

IRSTI 06.52.13

UDC 339.138

JEL M31

<https://doi.org/10.46914/1562-2959-2026-1-1-569-579>

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THE IMPACT OF DIGITAL PUBLIC SERVICES ON THE TRANSFORMATION OF COUNTRY BRANDING: THE CASE OF KAZAKHSTAN

Abstract

This article examines the impact of digital public services on the transformation of country branding using Kazakhstan as a case study. In the context of accelerated digitalization, public governance increasingly functions not only as an administrative system but also as a reputational and communicative mechanism shaping national image. The study conceptualizes digital public services as branding-relevant institutional instruments that translate governance performance into perceptions of modernity, efficiency, transparency, and trust. The research is based on a qualitative methodological approach combining document analysis, qualitative content analysis, and comparative analytical interpretation. The empirical materials include international digital government indices, national policy and strategic documents, official digital government platforms, and academic literature on nation branding and digital governance. Particular attention is paid to the evolution of Kazakhstan's integrated e-government ecosystem and its representation in international benchmarking frameworks. The findings indicate that digital public services contribute to the transformation of Kazakhstan's country branding by reinforcing institutional and performance-based brand attributes. International digital government rankings serve as external validation mechanisms that amplify reputational effects, while the sustained development of digital services ensures their long-term credibility. The article contributes to nation branding theory by integrating digital government into the analytical framework of country branding and by highlighting the signaling and trust-building functions of digital public services, offering practical implications for policymakers seeking sustainable and credible country branding strategies in the digital era. The study contributes to the literature by integrating digital government into the analytical framework of country branding, highlighting its role as a continuous and experience-based signaling mechanism.

Keywords: country branding, digital public services, e-government, digitalization, national image, signaling theory, institutional trust.

Introduction

In recent decades, country branding has emerged as a significant field of academic inquiry and policy practice, reflecting the growing competition among states for investment, tourism, talent, and international legitimacy. Traditionally, the branding of countries relied on cultural heritage, geopolitical positioning, natural resources, and macroeconomic indicators. However, in the context of accelerating digital transformation, the foundations of national image construction are undergoing substantial change. Digital technologies increasingly shape how states interact with citizens, businesses, and international stakeholders, thereby influencing perceptions of governmental effectiveness, transparency, and modernity [1].

Within this evolving landscape, digital government has become one of the most visible manifestations of state capacity in the digital age. The provision of public services through digital

platforms commonly referred to as e-government represents not only an administrative reform but also a communicative interface between the state and its users. As such, digital public services function as everyday “touchpoints” through which citizens and external observers experience the state in practice rather than through symbolic representations alone. This shift suggests that digital government may play a growing role in the transformation of country branding, particularly for states seeking to reposition themselves as modern, innovative, and institutionally effective [2].

Despite the rapid development of digital government, the role of digital public services in shaping country branding remains underexplored, particularly in the context of emerging economies. This creates a gap in understanding how institutional digitalization translates into reputational outcomes at the international level.

The academic literature on nation branding has increasingly acknowledged the importance of governance-related factors in shaping national image. Scholars argue that effective public institutions, policy coherence, and service quality contribute to a country’s reputational capital and soft power. At the same time, research on digital government emphasizes its impact on efficiency, accessibility, trust, and citizen satisfaction. Despite this conceptual overlap, the relationship between digital public services and country branding remains insufficiently explored, especially in the context of emerging and transitional economies. Most existing studies treat e-government as a technical or managerial phenomenon, while its branding implications are often addressed implicitly or remain under-theorized [3].

This gap is particularly evident in studies focusing on Central Asia and post-Soviet states, where rapid digital reforms coexist with ongoing challenges related to institutional trust, international perception, and economic diversification. In these contexts, digital government initiatives are frequently promoted as symbols of modernization and reform, yet their actual contribution to the transformation of national image has rarely been subjected to systematic academic analysis. As a result, there is a need to move beyond descriptive accounts of digitalization and examine how digital public services function as instruments of country branding in both domestic and international dimensions [4].

