

The Construction of Advanced Administrative Culture in the Service-oriented Government Building with People's Satisfaction

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Abstract. Great achievements have been made in the service-oriented government building in China in the past ten years. However, influenced by the traditional administrative culture, there are still many problems in the service-oriented government building. In the process of service-oriented government building, we need to abandon the outdated administrative culture and gradually establish an advanced administrative culture. To construct advanced administrative culture, we must do the following three things. Firstly, we must consolidate the foundation of the construction of advanced culture, adhere to the guidance of Marxism, and draw nourishment from the deep accumulation of excellent traditional culture in China. Secondly, we should create a good environment for the construction of advanced administrative culture. At last, we should strengthen institutional innovation and promote the institutionalization of advanced administrative culture.

Introduction

In the report of the Nineteenth National Congress, General secretary Xi Jinping pointed out that: “we need to transform government functions, deepen simplification and decentralization, innovate supervision methods, and enhance government credibility and execution, so as to build a service-oriented government with people's satisfaction.”[1] As the target mode of our government reform and an important way to realize the modernization of our country's governance system and governance capability, the construction of service-oriented government has become the focus of our country's administrative system reform. Great achievements have been made in the construction of service-oriented government in China in the past ten years, the functions of government in social governance and public services have been strengthened, and great changes have taken place in government behavior and working methods. Through a series of major policy innovations such as simplifying government and decentralizing power, deepening the reform of administrative examination and approval system and transforming government functions, we have changed the traditional management system of emphasizing examination and approval, neglecting supervision and weak service, which fundamentally reverse the phenomenon of government function vacancy, offside and dislocation. However, influenced by the traditional administrative culture such as “official standard”, “hierarchy”, “centralization of power” and “rule by man”, the construction of service-oriented government in China also faces many problems, which still lags behind the goal of people's satisfaction.

What is the Advanced Administrative Culture

Administrative culture is the attitude, emotion and value of administrative activities formed by members of the administrative system in the long-term administrative activities, it is a set of informal rules accepted and recognized by administrative personnel. Culture has inheritance, and administrative culture is no exception. Once administrative culture is formed, it will have direct or indirect impact on administrative activities. Therefore, in order to gradually eradicate the influence

of these traditional and outdated administrative cultures, it is necessary to establish an advanced administrative culture in line with the era of service administration. Although we have established the goal of administrative reform of building a service-oriented government and have been carrying out the practice of building a service-oriented government, but the advanced administrative culture adapted to the service-oriented government has not established. The construction of service-oriented government is not only the change of government organizational structure, government behavior and administrative means, but also the renewal of value orientation. Shaping the administrative culture is also an important part of the construction of service-oriented government. Otherwise, it will be difficult to achieve the goal of service-oriented government without the support of advanced administrative culture adapted to service-oriented government.

“Advanced administrative culture is a healthy, scientific and positive administrative culture, which reflects the requirements of the development of social productive forces and the practice of administrative system reform.”[2] In the process of construction service-oriented government at present stage in China, the construction of advanced administrative culture means the construction of socialist administrative culture with Chinese characteristics, which is guided by Marxism-Leninism, Mao Zedong Thought and the theory of socialism with Chinese characteristics, with the fundamental purpose of “serving the people” and promoting the all-round development of people. Specifically, it is to build participatory administrative culture, legal theory administrative culture, service-oriented administrative culture, responsible administrative culture, open administrative culture and efficient administrative culture. Participatory administrative culture requires citizens to participate government administration through various channels and channels. It also requires all administrative activities to reflect citizens’ needs, respect citizens’ wishes and protect citizens’ rights. Legal theory administrative culture requires the government to set up the concept of supremacy of law, comprehensively promote administration according to law, and constantly improve the awareness of the rule of law and the level of the rule of law. Service-oriented administrative culture requires the government to adhere to the fundamental purpose of serving the people wholeheartedly and take serving the masses and satisfying the masses as the basic requirements of administrative work. Responsible administrative culture requires the government to establish a sense of responsibility, rationally divide responsibilities and powers, fully implement officials’ responsibilities and form an administrative atmosphere of being brave to take responsibility. Open administrative culture requires the government to realize the openness of administrative decision-making, administrative process and administrative results, to ensure the public’s rights to know, rights of participation and rights of supervision. It also requires government to listen to the opinions and suggestions of the masses, to accept the supervision of the masses, and to respond to the demands of the masses timely. Efficient administrative culture requires the government to save public resources, reduce administrative costs, improve administrative efficiency and enhance the quality of public services in administrative activities. To a certain extent, these administrative cultures embody the value pursuit of protecting human rights, safeguarding human rights and interests, satisfying human needs and promoting human development, and fully embody the concern of advanced administrative cultures for human beings. Through the constantly strengthening the construction of these advanced administrative culture, we can gradually get rid of the influence of the old administrative culture and provide endless spiritual power and cultural support for the construction of service-oriented government.

