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DETERMINATION OF THE PROTEINS, LIPIDS AND FATTY ACIDS IN *LENTINUS EDODES* MYCELIA BIOMASS

Abstract. Higher *Basidiomycete* mushrooms are currently of interest because they are a rich source of various bioactive natural products. *Lentinus edodes* is one of the most promising species of xylotrophic fungi. In this paper crude proteins, lipids and fatty acids in the deep mycelium of *L. edodes* 2541 have been determined. It was shown that the total protein content in the fungal biomass was 23.0%, and lipids - 7%. Analysis of the fatty acid composition of the deep mycelium of *L. edodes* 2541 showed that it is dominated by polyunsaturated diene linoleic (C18: 2) acid - 69% of the total fatty acids. Polyunsaturated fatty acids are indispensable components of nutrition, because, like essential amino acids, they cannot be synthesized in the human body. It was demonstrated that in the composition of the lipids of the strain *L. edodes* 2541 the amount of unsaturated fatty acids (75%) significantly exceeds the amount of saturated fatty acids (24%). In this regard, the degree of lipids unsaturation was 1.46.

Key words: *Lentinus edodes*, proteins, lipids, fatty acids.

Introduction

Currently, there is increased attention to the creation of food additives and therapeutic and prophylactic drugs that can be used to regulate physiological functions in the human body. Promising objects in this direction are higher basidial mushrooms, as they contain a unique complex of biologically active substances of carbohydrate, lipid and phenolic nature, vitamins, trace elements and other vital compounds for the human body [1, 2]. These fungi have pronounced immunomodulatory, hepatoprotective, antidiabetic, antiviral and antimicrobial properties [3, 4]. In particular, they are a source of new polysaccharides with antitumor and immunomodulatory properties. One of the most widely cultivated species of edible xylotrophic fungi is *Lentinus edodes* (shiitake), which has been widely used in Chinese medicine for more than two millennia.

The fruit bodies of this fungus are grown on an industrial scale in many countries of the world [5]. In addition to excellent taste, shiitake mushrooms are widely used in Chinese medicine for more than two millennia. Fruit bodies of *L. edodes* contain proteins (26% of dry weight), lipids, including fatty acids (mainly linolenic acid); carbohydrates; minerals; vitamins B₁, B₂ and C; ergosterols [6, 7]. It is known that the most scarce component in the diet of people is a complete protein. Proteins of *L. edodes* fruit bodies contain 18 amino acids included in the formula of a balanced diet, of which the essential ones are of particular value: lysine, threonine, valine, tryptophan, tyrosine, etc. The content of essential amino acids in the fruit bodies of various species of edible mushrooms cultivated on plantations can be quite high, reaching and even exceeding 40% of the total amount of amino acids.

In addition to protein, it is now well known that some microorganisms, including basidiomycetes, are able to synthesize lipids and highly active lipid components in sufficiently large quantities. Fungal lipids are represented by mono-di- and triglycerides, sterols and phospholipids [8, 9]. Due to high nutritional values, the majority of research programs had been focused on extract from the fruiting body and there have been fewer studies on extract from the cultivated fungi. In spite of many researchers' efforts for the production of bioactive metabolites by mushrooms, the physiological and engineering aspects of submerged cultures (production kinetics, structural features, biological activity and biosynthesis control methods of some bioactive compounds) are still far from being thoroughly studied [10, 11].

The aim of this study was determination of the content of crude protein, lipids and fatty acids in the mycelia biomass of *Lentinus edodes*.

Materials and methods

The object of research was *L. edodes* 2541. For determination of the protein and lipids optimized nutrient medium has been used. The composition of the medium was as a follow (g/l): cellobiose - 30; KH₂PO₄ - 1; K₂HPO₄ - 1; MgSO₄ -0.25; peptone - 3.5; yeast extract - 20ml; pH-6. The experiments were carried out on laboratory shaker (180 rpm) in 250 ml Erlenmeyer flasks with 50 ml of medium for 7 days. The aeration intensity was 0.55g O₂/l/h. Sterile nutrient media were inoculated with homogenized biomass of *L. edodes* 2541 strain (10% by volume). Cultivation temperature - 25°C. After cultivation, the fungal mycelium of was separated from the culture fluid through a nylon cloth, repeatedly washed with water, dried at 60°C to a constant weight, crushed and used for chemical analyses.

Total nitrogen content (N) in the mycelium was determined by Kjeldahl, the content of crude protein (total protein) was calculated as N_{total}×6.25. Amino acid composition of proteins was studied on the analyzer of amino acids "AAA-881" ("Miasrotechna", Czech Republic).

Lipids were extracted by the Folch method [12], the fatty acid composition of lipids was analyzed as methyl esters of fatty acids on a gas-liquid chromatograph "Chrom-5" (Czech Republic) with a flame ionization detector, using a stainless steel column 3.7 m long, filled with n-AW chromaton with 15% polyethylene glycol succinate in the isothermal mode at an evaporator temperature of 210°C and a column temperature of 160°C. Identification of fatty acids was carried out by relative retention volumes, as well as in comparison with the indicators of control methyl esters of fatty acids [13, 14]. All the analyses were performed in triplicate, and the results were expressed as mean SD values of the three sets of observations. The mean values and standard deviation was calculated using STATISTICA 6 [15].

Results and discussion

In order to more accurately characterize the objects of research at the first stage, we conducted experiments to study the level of accumulation of crude protein and lipids in the conditions of deep cultivation. The efficiency of synthesis in this case was estimated by the amount of these substances per unit of synthesized biomass. The test strains were grown on an optimized liquid medium, as indicated in the above. The results are presented in Table 1.

The protein content of 20 strains ranges from 8 to 19%. At the same time, the protein content of 11 strains reached 20-23%. The maximum protein content of 23% was observed in strains 2541, 65, 2022 and 2267.

Comparative characteristics of lipid accumulation revealed variability from 3% to 7% to absolute dry weight. The main part of the strains contained 6-7% lipids. Comparative analysis of the studied properties of these strains, including previously obtained data on biomass synthesis, allowed to select strain *L. edodes* 2541 as the most promising producer. It was found that in the fruit bodies of *L. edodes*, as in a number of other basidial fungi, lipids do not exceed 5-6% by weight, and, as a rule, their content is higher in the cap than in the leg. This is because the basidiospores in the cap are very rich in lipids. Comparison of lipid composition of fruit bodies of *L. edodes* with fruit bodies of widely cultivated edible fungi *A. bisporus* (champignon) and *P. ostreatus* (oyster mushroom) showed that the main features peculiar to lipids of fungi of the Basidiomycetes class (prevalence of C18:2, high values of the degree of unsaturation (CH) of lipids (1,4-1,5) were found in shiitake. However, this fungus has a number of differences, for example, a high level of palmitic (C16:0), the presence of palmitoleic (C16:1) acid.

