

ISSN 2518-1483 (Online),
ISSN 2224-5227 (Print)

2018 • 5

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

БАЯНДАМАЛАРЫ

ДОКЛАДЫ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

REPORTS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ЖУРНАЛ 1944 ЖЫЛДАН ШЫҒА БАСТАҒАН
ЖУРНАЛ ИЗДАЕТСЯ С 1944 г.
PUBLISHED SINCE 1944



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«Қазақстан Республикасы Ұлттық ғылым академиясының баяндамалары»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» Республикалық қоғамдық бірлестігі (Алматы қ.)
Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 01.06.2006 ж.
берілген №5540-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://nauka-nanrk.kz>, reports-science.kz

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Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

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Доклады Национальной академии наук Республики Казахстан»

ISSN 2518-1483 (Online),

ISSN 2224-5227 (Print)

Собственник: Республиканское общественное объединение «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан №5540-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год.

Тираж: 500 экземпляров

Адрес редакции: 050010, г.Алматы, ул.Шевченко, 28, ком.218-220, тел. 272-13-19, 272-13-18

<http://nauka-nanrk.kz> reports-science.kz

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Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5540-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of 219-220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://nauka-nanrk.kz> / reports-science.kz

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ENTREPRENEURSHIP AS A DRIVER OF COMPETITIVENESS OF THE CITY OF ALMATY

Abstract. At the present stage of economic development there is a dynamic growth of competition seen at all of its levels. Studies based on economic nature of competition not just amongst countries and enterprises, but also competition at the meso-level, among regions and branches.

It is obvious that the potential of the government is completely formed through the capacity of its combining regions, as similarly seen in world affairs, which conduct competitive struggle in domestic markets. For this reason, questions concerning formation of competitive environment at the regional level and its adequate assessment are gaining primary importance, both for consolidation of provisions in the country, and for the purposes of elaboration of appropriate programs of development and effective management of core capabilities and competitive advantages. It is also important to note that, the understanding of the entrepreneurial potential of regions is the cornerstone of competitiveness.

It is shown that timely and reasonable coordination and exposure of problems can increase the level of competitiveness in the region from view of development of entrepreneurship in the social and economic environment.

The article analyses the questions of regional competitiveness, business activity of Almaty city is analysed and recommendations regarding the development of entrepreneurship to increase the level of competitiveness in the region are given.

Keywords: Almaty city, entrepreneurship, competitiveness, regions, the Republic of Kazakhstan.

1. Introduction

Competitiveness of any economy is correlated with effective business management, social responsibility of entrepreneurs, competitive strategies and tactics. According to international experience, the active and fast-growing companies make a decisive contribution to development of economy and increase in competitiveness of the country. In this regard, strong attention is given to the development of entrepreneurship in the world. The analysis of the existing theories has indicated the importance of development of entrepreneurial sector of an economy in order to increase the level of competitiveness in the region[1].

Almaty city is one of Kazakhstan's main cities with the status of a city of national significance and plays an important role in the development of the national economy.

The following may be referred to as distinctive features and competitive advantages of the city: first and foremost, high level of human capital development, well-developed financial infrastructure, progressive educational system and world-class multifaceted sports and entertainment infrastructure, unique natural and geographical environment that imply great opportunities for the development of tourism and transport-and-transit potential.

As for the issues of economy and development of entrepreneurship, it should be noted here that almost all the indicators of the city are marked with leading positions in the respective ratings.

2. Brief Literature Review

M. Porter analyses competitiveness at the international markets, amongst countries and regions. According to his view, the stronger is the competitive environment in the domestic market, the stronger is the possibility of success of a company from this country in international markets[2].

It is necessary to mark out world famous scientists J. Schumpeter and P. Drukr, for their studies of innovation and an entrepreneurship, modern researchers of regional economies and municipal authority L. Abalkina, A.N. Yanina, V.P. Oreshina, to T.G. Morozov. G. Granberg in his book "Fundamentals of Regional Economy" outlines the basic concepts and theories of regional economy as special branch of science, methods of regional researches, forms and instruments for regulation of regional development. He describes the structure of theories of regional economies as indicators of socio-economic development of the region, as methods of analysis of interregional communications. Mathematical models of spatial and regional economics are analysed [3 - 7].

Fatkhutdinov R.A. in the book "Strategic competitiveness" describes the methods for strategic management of personnel, goods, the organization, an industry, the region, country.