Kazakhstan provides a compelling case for such an analysis. Over the past decade, the country has implemented large-scale digital transformation initiatives aimed at modernizing public administration and improving service delivery. Kazakhstan consistently demonstrates strong performance in international e-government rankings, including the United Nations E-Government Development Index, and actively promotes its digital achievements in official narratives and international forums. The national e-government platform and related digital services have become central elements of state – citizen interaction, affecting perceptions of bureaucratic efficiency, transparency, and innovation [5].

At the same time, Kazakhstan faces the strategic task of transforming its country brand beyond traditional associations related to natural resources and post-Soviet transition. In this context, digital public services are increasingly framed as evidence of institutional maturity and future-oriented governance. This dual role of digital government as an administrative tool and as a branding signal raises important analytical questions regarding the mechanisms through which digital services contribute to the reconfiguration of national image. Understanding these mechanisms is essential not only for evaluating the effectiveness of digital reforms but also for assessing their broader communicative and reputational impact [6].

From a theoretical perspective, the study builds at the intersection of nation branding theory, public value theory, and signaling theory. Digital public services can be conceptualized as credibility-enhancing signals that convey information about state capacity, governance quality, and commitment to modernization. Unlike traditional branding instruments, such as slogans or promotional campaigns, digital services generate reputational effects through repeated user experience and functional performance. Consequently, their influence on country branding is potentially more durable and less susceptible to rhetorical manipulation [7].

The relevance of this research is further reinforced by the growing emphasis on data-driven governance and international benchmarking. Global indices assessing e-government development increasingly shape how countries are compared and evaluated in the international arena. These indices not only reflect technical performance but also contribute to the construction of comparative narratives about “advanced” and “lagging” states. Therefore, analyzing digital public services as components of country branding requires attention to both domestic user experience and external evaluative frameworks.

The aim of this article is to examine the impact of digital public services on the transformation of Kazakhstan's country branding. Specifically, the study seeks to analyze how digital government initiatives influence key brand attributes such as modernity, efficiency, trust, and innovation, and how these attributes are reflected in official discourse and international assessments. By adopting a qualitative and analytical approach, the article contributes to the limited body of research that explicitly links digital government with nation branding, offering empirical insights from the Kazakhstani case.

The structure of the article is as follows. The next section reviews the theoretical foundations of country branding and digital government, highlighting existing debates and research gaps. This is followed by a description of the research methodology and data sources. The subsequent section presents the findings of the analysis and discusses their implications for understanding the branding role of digital public services. The article concludes by summarizing the key results, outlining practical implications, and suggesting directions for future research [8].

Materials and methods

This study is based on a qualitative analytical design and employs multiple types of empirical and documentary materials in order to examine the role of digital public services in the transformation of country branding in Kazakhstan. The selection of materials follows the principle of triangulation, allowing the integration of international comparative data, national policy documents, and official communication materials. Such a combination ensures both analytical depth and contextual validity of the findings.

A primary group of materials consists of international indices and analytical reports that assess the development of digital government and related dimensions of public administration. These materials are used to contextualize Kazakhstan's digital public services within a global comparative framework and to identify externally validated indicators of digital state performance.

The selection of materials followed purposive sampling criteria aimed at ensuring both relevance and comparability. International indices were selected based on their methodological transparency, global coverage, and frequent use in academic literature. National policy documents were included if they explicitly addressed digital transformation, public service delivery, or e-government development in Kazakhstan. In total, the analysis incorporates key strategic documents, official reports, and publicly available materials from national digital government platforms. Priority was given to sources published between 2015 and 2024, reflecting the active phase of digital government institutionalization.

The core source within this category is the United Nations E-Government Survey, which provides standardized data on the E-Government Development Index (EGDI) and its key components, including the Online Services Index, the Telecommunication Infrastructure Index, and the Human Capital Index. These datasets are used to trace Kazakhstan's position in international rankings and to analyze the dynamics of its digital government performance over time. The analytical procedure is based on qualitative document and content analysis. Documents were examined through thematic coding, focusing on recurring concepts related to digital governance and country branding. The analysis involved identifying patterns in how digital public services are described, evaluated, and linked to institutional performance. Comparative interpretation was applied to align national developments with international benchmarking indicators, enabling the identification of consistencies between domestic narratives and external evaluations. The survey reports are particularly relevant due to their methodological transparency, global coverage, and widespread use in academic research [9].

