system of prevention and protection against cyber-attacks. Desirable and achievable activities through the considerable contribution of cooperation with state institutions, specialized in ensuring cyber security, such as the CYBERINT National Center - the National Authority in the field of Cyber-Intelligence.

Thus avoiding the threats regarding the risks of disengagement, through an efficient management of the European funds, in the conditions of the desired good management of this objective of national strategic interest.

Touching the interests of the country, as well as the acts of destruction, degradation or bringing into disuse the structures necessary for the proper development of social and economic life - can constitute a threat - even by generating the state of blocking the absorption of European funds, a situation that falls under the provisions of Chapter 3 related to the National Defense Strategy 2015-2019 and art 3, letter f, Law 51/91.

The identification and capitalization of these possible risks constitutes information for national security, which will be achieved gradually, due to an increased degree of persistence shown, as well as the perpetual lack of sufficient and efficient resources, endowed with the necessary specialization in the correct management of the IT system, in continuous development, placing more emphasis on results and efficiency and the creation of public values, including at the level of critical infrastructure - national cyber, in this newly developed branch of the economy - the field of European funds. A beneficial approach would be represented by the adoption of a risk prevention strategy at the governmental level.

The integration of machine learning and artificial intelligence functionalities, at the level of the Ministry of Investments and European Projects, can be seen in Tables 1 and 2 below, while the use of intelligent technologies such as Sandbox Analyzer and EDR - Endpoint Threat Detection and Response (ETDR) can be seen in Figures 1 and 4 below, and Computers – Endpoint policy compliance and Computers and virtual machines – Top 10 Detected Malware, in Figure 2 and 3.

Table 1. Integrating Machine Learning and Artificial Intelligence functionalities, at the level of the Ministry of European Investments and Projects

Implementation period	Protected endpoints	Increasing the degree of cyber protection by	Rate of succes	Fixed vulnerabilities	Possible security risks
2013-2019	250 to 450	200 Endpoints	About 50%	About 75%	About 25%
2020-2023	450 to 2900	2450 Endpoints	About 99%	About 90%	About 10%
2024-2027	2900 to 3400	500 Endpoints	About 99%	About 99%	About 1%

Source: Author' own research

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Table 2. Results of Integrating Machine Learning and Artificial Intelligence functionalities, at the level of the Ministry of European Investments and Projects

Automation period	Protected endpoints	Increasing the cyber protection	Automated detected and remedied cyber attacks	Security vulnerabilities	Security risks
2013-2019	450	200 Endpoints	50%	75%	25%
2020-2023	1700	1700 Endpoints	99%	90%	10%
2024-2027	3000	400 Endpoints	99%	99%	1%

Source: Author' own research

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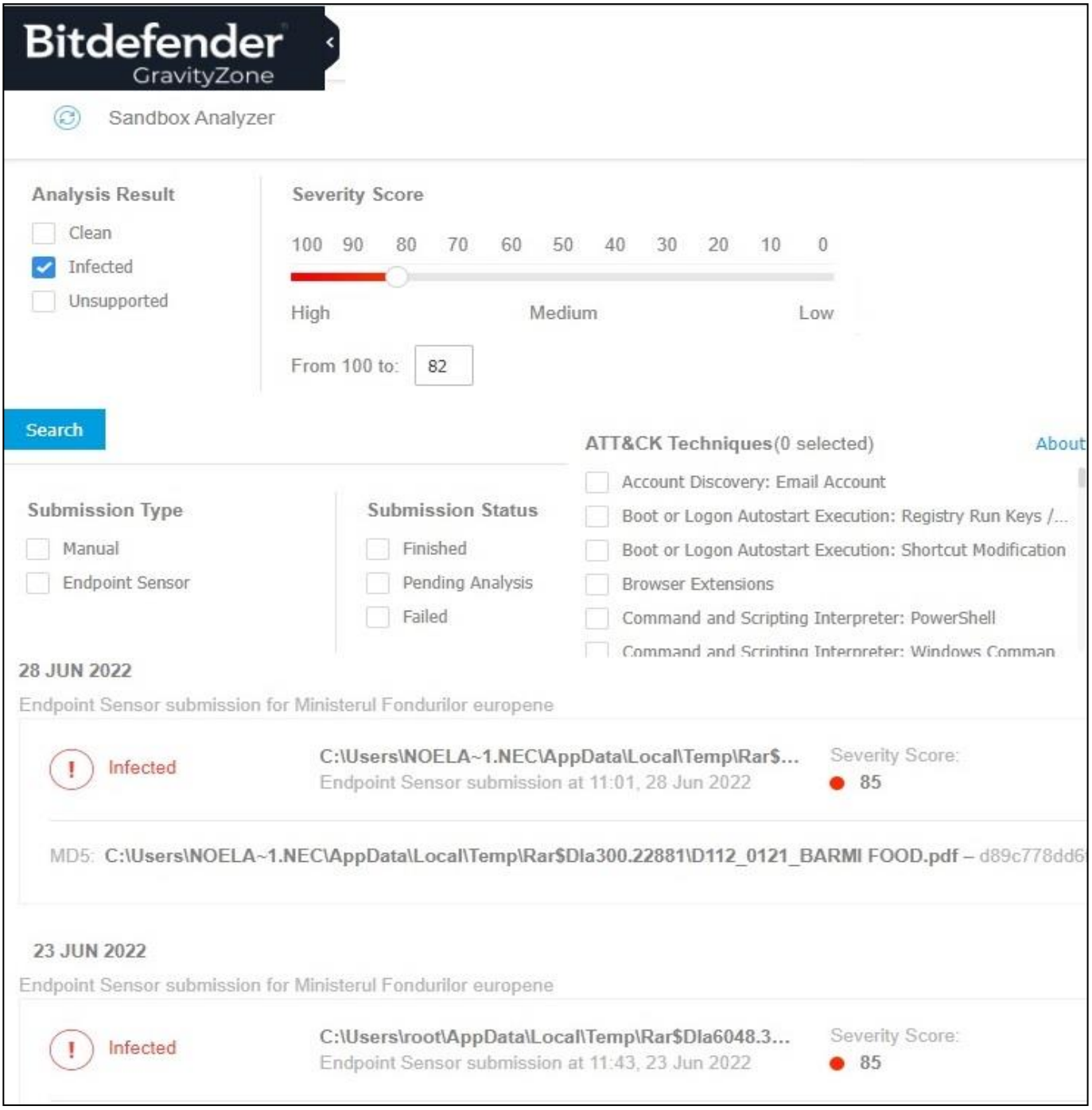