Vlasyuk L.I. in the article "Effective regions: criteria and classification" organises effective regions among where the regions involved in the resource production and recycling domain prevail. It is shown that stability of factor distribution in the environment determines the established and perspective specialization of regional economies.

Omarov A.K. in the article "Interrelation of Potential Production, Competitiveness and Investment Attractiveness of the Region and Its Infrastructure Security" carries out the analysis and assessment of attractive potential of regions of Kazakhstan, indicating evidence of interrelation of potential production and effectiveness of the state support of entrepreneurship and infrastructure of regions [8].

Scientists indicate main tendencies the in development of the cities of Europe which also find reflection in development of the Kazakhstan regions: on the one hand — decentralization, growth of economic opportunities, on the other hand — globalization of economy, increase in the role of interstate in decision making [9]. Globalization is expressed in expansion of international trade, liberalization of an international movement of the equity, strengthening of influence of multinational corporations and global restructuring of the industry [10].

These conditions give rise to a new phenomenon: the cities become "entrepreneur-cities" which are actively in charge of resources to increase the competitiveness in economic, social and nature sectors for the purpose of attraction of investment and people, which are capable to unite, mobilize localised social, economic and political resources [11]. Therefore, the need for development of entrepreneurial sector is the foundation of competitiveness, the driver of economic growth.

I. Begg considers the term "competitiveness" from two aspects: first, from a view of development of city economy; second: in comparison to other cities. In this sense, according to him, competitiveness of the city consists in protection of the market share (similar to the companies). I. Begg pays attention that a capability of the city to compete depends on its main "attributes" determining attractiveness of the city as a localisation of "city characters", and from strong and weak aspects of economic agents [12].

In order to make the city competitive, it is necessary to provide necessary localization conditions and to help competitiveness of the enterprises operating in the city. Competitiveness of the city depends on competitiveness of the firms located in it. However, in order to attract them to remain in the city, it is necessary to provide conditions promoting competitiveness of the firms.

Therefore the attractiveness of the city is a synonym to its competitiveness as a location for different types of activities. Moreover, the city has to be attractive not only for the enterprises, but, in conditions of globalization, increase in the role of qualified personnel and innovations, and for the population which is one of the major resources which the city can offer the enterprises. Another target group for which the cities fight is highlighted — tourists, visitors who not only bring income to the enterprises of the city, but also are the considerable data carrier about the city, which help to "put it on the map" [13].

V.F. Lever suggests that results of the competition can be expressed particularly in the income growth in the city and creation of workplaces [14]. Nevertheless, there are many indicators of competitiveness of

the city, we consider that the main, the most acceptable for measurement of competitiveness of the city is the level (quality) of life and effective business.

3. Results

So, today the Gross Regional Product is more than KZT10.3 trillion. Where, if we consider this issue in terms of industries and activities, we can find confirmation to what was said earlier about the specialization of the city. In particular, the biggest share in the GRP structure is held by the volume of wholesale and retail trade, namely 36%; followed by real estate transactions with a share of more than 11%, and finally, the third place is taken by the volume of services rendered in the field of finance and insurance with the GRP share of 9%. The remaining part of GRP of more than 44% is represented mainly by the service sector as well, and only a small part is represented by production activities. Thus, professional services made up 7%, other services - 6%, information and communication services made up 6% too, logistics services as represented by transportation and warehousing amounted to 5%, administration services made up more than 2%, education - 2%, healthcare and social services - about 2%, accommodation and meals amounted to a little over 1%.

As shown in Figure 1, the activity in the agricultural sector is represented in a very small volume. This is due to the fact that as a result of the expansion of the city boundaries, land areas that belonged to the territory of the region were joined to the city, and this explains the absolutely insignificant share of agricultural products in the Gross Regional Product, which is only 0.04 percent of the total mass.

The city of Almaty in its development is in harmony with the generally accepted trends for megalopolises, which is reflected in the gradual transition from the industrial model of development to the service model, mainly in the field of delivery of professional services, and the intensive development of the specialization types such as retail business, financial services, business and city tourism, architectural and other design services, and others.

Among the areas of services, we can distinguish those most important for the city, which form more than 63% of the annual gross value added, such as wholesale and retail trade, real estate transactions and financial services.