The study does not seek to quantify the effectiveness of digital public services in isolation, but rather to analyze how these services function as branding-relevant instruments within a broader institutional and communicative context.

The research design is based on an interpretive analytical framework that integrates insights from nation branding theory, digital government studies, and signaling theory. This allows for the examination of digital public services both as functional administrative tools and as symbolic signals shaping national image and reputational narratives.

The theoretical framework is operationalized through a set of analytical categories derived from the literature. Nation branding theory informs the identification of key brand attributes, including modernity, efficiency, and international reputation. Digital government studies guide the analysis of

service delivery characteristics, such as accessibility, usability, and integration. Signaling theory is applied to interpret digital public services as indicators of institutional quality, focusing on concepts such as information asymmetry, credibility, and trust [10].

The study is subject to several limitations. First, the qualitative design does not allow for direct measurement of stakeholder perceptions or causal relationships between digital public services and country branding outcomes. Second, the reliance on official documents and international indices may introduce institutional bias, as such sources tend to reflect formal narratives rather than critical perspectives. Third, the use of aggregated international rankings may obscure country-specific contextual factors. Despite these limitations, the triangulation of multiple data sources enhances the robustness and analytical validity of the findings.

Results and discussion

The analysis of international benchmarking data, national policy documents, and official digital government communications reveals that digital public services function as significant institutional signals contributing to the transformation of country branding in Kazakhstan. Rather than operating solely as administrative tools, these services consistently appear as representational elements embedded in broader narratives of modernization, efficiency, and innovation.

International benchmarking data provide an important empirical context for assessing the branding relevance of digital public services. As shown in Table 1, Kazakhstan demonstrates consistently strong performance in major international digital government and digital competitiveness indices. High scores in the UN E-Government Development Index and the Online Services Index indicate a mature level of digital public service provision, while complementary rankings further reinforce the country’s external positioning as a digitally capable state [11].

Table 1 – Digital Government Performance of Kazakhstan in International Indices

Index	Year	Indicator	Kazakhstan’s Position / Score
UN E-Government Development Index (EGDI)	2024	Composite index (0–1)	0.90 (Very High)
Online Services Index (OSI)	2022	Online public services	Top 10 globally
Government AI Readiness Index	2024	Government readiness for AI	60 / 195
IMD World Digital Competitiveness Ranking	2024	Digital competitiveness	34 / 67
Note: Compiled by the authors based on the sources [1, 2].			

The data presented in table 1 demonstrate Kazakhstan’s relatively strong positioning in international digital government and digital competitiveness rankings. These results provide external and internationally validated evidence of the country’s digital public service maturity. From a country branding perspective, such benchmarking outcomes function not only as performance indicators but also as reputational signals that shape external perceptions of governance quality, institutional capacity, and modernization. The table supports the argument that digital public services contribute to country branding through externally recognized and comparable metrics rather than through purely symbolic communication.

International indices assessing e-government development position Kazakhstan among countries with a relatively high level of digital public service maturity. These rankings, while primarily technical in nature, are repeatedly referenced in official communications and strategic documents, indicating their role as external validation mechanisms. The prominence of such references suggests that international assessments are not merely descriptive indicators but are actively incorporated into the country’s branding discourse as symbols of institutional quality and global competitiveness.

The results indicate that the expansion and institutionalization of digital public services are associated with a discernible shift in the set of attributes emphasized in Kazakhstan’s country branding. Across the analyzed materials, four branding dimensions emerge as particularly salient: modernity, efficiency, transparency, and trust [12].

Modernity is constructed through the presentation of digital public services as technologically advanced, user-oriented, and aligned with global best practices. Official narratives consistently frame digital government initiatives as evidence of forward-looking governance and integration into the global digital economy. This framing contributes to repositioning the country away from traditional transitional or resource-based imagery toward a more innovation-oriented brand identity.

