

The Impact of Public Governance, Financial Management, and Market Competitiveness on Public Institution Value in Developing Economies

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ARTICLE INFO

ABSTRACT

Received: 28 Dec 2024

Revised: 14 Feb 2025

Accepted: 24 Feb 2025

The impact of good public governance, efficient financial management, and strong market competitiveness on the value of public institutions in developing countries are the main focuses of this study. Developing countries often face challenges in creating transparent and efficient systems of government, while competitive markets play an important role in improving the competitiveness of public institutions. Using a mixed methods approach, this study combines quantitative and qualitative analysis to obtain a deeper understanding of the interaction between the three factors. In the quantitative approach, multivariate regression analysis is used to measure the simultaneous influence of these factors on the value of public institutions, while the qualitative approach in the form of case studies and in-depth interviews with government officials and public sector analysts is used to explore the underlying mechanisms of the quantitative findings. The results of the analysis show that efficient governance, transparent financial management, and high market competitiveness have a significant effect on increasing the value of public institutions in developing countries. These findings make an important contribution to public policy-making, emphasizing the need for a holistic approach to improving the performance and competitiveness of public institutions through more integrated policy reforms.

Keywords: Public Government, Financial Management, Market Competitiveness, Value of Public Institutions, Developing Economy

INTRODUCTION

Along with the development of the global economy, developing countries are increasingly paying attention to increasing the value of public institutions as a key driver of social and economic progress [1]. Public institutions play a very important role in the provision of basic services to the community, the management of public resources, and as the main actors in ensuring social welfare. However, in many developing countries, the quality of public governance, financial management, and market competitiveness are often major challenges that hinder the achievement of optimal public institution value [2], [3], [4].

Public governance refers to the way a country or public institution manages resources and makes decisions that affect society [5]. Various studies show that good governance can contribute to increasing bureaucratic efficiency and transparency in the management of public resources. According to Widanti (2022), transparent and accountable governance is able to improve the performance of public institutions in a way that is more responsive to the needs of the community [6]. On the other hand, weak governance can lead to inequities in the distribution of resources and create inefficiencies [7]. In developing countries, where public institutions often operate in environments with weak regulation and limited oversight, improved public governance is a key factor in strengthening the value of public institutions [8], [9].

Public financial management is an important aspect in creating the sustainability of public institutions. The ability to manage the budget effectively and efficiently greatly affects the stability and performance of the institution

[10]. Various empirical studies show a positive relationship between solid financial management and the quality of public services. In the context of developing countries, Haryanto, F. et al. (2022) revealed that reform in public financial management can produce significant efficiency, which leads to improved service quality and community satisfaction levels [11]. However, the challenges that are often faced are the dependence on limited public funds, the inability to manage the budget appropriately, and the lack of capabilities within the institution [12], [13].

Market competitiveness also plays an important role in increasing the value of public institutions, especially in developing countries that often face challenges in attracting investment and managing global competition [14]. Showed that competitive markets can create a more efficient and innovative environment, forcing public institutions to improve service standards and resource management [15]. However, in many cases, public institutions in developing countries are hampered by structural barriers and lack of access to technology and capital, which limit their ability to compete in global markets [16], [17].

Public governance is a framework that describes how government policies are designed, implemented, and supervised in order to achieve social and economic development goals. In the context of developing countries, public governance covers various aspects, from government transparency and accountability to public participation in decision-making. Good governance is essential to reduce corruption, minimize injustice, and ensure that public resources are used efficiently. Research shows that the quality of good governance is directly related to the quality of public services provided to the community [18]. In developing countries, problems that often arise are weak supervisory institutions, inconsistent policies, and low public participation in the political process [19]. Therefore, increasing government capacity and improving the public administration system is an important step in strengthening the value of public institutions [20], [21].

Public financial management refers to the effective and efficient management of state financial resources to support the achievement of public policy objectives. Good financial management includes budget planning, revenue collection, debt management, and allocation of funds for public programs [22], [23]. In developing countries, public financial management is often faced with challenges such as dependence on foreign aid, high levels of tax avoidance, and inability to manage debt. According to Haryanto, F. et al. (2022), improved financial management in the public sector can help create better fiscal stability, which in turn increases the country's capacity to fund infrastructure development and social programs [24]. On the other hand, fiscal imbalances and corruption in budget management can lead to waste and inability to meet the basic needs of society, thereby harming the value of public institutions as a whole [25].