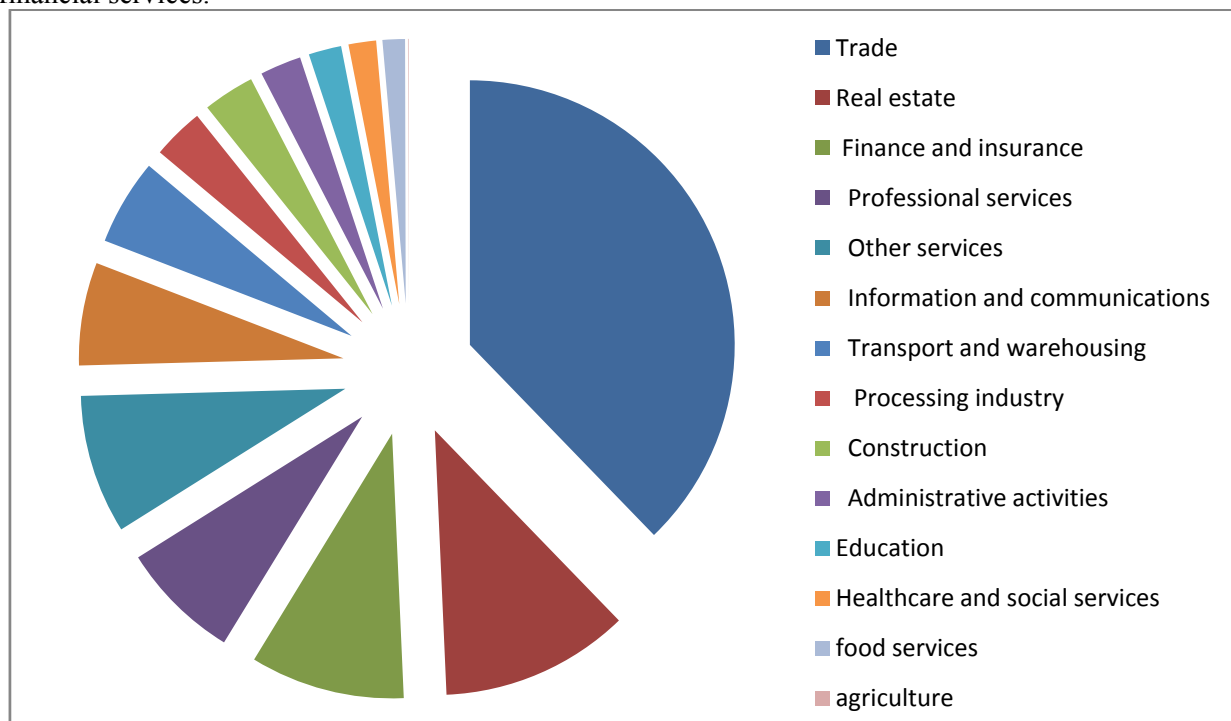


Figure 1 – AlmatyGrossRegionalProduct structure in 2016
Based on [15]

The analysis demonstrates that Almaty has potential in the field of transport and logistics services, financial sector and tourism.

The foregoing is also supported by analytical data on the availability and use of human capital. In Figure 2 we provide information on employment and remuneration in Almaty.

As can be seen in the Figure, the largest number of employees is registered in the field of trade and education, which respectively take the first two places with 183,510 and 88,936 people employed, respectively; followed by the industry and construction indicators, where 81,992 and 74,561 people are employed, respectively. All the following positions are essentially occupied by the service sector, except for the manufacturing industry that occupies the sixth position with 60,810 people employed.

