

TRANSFORMAÇÃO DIGITAL E GOVERNO DIGITAL NO BRASIL

Uma Análise Multinível a partir do Neoinstitucionalismo Sociológico

DIGITAL TRANSFORMATION AND DIGITAL GOVERNMENT IN BRAZIL

A Multilevel Analysis from the Perspective of Sociological Neo-Institutionalism

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RESUMO

Este estudo analisa a institucionalização do governo digital no setor público brasileiro no contexto da transformação digital, adotando uma lente integrativa do Neoinstitucionalismo Sociológico (NIS). A pesquisa é orientada pela seguinte questão: como o governo digital se institucionaliza no setor público brasileiro, a partir da interação entre pressões institucionais, lógicas institucionais e arranjos institucionais, em uma perspectiva multinível que envolve governo central e governo local? Metodologicamente, trata-se de uma pesquisa qualitativa, baseada em estudo de caso comparativo entre governo central e governo local. Os dados foram coletados por entrevistas semiestruturadas com lideranças públicas e análise documental, sendo analisados por meio da Análise Temática Reflexiva (ATR). Os resultados evidenciam que a institucionalização do governo digital se configura como um processo multinível, relacional e configuracional, no qual diferentes dimensões institucionais operam de forma interdependente. No nível central, predominam mecanismos de indução institucional baseados em pressões coercitivas e normativas; no nível local, observa-se a tradução institucional dessas diretrizes, mediada por capacidades organizacionais e múltiplas lógicas institucionais. Adicionalmente, identifica-se a ocorrência de desacoplamento institucional, especialmente no nível local. O estudo contribui ao avançar uma abordagem integrativa do NIS, evidenciando que a institucionalização do governo digital não resulta

de difusão linear, mas de interações recursivas entre níveis de governo, estruturas institucionais e ação organizacional.

Palavras-chave: Governo Digital; Transformação Digital; Setor Público; Neoinstitucionalismo Sociológico; Análise Integrativa.

ABSTRACT

This study analyzes the institutionalization of digital government in the Brazilian public sector in the context of digital transformation, adopting an integrative lens of Sociological Neo-Institutionalism (SNI). The research is guided by the following question: how does digital government become institutionalized in the Brazilian public sector through the interaction of institutional pressures, institutional logics, and institutional arrangements, from a multilevel perspective involving central and local government? Methodologically, this is qualitative research based on a comparative case study of central and local government. Data were collected through semi-structured interviews with public leaders and document analysis, and analyzed using Reflexive Thematic Analysis (RTA). The results show that the institutionalization of digital government takes the form of a multilevel, relational, and configurational process in which different institutional dimensions operate interdependently. At the central level, mechanisms of institutional inducement based on coercive and normative pressures predominate; at the local level, these guidelines undergo institutional translation, mediated by organizational capacities and multiple institutional logics. Institutional decoupling is also identified, particularly at the local level. The study contributes by advancing an integrative approach to SNI, demonstrating that the institutionalization of digital government results from recursive interactions between levels of government, institutional structures, and organizational action, rather than linear diffusion.

Keywords: Digital Government; Digital Transformation; Public Sector; Sociological Neo-Institutionalism; Integrative Analysis.

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