Artificial Intelligence in Public Administration: Governance, Ethics, and Efficiency at the Municipal Level

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Abstract: This paper explores the implementation of artificial intelligence (AI) in public administration, with a particular emphasis on the municipal level, where intelligent technologies increasingly serve as tools for improving efficiency, transparency, and the quality of public services. The analysis draws on examples from Bulgarian and European municipalities that employ digital and AI-driven solutions in governance. The study identifies both opportunities and risks associated with algorithmic decision making, including the need for human oversight, ethical safeguards, and the protection of personal data. A model for integrated AI governance in the public sector is proposed, combining technological innovation with the principles of good governance and public accountability. The main conclusion is that effective AI integration in public administration requires a balanced approach that harmonizes innovation, security, and human responsibility.