Table 1 - Crude protein and lipids content in different strains of *L. edodes*, %

The number of the strain	Crude protein	Lipids
1	2	3
55	17	5
2541	23	7
57	20	6
65	23	7
503	13	4
504	20	6
1712	19	6
2082	19	6
711	21	6
712	21	7
713	19	6
1500	17	5
1501	18	5
1628	16	5
1658	20	6
1659	20	6
1973	18	6
1992	18	6
2022	23	7
2023	21	6
2056	18	6
1709	15	5
1711	8	2
2059	7	2
1710	11	3
1	2	3
2180	16	5
2267	23	7
2084	12	4
2085	12	4
2914	10	3
507	17	5

The results of determination of fatty acid composition of fungal biomass *L. edodes* 2541 are presented in Table 2.

Table 2 - Fatty acid composition of deep mycelium of *L. edodes* 2541

Indicators		% of the amount of fatty acids
Trivial name of the fatty acid	Systematic name (IUPAC) of fatty acid	
Saturated fatty acids		
Lauric (C _{12:0})	Dodecanese	-
Myristic (C _{14:0})	Tetradecane	0,73±0,01
Pentadecyl (C _{15:0})	Pentadecane	1,58±0,04
Palmitic (C _{16:0})	Hexadecane	19,23±0,50
Margarine (C _{17:0})	Hexadecane	0,45±0,01
Stearic(C _{18:0})	Octadecane	2,30±0,05
Unsaturated fatty acids		
Palmitoleic (C _{16:1})	Cis-9-hexadecene	0,85±0,01
Heptadecene(C _{17:1})	Cis-9-heptadecene	0,45±0,01
Oleic(C _{18:1})	Cis-9-octadecene	3,79±0,03
Polyunsaturated fatty acid		
Oleic (C _{18:2})	Cis, Cis-9,12-octadecadiene	69,42 ±1,20
α-Linolenic(C _{18:3})	Cis,Cis,Cis-9,12,15-octadecatrienoic	0,90±0,30
CH (degree of lipid unsaturation)		1,46±0,01
Sum of saturated fatty acids		24,29±0,61
Sum of unsaturated fatty acids		75,41±2,00

The data presented in Table 2 demonstrate that polyunsaturated linoleic acid (C18:2) prevails in the composition of lipids of the studied *L. edodes* strain – 69% of the total fatty acids. It should be noted that the main fatty acid of many vegetable oils (sunflower, soybean, corn, cotton) is also linoleic acid, the content of which is 50-70%.

In the biomass lipids of the studied strain, 3 types of unsaturated fatty acids are present in small quantities. It was found that among the saturated fatty acids in the lipids of the strain *L. edodes* 2541, monoenic palmitic (C16:0) acid content was 19%. It was found that the number of unsaturated fatty acids (75%) in the lipids of the strain *L. edodes* 2541 significantly exceeds the number of saturated fatty acids (24%). In this regard, the degree of lipid unsaturation was 1.46.

In the fruit bodies of shiitake mushroom, fatty acids make up 3-3.4% of the lipid content. Their composition includes following acids: linoleic (C18:2) – 72.8%, palmitic (C16:0) – 14.7%, oleic (C18:1) – 3.0%, tetradecene (C14:1) – 1.6%, stearic (C18:0) – 0.9% and myristic (C14:0) – 0.1%.

Thus, the obtained data indicate a high nutritional value of the deep mycelium of *L. edodes* 2541.

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***LENTINUS EDODES* САҢЫРАУҚҰЛАҒЫ БИОМАССАСЫНДАҒЫ ПРОТЕИНДЕР, ЛИПИДТЕР МЕН МАЙ ҚЫШҚЫЛДАРЫНЫҢ ҚҰРАМЫН АНЫҚТАУ**

Аннотация. Жоғары базидиальды саңырауқұлақтар қазіргі биотехнологияның болашағы бар объектілері болып табылады. Өйткені құрамында көмірсулар, липидті және фенолды табиғаттың биологиялық белсенді заттарының бірегей кешені, витаминдер, микроэлементтер және басқада адам ағзасы үшін маңызды қосылыстар бар. Бұл саңырауқұлақтар иммунитет қалыптастырушы, гепатопротекторлық, диабетке қарсы, вирускқа қарсы және антимикробтық қасиеттерге ие. *Lentinus edodes* ксилотрофты саңырауқұлақтардың ішіндегі перспективті түрлерінің бірі болып табылады. Бұл зерттеу тереңдетілген *L. edodes* саңырауқұлағының 32 штамының мицелийіндегі шикі протеин, липидтер мен май қышқылдарының құрамын зерттеуге арналған. Орташа есеппен 20 штамдағы протеиннің мөлшері 8-ден 19 %-ға дейін, ал 11 штамда протеиннің мөлшері 20-23 %-ға жетті. 4 штамда протеиннің ең көп мөлшері 23 %-ды құрайтыны байқалды. Жасушалардың тіршілігі барысындағы бірқатар үдерістерде ақуыздардан басқа липидтер де маңызды (ақпарат беру, метаболиттер секрециясы және т.б.) ерекше рөл атқарады. Осыған байланысты зерттелетін штамдардың тереңдетілген мицелийіндегі липидтердің мөлшерін анықтау және олардың құрамындағы май қышқылдарын зерттеу ерекше қызығушылық тудырды. Липидтердің жинақталуының салыстырмалы көрсеткіші, штамдардың негізгі бөлігінің құрамында 6-7 % липидтер бар екендігін көрсетті. Зерттелген штамдардың қасиеттерін салыстырмалы талдау *L. edodes* 2541 штамын ең перспективті продуцент ретінде таңдап алуға мүмкіндік берді. Сонымен, саңырауқұлақ *L. edodes* 2541 штамының биомассасындағы жалпы ақуыздың мөлшері 23,0 %, липидтер – 7 % екендігі белгілі болды. Саңырауқұлақ мицелийінің тағамдық құндылығына неғұрлым дәлірек көз жеткізу үшін май қышқылдарының, әсіресе, тағамның алмастырылмайтын компоненттері болып табылатын полиқанықпаған май қышқылдарының құрамына талдау жүргізілді. Өйткені, олар алмастырылмайтын аминқышқылдары сияқты адам ағзасында синтезделе алмайды. Шиитаке саңырауқұлағының жемісті денелерінде май қышқылдары липидтер құрамының 3-3,4 % құрайтыны белгілі. Олардың құрамына: линол (C_{18:2}) – 72,8 %, пальмитин (C_{16:0}) – 14,7 %, олеин (C_{18:1}) – 3,0%, тетрадецен (C_{14:1}) – 1,6%, стеарин (C_{18:0}) – 0,9% және миристин (C_{14:0}) – 0,1 % қышқылдары кіреді. Тереңдетілген *L. edodes* 2541 мицелий липидтерінің майқышқылды құрамын талдау онда полиқанықпаған диенді линол (C_{18:2}) қышқылы – майлы қышқылдардың мөлшерінен 69% басым екенін көрсетті. Полиқанықпаған май қышқылдары тағамның алмастырылмайтын компоненттері болып табылады. Өйткені, олар алмастырылмайтын аминқышқылдары сияқты адам ағзасында синтезделе алмайды. Зерттелетін штамның биомассасының липидтерінде аз мөлшерде қанықпаған май қышқылдарының 3 түрі бар. Зерттелген *L. edodes* 2541 штамының липидтері құрамында полиқанықпаған диенді линол (C_{18:2}) қышқылы – майлы қышқылдардың мөлшерінен 69 % басым екенін анықталды. *L. edodes* 2541 штамының липидтеріндегі қаныққан май қышқылдарының арасында құрамы май қышқылдардың мөлшерінен 19%-ды құрайтын моноен пальмитин қышқылы (C_{16:0}) басым болды.