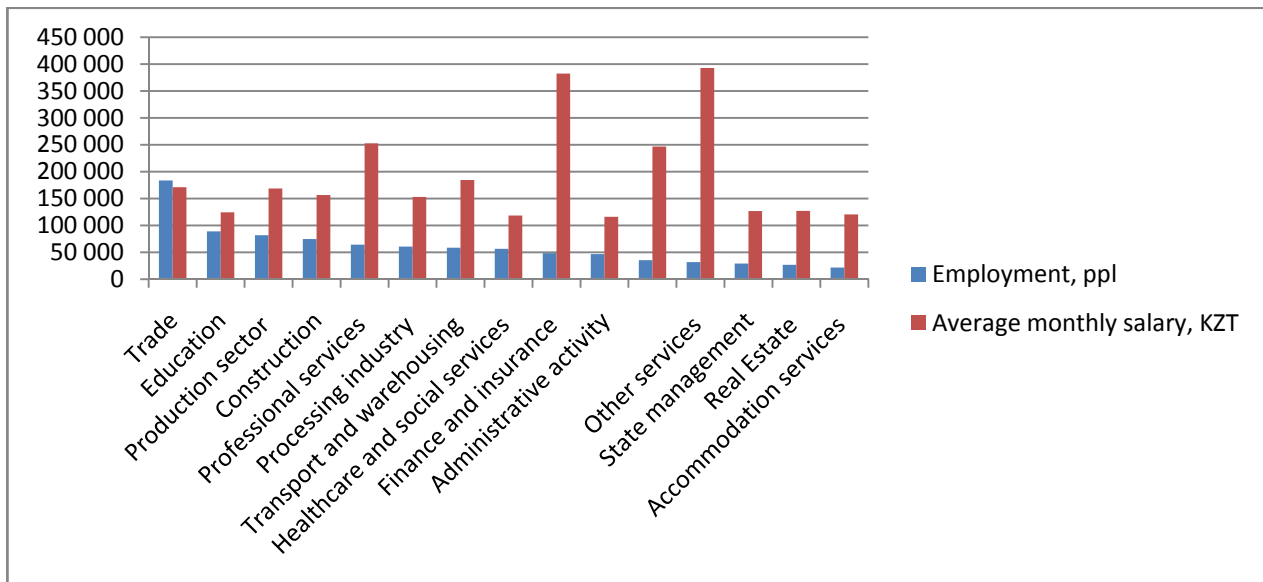


Figure 2 – Almaty employment and remuneration indices by industries in 2016
Based on [15]

The Institute for Social Research has made relevant research to determine the level of the integrated index of the infrastructure development, which shows the availability and level of development of commercial and service infrastructure facilities in the regions.

Although the infrastructure in general and commercial infrastructure, in particular, appears as a much broader range of facilities, we have decided to focus on the four main components, namely, tourist facilities, in the first instance, that promote the development of entrepreneurship in tourism.

Secondly, educational facilities, contributing both to raising the level of education of the population, and to attracting to the region people aspiring to get high-quality quality education, thereby promoting the development of entrepreneurship in the education sector.

Thirdly, facilities of the service infrastructure that influence the quality of services rendered to the population and, accordingly, the level of development of entrepreneurship in the service sector.

Fourthly, these are facilities of the communicative infrastructure that provide necessary information and communications to entrepreneurs and individuals.

Further, speaking of the entrepreneurial environment of the city of Almaty, we cannot avoid mentioning the "Park of Innovation Technologies" Special Economic Zone. This innovation cluster is an open scientific and technological platform created to develop high-tech industries with high added value and significant export potential. The basic vector in the cluster's activity is targeted not only to the further development of Kazakhstan economy's priority sectors, but also to achieve the goal of diversifying the economy as a whole.

The largest share in the structure of the city's entrepreneurship is held by the wholesale-retail trade. Accordingly, it is important to provide a description of the sales markets in terms of domestic and foreign markets with a breakdown by suppliers and buyers. The relevant 2015 data is given in Table 1 below.

Table 1 – Almaty domestic sales markets in 2015

Region	Share in supplies, %	Volume of supplies, KZT bln	Share in purchases, %	Volume of purchases, KZT bln	Balance of settlements, KZT bln
Atyrau region	32,7	7586,9	7,5	1328,4	6258,5
South-Kazakhstan region	19,3	4476,9	14,3	2516,9	1960
West-Kazakhstan region	15,1	3500,6	4,6	831,1	2669,5
Mangystau region	11,9	2751,8	4,5	809,3	1942,5
Karaganda region	5,1	1188,5	15,8	2792,5	-1604
Almaty region	3,9	908,3	9,2	1620	-711,7
Pavlodar region	3,5	803,1	1,9	333,6	469,5
Aktobe region	3	700,7	0,1	10,9	689,8
Astana	3	689,3	15,5	2733,9	-2044,6
North-Kazakhstan region	2,5	606,2	1,9	336,9	269,3
East-Kazakhstan region	0	7,4	8,5	1493,4	-1486
Akmola region	0	6,3	2,2	380,4	-374,1
Zhambyl region	0	0	5,9	1032,3	-1032,3
Kostanay region	0	0	5,5	972,7	-972,7
Kyzylorda region	0	0	2,6	451,7	-451,7
TOTAL	100	23226	100	17644	5582

Based on [15]

As can be seen in the Table above, the largest suppliers to Almaty are the following four regions: Atyrau, South-Kazakhstan, West-Kazakhstan and Mangystau regions, with an aggregate share of supplies of more than 77%, while the remaining 23% account for the other 13 regions. And there five regions that do not make any supplies to Almaty.

