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## **IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE AS A KEY TREND IN THE TRANSFORMATION OF THE PUBLIC SERVICE**

The modern, dynamically developing world places unprecedented demands on the efficiency, transparency and responsiveness of public administration. In this context, the public service, as a key institution of interaction between the state and citizens, faces a number of critical challenges caused by insufficient digitalisation and a low level of use of advanced technologies. In particular, this concerns outdated, often paper-based or only partially automated processes, which lead to significant time delays in the provision of administrative services, a high level of bureaucracy, as well as a limited capacity for forecasting and rapid response to social needs and crises. The existing system, which largely relies on manual data processing, does not allow for effective mitigation of corruption risks or the implementation of a human-centred approach. Eliminating these systemic shortcomings requires a radical transformation rather than minor changes.

The relevance of studying the trend of implementing Artificial Intelligence (AI) in the public service system is indisputable and is further strengthened by global digitalisation challenges and the need to improve the efficiency of public administration. Worldwide, AI is no longer a matter of science fiction but has become a key tool for automating routine processes, data-driven decision-making, service personalisation and, as a result, combating corruption. AI enables the public service to move from a reactive to a proactive mode of operation by anticipating the needs of citizens and the economy. This transformative trend is vital for Ukraine, which seeks to integrate into the global digital space and meet the e-governance standards of leading countries.

The practical significance of this topic in Ukraine is confirmed by a number of specific initiatives and digital projects that go beyond general digital diplomacy. In particular, a vivid example is the use of AI technologies in the operation of Diia,

the national digital public service, which is constantly expanding its functionality through intelligent systems for data verification, simplification of procedures and rapid delivery of administrative services. For example, intelligent systems are being introduced for the automated monitoring and analysis of large datasets in the areas of financial control and public procurement, which makes it possible to identify risks and potential violations at early stages, thereby enhancing transparency and anti-corruption resilience.

In July 2023, a study by the Razumkov Centre showed that only about 15% of Ukrainians actively use AI technologies. However, digitalisation is progressing rapidly and at many levels. One of its driving forces is the digital reform of public administration. Public authorities regularly announce the introduction of automated systems into decision-making processes, data analysis and the provision of public services. Even Ukrainian diplomats have begun to use AI in their work, as recently stated by the Minister of Foreign Affairs, Dmytro Kuleba, during the EquAllity Hackathon. “It is obvious that this technology is already transforming a wide range of areas of life and creating new challenges,” he said, adding that it is necessary to develop ethical AI solutions based on respect for human rights, equality and diversity [1].

Artificial intelligence (AI) in the context of public administration is viewed as a set of advanced digital technologies capable of transforming the core functions of the state - analytical, predictive, managerial and executive. This concerns not only the automation of routine administrative procedures, but also a rethinking of decision-making principles, policy formulation and the monitoring of implementation outcomes. AI provides opportunities to create adaptive governance systems capable of responding promptly to changes in the socio-economic environment and making well-founded decisions based on the analysis of large datasets [2].

As of today, most modern AI technologies involve the processing of personal data. This means that one of the serious risks lies in potential violations of the human right to privacy. Unlawful or erroneous processing of confidential personal information in AI systems may lead to negative consequences for individuals. Therefore, stakeholders, including organisations or individuals who develop, deploy or use AI, must ensure the protection of personal data throughout the entire life cycle of the system. In particular, it is necessary to maintain a fair balance between the interests for

which the system was created and the rights and freedoms of individuals whose data are affected by it. The use of AI often involves the processing of large volumes of personal data, which is a sensitive issue given the requirements of the Law of Ukraine “On Personal Data Protection” of 1 June 2010 No. 2297-VI. Consequently, public authorities using AI may face difficulties in ensuring information confidentiality and protecting data from unauthorised access [3].

The analysis conducted confirms that the implementation of Artificial Intelligence (AI) is an irreversible and key trend in the transformation of the public service in Ukraine, driven by the overall state policy of digitalisation and public administration reform. Despite the fact that as of July 2023 only about 15% of Ukrainians actively use AI technologies, public authorities, including the diplomatic corps, are already integrating automated systems for data analysis, decision-making and service delivery, which demonstrates a deep understanding of its potential. AI is regarded as a set of advanced technologies capable of rethinking the core functions of the state—from executive to predictive—by creating adaptive governance systems that respond promptly to socio-economic changes. At the same time, the active use of AI, which often involves processing large volumes of personal data, brings to the forefront a critical challenge: the need to ensure a fair balance between state interests and the human right to privacy and personal data protection in accordance with current Ukrainian legislation (Law No. 2297-VI). Thus, the successful implementation of AI in the public service is possible only through a comprehensive approach that combines technological development with the mandatory creation of ethical and legal solutions based on respect for human rights, equality and diversity, ensuring both the effectiveness of public administration and the confidentiality of information.

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