L. edodes 2541 штаммының липидтері құрамында қанықпаған май қышқылдарының мөлшері (75 %) қаныққан май қышқылдарының мөлшерінен (24 %) едәуір асады. Осыған байланысты липидтердің қанықпаушылық дәрежесі 1,46-ны құрайды.

Түйін сөздер: *Lentinus edodes*, протеиндер, липидтер, май қышқылдары.

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ОПРЕДЕЛЕНИЕ СОДЕРЖАНИЯ ПРОТЕИНОВ, ЛИПИДОВ И ЖИРНЫХ КИСЛОТ В БИОМАССЕ ГРИБА *LENTINUS EDODES*

Аннотация. Высшие базидиальные грибы являются перспективными объектами современной биотехнологии, поскольку содержат уникальный комплекс биологически активных веществ углеводной, липидной и фенольной природы, витамины, микроэлементы и другие жизненно важные для человеческого организма соединения. Эти грибы обладают выраженными иммуномодулирующими, гепатопротекторными, антидиабетическими, противовирусными и антимикробными свойствами. *Lentinus edodes* является одним из наиболее перспективных видов ксилотрофных грибов. Настоящее исследование посвящено изучению содержания сырого протеина, липидов и жирных кислот в глубинном мицелии 32 штаммов гриба *L. edodes*. В среднем содержание протеина у 20 штаммов колебалось от 8 до 19%, у 11 штаммов количество протеина достигало 20-23%. Максимальное же содержание протеина, составляющее 23% наблюдалось у 4 штаммов. Помимо белков липиды играют особую роль в ряде жизненно важных процессов в клетках (передаче информации, секреции метаболитов и т.д.). В связи с этим, особый интерес представляло определение количества липидов глубинного мицелия исследуемых штаммов и изучение их жирнокислотного состава. Сравнительная характеристика накопления липидов показала, что основная часть штаммов содержала 6-7% липидов. Сравнительный анализ изученных свойств исследуемых штаммов позволил отобрать как наиболее перспективный продуцент штамм *L. edodes* 2541. Таким образом, было установлено, что содержание общего белка в грибной биомассе штамма *L. edodes* 2541 составляет 23,0%, липидов – 7%. Для более точной характеристики пищевой ценности грибного мицелия был проведен анализ содержания жирных кислот, и особенно, полиненасыщенных жирных кислот, которые являются незаменимыми компонентами питания, поскольку, как и незаменимые аминокислоты, не могут быть синтезированы в организме человека. Известно, что в плодовых телах гриба шиитаке жирные кислоты составляют 3-3,4% от содержания липидов. В их состав входят кислоты: линолевая (C_{18:2}) – 72,8%, пальмитиновая (C_{16:0}) – 14,7%, олеиновая (C_{18:1}) – 3,0%, тетрадеценовая (C_{14:1}) – 1,6%, стеариновая (C_{18:0}) – 0,9% и миристиновая (C_{14:0}) – 0,1%. Анализ жирнокислотного состава липидов глубинного мицелия *L. edodes* 2541 показал, что в нем преобладает полиненасыщенная диеновая линолевая (C_{18:2}) кислота – 69% от суммы жирных кислот. Полиненасыщенные жирные кислоты являются незаменимыми компонентами питания, поскольку, как и незаменимые аминокислоты, они не могут быть синтезированы в организме человека. В липидах биомассы изучаемого штамма в небольших количествах присутствуют 3 вида ненасыщенных жирных кислот. Установлено, что в составе липидов исследованного штамма *L. edodes* 2541 преобладает полиненасыщенная диеновая линолевая (C_{18:2}) кислота – 69% от суммы жирных кислот. Среди насыщенных жирных кислот в липидах штамма *L. edodes* 2541 преобладает моноеновая пальмитиновая (C_{16:0}) кислота, содержание которой составляет 19% от суммы жирных кислот. В составе липидов штамма *L. edodes* 2541 количество ненасыщенных жирных кислот (75%) значительно превышает количество насыщенных жирных кислот (24%). В связи с этим степень ненасыщенности липидов составляет 1,46.

Ключевые слова: *Lentinus edodes*, протеины, липиды, жирные кислоты.

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QUALITY MANAGEMENT OF TECHNICAL MAINTENANCE OF TRUCKS

Abstract. The problem of providing vehicles with high-quality and timely maintenance and repair reaches a critical level and is a barrier for the development of the car market in the republic. In this context, management of technical operation of trucks is complicated, which requires the improvement of maintenance system and repairs necessary to reduce the cost of maintenance. To improve the competitiveness of trucks, it is necessary to ensure a high level of quality at the stages of development and production, and maintain the achieved level of quality during operation.

One of the most promising ways to improve the operational reliability of trucks is quality management during maintenance and repairs.

An analysis of recent studies and publications devoted to this issue showed that studies of the technical condition of cars are associated with road safety, cost-effectiveness and comfort, and largely depend on operating conditions.

The available significant information base allows us to develop new process technologies to improve the operational reliability of cars.

