

**ORIGINAL**  
**Review article**

## **Public management in the development of the public administration model\***

### **La gestión pública en el desarrollo del modelo de administración pública**

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#### **Abstract**

In the conditions of the contemporary world, a topic of governmental political interest is to promote the development of public management with a coherent public administration towards the achievement of the purposes of the State. This is due to the need to promote the possibility of an efficient and effective governance, in the mission of changing, innovating and transforming national realities; especially, improving the situations that hinder the quality of life of citizens, as part of the essential tasks that the State must fulfill. Although in this situation, it emerges as a significant problem the fact that both aspects work, in most cases, in a particularized, separate and fragmented way, to originate a reality that serves as a context for the formulation of the following question: Will public management replace the public administration model? In fact, this determined to analyze public management and the explanation on public administration, as the basis to assume an accurate and pertinent answer. This reflection demands a bibliographical consultation in search of references to structure an approach that would give an answer to the question formulated. It is concluded that in the contemporary world, public management and public administration must join their efforts, with the purpose of ensuring the guarantee of the effective functioning of the democratic and peaceful State.

**Keywords:** Public Management, Public Administration, Government Policy

#### **Resumen**

En las condiciones de la época del mundo contemporáneo, un tema del interés político gubernamental, es promover el desarrollo de la gestión pública con una coherente

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administración pública hacia el logro de los propósitos del Estado. Eso obedece a la necesidad de promover la posibilidad de una gobernanza eficaz y efectiva, en la misión de cambiar, innovar y transformar las realidades nacionales; en especial, mejorar las situaciones que dificultan la calidad de vida de los ciudadanos, como parte de las tareas esenciales que debe cumplir el Estado. Aunque en esta situación, emerge como problemática significativa el hecho que ambos aspectos funcionen, en la generalidad de los casos, en forma particularizada, separada y fragmentada, para originar una realidad que sirve de contexto a la formulación de la siguiente interrogante: ¿La gestión pública sustituirá el modelo de administración pública? En efecto, eso determinó analizar la gestión pública y la explicación sobre administración pública, como la base para asumir una respuesta acertada y pertinente. Esa reflexión demanda realizar la consulta bibliográfica en procura de referencias para estructurar un planteamiento que diese respuesta a la interrogante formulada. Se concluye que en el mundo contemporáneo, la gestión pública y la administración pública deben sumar sus esfuerzos, con el propósito de asegurar la garantía del eficaz funcionamiento del Estado democrático y en paz.

**Palabras Clave:** Gestión Pública, Administración Pública, Política Gubernamental

#### SUMMARY

INTRODUCTION. - RESOLUTION SCHEME. - I. Research problem - II. Methodology. - III. Research results. 1. Public management. - 2. Public administration. - 3. From public administration to effective public management - II. - CONCLUSIONS. - REFERENCES.

### Introduction

In contemporary times, a reason for attention is the importance assigned to public management, which implies developing compliance with the governance that States must comply with given the mission of changing, innovating, and transforming national realities, especially to improve the situations derived from the essential tasks that States must fulfill. Therefore, public management must serve to put into practice the policies established to meet and improve the needs of citizens in what is referred to, essentially, to optimize the conditions to promote the quality of the State's proposals in the direction of contributing to enhance public management and attend to community needs.

In this regard, it is necessary to recognize that a topic of interest is the theoretical-methodological innovation of the public administration functions, based on the frequent reforms and the constant perceptible transformations in the new political-administrative visions, whose capacities must be able to offer different optics to, for example, guide the effective and efficient performance of government development.

In this sense, this paper contextualizes the importance of the policies proposed by government entities in the direction of achieving the well-being of regional and community collectivities dispersed in the Colombian national territory. Indeed, this required an analysis of the development of public management and an explanation of the constructive work of administrative activity. The objective has been to reflect on both themes in such a way as to facilitate the need to plan public management coherently with public administration, with a systemic sense, about public policies and avoid traditional fragmented versions in both cases.