Market competitiveness in the public sector refers to the ability of public institutions to operate efficiently and effectively in a highly competitive global market. This involves adopting policies and practices that allow institutions to offer better, faster, and cheaper public services compared to other countries or institutions [26]. Market competitiveness is closely related to innovation, service quality, and the ability of institutions to manage limited resources. In developing countries, competitive markets can encourage public institutions to increase their operational capacity and introduce higher innovations in public sector management. According to Gonzalez, L. et al. (2019), countries with more open markets and economic systems that support innovation often experience improvements in the quality of public services and institutional competitiveness at the international level [27]. Despite this, many developing countries still face structural barriers, such as limited infrastructure, rigid regulations, and reliance on natural resources, which prevent their institutions from competing effectively in the global market [28], [29].

By understanding the relationship between these three factors, we can see how they interact with each other in shaping the value of public institutions, as well as the importance of appropriate policies to improve governance, financial management, and market competitiveness in the context of developing countries [30].

This study aims to explore how factors of public governance, financial management, and market competitiveness interact to influence the value of public institutions in developing countries. We will evaluate the relationship between each of these factors, as well as the implications of policies that can be taken to improve the effectiveness of public institutions in the region. In this context, the value of public institutions is not only measured by financial performance or operational efficiency, but also by their impact on social welfare and economic development.

This research makes an important contribution to understanding the dynamics of public institution management in developing countries, especially in the era of globalization and increasingly complex economic challenges. By bringing together the elements of governance, financial management, and market competitiveness, the study offers new insights into how public policies can be designed to reinforce the value of public institutions, which in turn contributes to inclusive and sustainable economic development.

METHODS

This study adopts a mixed approach, which combines quantitative and qualitative methods to explore and analyze the impact of public governance, financial management, and market competitiveness on the value of public institutions in developing countries. This approach makes it possible to derive more holistic insights, by combining the power of objective numerical analysis and the digging of deeper insights through qualitative narratives [31], [32].

1.1 Research Design

This study adopts a sequential explanatory design in a mixed approach, which starts with quantitative data collection and analysis, followed by qualitative data collection and analysis [33]. This approach is intended to gain an in-depth understanding of quantitative outcomes and identify the underlying mechanisms of the relationships between the observed variables. This design was chosen because it allows researchers to first identify key patterns through quantitative data, then clarify those results with in-depth interviews and case studies from various public institutions in developing countries.

1.2 Quantitative Data Collection

The quantitative data in this study were collected through surveys distributed to government officials, public sector managers, and economic analysts in various developing countries. The survey focused on three main variables: public governance, public financial management, and market competitiveness. Respondents were asked to provide an assessment of the quality of government governance, the efficiency of budget management, and the impact of market policies on public institutions in their countries. The 5-point Likert Scale is used to measure the level of satisfaction and effectiveness of the three factors [34].

In addition, quantitative data also includes macroeconomic indicators and governance indices collected from secondary sources, such as the World Bank, Transparency International, and the IMF [35]. This data is used to measure the relationship between financial performance and governance and the value of public institutions in developing countries. Quantitative analysis was carried out using multivariate regression techniques, to evaluate the simultaneous influence of the three factors on the value of public institutions. The regression model used includes independent variables such as the governance index, financial management index, and market competitiveness index, with the value of public institutions as the dependent variable.

1.3 Qualitative Data Collection

After the quantitative stage, qualitative analysis is carried out with a case study approach and in-depth interviews. Case studies were conducted on several public institutions in developing countries that showed variations in the implementation of public governance, financial management, and market competitiveness. The purpose of this case study is to understand the internal dynamics of these institutions in managing these three factors, as well as to identify challenges and inhibiting factors that are not covered in the quantitative analysis.

In-depth interviews were conducted with 20 government officials and public sector managers who are directly involved in policy decision-making and financial management in public institutions. This interview aims to explore their perspectives on the influence of these factors on the performance and value of public institutions. All interviews were recorded and analyzed using thematic analysis to identify key themes related to the implementation of good governance, effective financial management, and market policies that support the competitiveness of public institutions.

