



FULBRIGHT
UNIVERSITY
VIETNAM

FULBRIGHT SCHOOL OF
PUBLIC POLICY AND MANAGEMENT

PUBLIC MANAGEMENT

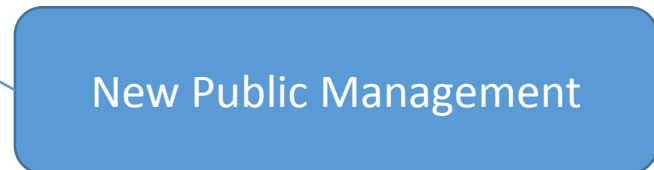
SESSION 3
Public vs. Private



Session 3

- Finish the last week session: 1. Public Value inventory / 2. Good government
- Comparing public vs. private organizations
- How can we balance between public and private organizations

Trend



"Import managerial process and behavior from the private sector!"

Public vs. Private Similarities



- “Public and private organizations are fundamentally alike in all unimportant aspect!”
- Gulick’s work: POSDCORB
- Functions of general management
 - Strategy (establishing objectives and priorities)
 - Devising operational plans
 - **Organizing** and **staffing**
 - Directing personnel and the personal management sys.
 - Controlling performance
 - Dealing with external matters (collaboration, PR, etc.)



Wave of 'Private' Principles

- Following developed countries (e.g. U.S. and UK model of New Public Management) – Many of developing countries have attempted corporatization of government and public enterprises.
- Vietnam as well: e.g. Project 30 (2007); National Fund for Science and Technology Program accepted New Public Management model (Luong 2017)
- Obstacles: a. Lack of uniformity of the legal system. b. Still bureaucratic ideology, c. limited private sector, d. limited bureaucrats' capacity.





Public vs. Private: Differences

	Public	Private
<i>Value</i>	Service	
<i>Responsive To</i>	Polity	
<i>Basis</i>	Monopoly	
<i>Services</i>	Collective	
<i>Sustainability</i>	No Exit; Voice	



	Private	Public
<i>Organizational Structure</i>		
<i>Continuity of Leadership</i>		
<i>Excess Funds</i>		
<i>Measurement of Objective</i>		
<i>Visibility</i>		
<i>Reducing Costs</i>		
<i>Rewards</i>		
<i>Operation Values</i>	Efficiency	Effectiveness
<i>Evaluation of Top Management</i>		



George A. Boyne

John T. Dunlop

Time Perspective

Duration

Measurement of performance

Personnel constraints

Equity and Efficiency

Public Processes (exposure)

Press and media

Persuasion and direction

Legislative and judicial impact

Bottom line

Boyne:

More red tape

More bureaucracy

Lower managerial autonomy

Publicness and Managerial values

Trend:
An increasing
variety of hybrids

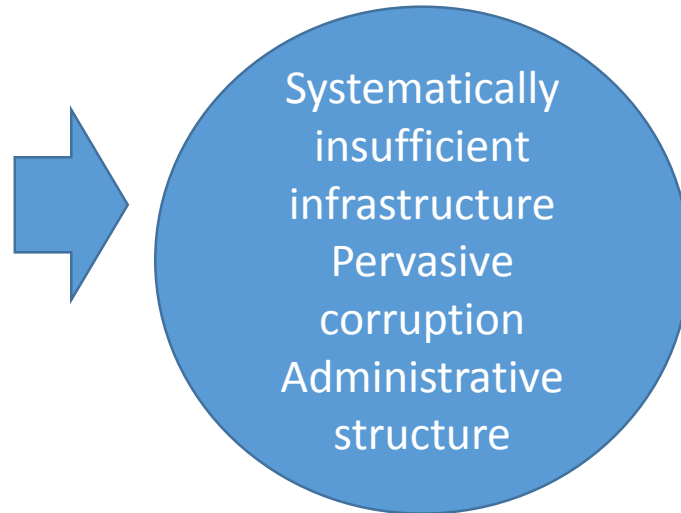


Graham Allison

- “While the need for increased government efficiency is real, the notion that *there is any significant body of private management practices and skills that can be transferred directly to the public sector...is wrong.*”
- Performance in public sector can be improved substantially, but not necessarily from massive borrowing of private sector skills and understandings.
- The effort to develop public management as a field of knowledge should start from the problems faced by practicing public managers.



“Simultaneous optimism and growing frustration among business leaders and investors



BIRTH OF PROJECT 30 (2007)



Administrative Reform
Reduce red tape by 30%
Transparent, efficient government





Discussion

- Many countries including Vietnam have attempted to carry out New Public Management style reform but not been successful in many cases.
- Considering Project 30 and other reforms in Vietnamese context – what are the most important factors that lead to successful reform?
- Discuss



Q&A



CONTACT

Fulbright School of Public Policy and Management

232/6 Vo Thi Sau, District 3, HCMC

T: (028) 3932 5103

F: (08) 3932 5104

E-mail: info.fsppm@fuv.edu.vn

Web: www.fsppm.fuv.edu.vn/