This reflection led to the requirement to resort to bibliographical consultation in search of references that facilitate structuring an approach related to responding to the formulated question. Consequently, public management public administration is analyzed, and a point of view is exposed on the reasons to justify the need for political coherence between public management and public administration for the welfare of a democratic and peaceful State.

## **Resolution Scheme**

### **1. Research problem**

What relationship does public management have in the development of the public administration model?

### **2. Methodology**

Necessarily responding to the problem stated in the formulation of the question brings as a consequence that the researcher had to direct the explanatory effort in promoting the review of bibliographic references to fulfill the task of reflecting on the content of the question formulated is the activity mainly linked to the review of articles, presentations at scientific events, as well as its condition of facilitating the theoretical foundations to analyze the appropriate explanations for the given question.

In this work, consequently, it was essential to consider the investigative importance of the documentary inquiry that led to the consultation of bibliographic references on public management and administration and to establish the relationship between both categories. Thus, to review the bibliographical sources to find an appropriate explanation with the present investigative treatment. Therefore, according to what was established by UPEL (2001):

Documentary Research is the study of problems to broaden and deepen the knowledge of their nature, with the support mainly of previous works, information, and data disclosed by print, audiovisual, or electronic media. The study's originality is reflected in the approach, criteria, conceptualizations, reflections, conclusions, recommendations, and, generally, in the author's thoughts (p. 6).

In this regard, the reflection on the relationship that public management has in the development of the public administration model brought with it a review of the bibliography on these theoretical bases from the perspective of recognized researchers in this field of knowledge and organized a reflective approach that would allow placing the treatment reflective constructive and critical on this subject and provide a convenient and adequate explanation.

### **3. Research results**

#### **3.1 Public management**

An issue of global political interest in the contemporary world is the improvement of the quality of public management and administrative quality, both in terms of the conceptual as well as in the progress of practice, as the systematic task of planning, implementation, and evaluation of constructive action by States, on a global scale. In the circumstances that characterize the historical moment, this governmental work implies being conceived with foundations and strategies that assume its increasingly important task of national coordination to foresee the development of management with administrative efficiency in pursuit of the satisfaction of the needs of society.

From this perspective, it is necessary to recognize that in the historical moment in development, characterized by being complex, contradictory, and uncertain, as well as dynamic, multi-dimensional, conceived as a scenario where the development of progress in the construction of knowledge coexists, with diversity undeniable signs of instability, insecurity, and political fragility. Likewise, it is evident in the words of Gros (1998), raised at the end of the 20th century, that the impressive and profound ethical crisis affects the quality of public management, implies proposing the management adjusted to that historical behavior and guaranteeing its effectiveness in the treatment of social difficulties.

One challenge is to understand that, given the complicated situation of the time, it is essential to contribute to solving the difficulties faced by the various regions and national communities. The magnitude of these problems is such that they are of daily reference; for example, it is common to distinguish in social media their occurrences and the consequences for citizens. Hence, the need to pay attention to the new economic, political, and social trends that are causing a great impact on national communities daily as the 21st century progresses.

It is about assuming the advances in science and technology and how to practice the knowledge and strategies formulated to exercise an action that generates change and national transformation. These new dynamic changes make organizations respond to urgent problems, given the need to plan the orientation of public management and public administration based on technological advances and methodologies to structure feasible options to achieve the planned objectives (Álvarez & Girl, 2008)

For this reason, at present, the States have considered improving public management in response to the circumstances revealed in contemporary political dynamics, especially in compliance with governance, which as a fundamental task must be fulfilled in the mission to transform the national realities and adapt the situations that emerge daily in the globalized world. It implies recognizing that in the context of the visibly comprehensive, intercommunicated, and systemic scenario, the challenge for public management is imposed to transform its political work towards a more coherent orientation with the events in progress.