Keywords: car, transport, system, transportation, supply, quality, service, logistics.

Introduction

Road transport plays a significant role in the transport sector of the country. They are regularly serviced over 1.1 million businesses, organizations and other collective clients of the national economy and population. Each year, motor vehicles of the national economy carried more than 80% of goods by public transport - more than 75 % of passengers. The volume of cargo in January-February 2017 amounted to 72.9 billion tons · km (based on an assessment of turnover of individual entrepreneurs engaged in commercial transportation), and increased by 18.3% compared with the corresponding period of 2016. [1,2].

This work, according to the current economic policy of the Republic, taking into account the specific conditions of development, aimed at improving the efficiency of trucks on the basis of a systematic approach to organizing garages trucks in Kazakhstan. Since the problem of vehicle quality and timely maintenance and repair beyond a critical level and is an obstacle to the development of automobile market in the country. For example, in Russia at the beginning of 2016 for one existing plant maintenance and repair account for 1436 vehicles. In the EU the figure is 586, but in general the calculated value is at 750 Park Road. In Kazakhstan, in the range -1 850-1 900, so we feel more than three times the lack of technical service companies in the Republic of Kazakhstan [3].

On the other hand, in the Republic of Kazakhstan, taking into account the lack of service centers and dealers of the specific manufacturing plants, the main and major factor in the organization of maintenance and repair is an effective management system for spare parts and consumables, so it is an important part of the operation of freight cars of foreign manufacture.

Poor organization of the supply does not allow to fully monitor the safety of operation and provide the technical readiness of vehicles. Therefore, in the region of the Republic of Kazakhstan more efficient supply of spare parts is an important technological and economic problems [4].

Main part: Planning for supply chain management of spare parts to support the operation of freight cars of foreign manufacture is based on the method of determining the need for them. The system is controlled by feedback, reflecting the true state of the service life of each brand of trucks.

In order to achieve the best balance between costs and results of searches for economic trade-offs between the interests of all participants in the supply of spare parts and consumables.

Search goes on the strategic, organizational and operational levels. At the strategic level is the solution of problems of fundamental nature: the search for and choice of provider. At the next level, organized the purchase of spare parts and consumables, their shipping, receiving, quality control, storage and subsequent transportation [5].

Competence of the operational level is to specify and detail the arrangements: vendor selection, country, manufacturer, route and mode of transport, depending on the size of shipments, ie, transport solution (optimization) problems, which is only one element in the support system operation.

On each of these levels of professionals in the field of logistics need to define and maintain a given level of service quality. This organizational and analytical optimization minimizes the total costs and therefore increases the efficiency of customer service.

Considered the organizational and functional model is based on the interaction of information flows shown in Fig. 1. The scheme identified actors involved in the maintenance and repair of trucks, and material and information flows that connect them together [6].

Call Center (PI) is a structure created by the manufacturer of trucks and carrying out planning and management. From diagnosis to a specialized repair company receives design and engineering specifications and regulations for MRO goods (consumption of spare parts for repairs at the rate of MRO, the designated service life).

From the operator at the center of PIs regularly receive information about the intensity of service parts and node operational experience accumulated share a car, the number of cars with the turned out service life. Based on these data, the order of the logistics system (logistics), consisting of warehouses, from the production of PI receives orders for reimbursement of stocks in warehouses. From the center of PIs in the logistics system receives data about the delay of information flow reports of shipments.

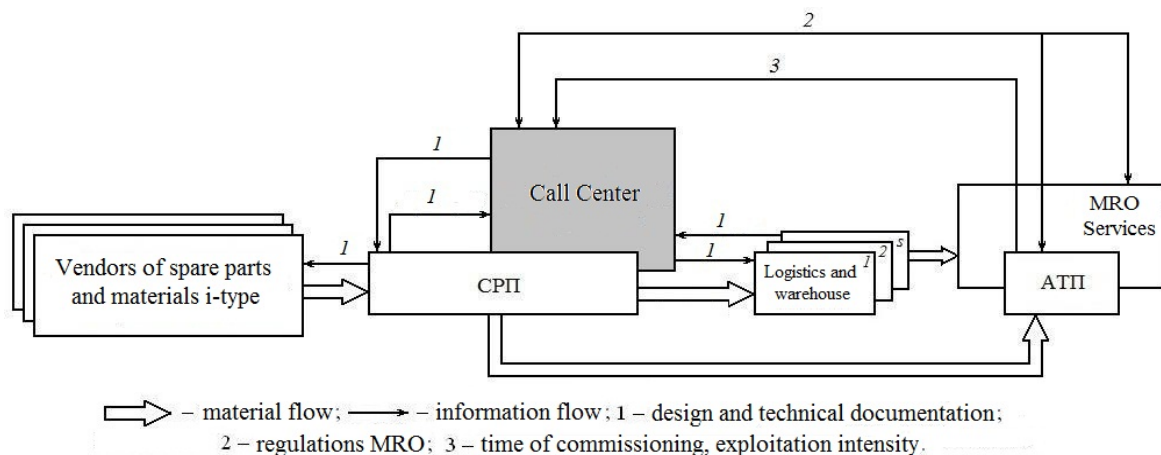


Figure 1 - The scheme of organizational and functional model of a system of information support of financial security

From the producers of the center of IP data is transmitted on the delay of information flow on the supply of communications and orders not completed the production, in order to prevent deficiency. In addition, the material flow enters the system logistics: deliveries of parts from manufacturer to the warehouse, the number of parts in transit from the factory to the warehouse. Further material flow system reaches MRO for future use.

In the context diagram management information model for the maintenance of the technical condition of vehicles are the input data and statistics on the operation, maintenance and repair regulations coming

from the manufacturers, developers, operators of orders, stock data in the logistics, the transport organizations, suppliers, output - the technical documentation, orders for the supply, procurement plans, information on shipments, shipments.

Control is based on standards, regulations, and control algorithms through the personnel departments of individual entrepreneurs and operators.

Context diagram in accordance with the purpose of modeling is decomposed into the following functions [7,8]:

- forecasting the intensity of exploitation and development of the resource;
- Warehouse Management;
- supply chain management;
- management of MRO.

Plan your transportation and shipment of spare parts and consumables on the basis of ordering, data on the supply and transport organizations.

Based on the novelty of such a structural-institutional education in the regions, as the system IP life cycle of trucks must be regarded set of challenges organizations that focus on the task of developing its organizational structure.

In modern management at the organizational structure means a series of separate components of the organization entrusted with certain functions, rights, duties and powers of the defining relations between them.