Efficiency emerges as a central theme in both policy documents and public-facing communications. Digital public services are presented as mechanisms for reducing bureaucratic complexity, minimizing transaction costs, and accelerating administrative procedures. The emphasis on speed, convenience, and automation reinforces perceptions of a capable and responsive state apparatus, thereby strengthening the functional dimension of the country brand [13].

Transparency is articulated through references to reduced human mediation, standardized procedures, and traceable service processes enabled by digital platforms. While transparency is rarely framed explicitly as a branding objective, its repeated association with digital public services suggests an indirect reputational effect. The analysis indicates that transparency is positioned as an outcome of digitalization rather than as a symbolic claim, which enhances its credibility within branding narratives.

Trust appears as an emergent attribute linked to the reliability and predictability of digital public services. Official communications emphasize data security, service continuity, and institutional accountability, particularly in relation to citizen–state interaction. Although trust is not directly measured within the scope of this study, its presence in policy discourse and service framing indicates that digital public services are perceived as contributors to reputational trust-building at the institutional level.

The dynamics underlying these outcomes are illustrated in table 2, which presents the evolutionary development of Kazakhstan’s integrated e-government ecosystem. The progression from basic informational services toward mobile-first and proactive digital solutions reflects a qualitative shift in governance practices. This evolution supports the interpretation of digital public services as long-term institutional assets rather than isolated technological interventions.

Table 2 – Evolution of the e-Government Ecosystem in Kazakhstan

Dimension	2015–2017	2018–2019	2020–2021	2022–2024
Core platform (eGov.kz)	Informational services	Transactional services	Full digital service delivery	Proactive services
Access channels	Web-based	Web + early mobile	Mobile expansion	Mobile-first approach
Functional modules	Limited integration	Initial digital documents	Legal recognition	Institutionalized digital IDs
Transparency tools	Basic openness	Open data expansion	Citizen feedback	Participatory mechanisms
Note: Compiled by the authors based on the sources [3, 4].				

Table 2 illustrates the evolutionary development of Kazakhstan’s integrated e-government ecosystem over time. This longitudinal perspective highlights that the branding impact of digital public services is cumulative and institutionalized rather than episodic. The table provides empirical support for interpreting digital public services as long-term structural components of country branding rather than isolated technological initiatives.

A key result of the analysis is the identification of digital public services as recurring and routinized points of contact between the state and its users. Unlike traditional country branding instruments, which often rely on episodic campaigns or symbolic representations, digital services generate continuous user experiences. These experiences cumulatively shape perceptions of the state through repeated interaction rather than through mediated narratives alone.

The materials show that digital government platforms are increasingly framed as citizen-centric environments emphasizing usability and accessibility. This framing aligns with contemporary branding logic, where user experience functions as a core determinant of brand perception.

The conceptual relationship between digital public services and country branding outcomes is summarized in figure 1. The figure demonstrates how institutional performance is translated into branding-relevant perceptions through digital service implementation and user interaction.

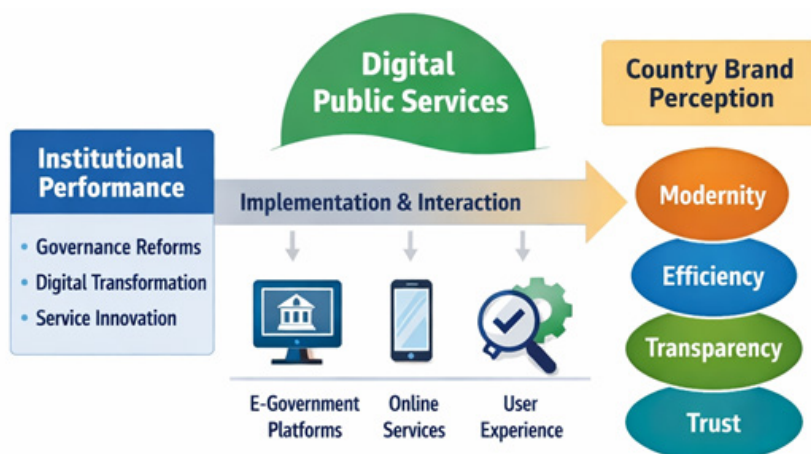


Figure 1 – Digital Public Services as a mechanism of country branding

Note: Compiled by the authors based on the sources [6, 7].