In general, as the Table shows, purchases of Almaty city exceed its sales by more than KZT 5,582 billion or 31.6%.

Table 2 – Product Supplies to Kazakhstan regions from Almaty in 2015

Products	Share in purchases, %	Volume of purchases, KZT mln
milk and cheese	12,1	2138
cocoachocolate	10,1	1774
non-alcoholicbeverages	9,8	1734
tobaccoproducts	7,3	1280
fruits and vegetables	6,5	1148
coffee and tea processing	5,9	1041
alcoholicbeverages	5,3	935
refined products	4,7	821
pharmaceuticalproducts	3,8	663
grape wines	3,4	601
soapanddetergents	3,1	542
beer	2,6	452
oils and fats	2,1	370
margarine	1,5	267
bread, flourconfectionery	1,5	258
construction products made of concrete	1,2	214
other	19,1	3406
TOTAL	100	17644

Based on [15]

Further, we can distinguish sales that make up more than 5%, namely tea and coffee processing in the amount of KZT 1 billion or 5.9%, and alcoholic beverages processing in the amount of KZT 935 million or 5.3%.

The remaining supplies do not exceed 5% of the total mass of sales in the amount of about KZT 7,6 billion.

Thus, the analysis of the domestic markets data in terms of regions and products has shown that there is a wide spread of data, which in turn evidences uneven ratios between the regions and in the demand for products.

Different flow of goods from the regions to Almaty and back from the city to the regions evidences the existing difference between the needs of the regions, on the one hand and demonstrates the opportunities for diversification and optimization of supplies, on the other hand.

Table 3 - Almaty Foreign Trade Turnover in 2015

Countries	Share in supplies, export, %	Volume of supplies, USD thous.	Share in purchases, import, %	Volume of purchases, USD thous.	Balance of settlements, USD thous.
Russia	17,15	462389	33,87	3179704	-2717315
Ukraine	16,25	438142	1,48	138543	299599
China	9,78	263648	18,19	1707591	-1443943
USA	9,9	266992	3,98	373988	-106996
Uzbekistan	6,91	186190			186190
Poland	4,99	134636			134636
Kyrgyzstan	4,21	113464			113464
United Kingdom	3,13	84520			84520
France	2,53	68286	2,33	219071	-150785
Germany	2,52	67850	5,35	502273	-434423
India	2,07	55702			55702
Switzerland	2,02	54385			54385
Tajikistan	1,73	46531			46531
Turkey			3,14	294521	-294521
Italy			2,67	250362	-250362
Japan			2,37	222177	
Turkmenistan			2,12	199354	
Vietnam			2,06	193480	
Democratic People's Republic of Korea			1,48	138622	
other	16,81	453184	20,96	1967569	
TOTAL	100	2695919	100	9387255	-4423318

Based on [15]

As shown in the Table above, in this case there is also a serious gap in the ratios between the volumes of exports and imports, with imports almost 3.5 times higher than exports. This points to the fact that the region has a good reserve for export sales growth.

Further, the analysis of the data given shows that among the main suppliers and buyers in the international trade system of the city there are the same countries. They are Russia, Ukraine, China and the United States, which account for more than 53% of exports and about 58% of imports. Almost for all of them, except for Ukraine, imports dominate over exports, the biggest gap is observed in the positions of Russia, where the excess is almost 6.7 times; this indicates that Russia is the main supplier of goods for Kazakhstan and the consumer of Kazakhstan's products. Hence, we have shown that this region has quite good opportunities for growth in trade, both within the country between the regions, and in international relations with the countries of near and far abroad.

4. Conclusion

In general, the entrepreneurial potential of Almaty can be determined as a high one with good prospects for further development. While at the heart of this optimistic forecast lies first of all, the quality of human capital, both in the professional and scientific aspect.

Secondly, the geographical location of the city at the junction of the road infrastructure, and Almaty's special natural areas that favorably promote the development of tourism.

Thirdly, compliance of the city's specialization with all the standards of a large megalopolis: these are services, education, finance, trade, communications, transport and other factors that are fully represented in the city and have prospects for substantial growth.

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КӘСІПКЕРЛІК АЛМАТЫ ҚАЛАСЫНЫҢ БӘСЕКЕЛЕСТІККЕ ҚАБІЛЕТТІЛІГІНІҢ ФАКТОРЫ РЕТІНДЕ

Аннотация: Экономиканың дамуының қазіргі кезеңінде бәсекелестік барлық деңгейлерінде белсенді ағуда. Бәсекелестіктің экономикалық сипатын зерттеу тек елдер мен кәсіпорындар арасында ғана емес, сонымен қатар өңірлер мен салалар арасында, яғни мезо деңгейде де өзекті болып келеді.