The organizational structure should create conditions for an effective combination of manufacturing and administrative functions, forming a close relationship and rational interaction. The main objective of management, which consists in coordinating the administrative organization of separate elements, is achieved in the organizational structure by creating a system of governance, management and distribution problems in the structure of the system hierarchy.

Logistics management is implemented through the center of the FE functional subsystems, which are divided between the respective roles that make up the Directorate of Logistics Support [9].

One of the factors showing the effectiveness of supply chain management, this decrease in transport costs due to centralized organizations, the supply of spare parts and consumables from overseas. It was therefore decided to organize a regional transport and logistics and distribution center (RTLRTS), the main and additional tasks that have been identified [10]:

- centralization of receiving orders for spare parts for the transportation of goods;
- receipt of goods, packaging, labeling, temporary storage and loading;
- Reducing the impact of human factors on the timeliness and quality of services;
- choice of transport-technological scheme of the cargo;
- selection of the carrier and mode of transport;
- routing of traffic and control the movement of goods in transit;
- preservation of the cargo during transport;
- joint planning of the various modes of transport in case of multimodal transport.

Results: Based on the study objectives there were formulated principles of logistics management concept of material flows and freight transport in the regions of the Republic of Kazakhstan in different messages: the integration of information technologies used in various modes, synchronous movement in logistic chain transport, cargo and information flows, completeness and timeliness of information transfer, the reconciliation of reference data, used in various transport companies, clientele, banks, customs and executive bodies (Fig. 2).

Implementation of the above principles logistic concept of materials management, and freight on the basis of regional communications networks will develop a common information space is available to all organizations forwarding structure and not only in a particular region, but also for the Republic of Kazakhstan.

The economic effect of implementing the proposed center is achieved by eliminating the time lost due to organizational reasons, to reduce operating costs and reduced total costs. In forming the organizational structure of Directorate of Logistics Support for the basis is the organizational and functional model defined above.

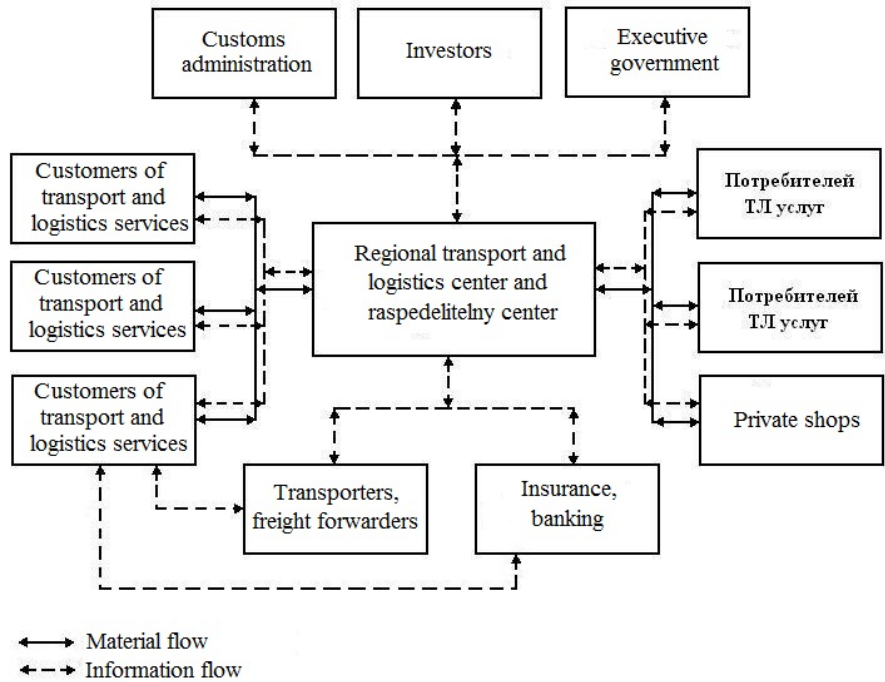


Figure 2 - The scheme of regional transport and logistics and distribution center

Management of logistics support is a separate structural unit providing direct links to the manufacturers and suppliers of vehicles, appropriate equipment and tools, as well as necessary spare parts and consumables for the ATP region of the Republic of Kazakhstan. It is headed by the director of logistics support, which reports directly to the Deputy Director General. The basic structure of the center of FE is shown in Fig. 3.

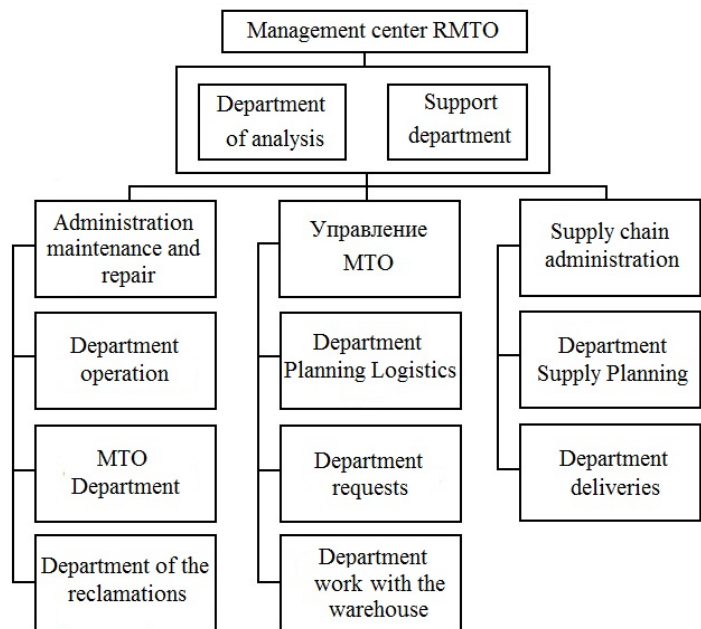


Figure 3 - Schematic diagram of the structure of the IP Center

Tasks for management logistics support:

- to provide support during the operational phase of trucks;
- organization of interaction between enterprises and companies, as well as enterprises in the process of cooperation to support operation, storage, maintenance and disposal.

