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Master Thesis Defense

Entitled

EFFECTIVENESS OF THE SMART GOVERNMENT IN ABU DHABI MUNICIPALITY: A STUDY OF THE CUSTOMERS OPINION.

by

Hajar Saeed Ahmed Alafreet Alkuwaiti

Faculty Advisor

Dr. Sami Hassan, Department of Political Sciences
College of Humanities and Social Sciences

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Abstract

The purpose of this study is to understand if Abu Dhabi Municipality's Smart Government initiatives are meeting customer service expectations and leading to customer satisfaction. The study explores the initiatives that the Abu Dhabi Municipality has undertaken to enhance customer service and assess the factors that impact customer satisfaction with the Government's services. The main objective of the research is to analyze the effectiveness of Abu Dhabi Municipality's e-government services in securing trust and confidence of its users, maintaining privacy and security of the e-government users, making the e-government easy to use, and accessing the required resources and information to the public to avail the Municipality's e-government services. The research is based primarily on a thorough review of the Abu Dhabi municipality's online portal to see the types of service provided by the municipality to its customers. In order to understand the effectiveness of these online services, the study surveys 200 users of these e-services. This will help the researcher gain an insight into the customers' opinion about their trust and confidence, privacy security, expectancy, and accessibility to the required resources and information to avail the Municipality's e-government services. At the end, based on the relevant literature, the Abu Dhabi government's vision, and the participants suggestions the work recommends some ways to improve Abu Dhabi municipality's e-government services.

Keywords: Customer service, Customer satisfaction, Abu Dhabi Municipality, Smart government, E-Government, Service effectiveness