In this regard, this means taking into account that in the country's territory, it is necessary to put plans and programs into practice and make its purposes and goals effective means taking into account aspects related to openness, flexibility, and behavior manifested by political and social events, demanding attention to the needs of citizens; an aspect that implies making visible the constructive action that assumes the political treatment of regional and local political realities.

From the perspective of Puello-Socarrás (2018), it is about assuming changes as a possibility to renew, innovate, and adapt political action with planned management and promote significant historical changes. It is to facilitate public management in a way that avoids formulating proposals that are not in line with reality and prevents improvisation in planning and waste of resources. In particular, the magnificent thing must be to seek well-being, progress, and integral development derived from collective prosperity, translated into achievements and satisfactions that demonstrate effective public management; that is, to direct public management towards significant achievements that favor not only the work of the State but also obtain the recognition of citizens.

Then, it is essential to promote the essential strategic capacity where the consideration of the effects of the changes should prevail since they will be essential to define effective planning that exceeds and improves the requested requirements, with planning according to the satisfaction of the needs of the society. In the Colombian case, the challenge of public management to promote historical changes with effective, vigorous, and powerful management

must be based on recognizing what is silver in the legal foundation, especially in the national constitution. The attention towards this legal means represents considering as a primary direction the purposes in the following article, where it is established:

Article 2. The essential purposes of the State are to serve the community, promote general prosperity, and guarantee the effectiveness of the principles, rights, and duties enshrined in the Constitution; facilitate the participation of all in the decisions that affect them and in the economic, political, administrative and cultural life of the Nation; defend national independence, maintain territorial integrity and ensure peaceful coexistence and the validity of a just order. (Political Constitution of the Republic of Colombia of July 20, 1991).

Consequently, it must be understood that the mission of the State is to develop the public administration to fulfill the purposes of the institutions that comprise it. According to Raffino (2019), a characteristic to highlight should be the articulation of the different organizations to facilitate the country's governance, especially to guide the improvement of the quality of public services. Therefore, public management must have as its fundamental direction the efficiency of planning, execution, and evaluation of the actions that serve so that the institutions and organisms of the State can operationalize the purposes, objectives, and goals proposed in the government policies that They have planned to reach the public ministries that make up the Executive Power.

Theoretically, public management means putting into practice the policies established by the State adequately to meet and improve the needs of the different communities distributed throughout the national territory. The task is to promote adequate public management with the certainty of effectively achieving coherent responses to the community's demands. Thus, in the opinion of Rodríguez-Díaz (2013), the State, when planning development projects on the diagnosed problems, will be able to offer quality services; it must provide initiatives that contribute to reducing collective difficulties with contributions of the effective accent of the aspired change.

In this way, the State will become an institution that proposes options to promote healthy citizen coexistence as a political scenario with a participatory and leading role. From the perspective of Prieto-Ladino & Wenerus (2002), traditional electoral political action must make the leap towards management with a strengthening vision of the progress revealed in satisfying the common needs of the communities and the country's global needs. Indeed, an organization and operation of public policy with administrative effectiveness in properly using economic and financial resources.

Hence, public management must guide the construction processes of the country towards promoting an intervention coherent with the national reality. In the Colombian case, it is imperative to value the rational use of the potential of the territories, strengthen respect for nature, value the human rights of Colombians, and harmonize the economic, social, cultural, and political balance with an effective public administration.

Indisputably, according to González (2009), this implies using planning to guide the intergovernmental with legal foundations that shape the conscience of a country conducive to the development of values such as cooperation, solidarity, fraternity, national concord and peace in a democratic social environment. In other words, public management is not only facilitating organizational action and its achievements, but also invigorating democracy in a country that has experienced an armed conflict, the duration of which is estimated at more than



sixty years. In that period, there has been conflict with public management to resolve the immediacy of the development of the war event.

From the wars of independence, through the War of the Thousand Days and La Violencia, to the current peace process, there are many occasions in which Colombia has tried to end the conflict and give way to a post-conflict situation. In which new outbreaks of violence appear unnecessary. The absence of lasting peace should prompt an in-depth analysis of the various peace processes that have taken place in the country, starting from the Nation-building process in the 19th century to the most recent processes (Benavides, 2018: s/ p).