When the logistics management information comes in the logistics center, where it is processed and, depending on the direction of the problem to be solved, is sent to the appropriate department. As part of its directorate of logistics support performs the following functions:

- organization and management of works on creation of IP;
 - organization and management of work on the implementation and maintenance of IP customers;
 - coordination and management of the holding of IP;
 - organization and provision of information interaction of logistics center with the subjects of IP;
 - organization of work to analyze the formation of logistic support, and safety;
 - organization works to create interactive electronic technical manuals and online catalogs;
 - organization of interaction between enterprises on the development of standard documentation system IP;
- participation in marketing activities for the provision of services;
- organization of work and provision of services by the customer for technical operation of production;
 - organization of repairs and modernization;
 - organization of work on the establishment and operation of service centers of service;
 - organization of work on the logistics operation, maintenance and upgrading of products by customers;
 - elaborate customer requests for technical assistance in the operation, repair and modernization of production;
 - preparing bids;
 - the preparation and signing of contract and contract documents for the provision of technical assistance in the operation, repair and modernization;
 - implementation of contracts and agreements for the provision of services for logistical support.

In carrying out these functions the management of logistics support to interact with many other departments, enterprises, suppliers and external organizations.

Directorate of logistics support are subject to:

- Management of maintenance and repair;
- Management of logistics;
- Supply Chain Management.

Maintenance and repair department consists of operation, maintenance and repair, complaint.

Logistics Management has in its subordination to the planning department, the department requests, the department warehouse. Performs logistics management planning, orders, collect information on expenditure and replenishment of stocks, the calculation of spare parts, intake and performance of applications, grouping and ranking orders, transfer orders for production.

Supply management is made up of parts supply and supply planning. Planning for the supply of spare parts for the operation is built on the basis of the calculation of requirements, and management - based on a dynamic model. Supply management is carried out at the strategic, organizational and operational levels.

At the strategic level is the solution of problems of fundamental nature: the search for and selection of suppliers. At the next level, organized the purchase of spare parts and supplies, shipping, receiving, quality control, order picking, storage and subsequent transportation. Competence of the operational level is the choice of route and mode of transport.

Conclusions

The implementation of a centralized logistics concept of materials management (spare parts, supplies for repair and maintenance of vehicles) and freight transport on the basis of regional communications networks will develop a common information space is available to all organizations forwarding structure and not only in a particular region but also in Republic of Kazakhstan.

The economic effect of implementing the proposed center is achieved by eliminating the time lost due to organizational reasons, to reduce operating costs and reduced total costs.

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ЖҮК АВТОМОБИЛЬДЕРІН ТЕХНИКАЛЫҚ ҰСТАУ САПАСЫН БАСҚАРУ

Аннотация. Соңғы жылдары Қазақстанда тәуліктік жүгірістер мен жүк автомобильдерінің жүктемесі айтарлықтай өсті.

Қазақстанның көптеген аймақтары үшін автожолдар мен автокөлік жалғыз көлік қатынасы болып табылады.

Айта кету керек, 2018 жылғы жағдай бойынша автокөлік құралдарының (АКК) Республикалық паркi жүк көлік құралдарының 4048 бірлігін құрайды.

2018 жылдың басындағы жағдай бойынша Қазақстанда бір жұмыс істеп тұрған техникалық қызмет көрсету және жөндеу кәсіпорнына 1850-1900 көлік құралы келеді, ал Еуроодақ елдерінде бұл көрсеткіш – 586 бірлікті құрайды, жалпы есептік шама автомобиль паркінің 750 бірлігі деңгейінде болып отыр. Осылайша, біз техникалық қызмет көрсету кәсіпорындарының үш есе жетіспеушілігін сезінеміз. Осы фактілерді негізге ала отырып, көлік құралдарын техникалық жарамды күйде пайдалануды ұйымдастыру түбегейлі реформалауды талап ететінін атап өтуге болады, өйткені мамандандырылған Автосервис тапшылығы қазақстандық экономиканың дамуын Елеулі инфрақұрылымдық шектеуге әкелуі мүмкін.

Көлік құралдарын сапалы және уақтылы техникалық қызмет көрсетумен және жөндеумен қамтамасыз ету проблемасы күрделі деңгейге шығады және республикада автомобиль нарығын дамытуға кедергі болып табылады. Бұл жағдайларда жүк автомобильдерін техникалық пайдалануды басқару күрделенуде, бұл оларға қызмет көрсетуге арналған шығыстарды азайту үшін қажетті техникалық қызмет көрсету (ТКЖЖ) және жөндеу жүйесін жетілдіруді талап етеді. Жүк автомобильдерінің бәсекеге қабілеттілігін арттыру үшін әзірлеу мен өндіру сатыларында жоғары сапа деңгейін қамтамасыз ету және пайдалану процесінде қол жеткізілген сапа деңгейін қолдау қажет.

Жүк автомобильдерін пайдалануда сенімділікті арттырудың ең перспективалы жолдарының бірі – сапаны басқару (ТКЖЖ).

Осы тақырыпқа арналған соңғы зерттеулер мен жарияланымдарды талдау автомобильдердің техникалық жай-күйін зерттеу жол қозғалысы қауіпсіздігін, үнемділігі мен жайлылығын қамтамасыз етумен байланысты және көбінесе олардың пайдалану жағдайына байланысты екенін көрсетті.

Жұмыс Қазақстан Республикасының аймақтарындағы жүк автомобильдеріне техникалық қызмет көрсету және жөндеу жүйесін ұйымдастыру мен сапасын басқаруды зерттеуге арналған. Техникалық қызмет көрсету және жөндеу жүйесін (ТКЖЖ) құру және енгізу, жүк автомобильдерінің техникалық жай-күйін қолдау үшін пайдаланудың нақты шарттарын ескере отырып, ұйым процесінің кешенді ұйымдық-экономикалық моделі (ТКЖЖ) әзірленді. Қолда бар елеулі ақпараттық база автомобильдерді пайдалануға деген сенімділікті арттырудың жаңа технологиялық процестерін әзірлеуге мүмкіндік береді.

Түйін сөздер: техникалық қызмет көрсету, жөндеу, автокөлік, көлік тасымалдау, жеткізу, сапа менеджмент жүйесі, сервис, логистика.

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УПРАВЛЕНИЕ КАЧЕСТВОМ ТЕХНИЧЕСКОГО СОДЕРЖАНИЯ ГРУЗОВЫХ АВТОМОБИЛЕЙ

Аннотация. В последние годы в Казахстане существенно выросли суточные пробеги и загруженность грузовых автомобилей. Автодороги и автотранспорт для многих регионов Казахстана являются единственным транспортным сообщением.

Стоит отметить, что по состоянию на 2018 год Республиканский парк автотранспортных средств (АТС) насчитывает 404848 единиц грузовых транспортных средств. Немаловажным является факт, что в Казахстане более 64% грузовых автомобилей приходится на автомобили старше 10 лет.