Source: www.bitdefender.com

Figure 1. Sandbox Analyzer –
Ministry of European Investments and Project

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Source: www.bitdefender.com

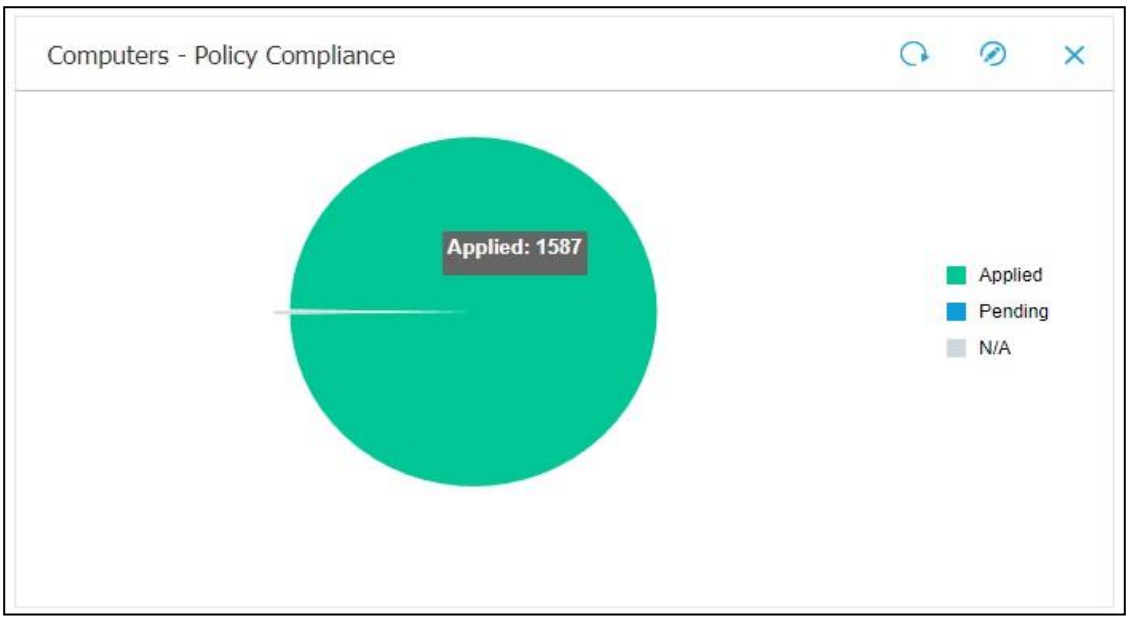

Figure 2. Computers – Endpoint policy compliance - Ministry of European Investments and Projects