Figure 1 summarizes the conceptual relationship between digital public services and country branding outcomes. The model visualizes how institutional performance is translated into branding-relevant perceptions through digital service provision and user experience.

The comparative analysis of domestic policy discourse and international evaluation frameworks reveals a notable degree of alignment. Themes emphasized in national digital strategies such as innovation, service quality, and institutional modernization correspond closely with the criteria applied in international digital government assessments. This alignment enables the translation of domestic reform narratives into externally recognizable signals, thereby amplifying their branding effect.

The results indicate that international rankings serve a dual function: they reflect the outcomes of digital public service development and simultaneously reinforce official narratives aimed at external audiences. The repeated citation of international benchmarks in official materials suggests an intentional strategy of leveraging digital performance indicators to support the country's evolving brand identity [14].

The findings of this study contribute to the growing body of research that conceptualizes country branding as a dynamic and institutionally grounded process rather than a purely symbolic or promotional activity. By examining digital public services as branding-relevant instruments, the article extends existing nation branding frameworks to include everyday governance practices as central components of national image construction.

From a signaling perspective, the branding role of digital public services can be interpreted as a mechanism for reducing information asymmetry between the state and external audiences.

Figure 2 illustrates the signaling function of digital public services within the context of country branding. The figure highlights how digital government initiatives reduce information asymmetry and generate continuous institutional signals related to trust, credibility, and governance quality.

Traditional approaches to nation branding emphasize symbolic resources such as culture, history, diplomacy, and external communication campaigns. While governance quality has been acknowledged as a background condition influencing national reputation, it has often remained analytically peripheral. The results of this study suggest that digital public services occupy a more central position in contemporary country branding than previously assumed.

From a nation branding perspective, digital public services function as operationalized brand promises. Unlike slogans or visual identities, which rely on mediated representation, digital services translate abstract values such as efficiency, transparency, and modernity into concrete user experiences. This supports the argument that country brands are increasingly co-created through institutional performance rather than communicated solely through strategic messaging.



Figure 2 – Signaling effect of Kazakhstan’s digital government in country branding

Note: Compiled by the authors based on the sources [9, 10].

In the case of Kazakhstan, digital public services contribute to a shift in brand emphasis from traditional structural attributes toward performance-based and experiential attributes. This transformation aligns with broader theoretical discussions on the evolution of nation branding in the digital era, where credibility and consistency are derived from repeated interactions rather than from episodic branding efforts.

The findings can be further interpreted through the lens of signaling theory. Digital public services act as high-visibility signals of institutional capacity, particularly in contexts where external audiences face information asymmetries regarding governance quality. The provision of accessible, reliable, and standardized digital services reduces uncertainty and conveys information about the state’s administrative competence and commitment to modernization.

International digital government rankings amplify this signaling effect by providing third-party validation. The incorporation of such rankings into official discourse suggests that digital public services are strategically leveraged to enhance reputational capital. Importantly, the study demonstrates that signaling occurs not only through numerical indicators but also through narrative alignment between domestic reform agendas and internationally recognized evaluative frameworks.

This finding refines signaling theory in the context of country branding by highlighting the role of institutionalized digital practices as sustained signals rather than one-time informational cues. Digital public services continuously generate signals through repeated use, reinforcing brand attributes over time.

The discussion of trust as an emergent branding attribute underscores the relevance of public value theory. Digital public services contribute to perceived public value by improving service accessibility, predictability, and procedural fairness. Although trust is not directly measured in this study, its prominence in policy discourse and service framing suggests that trust-building is an implicit objective of digital government initiatives.

This has important implications for country branding scholarship. Trust-based branding shifts the analytical focus from external image management to internal governance quality as a prerequisite for sustainable reputation. The findings indicate that digital public services strengthen the institutional dimension of the country brand, making reputational gains more resilient to short-term political or economic fluctuations.

While the study demonstrates that digital public services play a significant role in transforming institutional brand attributes, it also reveals inherent limitations. Digital services primarily reinforce functional and governance-related dimensions of the country brand, such as efficiency and modernity. They are less effective in shaping emotional, cultural, or identity-driven aspects of national image [15].