How to Build Advanced Administrative Culture in Service-Oriented Government Building in China

Consolidate the Ideological Basis of the Construction of Advanced Administrative Culture

The construction of advanced administrative culture must be guided by correct theories. Otherwise, it is possible to deviate from the direction of socialist construction because of blindly seeking new ideas and changes. The construction of advanced administrative culture must adhere to take Marxism as the guiding ideology in China. Marxism was founded by Marx and Engels and

developed through generations of Marxists such as Lenin, Stalin, Mao Zedong, Deng Xiaoping and Jiang Zemin. As a scientific world outlook and methodology, Marxism can not only maintains its scientific standpoint, viewpoint and method consistently in the process of its development, but also enriches and perfects itself with the development of practice, which maintains its theoretical character of keeping pace with the times in the changing times. Marxism is a great thought that guides our revolution, construction and reform to achieve great achievements. It is a correct theory that has been proved by practice to be fully adapted to the practice of socialist construction in China. The theoretical characters such as scientific, open and keeping pace with the times of Marxism determines that only it can becomes the guiding ideology of China's advanced administrative cultural in the era of service administration. In the current process of building a service-oriented government in China, under the guidance of Marxism, we must adhere to Mao Zedong Thought, Deng Xiaoping Theory, the important Thought of "Three Representatives", the scientific concept of development and Xi Jinping's socialist thought with Chinese characteristics in the new era, and conscientiously implement the spirit of the Eighteenth and Nineteenth National Congresses of the Party, adhere to seeking truth from facts and promote reforms and innovations.

China's advanced administrative culture construction can't be separated from the nourishment of traditional Chinese culture. The profound accumulation of traditional Chinese culture should become the ideological basis of China's advanced administrative culture construction. After thousands of years of inheritance and development of Chinese traditional culture, although many ideas do not adapt to the construction of China's advanced administrative culture, such as the concept of hierarchy, centralization of power, and the idea of "official standard" are obviously incompatible with China's advanced administrative culture. But there are many cultures that contain the essence of national culture, such as the idea of benevolence, the idea of loving the people, the rule of virtue, the way of self-restraint, the way of loyalty and forgiveness and honesty, which conform to the inherent requirements of public administration, conform to the value demand of advanced administrative culture construction, and provide spiritual and cultural resources for the construction of advanced administrative culture in China. Therefore, we must adhere to the correct attitude in dealing with Chinese traditional culture, extract its essence and discard its dross. In the construction of China's advanced administrative culture, we should firmly adhere to the guiding ideology of Marxism on the basis of respecting China's actual national conditions, fully absorb the positive, healthy and reasonable culture in Chinese traditional culture that meets the requirements of the times and adapted to the appeals of service administrative value, and learn from the advanced foreign administrative culture rationally, so as to consolidate the ideological foundation of the construction of advanced administrative culture and provide a good cultural foundation and spiritual soil for the construction of service-oriented government in China.

Create a Good Environment for the Construction of Advanced Administrative Culture

The growth of culture can't be separated from a certain environment, so the construction of advanced administrative culture must have a good administrative environment. The construction of advanced administrative culture is a basic project, governments at all levels should earnestly create conditions to promote the belief in administrative culture of building a service-oriented government, and promote democratic spirit and innovative consciousness, cultivate good administrative ethics, administrative psychology and administrative attitude of administrative personnel, and create an administrative cultural atmosphere of scrupulously performing their duties and serving the people.

Firstly, we should cultivate the consciousness of democracy and rule of law. Developing democracy and perfecting the rule of law are the inevitable requirement and important content of our democratic political construction, as well as the foundation and important guarantee of our service-oriented government building. Only by constantly strengthening the construction of democracy and the rule of law, can we enhance the sense of responsibility and enhance responsiveness, and improve the relationship between the government and the citizens, safeguard the basic rights and interests of citizens. Only in this way can the government obtain the support of the people and thus enhance the legitimacy of its rule. It also provides a good foundation for the

construction of China's advanced administrative culture. To cultivate advanced administrative culture, we must have the soil of democracy and rule of law. In order to develop democracy and improve the rule of law, we need to expand grass-roots democracy and constantly expand the institutionalized channels of citizens' political participation and actively guide, encourage and support the development of various associations and non-governmental organizations, and continuously develop consultative democracy, and need to further implement the basic strategy of governing the country by law and comprehensively promote administration by law.

Secondly, we should cultivate the spirit of participation and cooperation. Both the administrative subject and the general public need to have the spirit of participation and cooperation, which is the inevitable need for the construction of service-oriented government in China. Participation and cooperation are important manifestations of adhering to the value orientation of social standard in the construction of service-oriented government. Without participation and cooperation, it is impossible to build a real service-oriented government. Therefore, the construction of advanced administrative culture adapted to service-oriented government can't be separated from the cultivation of participation and cooperation spirit. We must fully mobilize and use the strength of non-governmental organizations and the public to participate in social management and public services, and foster a sense of cooperation and develop the spirit of cooperation, change the public's one-way dependence on government, and make full use of resources of all parties to form a pattern of social governance with win-win cooperation, complementary advantages, each doing its best and each getting its own way, which to provide a good social environment for the construction of advanced administrative culture in the service-oriented government building in China.