This historical reality is decisive in Colombia's better conditions to guarantee the effectiveness of democracy, national peace, citizens' quality of life, and, fundamentally, balance and national harmony among its population, the rational use of its resources, and the satisfaction of needs. The worrying thing has been that assigning more importance to the war events and hardly contributing to solving the problems of citizens means generating an institutional framework in the various regions, departments, and municipalities, especially in those that currently have institutions with the capacity to promote initiatives to raise awareness of human rights and strengthen peace. For Cortés-Zambrano (2016), a challenge is a comprehensive assistance that allows the improvement of the quality of life of vulnerable populations and overcoming the absence of the State.

According to García (2007), public management must open when the post-conflict events unfold, facilitating the possibility of political action with equitable achievements for citizens with the approach of responsible policies, whose purpose must be collective prosperity and the reduction of poverty, especially of critical poverty. Thus, public management assumes the requirement to promote efficiency in the audacity to transform social demands to correspond to citizens with effective solutions, but in the same way, including in aspiration, participation, and collective leadership.

An important aspect is including citizens in decision-making, as well as their intervention in the social comptroller exercised to monitor the proper use of public resources, willing to attend to and solve the problems that affect the collectivities. Public management must respond to the changes of the time, especially motivate citizens in the management to solve the difficulties they face with initiatives proposed for change towards better social conditions. Consequently, the diligence of management is more in line with the lived realities and with a more flexible and moldable accent to adjust the managerial mission effectively.

From this approach, public management must be converted into a political action that can be considered successful in promoting participatory and protagonist democracy. It constitutes a valuable opportunity for governments, especially the Colombian ones, to stimulate this approach enshrined in the 1991 Constitution. Therefore, the legal spirit can be achieved so that the Colombian state can propose the application of efficient condition policies to attend to the needs of the communities, as well as directing responses that are coherent with citizen demands, as well as the wise use of economic and financial resources established to satisfy the needs of the communities.

### **3.2 Public administration**

In the historical processes that founded the Industrial Revolution event, one of its most significant and relevant foundations was to take advantage of the justifying reasons for planning, execution, and evaluation of the technical processes that facilitated the changes and transformations of the business activity toward achievements. Demonstrations of order,

efficiency, and willingness in favor of the consolidation of innovative initiatives. The result was to originate growth, increasingly firm but equally innovative and accelerated, demonstrated by economic and financial benefits derived from the notable increase in productivity, significant competitiveness, and labor efficiency of those who worked as managers and workers.

From the perspective of Medina & Ávila (2002), all this effort was due to the leap from experience towards elaborating theoretical approaches that made it easier to assign significant relevance to administration, in principle, business, and then to the improvement of public administration. Consequently, it is characterized by the slowness of creating new knowledge resulting from increasingly improved experience and reorienting the work. Unquestionably, Ochoa (1995) highlighted that the elaboration of theories originated to the extent that the experiences materialized as a consequence of being appropriate and convincing of the certainty of significant achievements. Hence, the organization's realization originated in the usual performance from the craft to the business.

Another aspect recognized by Abril, Deza, García, Gutiérrez, Rodríguez & Rodríguez-Arana (2013) was to highlight the relationships between business people and share their experiences, especially the ability to organize, the effectiveness of the investment of capital, the behavior of its workers, among other aspects. In addition, the emergence of high levels of competitiveness between companies. Given this, it is necessary to understand, at present, that the promotion of the functions of the public administration has become a changing event in such a way to be coherent with the historical changes in the fulfillment of the governmental exercise towards the promotion of the reforms and constant transformations that promote the new political visions that guarantee progress and comprehensive national development.