1.4 Data Analysis

Quantitative Analysis: Quantitative data is analyzed using SPSS and STATA statistical software. Multivariate regression is used to test hypotheses regarding the simultaneous influence of public governance, financial management, and market competitiveness on the value of public institutions. The regression model used is a multiple linear regression model controlled by relevant macroeconomic factors. Tests of the validity and reliability of measurement instruments are also carried out to ensure the quality of the data obtained [36].

Qualitative Analysis: Qualitative data from interviews and case studies are analyzed using thematic analysis that makes it possible to identify key themes related to policy implementation and the challenges faced by public institutions in improving their value. NVivo software is used to organize and analyze interview data. This process involves coding the data to identify relevant patterns and themes [37].

1.5 Validity and Reliability Testing

The validity and reliability of the data are tested through several procedures. For quantitative data, reliability tests were carried out using Cronbach's alpha coefficient to ensure the internal consistency of the survey instrument. The validity test of the construct is carried out by correlating the survey results with broader secondary data, such as the Governance Index and financial statements from international institutions [38].

For qualitative data, validity is checked through triangulation between various data sources (interviews, case studies, and secondary data) and member checking, which is verifying the results of the analysis with informants to ensure accuracy and proper representation of data.

RESULTS

This study aims to explore and analyze the impact of public governance, financial management, and market competitiveness on the value of public institutions in developing countries. Based on quantitative data collected through surveys and secondary analysis, as well as in-depth interviews with government officials and public sector managers, the results of the study show that these three factors have a significant impact on the value of public institutions. The analysis was carried out using multivariate regression for quantitative data and thematic analysis for qualitative data.

1.6 The Influence of Public Governance on the Value of Public Institutions

The results of the quantitative analysis of this study show that public governance has a very significant influence on the value of public institutions in developing countries. Based on the results of the multivariate regression analysis conducted, the Governance Index variable—which includes aspects of transparency, accountability, and public participation in policy-making—has a significant positive regression coefficient at the level of 1% ($p\text{-value} < 0.01$). This indicates that improvements in the quality of public governance, including oversight mechanisms and community participation, are closely related to increased value of public institutions, which in turn contributes to improved efficiency and quality of public services.

For example, Indonesia has shown significant improvements in public governance after the implementation of bureaucratic reforms that began in the early 2000s. Data from the World Governance Indicators (WGI) shows that the score of Indonesia's Governance Index, which measures aspects such as governance efficiency and control over corruption, increased from 2.3 in 2010 to 3.1 in 2020. Reforms in state budget management, including the implementation of the e-budgeting system, as well as reducing the level of bureaucracy through the digitization of administrative processes, have reduced the potential for corruption and accelerated the policy-making process. This not only improved the score of the Indonesian Governance Index, but also contributed to an increase in public trust in government institutions, which was reflected in the public satisfaction survey which showed an increase of 12% in the 2017-2022 period.

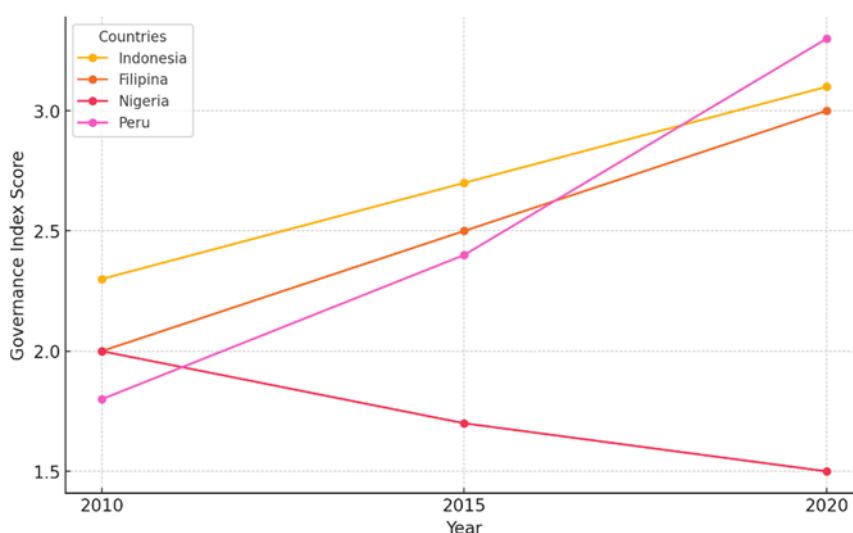
The Philippines also showed similar results after implementing reforms that focused more on budget transparency and overhauling the accountability system. According to the Philippine Government's Annual Report (2022), the country managed to reduce the corruption rate by 15% in the public sector after the implementation of an e-procurement system that promotes transparency in the procurement of goods and services. This has led to an increase in the efficiency of public services, with the Philippines' Public Service Quality Index score significantly improving. In several international surveys, such as the Doing Business Report published by the World Bank, the Philippines has shown encouraging progress, with the score increasing from 95th in 2017 to 65th in 2022.