Мемлекеттің әлеуеті толығымен өңірлердің әлеуеті есебінен қалыптасады, бұл әлемдік үрдістерге ұқсас ішкі нарықта да бәсекелеседі.

Сондықтан, өңірлердің бәсекеге қабілеттілігін қалыптастыру және оны барабар бағалау еліміздің позициясын нығайту, сондай-ақ тиісті даму бағдарламаларын әзірлеу және бар әлеуетті және бәсекелестік

артықшылықтарды тиімді басқару маңызды болып табылады. Бәсекеге қабілеттілік, еңалдымен, аймақтардың кәсіпкерлік әлеуетіне негізделгенін түсіну маңызды.

Кез-келген экономиканың бәсекеге қабілеттілігі бизнестің тиімді жүргізілуімен, кәсіпкерлердің әлеуметтік жауапкершілігімен, стратегия мен тактиканың бәсекеге қабілеттілігі мен байланысты. Халықаралық тәжірибеге сәйкес, белсенді және жылдам дамып келе жатқан компаниялар экономика дамуына және елдің бәсекеге қабілеттілігін арттыруда шешуші үлес қосып келеді. Осыған байланысты әлемде кәсіпкерлікті дамытуға аса назар аударылады. Қолданыстағы теорияларды талдау аймақтың бәсекеге қабілеттілігін арттыру үшін экономиканың бизнес секторын дамытудың маңыздылығын көрсетті.

Әлеуметтік-экономикалық ортада кәсіпкерлікті дамыту тұрғысынан аймақтың бәсекеге қабілеттілік деңгейін арттыру мәселелерін шешетін және байланыстыру уақытылы және орынды.

Мақалада өңірлік бәсекеге қабілеттілік мәселелері қарастырылған, Алматы қаласының кәсіпкерлік қызметі талданған және аймақтың бәсекеге қабілеттілігін арттыру үшін кәсіпкерлікті дамытубойынша ұсыныстар берілді.

Түйін сөздер: Алматы қаласы, кәсіпкерлік, бәсекеге қабілеттілігі, Қазақстан Республикасы

УДК 33.338

JEL R13

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ПРЕДПРИНИМАТЕЛЬСТВО КАК ФАКТОР РОСТА КОНКУРЕНТОСПОСОБНОСТИ Г. АЛМАТЫ

Аннотация. На современном этапе развития экономики активно развивается конкуренция на всех его уровнях. Актуальным становится изучение экономической природы конкуренции не только среди стран и предприятий, но и конкуренции на мезоуровне, среди регионов и отраслей.

Очевидно, что потенциал государства всецело формируется за счет потенциала своих регионов, которые аналогично мировым процессам также ведут конкурентную борьбу на внутреннем рынке. Именно поэтому вопросы формирования конкурентоспособности регионов и ее адекватной оценки приобретают перво-степенное значение, как для упрочения положения страны, так и для целей разработки соответствующих программ развития и эффективного управления имеющимися потенциалом и конкурентными преимуществами. Также важно понимание того, что в основе конкурентоспособности лежит, в первую очередь, предпринимательский потенциал регионов.

Своевременным и целесообразным представляется увязать и раскрыть проблемы повышения уровня конкурентоспособности региона с позиций развития предпринимательства в социально-экономической среде.

В статье рассматриваются вопросы региональной конкурентоспособности, проанализирована предпринимательская деятельность города Алматы и даны рекомендации по развитию предпринимательства для повышения уровня конкурентоспособности региона.

Ключевые слова: город Алматы, предпринимательство, конкурентоспособность, регионы, Республика Казахстан.

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МАЗМҰНЫ

Техникалық ғылымдар

<i>Ахметов Б., Гнатюк С., Жмурко Т., Кинзерявий В., Юбузова Х.</i> Шуы бар кванттық арнада қауіпсіздік байланыстың детерминистикалық хаттама жұмысының имитациялық үлгісінің эксперименттік зерттеулер.....	5
<i>Усольцева Г.А., Әкбаров М.С., Акчил А., Яркова А.А.</i> Құрамында қалайы бар электролитті қожды физико-химиялық талдау.....	11
<i>Кенжебаева Ж.Е.</i> Түрлі жүйелердегі геоинформациондық технологиялар.....	20