According to Barredo (2018), among the policies assigned to public administration, its ability to promote national growth and administrative innovation with different perspectives that allow the achievement of different perspectives with the ability to guide government development are frequently cited. Therefore, the importance of public administration represents the recognition of its development understood as relatively recent. In principle, the vindication of their contributions is cited, which began to be revealed at the end of the last century, but with the characteristic of having slow progress since it is necessary to recognize that in the Colombian case, it had more to do with the empirical aspects of the rulers and the importance of reading administration texts brought from Europe.

Consequently, according to Ochoa (1995), the development of public administration with very limited achievements accentuated limitations to understanding the effectiveness of its political work in a nascent nation-state, especially developing administrative activity with the conceptual contributions built-in related disciplines. , as is the case of the economy, to facilitate the task of public finances beyond the colonial administrative experience. It was during the forties until the end of the 20th century when theoretical foundations on public administration were promoted from the United States of North America that have served to guide the functions of the Colombian State. From these contributions, in addition to the investigative work in the Colombian academy, the public administration has registered a marked innovation and emphatic renewal.

One aspect that must be mentioned is that significant transformations occur when the manifestation is appreciated in political action, teaching, research, and the approach of categories, such as public policies, public management, and management. The public is easily appreciated in the changes introduced in the explanation of the Colombian public administration. In this scenario, from the perspective of Martínez-Anzures (2017), the State is

understood as possessing the powers that allow it to exercise the authority of the government, develop the exercise of national sovereignty, encourage the conditions of governability, direct the tasks leading to promote the development of the country, motivate the interest of the community towards progress and integral development.

In the opinion of Medina & Ávila (2002), to achieve these purposes, the State must promote administrative changes in its desire to adapt to the historical changes of the contemporary world. When carrying out administrative modernization, interest has been expressed in achieving the capacity of governmental exercise, the quality of efficiency, and the guarantee of being able to exercise public management. Undoubtedly, the progress of the public administration of the Colombian State has been revealed coherently with the theoretical and methodological advances that have been promoted in contemporary administration, with notable repercussions in the political changes toward improving the administrative quality of the State. , the organization of society and the country's regions, and also fundamentally appreciable in the economic transformation of Colombia.

In this context, the theory of public administration has as its object of study the action that takes place in the executive branch to comply with the policy elaborated by the various government entities, which implies elaborating, applying, controlling, and evaluating political approaches, in close relationship with the legislative power and the executive power (Ochoa, 1995). In this situation, the public administration assumes the experiences recently acquired by economic changes, especially the contributions of business corporations, classified as multinational companies. Medina & Ávila (2002) is about organizations that have innovated their productive task by incorporating extraordinary scientific and technological development to guide the achievement of their well-being towards a highly significant capital accumulation despite the complexity of the world context.

Indeed, in the contemporary world, it is evident that in Latin American countries, especially Colombia, the term public management is common in public administration. These are initiatives for theoretical change to offer a version of public administration that is more coherent with the public organization of the country, implies the political recognition that assumes the importance acquired by the various regional cultural and political factors to be managed, with the same relevance that has been assigned to the traditional factors of public benefit. This novel perspective represents the Colombian State, structuring public policies to overcome the problems of the communities and their citizens.

This results in Medina & Ávila (2002) promoting public management, fostering public and private business development through their organizational approaches, the management of human and financial resources, exercising cooperation between related institutions, promoting the research on public administration, innovating the treatment of social problems and the evaluation of government policies, among other aspects. It is about managing political action as a possibility, which should be the achievement of purposes with sufficient effect to guarantee the application of strategic planning and political management supported by feasible processes of originating commendable combos and transformations to achieve progress in the achievement of change.

Indeed, the consolidation of management capacities in the development of integrating feasible processes to reach consensus on organizational initiatives, whose purpose is to avoid the risk of institutional failure, with a public administration endowed with the knowledge and mechanisms necessary to optimize its work based on the needs and interests of citizens (Abril, Deza, García, Gutiérrez, Rodríguez & Rodríguez-Arana, 2013).



