

## IMPACT FACTORS OF THE IMPLEMENTING EFFECT OF “INTERNET PLUS GOVERNMENT SERVICE” IN CHINA

*Jingfang Dai*

*Research Scholar, Department of Business and Management, College of Economics and Management,  
Nanjing University of Aeronautics and Astronautics, Nanjing, China*

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### **ABSTRACT**

*Since 2016, all provinces of China have been actively promoting the implementation of "Internet plus Government Service". However, there are some gaps in the implementing effect of "Internet Plus Government Service" in different areas. Identifying the impact factors of the implementing effect of "Internet plus Government Service" will improve the implementing effect of "Internet plus Government Service". This paper puts "Internet plus Government Service" in the research horizon of government innovation, and combines relevant theories to construct an analysis framework for the impact factors of the implementing effect of "Internet plus Government Service" from three dimensions: implementing object, implementing subject and implementing environment. This paper provides analytical ideas for empirical research on the implementation effect of "Internet plus Government Service".*

**KEYWORDS:** *"Internet plus Government Service", Implementing Effect, Government Innovation, Innovation Diffusion, Technology Acceptance Model*