This suggests that digital public services should be viewed as complementary rather than substitutive elements within a comprehensive country branding strategy. Their strength lies in enhancing credibility and institutional reputation, which can then support broader symbolic and cultural branding initiatives.

Moreover, the reliance on international indices introduces a degree of external standardization. While this enhances comparability and legitimacy, it may also constrain branding narratives within predefined evaluative categories. This tension highlights the need for more context-sensitive approaches that integrate quantitative benchmarks with qualitative representations of national transformation.

Theoretically, this study advances nation branding research by explicitly integrating digital government into the analytical framework of country branding. It demonstrates that digital public services are not merely background conditions but active components of brand construction, operating through experiential, signaling, and trust-based mechanisms.

Practically, the findings suggest that policymakers should recognize digital public services as strategic branding assets rather than solely administrative reforms. Investments in service quality, user experience, and institutional reliability yield reputational returns that extend beyond domestic governance outcomes. For countries seeking to reposition themselves internationally, digital public services offer a relatively credible and sustainable pathway for enhancing institutional brand attributes.

These limitations should be considered when interpreting the findings. In particular, the reliance on qualitative analysis and institutional sources implies that the results reflect observed patterns in discourse and documented practices rather than direct measurements of external perceptions. Therefore, the conclusions should be understood as indicative of structural and communicative trends rather than definitive causal relationships.

More specifically, policymakers should focus on improving the usability and user-centered design of digital public services, ensuring intuitive interfaces and accessibility across platforms. Enhancing transparency through open data initiatives and traceable service processes can further strengthen credibility. In addition, the strategic use of international benchmarking results in official communication should be complemented by substantive improvements in service quality to avoid purely symbolic signaling. Finally, greater integration of mobile-first and proactive service models can reinforce perceptions of innovation and responsiveness in public administration.

Conclusion

This study examined the impact of digital public services on the transformation of country branding using the case of Kazakhstan. By integrating perspectives from nation branding theory, digital government studies, and signaling theory, the article conceptualized digital public services not merely as administrative instruments but as branding-relevant mechanisms shaping institutional reputation and national image.

The results indicate observable shifts in the emphasis of country branding attributes rather than directly measurable transformations. Through repeated user interaction and international benchmarking, digital government initiatives generate sustained reputational signals that influence both domestic and external perceptions of the state. Unlike traditional branding tools based on symbolic communication, digital public services embed brand meanings within everyday governance practices, thereby enhancing credibility and reducing the gap between brand promise and institutional performance [16].

The study further shows that international digital government indices play a dual role in the branding process. On the one hand, they reflect the outcomes of digital transformation; on the other hand, they function as externally validated reference points that reinforce official branding narratives. This alignment between domestic reform discourse and international evaluative frameworks strengthens the signaling capacity of digital public services and amplifies their branding impact.

From a theoretical perspective, the article contributes to nation branding research by extending its analytical scope to include digital public services as core components of country branding. It advances the argument that contemporary country brands are increasingly constructed through institutional performance and user experience rather than through promotional messaging alone. By

applying signaling theory, the study also highlights the role of digital public services as continuous and credibility-enhancing signals of governance quality.

In practical terms, the findings suggest that policymakers should approach digital public services as strategic branding assets. Investments in service quality, usability, and reliability generate reputational benefits that extend beyond administrative efficiency. For countries pursuing international repositioning, digital government offers a relatively sustainable and trust-based pathway for strengthening institutional brand attributes.

At the same time, the study acknowledges its limitations. The qualitative research design does not allow for direct measurement of perception among specific stakeholder groups, such as foreign investors or international audiences. Future research may address this limitation by incorporating quantitative surveys, experimental methods, or cross-country comparative designs. Further studies could also explore the interaction between digital public services and cultural or symbolic branding elements to provide a more holistic understanding of country brand formation.

Overall, the article underscores the growing importance of digital public services in the transformation of country branding and highlights their role as both functional and communicative instruments of state modernization in the digital era.