In this direction, the public administration must consider the urgent need to pay attention to the reality of public services, especially those whose purpose is to solve the problems of health, housing, and education, as essential tasks of the State. Likewise, it is necessary to consider the breakdown of the ecological balance, global warming, and climate change.

Therefore, the conception of public management, as of public administration, in most cases, is conceived in a similar, similar, or similar condition. However, public management is related to the theoretical foundations and public administration. They must facilitate practical aspects from their own perspectives, what is referred to as knowledge and strategies to diligently use the resources available to the State in the initiative to meet the needs of its population.

We are talking above all about social policies from a human rights perspective. They are programs aimed at seeking complementarity and the integral satisfaction of people: educational policy, agrarian policy, health policy, employment and income policy, redistributive policies, labor policy, salary policies, human development policies, social security policies, subsidy policies for vulnerable groups, food policy and others (Cortes-Zambrano, 2016: p. 134).

Therefore, as it is about improving citizens' quality of life by offering the possibilities that make it feasible, public management must motivate the promotion of economic activity that translates into the well-being of society. It then means promoting the economy-society balance by having the resources to facilitate the conditions for this to happen in such a way as to strengthen participatory and protagonist democracy. Consequently, public management facilitated by an effective, responsible, and committed to change public administration must contribute to the constructive action of the essential infrastructure to achieve the purposes established in the plans and programs defined by government entities. It is planning with responsible characteristics and a broad sense of democratic effect (Raffino, 2019).

One aspect to consider in Colombia is to address and overcome the causes that have caused violence and contribute to overcoming the culture of violence. Necessarily, political action must lead to the promotion of peace and democracy with satisfactory responses with a public administration based on the proper use of the resources available to the Colombian State.

Consequently, it is necessary that in the face of a culture of violence that transmits hatred, oppression, and a history of heroes achieving power from warfare, a culture of peace that cultivates cooperation, interdependence, and the strengthening of values of equality, diversity, social justice, and sustainable development. Likewise, it is necessary to cultivate norms, beliefs, and action strategies that support the resolution of conflicts in a non-violent way, which results in peaceful, democratic, and socially nutritious behavior in favor of achieving collective benefits, expectations, and interests. individuals" (Centeno-de-Algomedo, 2008: s/p).

An institutionality that has coverage and presence in the country's various regions, departments, and municipalities, especially in those where there are currently few institutions with the capacity to promote initiatives to raise awareness of human rights and strengthen peace. One challenge is comprehensive assistance that allows the improvement of the quality of life of vulnerable populations and overcoming the State's absence.

In the Colombian case, at the beginning of the historical stage of the post-conflict, it is already an imperative need to respect humanitarian law that must consider the forces in conflict. It is necessary to understand that what is related to human rights must represent the existence of a policy to raise awareness about the rights that each citizen possesses, the situation already evidenced in the constitutions and laws of the States, as well as in other international media (De-Dienheim-Barriguete, 2009).

### 3.3 From public administration to effective public management

Understanding the work of the scientific disciplines that analyze the issues and problems of society implies considering their explanations in the historical reality in which they occur. It is about contextualizing their analysis of social needs and the changes and transformations of the time. It is the case of the administration that, since the beginning of the 20th century, has innovated its knowledge and practices to adapt its object of study to the new historical realities. However, it is cited that its foundations emerged from the circumstances that demanded cooperation from human groups to manage the satisfaction of their needs through the development of activities that helped them solve the problems that affected their subsistence with the formation of groups.

One aspect to consider is how each country conceives public administration. That has been since the late eighteenth century, through the century, to the contemporary world. It is the peculiarity contextualized in the changes and transformations raised in the theoretical foundations of public and business administration. It refers to the organization, experiences, dissemination of knowledge, and international cooperation.

Consequently, other explanatory options are established by the improvement of the purpose of the State in its governmental administrative structure. The achievement has been to assign more importance to administrative renewal in terms of better effectiveness and efficiency in public management, provided by theoretical and methodological advances in public administration. Before carrying out innovation in the Public Sector, it is necessary to clarify what “innovation” means, having evaluated the possible risks that it may entail any management change that results in a change in the service provision and in which areas an innovation will be carried out regarding administrative procedures, management methods, and others (Abril et al., 2013, p.169).