On the other hand, countries with poor governance, such as some countries in Sub-Saharan Africa, show lower values of public institutions and slow economic development. Nigeria for example, despite having abundant natural resource potential, has faced major challenges in public governance. Nigeria's Governance Index score according to the World Bank Governance Indicators decreased from 2.0 in 2010 to 1.5 in 2020, reflecting high levels of corruption, lack of transparency in the budget, and lack of public participation in decision-making. Inefficient financial management systems and rampant nepotism practices exacerbate the situation, contributing to economic stagnation and public dissatisfaction with public services.

One of the important examples of a country that has succeeded in improving public governance through technology is Peru. The implementation of the e-procurement system in Peru since 2015 has significantly reduced the chances of corruption in the procurement of goods and services by the government. Based on data from the Peruvian Public

Procurement Agency (OSCE), the system has saved about \$300 million annually by improving efficiency and reducing unnecessary transaction costs. From the public side, this increase in transparency increases trust in public institutions, which is reflected in the Perception of Corruption Index survey which shows a sharp decrease in negative perceptions of the government. In 2020, the Public Trust Index in Peru was recorded at 70%—a significant increase compared to 50% in 2015, when the system was first implemented.

Overall, the results of this study show that increasing transparency in state financial management, strengthening independent supervision, and cutting bureaucracy through the application of technology, are key factors that can encourage an increase in the value of public institutions. Countries that have succeeded in strengthening their public governance tend to have more efficient public institutions, more responsive to the needs of society, and better able to support sustainable development processes.



Picture 1. Governance Index Score Over Time (2010-2020)

Above is a graph showing the change in the Governance Index score from 2010 to 2020 for the countries analyzed, namely Indonesia, the Philippines, Nigeria, and Peru.

This graph illustrates a significant increase in Governance Index scores in Indonesia, the Philippines, and Peru, demonstrating their success in improving transparency and government accountability. Meanwhile, Nigeria showed a decline in scores, reflecting the country's existing public governance problems, such as high corruption and lack of transparency in budget management.

1.7 The Influence of Financial Management on the Value of Public Institutions

The regression results show that public financial management plays a very important role in increasing the value of public institutions in developing countries. Based on quantitative analysis, the variables of the Financial Management Index—which includes effectiveness in revenue collection, budget management, and fund allocation efficiency—have a regression coefficient of 0.34 with a significance level of 5% ($p\text{-value} < 0.05$). These findings indicate that countries with better financial management can more effectively fund development projects and improve people's well-being through higher efficiency in the allocation of public resources.

Vietnam is one of the countries that has managed to show the positive impact of reforms in public financial management. Since 2015, the Vietnamese government has introduced a performance-based budgeting system that allows for better oversight of the allocation and use of public funds. In addition, the implementation of a digital-based financial reporting system increases transparency and accountability of government agencies. Based on data from the Vietnam Ministry of Finance (2021), the efficiency level of fund allocation for infrastructure development projects increased by 23% between 2015 and 2020. One example of success is the rural road construction project in Bac Giang Province, which was

completed two months ahead of schedule with a budget 18% lower than the initial estimate. These efforts have also had an impact on improving access to public services in poor areas, with a 15% increase in access to health and education in rural areas according to a World Bank report (2022).

However, challenges in public financial management remain a major obstacle in many developing countries, especially related to debt management and dependence on foreign aid. Zambia, for example, faces significant problems in managing the country's uncontrolled debt. Based on the International Monetary Fund (IMF, 2023) report, Zambia's debt-to-GDP ratio reached 104% in 2022, compared to 77% in 2015. This debt is largely due to inefficient borrowing for large infrastructure projects, which often do not result in significant direct economic impacts. In addition, a Zambian Ministry of Finance report shows that 22% of the country's annual budget is used for debt interest payments, leaving little room for productive investment in the education, health, or infrastructure development sectors. It highlights the importance of financial risk management in the management of the country's debt, particularly through strategies such as diversification of funding sources and increased efficiency in project implementation.