Source: www.bitdefender.com

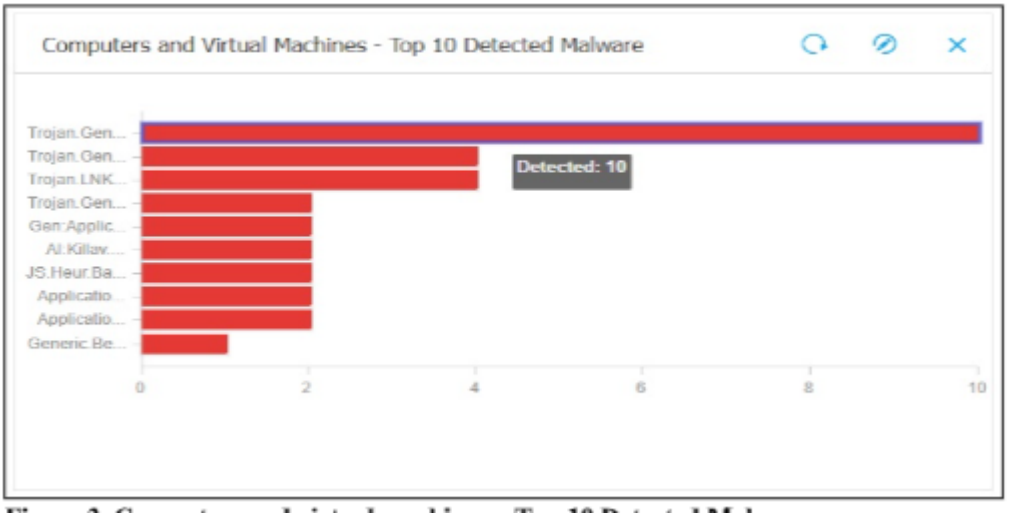

Figure 3. Computers and virtual machines – Top 10 Detected Malware – Ministry of European Investments and Projects

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Source: www.bitdefender.com

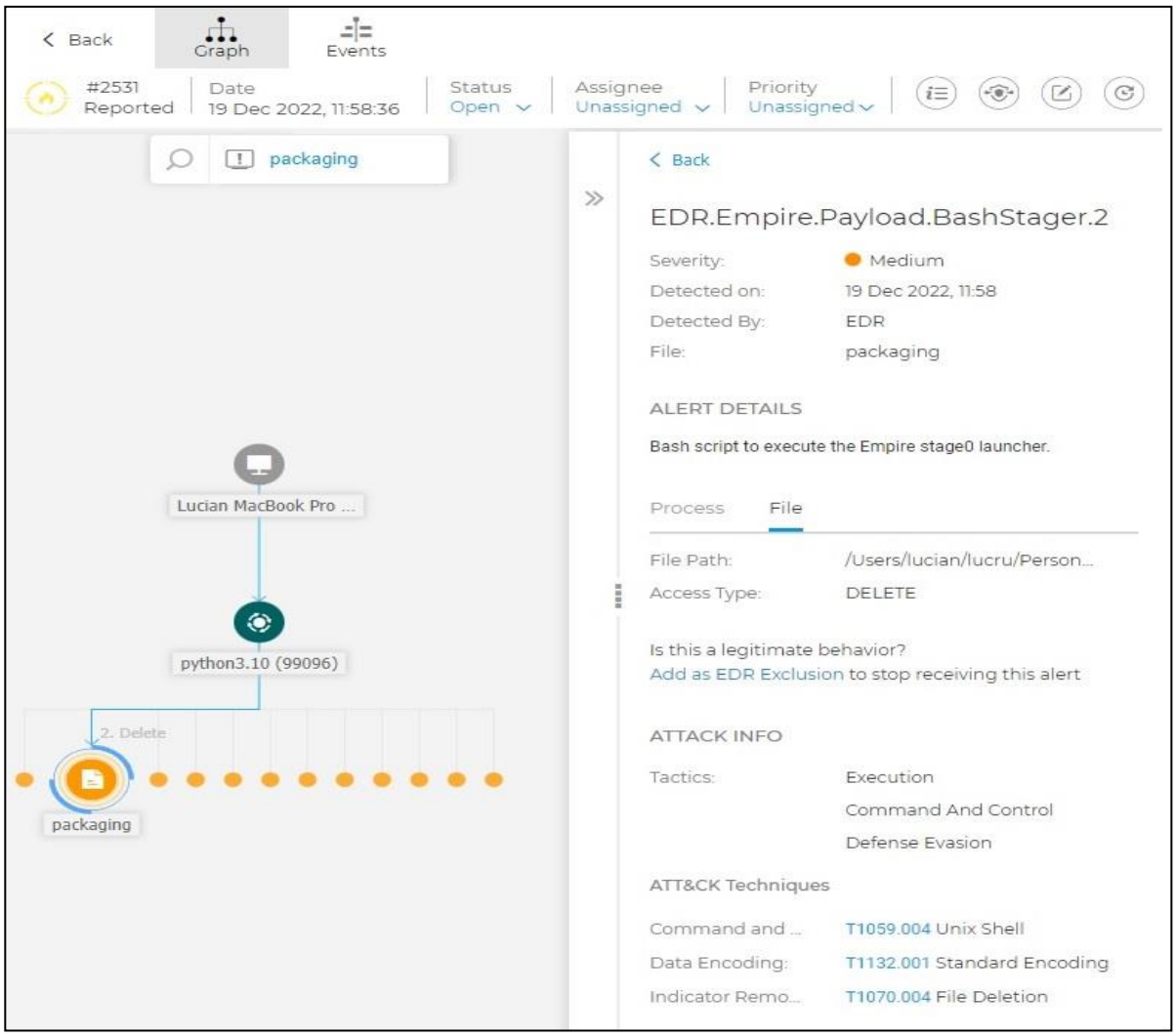

Figure 4. Endpoint Threat Detection and Response (ETDR) –
Ministry of European Investments and Projects

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