Thirdly, we should cultivate healthy administrative psychology. "Administrative psychology refers to the psychological activities of people as the main body of the administrative system in the administrative process." [3] "It is the psychological projection of administrative subject to administrative activities." [4] It includes administrative motives, attitudes, emotions, personalities, temperaments and so on. Administrative psychology directly determines the mental state of administrative personnel in administrative activities, and relates to the efficiency of administrative activities. Healthy administrative psychology is an important guarantee for administrative personnel to achieve administrative objectives and promote administrative development. With the deepening of administrative reform in the process of service-oriented government building, some administrative personnel will cause to psychological imbalance due to the adjustment of interests or cause to unhealthy administrative psychology due to the drive of interests and the expansion of selfish desires. All of these will have a relatively negative impact on administrative activities, which is more obvious in the current era of service administration. Therefore, we must educate in time and do a good job in ideological and political work to unhealthy administrative psychology, and establish a fair, open and transparent personnel selection and employment mechanism, improve the incentive mechanism, and create a positive and upward administrative atmosphere, so as to form a healthy administrative psychology.

Strengthen System Innovation and Promote the Institutionalization of Advanced Administrative Culture

The key of the construction of advanced administrative culture is to establish and improve relevant systems to ensure the development and plays its due role of advanced administrative culture. If there is no guarantee of system, the administrative culture will probably stay at the theoretical or ideal level, and can't be internalized into the daily administrative activities and administrative actions of administrative personnel. So it can't exert the positive influence of administrative culture on administrative activities. In our pluralistic administrative culture, there are many advanced administrative concepts and values, such as democracy, efficiency, rule of law and fairness, which have been respected by our government and become the basic code of conduct for administrative personnel. However, many of these advanced administrative concepts and values only stay at the level of administrative ideals, and have not been well internalized into the values and behavior patterns that guide the behavior of administrative personnel. The important reason is

that there is no perfect system matching these administrative concepts and values, and there is no institutional atmosphere conducive to the growth of these administrative concepts and values. [5] Therefore, in order to truly play the positive role of advanced administrative culture, we must strengthen the innovation of the system, establish and improve the system to promote the generation of advanced administrative culture and ensure the full play of advanced administrative culture.

To promote the institutional innovation in the construction of advanced administrative culture, first of all, we need to actively explore the long-term mechanism of the construction of advanced administrative culture, to combine the construction of advanced administrative culture with the construction of advanced socialist culture and cleaning government building, and to incorporate the construction of advanced administrative culture into the process of the government's self-construction, the Party's construction and the socialist cultural construction. Secondly, we should actively explore the practical mechanism of the construction of advanced administrative culture, combining the construction of advanced administrative culture with the reform of contemporary administrative system and the construction of service-oriented government, Promoting the innovation and development of administrative culture in an orderly way in the practice of administrative reform. We should actively carry out administrative cultural practice activities, insist on practice in learning and learn in practice. Through carrying out vivid and interesting administrative culture practice activities in various forms, we can make everyone feel the charm of advanced administrative culture, approve and accept these advanced administrative cultures, and internalize it consciously into personal values and behavior habits, so as to give full play to the guidance and incentive role of advanced administrative culture. Thirdly, we should improve the working system of the construction of advanced administrative culture. Establish the leading system and working system of the Party committee leading, the Party and government working together, and the division of individual responsibilities among functional departments. Implement the responsibility system for the construction of advanced administrative culture and give full play to the positive role of Party and government leaders at all levels, ordinary administrators and cultural propaganda workers in the construction of advanced administrative culture. Through a series of system construction, to form the administrative atmosphere of conscientiously learning advanced administrative culture, continuously accepting advanced culture and consciously regulating administrative behaviors in the administrative system.

Conclusion

The formation of culture requires a long time, and it has profound social foundation and cultural psychology. Thus, the construction of advanced administrative culture will inevitably go through a long period of time. In the current administrative environment of coexistence of old and new administrative cultures in China, only by constantly strengthening the construction of advanced administrative culture and slowly accumulating the factors of advanced administrative culture, can the old and outdated administrative culture gradually withdraw from the historical stage, so as to provide a good cultural environment and atmosphere for the construction of service-oriented government in China. The construction of advanced administrative culture is a long-term process, which requires long-term efforts and accumulation. Only when the advanced administrative culture adapted to the construction of modern service-oriented government is gradually established, will the goal of building a service-oriented government with people's satisfaction be gradually achieved.

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