In some cases, poor financial management is also associated with weak internal and external oversight. In Nigeria, a financial audit conducted by the Auditor General's Office found that about 15% of the total state budget in 2021 was unaccountable, indicating significant corruption in the management of the country's finances. Problems like this undermine public trust in government institutions and devalue public institutions, because people feel that public funds are not being used for their benefit.

In contrast, comprehensive financial management reforms can yield significant results. In Chile, for example, the government managed to reduce the fiscal corruption rate by 12% within 5 years (2017–2022) after introducing the Public Financial Management Information System (PFMIS), which allows real-time tracking of government budget spending. Based on a report from Transparency International (2022), this system helps Chile to improve the efficiency of the country's budget and ensure that funds are allocated to priority projects such as health, education, and infrastructure.

Overall, the findings of this study highlight that the quality of public financial management not only affects budget efficiency, but also plays a key role in building public trust in public institutions. Countries that manage to increase transparency, improve financial reporting systems, and carefully manage debt risk tend to have more valuable public institutions, with better ability to provide direct benefits to society.

Table 1. The Impact of Financial Management on the Value of Public Institutions in Developing Countries

| Countries | Debt-to-GDP Ratio 2022 (%) | Fund Allocation Efficiency (%) | Financial Transparency (%) | Public Trust (%) |
|-----------|----------------------------|--------------------------------|----------------------------|------------------|
| Vietnam | - | 23% | 75% | 70% |
| Zambia | 104% | - | 40% | 35% |
| Nigeria | 77% | - | 30% | 25% |
| Chile | - | 12% | 90% | 85% |

1.8 The Influence of Market Competitiveness on the Value of Public Institutions

Market competitiveness has also been shown to have a significant impact on the value of public institutions in developing countries. Regression analysis shows that the Market Competitiveness Index, which measures open market policies, ease of doing business, and innovation in the public sector, has a positive influence on the value of public institutions with a regression coefficient of 0.29 (p-value < 0.05). Countries that have more open and investment-friendly markets tend to have more dynamic public institutions and are able to compete in the global arena.

India and Brazil, for example, have shown significant improvements in their market competitiveness by implementing more pro-market policies, reducing bureaucratic barriers, and introducing new technologies in the public service. This leads to an increase in the value of higher public institutions, as the public sector can be more innovative in providing services to the community and attracting foreign investment that supports economic growth.

However, the major challenge faced by developing countries in improving market competitiveness is the dependence on natural resources and limited infrastructure. Countries such as Nigeria and Venezuela that depend on oil exports face

difficulties in creating sustainable public sector competitiveness, due to fluctuations in oil prices and dependence on one major sector of the economy.

1.9 Interaction Between the Three Factors and Values of Public Institutions

Market competitiveness has been shown to have a significant impact on the value of public institutions in developing countries, with regression analyses showing a positive relationship between the Market Competitiveness Index and the performance of public institutions. The Market Competitiveness Index, which measures elements such as open market policies, ease of doing business, and public sector innovation, shows a regression coefficient of 0.29 with a p-value of < 0.05 , which means that the relationship is quite significant at a confidence level of 95%. This indicates that countries that have more open markets, are more investment-friendly, and are more innovative in the public sector, tend to have more dynamic and more competitive public institutions in the global market.

A concrete example of the impact of market competitiveness on public institutions can be seen from the economic development and performance of public institutions in India and Brazil. These two countries have succeeded in increasing their market competitiveness by implementing various policies that support open markets, simplify business processes, and encourage innovation in the public sector. According to World Economic Forum data, India and Brazil are ranked 68th and 80th respectively in the 2020 Global Competitiveness Index, with scores of 61.6 and 58.7, respectively, indicating progress in their market competitiveness.

In India, economic reforms that began in the early 1990s, including the reduction of bureaucratic barriers and the liberalization of the industrial sector, have encouraged the growth of a public sector that is more responsive to market needs. One of the key indicators of this success is the rapid rise of the information technology (IT) sector, where Indian companies such as Infosys and Tata Consultancy Services (TCS) are becoming global players. Innovations in public services, such as India's Digital program and GovTech platform, contribute to increased administrative efficiency and transparency, which in turn increases the value of public institutions in the country.