An aspect that has been significantly improved is the administrative action of public management, about the implementation of the policies formulated by the State management in effect in improving the functioning of public administration, insofar as the use of available resources to meet the needs of citizens. It is the task of the policies that the government entities have proposed to promote the progress and integral development of the country, with contributions oriented towards the achievement of the well-being of the regional and community collectivities dispersed in the national territory. This results in, on the one hand, defining the administrative activity and, on the other, developing public management (Altaba-Dolz, 2009).

It is to arrange the resources in a planned way with sense and harmonic and systemic effect, how to guide their implementation by public policies. It is then a matter of formulating the administrative approaches from the theoretical perspective, applied practically and objectively with a real solution to the difficulties detected. In other words, operationalize the management of resources available by the State. About:

A significant contribution occurs when public management provides initiatives to improve public action with a task that avoids hindering and problematizing economic and social development. In response, make the public administration efficient, effective, and willing to bring changes to guarantee democracy and peace. (Altaba-Dolz, 2009, s.p).

Among the purposes that are required of the public administration, it is frequently cited to use State resources to guarantee the satisfaction of social needs, to innovate the State structures about its public responsibilities, provide leadership in the treatment of proposals and initiatives in reforms and innovations; direct the use of the resources of public companies and state institutions, among other aspects.

From this perspective, the public administration manages the relationship that must be established between the State and the citizens, which implies that public bodies assume their political powers to consider the transformation of collective needs translates for government entities initiatives with the ability to enhance the satisfaction of needs towards the achievement of common welfare (Medina & Ávila, 2002). Indeed, the public administration has the purpose of managing and executing the different resources, for example, structuring the plans and programs, as well as their budgets the human and financial resources to be used.

Therefore, its effectiveness will be manifested in the satisfaction of the needs of citizens. Fundamental importance decides that the Public Administration must adapt to historical, economic, and social changes in such a way as to contribute to facilitating the knowledge and mechanisms to renew its purposes to improve proposals to satisfy the needs of citizens. About:

Today, innovation is a fundamental factor for the survival of organizations. Innovation should be applied in public and private organizations, but the concept of "innovation" is more related to the Private Sector than the Public Sector. (Abril, Deza, García, Gutiérrez, Rodríguez Escobar and J. Rodríguez-Arana, 2013, p.169).

The public administration must pay attention to the problems and needs of the society. They must also practice models that facilitate the development of facilitative management closely linked to the guaranteeing legitimacy of their administrative work, with high trust and social credibility. Consequently, when talking about public management, it must be aimed at raising the levels of effectiveness and efficiency in the fulfillment of administrative work. It requires that public management advance with legitimacy and stability in the politician's action, especially in the effective achievement of political work, in the quality of public services, and in the promotion of organizational quality that public management demands to strengthen its organizational capacity (Abril et al., 2013).

Public management must constitute the achievement of responses to the challenges typical of public administration. The socioeconomic environment that characterizes the contemporary world. Public management aspires to promote and strengthen the participation and leadership of citizens in the diligent, active practice of solving the problems of citizens and increasing their benefits. However, public management must strive for the transparency of its actions, for example, in the rational and adequate use of the resources available to solve the difficulties of citizens, where collective control must stand out and guarantee the achievement of the planned objectives transparently and clearly (Agüero, 2007).

In this task, public management must propose reforms, innovations, and changes to the management organization. It is a question of corresponding with a structure that guarantees the control of the governmental action, especially in the process of the developed service, towards achieving the objectives established to the necessary responsibility. Therefore, public management supposes the effective control of activities, developing evaluation and self-evaluation processes, and assuming the direction established by each objective stated in the plans and programs. (Altaba-Dolz, 2009).

