

Digital Transformation for Citizen-Centric Engagement: Navigating Social Impact in EU Public Sector Marketing

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Abstract

This study explores how digital infrastructure, governmental transparency, and mobile compatibility impact the adoption and trust in e-government services and citizen and business participation in digital environments across the 27 member states of the European Union. Utilising data from the EU, World Bank, and World Health Organization, we employ OLS regression to analyse the effects of these factors on participation in digital settings. Our findings reveal that improved digital infrastructure and higher levels of transparency are positively correlated with increased usage and trust in e-government services. Furthermore, mobile compatibility significantly enhances participation in digital public services among citizens and businesses. The study highlights the crucial role of digital equity, ethical frameworks, and inclusive governance in maximising the societal benefits of digital transformation. We provide actionable recommendations for policymakers and practitioners to align digital initiatives with social impact and equity objectives, emphasising the need for infrastructure enhancement, transparency promotion, and the importance of mobile accessibility.

Keywords: E-Government, Digital Transformation, Citizen-Centricity

Track: Public Sector and Non-Profit Marketing