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ЦИФРЛЫҚ МЕМЛЕКЕТТІК СЕРВИСТЕРДІҢ ЕЛДІК БРЕНДИНГТІҢ ТРАНСФОРМАЦИЯСЫНА ӘСЕРІ: ҚАЗАҚСТАН ТӘЖІРИБЕСІ

Андатпа

Мақалада Қазақстан Республикасының мысалында цифрлық мемлекеттік сервистердің елдік брендингтің трансформациясына әсері қарастырылады. Жедел цифрландыру жағдайында мемлекеттік басқару тек әкімшілік жүйе ретінде ғана емес, сонымен қатар ұлттық имиджді қалыптастыратын беделдік және коммуникациялық механизм ретінде де қарастырылады. Зерттеуде цифрлық мемлекеттік сервистер басқару сапасын заманауилық, тиімділік, ашықтық және институционалдық сенім сияқты қабылдау өлшемдеріне аударатын елдік брендингтің институционалдық құралдары ретінде тұжырымдалады. Зерттеудің әдіснамалық негізі сапалық тәсілге сүйеніп, құжаттарды талдауды, сапалық контент-талдауды және салыстырмалы аналитикалық интерпретацияны қамтиды. Эмпирикалық базаға цифрлық үкіметтің халықаралық индекстері, ұлттық стратегиялық және бағдарламалық құжаттар, мемлекеттік басқарудың ресми цифрлық платформаларының материалдары, сондай-ақ елдік брендинг пен цифрлық басқару саласындағы ғылыми еңбектер енгізілген. Зерттеу нәтижелері цифрлық мемлекеттік сервистер Қазақстанның елдік брендинің институционалдық және нәтижеге бағытталған атрибуттарын күшейту арқылы оның трансформациясына ықпал ететінін көрсетеді. Цифрлық үкіметтің халықаралық рейтингтері сыртқы валидация құралы ретінде беделдік әсерді арттырса, цифрлық сервистердің тұрақты дамуы олардың ұзақ мерзімді сенімділігін қамтамасыз етеді, ал цифрлық мемлекеттік сервистер мемлекет пен азаматтардың күнделікті өзара іс-қимылына енгізілген тәжірибелік брендинг механизмдері ретінде сипатталады.

Тірек сөздер: елдік брендинг, цифрлық мемлекеттік сервистер, электрондық үкімет, цифрландыру, ұлттық имидж, сигналдық теория, институционалдық сенім.

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ВЛИЯНИЕ ЦИФРОВЫХ ГОСУДАРСТВЕННЫХ СЕРВИСОВ НА ТРАНСФОРМАЦИЮ СТРАНОВОГО БРЕНДИНГА: ОПЫТ КАЗАХСТАНА

Аннотация

В статье рассматривается влияние цифровых государственных сервисов на трансформацию странового брендинга на примере Республики Казахстан. В условиях ускоренной цифровизации государственное управление все чаще выступает не только как административная система, но и как репутационный и коммуникаци-

онный механизм, формирующий национальный образ. В исследовании цифровые государственные сервисы концептуализируются как институциональные инструменты брендинга, переводящие качество государственного управления в восприятие современности, эффективности, прозрачности и доверия. Методологической основой исследования является качественный подход, включающий анализ документов, качественный контент-анализ и сравнительную аналитическую интерпретацию. Эмпирическую базу составляют международные индексы цифрового правительства, национальные стратегические и программные документы, материалы официальных цифровых платформ государственного управления, а также научные публикации по теории странового брендинга и цифрового управления. Полученные результаты свидетельствуют о том, что цифровые государственные сервисы способствуют трансформации странового бренда Казахстана за счет усиления институциональных и результативных бренд-атрибутов. Международные рейтинги цифрового правительства выполняют функцию внешней валидации и усиливают репутационные эффекты, тогда как устойчивое развитие цифровых сервисов обеспечивает их долгосрочную достоверность. Сделан вывод о том, что цифровые государственные сервисы выступают в качестве опытно-ориентированных механизмов брендинга, встроенных в повседневное взаимодействие государства и граждан.

Ключевые слова: страновой брендинг, цифровые государственные сервисы, электронное правительство, цифровизация, национальный образ, сигнальная теория, институциональное доверие.

Article submission date: 15.10.2025