Consequently, the objectives must ensure the control of public expenditures, strengthen responsibility, and encourage increased flexibility and administrative adaptability. Public management must mean that the public administration must have and operate a settled and cohesive organizational culture based on values such as impartiality, equity, equality, and collective integration. In this way, it is in the capacity to generate the social impacts that are aspired in the plans and programs, especially productivity complements, as well as their added values.

While the public administration aims to regulate the use of resources effectively and efficiently, fulfilling the functions related to the adequate use of financial, economic, and human resources will be used to develop planned activities (Medina & Ávila, 2002). Instead, public management is considered a system made up of knowledge and practices that serve to operationalize government decisions from a systematic, orderly, and sequential perspective in such a way as to propose opportunities with the capacity to contribute to national development and its various territories.

This task is a political aspiration to avoid citizens' distrust in public management. The frequency of the questions is expressed daily in the social media. It is the collective concern about the deficient quality of public management (Agüero, (2007). An explanation for this event can be found in the demand to maximize the quality of public services with notable effects on citizens in response to the effective governance carried out by political entities towards citizens' well-being and human development.

## Conclusions

To answer the question: Will public management replace the public administration model? It represents the need to overcome the fragmented versions as the tasks considered basic for the effective and efficient functioning of the State continue to be perceived. On the contrary, they must be activities that are articulated and closely related to the objectives and purposes since their coordination must start from integrating efforts and initiatives towards an integral, systemic, and complementary work of the State.

Hence, it cannot be distinguished that public management and public administration must develop their parceled, divided, and segmented functions. Their close relationship aims to promote and facilitate a fruitful, constructive, effective, coherent, pertinent agreement and reciprocity of emphasis between public policies and public administration.

For example, this must be appreciated in the design or redesign of planning, execution, and evaluation, where the natural task of the government must be evident and in the relationship between the various government entities. This link allows the plans and programs to obtain significant achievements with the development of public management related to public administration. Consequently, this will enable the effectiveness of government management, responding to the community's needs with high success.

The result may be to ensure that the power structures, social processes, and social conduct allow government action to lead towards obtaining the initiatives shown in the plans, projects, and programs so that they can achieve their expected achievements correctly. Likewise, both public management and public administration may direct their work to guide the satisfaction of the needs of society judiciously. A starting point should be understanding the behavior of public life as the fundamental purpose of public management and its relationship with public administration. It is essential and basic to consider how, in most cases, their practices behave as private, individual, and parceled.

With the support of citizen participation, a way to leap towards integration between public management and public administration should be a task of fundamental importance in improving the quality of life, especially in communities, about public liberties and political democracy. The result could be to promote the integration and articulation procedures that allow the effectiveness of the processes that are practiced to develop the governmental political initiatives and contribute to the promotion of the guarantor achievements so that the actions of the governments are more democratic.

Therefore, in the improvement of the governmental quality that the Colombian State must assume, it is imposed in the purpose of debureaucratizing the governmental structure towards the increase of the effectiveness of public management; it must begin by promoting review to optimize public administration. This direction aims to provide political initiatives leading to public life being effectively coordinated with effective public management based on efficient public administration. For that to happen, it must overcome the vision that has traditionally been characterized as introspective, bureaucratic, formalistic, and executed in a mechanistic, instrumental, and organizational manner.

The theoretical and methodological advances developed in the governmental, business, and academic spheres provide knowledge and practices that can improve the quality of public management and public administration in Colombia. In this regard, the challenge of organizing Colombian public life is imposed from an updated, renewed, and innovative management and administration perspective. The aspiration is that whose work facilitates structuring optimized, perfected, and socially accentuated governmental optics.

Therefore, instead of thinking that public management replaces the public administration model, its complementarity should be directed in such a way as to optimize government management with the condition of assuming from a better perspective the political direction of the State in pursuit of the improvement of the quality of life of Colombian citizens. It means that the importance of public management and public administration in ensuring the political strength of the State and the development of Colombian society must be addressed.

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