

GOVERNO DIGITAL NOS MUNICÍPIOS BRASILEIROS

uma análise institucional e tipológica a partir de clusterização

DIGITAL GOVERNMENT IN BRAZILIAN MUNICIPALITIES

an institutional and typological analysis using clustering

Joana D'Arc de Oliveira

Universidade do Vale do Itajaí, UNIVALI

E-mail: joana.oliveira@ufpr.br

ORCID: 0009-0005-2025-2066

Carlos Ricardo Rossetto

Universidade do Vale do Itajaí, UNIVALI

E-mail: rossetto@univali.br

ORCID: 0000-0002-0718-4362

RESUMO

A transformação digital no setor público tem reconfigurado as formas de organização estatal, impactando processos administrativos, estruturas institucionais e a prestação de serviços públicos. Nesse contexto, o governo digital emerge como um fenômeno estratégico e institucional, cuja implementação ocorre de maneira heterogênea entre governos locais. Este estudo tem como objetivo analisar como práticas de governo digital são institucionalizadas nos municípios brasileiros, a partir das informações divulgadas em seus sites oficiais, e classificar as capitais estaduais em clusters de adoção e maturidade digital. Adota-se como lente teórica o Neoinstitucionalismo Sociológico, que permite compreender a influência de normas, lógicas e arranjos institucionais na adoção de práticas organizacionais. Metodologicamente, realizou-se análise documental dos portais institucionais de 26 capitais brasileiras, operacionalizando quatro dimensões analíticas: estrutura organizacional, regulamentação normativa, oferta de serviços digitais e cooperação federativa. Os dados foram codificados em variáveis binárias e submetidos à análise de cluster. Os resultados evidenciam padrões diferenciados de institucionalização do governo digital, permitindo a construção de uma matriz tipológica composta por cinco perfis. Conclui-se que a institucionalização do governo digital depende da articulação entre múltiplas dimensões institucionais, e não apenas da presença

isolada de serviços digitais, revelando heterogeneidades estruturais no contexto federativo brasileiro.

Palavras-chave: Governo Digital; Transformação Digital; setor público; Neoinstitucionalismo Sociológico

ABSTRACT

Digital transformation in the public sector has reconfigured forms of state organization, affecting administrative processes, institutional structures, and public service delivery. In this context, digital government emerges as a strategic and institutional phenomenon whose implementation varies across local governments. This study aims to analyze how digital government practices become institutionalized in Brazilian municipalities, based on information published on their official websites, and to classify state capitals into clusters of digital adoption and maturity. Sociological Neo-Institutionalism is adopted as the theoretical lens, enabling an understanding of the influence of norms, logics, and institutional arrangements on the adoption of organizational practices. Methodologically, a document analysis of the institutional portals of 26 Brazilian capitals was conducted, operationalizing four analytical dimensions: organizational structure, regulatory framework, provision of digital services, and intergovernmental cooperation. Data were coded into binary variables and subjected to cluster analysis. The results reveal distinct patterns of digital government institutionalization, allowing the construction of a typological matrix comprising five profiles. It is concluded that the institutionalization of digital government depends on the articulation of multiple institutional dimensions, rather than merely the isolated presence of digital services, revealing structural heterogeneity in the Brazilian federal context.

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

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