Биология ғылымдар

<i>Кершанская О.И.</i> Қазақстанда ауылшаруашылығы дақылдарының элиталы сорттарын құрастыру үшін CRISPR/CAS9 геномын редакциялаудың жаңа революциялық биотехнологиясы.....	24
--	----

Аграрлық ғылымдар

<i>Әбуғалиев С.Қ., Сейдәлиев Н.Б., Дәлібаев Е.К., Жамалов Б.С., Муқа Ш.Б.</i> Сүтті сиыр шаруашылығында тапсырыспен шағылыстыруды және геномдық талдауды ұйымдастыру.....	41
---	----

Қоғамдық ғылымдар

<i>Әмірбекұлы Е., М. Ф. Грела., Тазабекова А.</i> Кәсіпкерлік Алматы қаласының бәсекелестікке қабілеттілігінің факторы ретінде.....	48
<i>Абуов К.К., Абдильдинова Н.Е., Галиева А.Х.</i> Солтүстік Қазақстанның ауыл шаруашылық еңбек нарығын қалыптастыру және дамыту (Ақмола облысының мысалында).....	56
<i>Аюпова З.К., Құсайынов Д.Ө.</i> Қазақстан республикасындағы мемлекеттік пен құқықтың қалыптасу ерекшеліктері.....	61
<i>Бижанов Д.Т., Нургабылов М.Н., Абдрахманова Р.С., Дошан А.С.</i> Отын үнемді қауіпсіздік және еліміздің энергетикалық ресурстарды мәселелері.....	66
<i>Буткенова А.К.</i> Өнеркәсіптік кәсіпорында адам капиталды дамытудың мониторингі.....	73
<i>Ескалиева А. Ж., Дарискалиева М.С., Канатова А.Ж.</i> Адам капиталының сапасын қысқасының перспективалары..	78
<i>Иғалиева Л.Н.</i> Аймақтағы әлеуметтік-экономикалық дамуды және экологиялық қауіпсіздікті қамтамасыз етілуді бағалау (Атырау облысы мысалында).....	82
<i>Ищанова Р.К.</i> Мемлекеттің қаржылық жүйесінің құрылысы мемлекеттік бюджеті.....	89
<i>Панзабекова А.Ж., Мұсаева Д.М., Жанбозова А.Б.</i> Ақпараттық қоғамның тұрғындардың өмір сүру сапасына әсері тұрғысынан қалыптасуы мен дамуы.....	94
<i>Сабирова Р.К., Адиева Э.М., Бисембиева Ж.К.</i> Қазақстанның мемлекеттік бюджеті: қаржы және пайдалану Мәселелері.....	100
<i>Тлесова Э., Хойч А., Кураш Н.</i> Орталық азия мемлекеттерінің экономикасы.....	104
<i>Туякова А.Е.</i> «Рухани жаңғыру» бағдарламасындағы патриотизмні Қазақстандық даму тарихы факторы ретінде қалыптастыру.....	111

СОДЕРЖАНИЕ

Технические науки

<i>Ахметов Б., Гнатюк С., Жмурко Т., Кинзерявий В., Юбузова Х.</i> Экспериментальные исследования имитационной модели работы детерминистического протокола безопасной связи в квантовом канале с шумом.....	5
<i>Усольцева Г.А., Акбаров М.С., Акчил А., Яркова А.А.</i> Физико-химический анализ электролитического оловосодержащего шлама	11
<i>Кенжебаева Ж.Е.</i> Геоинформационные технологии в различных системах.....	20

Биологические науки

<i>Кершанская О.И.</i> Новая революционная биотехнология редактирования генома CRISPR/CAS9 для создания элитных сортов сельскохозяйственных культур в Казахстане.....	24
---	----

Аграрные науки

<i>Абугалиев С.К., Сейдалиев Н.Б., Далибаев Е.К., Жамалов Б.С., Муқа Ш.Б.</i> Организация проведения заказного спаривания и геномного анализа бычков в молочном скотоводстве.....	41
---	----