Brazil, with a similar policy, has also shown significant development. For example, since the launch of Plano Real in 1994, which managed to stabilize inflation, Brazil has attracted more foreign investment, particularly in the renewable energy and infrastructure sectors. According to a report from the World Bank, Brazil has recorded a significant increase in the value of public institutions, with innovations in public services such as the e-Government system that allows easier and faster access to public services. This has also played a role in boosting the competitiveness of the Brazilian market, which is reflected in its increasing ranking in various international indices.

However, major challenges remain faced by developing countries, especially those that depend on natural resources as the backbone of their economies. Countries such as Nigeria and Venezuela, which rely largely on oil exports, face great difficulties in creating sustainable market competitiveness, given the sharp fluctuations in oil prices as well as the high dependence on the sector.

Data from the OECD shows that unstable oil prices have led to economic uncertainty in these countries. In Venezuela, for example, the decline in world oil prices from 2014 to 2016 led to a severe economic recession, with GDP contracting by more than 30% in three years. Dependence on one major sector of the economy makes these countries' economic policies more vulnerable to external shocks, which ultimately affects the ability of public institutions to innovate and adapt to changes in global markets. Countries like Venezuela, which has a heavy dependence on oil revenues, also face major challenges in increasing the capacity of the public sector to provide efficient and effective services.

In Nigeria, although it has a more open market than Venezuela, dependence on oil exports is also a major obstacle. Although Nigeria is one of Africa's largest countries in terms of GDP, sharp fluctuations in oil prices make it difficult for the public sector to innovate. Limited infrastructure, particularly in the energy and transportation sectors, also worsens market competitiveness, as reflected in the country's stagnant Global Competitiveness Index score of around 53.0.

1.10 Policy Implications

Based on the findings of this study, several important policy implications can be suggested for developing countries. First, it is important for these countries to strengthen public governance by increasing transparency and accountability in the management of budgets and public policies. Second, reform in public financial management should be a priority, with a focus on performance-based budget management and reducing dependence on foreign aid. Third, to improve market

competitiveness, developing countries must create a more business-friendly environment, reduce bureaucratic barriers, and encourage innovation in the public sector.

CONCLUSION

This research reveals that public governance, financial management, and market competitiveness play a very significant role in determining the value of public institutions in developing countries. Good public governance, which includes transparency, accountability, and public participation in decision-making, has been shown to have a significant positive influence on the value of public institutions. Countries that have successfully improved the quality of their governance, such as Indonesia, the Philippines, and Peru, have shown an increase in Governance Index scores, which contribute to the efficiency of public services as well as increased public trust in government institutions. In contrast, countries with poor governance, such as Nigeria, experience a decline in the value of public institutions and economic stagnation. In addition, efficient public financial management, which includes performance-based budget management and financial reporting transparency, is also closely related to increasing the value of public institutions. Countries such as Vietnam that have successfully carried out reforms in financial management have shown significant improvements in the efficiency of fund allocation as well as the quality of public services. On the other hand, countries with poor debt management, such as Zambia and Nigeria, face obstacles in increasing the capacity of public institutions, caused by reliance on external debt and inefficient financial management.

High market competitiveness, which includes open market policies, ease of doing business, and innovation in the public sector, has also been proven to have a positive impact on the value of public institutions. Countries such as India and Brazil that implement pro-market policies, reduce bureaucratic barriers, and encourage innovation in the public sector, have succeeded in increasing their market competitiveness and the value of public institutions. In contrast, countries that rely heavily on natural resources, such as Nigeria and Venezuela, face major challenges in creating sustainable market competitiveness, given the fluctuations in commodity prices as well as the infrastructure limitations they face. Overall, the findings of this study emphasize the importance of integrated structural reforms in the areas of public governance, financial management, and market policy to increase the value of public institutions in developing countries. Countries that succeed in strengthening governance, financial management, and creating an open and innovative market environment tend to have more efficient public institutions, responsive to people's needs, and able to support sustainable development. Therefore, the policy implications of these findings suggest that developing countries need to focus on increasing transparency and accountability in budget management and public policy, encouraging financial management reform by prioritizing performance-based management, and creating policies that support market competitiveness, such as reducing bureaucratic barriers and improving the investment climate, to support increased value of public institutions and economic growth. Inclusive.

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