По состоянию на начало 2018 года в Казахстане на одно действующее предприятие технического обслуживания и ремонта приходится 1850 - 1900 транспортных средств, тогда как в странах Евросоюза этот показатель составляет – 586, а вообще расчетная величина лежит на уровне 750 единиц автомобильного парка. Таким образом, мы ощущаем трехкратную нехватку предприятий технического сервиса. Исходя из данных фактов, можно констатировать, что организация эксплуатации транспортных средств в технически

исправном состоянии требует коренного реформирования, поскольку дефицит специализированные автосервисов может вылиться в серьёзное инфраструктурное ограничение развития казахстанской экономики.

Проблема обеспечения транспортных средств качественным и своевременным техническим обслуживанием, и ремонтом выходит на критический уровень и является препятствием для развития автомобильного рынка в республике. В этих условиях усложняется управление технической эксплуатацией грузовых автомобилей, что требует усовершенствования системы технического обслуживания (ТОиР) и ремонта, необходимой для уменьшения расходов на их обслуживание. Для повышения конкурентоспособности грузовых автомобилей необходимо обеспечить высокий уровень качества на стадиях разработки и производства, и поддерживать достигнутый уровень качества в процессе эксплуатации.

Одним из наиболее перспективных путей повышения эксплуатационной надежности грузовых автомобилей является управление качеством при (ТОиР).

Анализ последних исследований и публикаций, посвященных этой теме показал, что исследования технического состояния автомобилей связаны с обеспечением безопасности дорожного движения, экономичности и комфортабельности и во многом зависит от их условий эксплуатации.

Работа посвящена исследованию управления качеством и организацией системой технического обслуживания и ремонта грузовых автомобилей в регионах Республики Казахстан. Для создания и внедрения системы технического обслуживания и ремонта (ТОиР), поддержки технического состояния грузовых автомобилей разработана комплексная организационно-экономическая модель процесса организации (ТОиР) с учетом конкретных условий эксплуатации. Имеющаяся значительная информационная база позволяет разработать новые технологические процессы повышения эксплуатационной надежности автомобилей.

Ключевые слова: техническое обслуживание, ремонт, автомобиль, транспорт, перевозки, поставки, система менеджмента качества, сервис, логистика.

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AGRIBUSINESS SYSTEM IN THE CONTEXT OF REFORM: PROACTIVE POLICY AND GLOBALIZATION OF FOOD SECURITY

Abstract. In Kazakhstan, it is necessary to move from the system of stochastic theory of patching emerging gaps to the theory of sustainable development of agriculture with a gradual transition first to food independence for the main food products produced, and then to comprehensive food security. In the context of globalization, the problem of forming an effectively functioning food security system is very urgent for Kazakhstan. Sustainable development of domestic food production plays an important role in ensuring food security of the state.

Raw materials for food production are products produced by agricultural producers, i.e. the agro-industrial complex of the country as a whole. It follows that the role of the country's agricultural sector in ensuring food security is very important.

The material conditions of production underlying the formation and development of a single economic complex dictate both the opportunity and the need to improve methods of control and management of the economy in response to changing conditions and factors of production. They require a reorientation of enterprises, industrial associations and intermediate performance in the final results.

Agro-industrial complex (AIC), as well as other cross-sectoral national economy, should effectively fulfill its operational requirements. The achievement of this goal contributes to functional and sectoral structure of the complex of production.

The merit of the authorities, of course, should be to put what she conducts a proactive policy, not hidden, and builds defenses. To paraphrase a famous saying, we can say that the Kazakh government is preparing a sled in the autumn, so as not to have problems in the winter, and the current December proved faithful to these steps. In contrast to the many governments that have always played a waiting game, our calculates the situation a step further and build a policy based on domestic resources.

Today, in a globalized world agricultural markets and mainstream food security of the country, agro-industrial complex of Kazakhstan has a tendency of stable growth of agricultural production. And this growth we have created all conditions.

In order to ensure the sustainable development of agriculture, the development of national competitive advantage of domestic products on an ongoing basis to study foreign experience of agricultural development, the positive trends which can be adapted in the Republic of Kazakhstan.

Keywords: agriculture, strategy, development, performance, economy.

Introduction

Today, the state of the agro-industrial complex (AIC) of the Republic of Kazakhstan can be characterized as stable, the production of agricultural goods has formed, the villagers are mainly occupied on land. But agricultural producers are concerned about the channels for selling goods, and the selling price of goods on the market. Because, in many cases, public funding does not reach the end of the needy. One can hear from many peasants that they do not need state subsidies, they are more interested in how much, what kind of products, and at what prices the state will buy products.

The socio-economic situation of the agricultural sector of the republic, despite the measures taken and the positive trends of recent years, remains difficult, and in the long term, the strategic priorities for the development of agricultural production should be: ensuring food security through the rational use of land, water and scientific potentials; increase in the production of competitive products, import substitution; improving the efficiency of agricultural production through the introduction of intensive technologies; development of cooperation with large industrial enterprises, improvement of the sales system by organizing sales cooperatives and collection points; the organization of medium and large-scale production in crop and livestock production, export-oriented and more capacious markets for manufactured products; the growth of material and technical and financial support for developing industries; accelerated development of processing, market infrastructure, the formation of organizational structures.

Methods

The methodological basis of the study is the general scientific methods of cognition – deduction and induction, analysis and synthesis, content – media analysis, sociography, a system and comparative historical method that allows us to identify the genesis, sequence and functioning of the stages of digitalization in the agricultural sector.

The theoretical source of the research was the scientific works of Russian and foreign scientists and specialists on the problems of introducing innovations and digitalization tools in the agricultural sector.

Results and discussion

The food problem is a complex, multifaceted phenomenon that includes aspects of the economic, social and political plan. The decline in production in many sectors of the economy, the global crisis and natural disasters affects the country's food security.

The UN and Kazakhstani legislation defines food security as: «the state of the economy, including the agro-industrial complex, in which the state is able to ensure the rights and needs of the population in food and drinking water in the quantity and quality stipulated by physiological consumption standards sufficient for physical and social development personality, health and expanded reproduction of the population». Being an integral part of the country's national security, ensuring food security in many respects depends on the development of the country's agricultural sector. The existing uncertainty of world prices for raw materials and oil, which is key for the raw material orientation of the Kazakhstan economy, is another reason for the responsible attitude of the state to the development of the agro-industrial complex. The total area of farmland is 223 million hectares (including 24 million hectares of arable land), 47 % of the rural population indicates an impressive agricultural potential. However, in fact, the proportions are less impressive.