Общественные науки

<i>Әмірбекұлы Е., М. Ф. Грела, Тазабекова А.</i> Предпринимательство как фактор роста конкурентоспособности г. Алматы.....	48
<i>Абуов К.К., Абдильдинова Н.Е., Галиева А.Х.</i> Формирование и развитие аграрного рынка труда в северном Казахстане (на примере Акмолинской области).....	56
<i>Аюпова З.К., Кусаинов Д.У.</i> Особенности формирования государственности и права в республике Казахстан.....	61
<i>Бижанов Д.Т., Нургабылов М.Н., Абдрахманова Р.С., Дошан А.С.</i> Проблемы экономической безопасности топливно-энергетических ресурсов страны.....	66
<i>Буткенова А.К.</i> Мониторинг развития человеческого капитала на промышленных предприятия.....	73
<i>Ескалиева А. Ж., Дарискалиева М.С., Канатова А.Ж.</i> Перспективы усиления качества человеческого капитала.....	78
<i>Игалиева Л.Н.</i> Оценка социально-экономического развития и обеспечения экологической безопасности региона (на примере Атырауской области).....	82
<i>Ицанова Р.К.</i> Государственный бюджет как ведущее звено финансовой системы государства.....	89
<i>Панзабекова А.Ж., Мусаева Д.М., Жанбозова А.Б.</i> Формирование и развитие информационного общества в контексте его влияния на качество жизни населения.....	94
<i>Сабирова Р.К., Адиева Э.М., Бисембиева Ж.К.</i> Государственный бюджет Казахстана: проблемы финансирования и использования.....	100
<i>Тлесова Э., Хойч А., Кураш Н.</i> Экономика центрально-азиатских стран.....	105
<i>Туякова А.Е.</i> Формирование патриотизма в рамках программы «Рухани жаңғыру» как исторический фактор развития Казахстана.....	111

CONTENTS

Technical sciences

<i>Akhmetov B., Gnatyuk S., Zhmurko T., Kinzeryayvy V., Yubuzova Kh.</i> Experimental research of the simulation model for deterministic secure communication protocol in quantum channel with noise.....	5
<i>Ussoltseva G., Akbarov M., Akchil A., Yarkova A.</i> Physico-chemical analysis of a tin-containing electrolytic slime.....	12
<i>Kenzhebayeva Zh.E.</i> Geoinformation technologies in various systems.....	20

Biological sciences

<i>Kershanskaya O.I.</i> New breakthrough CRISPR/CAS9 biotechnology of genome editing for creation of elite crops in Kazakhstan.....	24
--	----

Agrarian science

<i>Abugaliyev S.K., Seydaliyev N.B., Dalibayev E.K., Zhamalov B.S., Muka Sh.B.</i> Procedure of custom mating and genomic analysis of bull-calves in dairy cattle breeding.....	41
---	----

Social sciences

<i>Amirbekuly Ye., Manuel Fernandez Grela, Tazabekova A.</i> Entrepreneurship as a driver of competitiveness of the city of Almaty	48
<i>Abuov K.K., Abdildinova N.E., Galiyeva A. K.</i> Formation and development of the agrarian labor market in northern Kazakhstan (on the example of the Akmola region).....	56
<i>Ayupova Z.K., Kussainov D.U.</i> Features of formation of statehood and law in the republic of Kazakhstan.....	61
<i>Bizhanov D.T., Nurgabylov M.N., Abdrakhmanova R.S., Doshan A.S.</i> Problems of economic security of the fuel and energy resources of the country.....	66
<i>Butkenova A.K.</i> Monitoring of human capital development in industrial enterprises.....	73
<i>Eskalieva A.Zh., Dariskalieva M.S., Kanatova A.Zh.</i> Prospects for strengthening the quality of human capital.....	78
<i>Igaliyeva L.N.</i> Assessment of socio-economic development and environmental security of the region (on the example of Atyrau region).....	82
<i>Ichshanova R.K.</i> State budget as the leading link of the financial system of the state.....	89
<i>Panzabekova A.Zh., Mussayeva D.M., Zhanbozova A.B.</i> Formation and development of information society in the context of its impact on quality of population life.....	94
<i>Sabirova R.K., Adietova E.M., Bisembieva Zh.K.</i> State budget of Kazakhstan: problems of financing and use.....	100
<i>Tlessova E., Khoich A., Kurash N.</i> Economy of central asian countries.....	105
<i>Tuyakova A.E</i> Formation of patriotism in the framework of the program " ruhani zhangyru " as a historical factor of the development of Kazakhstan.....	111

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Правила оформления статьи для публикации в журнале смотреть на сайте:

www.nauka-nanrk.kz

ISSN 2518-1483 (Online), ISSN 2224-5227 (Print)

<http://www.reports-science.kz/index.php/ru/>

Редакторы *М. С. Ахметова, Т.А. Апендиев, Аленов Д.С.*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 13.10.2018.
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
7 п.л. Тираж 500. Заказ 5.