

## *Management and public policies of the current era*

*Today's era is characterized by unprecedented dynamics driven by globalization, digitalization, climate change and numerous socio-economic challenges. In this context, public management and public policies must adapt to a complex environment, be flexible and responsive to citizens' needs.*

*We consider six aspects of the evolution of public management and public policies in the current era:*

- *Digitalization and technological innovation*

*Technological transformations are profoundly influencing society and the economy, offering innovative solutions in public administration. Digital government is redefining the relationship between state and citizen through online platforms that facilitate access to public services such as e-government portals and integrated databases. Artificial intelligence and data analytics enable the identification of social problems and personalized solutions based on the use of big data. Transparency and accessibility are enhanced through systems that provide citizens with quick access to public information and their involvement in decision-making.*

- *Sustainable development and environmental protection*

*Environmental issues have become global priorities, leading to the development of public policies focused on: reducing carbon emissions and promoting the transition to a green economy, efficient management of natural resources with a focus on sustainability, implementation of the smart cities concept, which combines technology with sustainable measures to improve the quality of urban life.*

- *Social inclusion and equity*

*A just society depends on policies that promote equality and reduce inequalities. Active social programs provide support for education, health and the fight against poverty. Diversity and equality are supported through measures that encourage the participation of marginalized groups. Citizen participation becomes a central pillar, actively involving communities in public decisions.*

- *The challenges of globalization*

*In an interconnected world, global challenges require coordinated responses. Managing crises, from pandemics and migration to economic instability, requires international cooperation. Cross-border policies, such as those implemented at EU level, address common problems through regional collaboration.*

- *Accountability and ethics in administration*

*Effective public management depends on integrity and transparency. Anti-corruption mechanisms ensure accountability in the management of public resources. Ethical leadership requires decision-making based on sound moral principles. Performance evaluation monitors the effectiveness and impact of public policies.*

- *Continuing education and training*

*To meet today's challenges, public professionals need to constantly develop their skills. Continuing education and interdisciplinary collaboration become essential to adapt to rapid change.*

*Contemporary public policies and management must combine technology with sustainability, be oriented towards social equity and respond effectively to global challenges. The success of these initiatives depends on cooperation between governments, the private sector and civil society, thus ensuring sustainable and inclusive development.*

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