The current situation in the world is characterized by the presence of a huge number of starving people in third world countries. And on the other hand, the excess production and consumption of food in developed countries, the share of the population of the latter does not exceed 20 %. Countries whose inability to provide the population with their own food in accordance with physiological norms of nutrition forces them to import food in exchange for strategic material resources and political concessions. According to scientists, food independence can be maintained if the share of imports in domestic consumption does not exceed 20 percent. The level of food independence of 20-30 %, according to Western experts, is a threshold. Meanwhile, in Kazakhstan, according to statistics agency, for the first 3 months of 2015, imported \$ 2 billion worth of imported food was imported into the country (according to the forecast, \$ 4 billion per year). The volume of food imports to Kazakhstan is only increasing every year, varying from 30 to 60% depending on the type of food. For the most part, Kazakhstan imports the main consumer products, and only in smaller quantities expensive delicacies. This situation is dangerous for the country's economy: dependence on the foreign market is only increasing, competition, both in the domestic and foreign markets, is intensifying. Kazakhstan provides itself and neighboring countries with few positions, mainly bread and bakery products. Although the production of many of the imported goods can be carried out in the country (canned meat, pasta, margarine, yoghurts, sausages, confectionery, vegetable oils, etc.). But at the moment, the level of import dependence on basic food products is high [1, 2].

The provision of food to the population is one of the most pressing global problems, as evidenced by the observed increase in food prices throughout the world and in the Commonwealth states, among others.

The issues of food security and the development of mutually beneficial cooperation in the agricultural sector occupy an important place in the economic policy of the Commonwealth of Independent States. The Council of Heads of Government of the CIS in recent years, on the proposals of the Commonwealth states, has adopted a number of regulatory documents, including the Concept of Agreed Agricultural Policy, the Main Directions for the Creation and Functioning of the Grain Market of the CIS Member States, the Market for Meat and Dairy Products, the Market for Fruit and Vegetable Products and Potatoes and others. Important documents on food security adopted in recent years in the Commonwealth are a set of joint measures to improve food security, and the Concept of improving food security of the CIS member states.

In the food sector, the most important state needs (national interests) are realized:

- a) in ensuring the sustainable development of domestic food production, and, therefore, in achieving food independence of the Republic of Kazakhstan;
- b) in ensuring the safety of food products (including imported) at all stages of their production, storage, transportation, processing and sale;
- c) in achieving and maintaining physical and economic accessibility for every citizen of safe food, regardless of external and internal threats.

Therefore, ensuring the availability of high-quality and safe goods in the National Security Strategy of the Republic of Kazakhstan until 2020 is defined as a guarantee of achieving a strategic national priority – improving the quality of life of Kazakhstani citizens.

Ensuring food security in Kazakhstan is fraught with risks that can significantly weaken it.

Ensuring national food security is associated with overcoming the influence of negative factors that create threats to food security, leading to a decrease in the quantity, absence or deterioration of the nutritional and energy value of the main types of food products. These include: a significant excess of the threshold value of saturation of the domestic market with imported products; low level of effective demand of the population for food products; price imbalances in the market of agricultural and fish products, raw materials and food; violation of the stability of the financial and credit system; insufficient level of development of the infrastructure of the domestic market; moral and physical aging of the material and technical base of agricultural and fishery complexes; lag in the innovation sphere; reduction of national genetic resources; possible expansion of biofuel production from agricultural products and raw materials; lack of qualified personnel.

In ensuring food security of the state, the sustainable development of domestic food production plays an important role.

Raw materials for food production are products manufactured by agricultural producers, i.e. agribusiness of the country as a whole. It follows that the role of the country's agribusiness in ensuring food security is very important. To ensure food security, it is necessary to cultivate domestic varieties for the production of grain, potatoes, vegetables, melons and fruit and berry crops.

Unlike foreign ones, domestic varieties of agricultural crops are created without the inclusion of GMOs. Domestic varieties are also created taking into account local soil and climatic conditions. Using as a raw material for the processing industry products made from domestic varieties of agricultural crops will ensure the food security of our republic.

Under the conditions of the constant presence of any dangers emanating from other people, foreign states or the elemental forces of nature, security acted as a target setting that defines all the activities of the state. «Own security is the highest law in politics ...», N. Karamzin wrote.

At present, there has been a significant expansion of perceptions of safety, both in relation to objects of abuse and in relation to sources of danger, and in fundamental matters when defining the concept of «security» we are still talking either about the ability (sometimes property, quality) of which Either the system withstands encroachments, or about the state of an object characterized by security from danger or the absence of the very possibility of a destructive effect.

It should be noted that in domestic studies on security issues, as well as in the West, there has been a tendency to move away from the concept of state (national) security and transferring the center of gravity to the global level of solving the problems of all mankind [2,3,4].

Security is a state of protection of the vital interests of the individual, society and the state from internal and external threats [5, 6].

Today, ensuring food security is becoming a priority policy of an increasing number of states and interstate unions [7, 8, 9]. Food is one of the most stable currencies in the world of the present and the future. Recently, the 7 billionth inhabitant of the planet was born, soon there will be 10 billion people on earth. «How to feed these billions?» - this is the main question of the coming era. According to UN forecasts, humanity's need for food will more than double by 2050. In the 21st century, a problem arose, such as the «famine of plenty». Due to high food prices, hundreds of millions of people cannot eat properly. This affects their performance, creating families and raising children. The World Food Organization has identified an area of potential global hunger. It includes some neighboring countries.

It is estimated that more than a billion people, i.e. every sixth inhabitant of the planet may be suffering from malnutrition. The international community is mobilizing to address this situation and eradicate hunger from the face of the earth. The Committee on World Food Security (CWFS) is the United Nations forum for the analysis and monitoring of measures to ensure world food security. It also addresses issues affecting the food situation in the world. The CFS was created as a result of the food crisis of the 70s on the recommendation of the 1974 World Food Conference [10,11].

At its 35th session, CWFS members endorsed a wide-ranging reform aimed at transforming the CFS into the broadest international and intergovernmental platform for jointly coordinated work in the field of food security and nutrition and making it a central element of the developing Global Partnership on Agriculture, Food safety and nutrition.

CWFS reforms aim to focus the Committee's vision and role as coordinator of international efforts to eradicate hunger and ensure food security for all. They cover assisting national hunger plans and activities; ensuring that all relevant positions are taken into account in the political debate on food and agriculture; strengthening ties at the regional, national and local levels; and substantiation of decisions by confirmed scientific data and advanced knowledge [12, 13, 14].

The situation in the agricultural sector of Kazakhstan, the pledge of the country's food security, is alarming [15, 16]. There are no such basic areas for the development of agriculture as agricultural machinery, the production of chemicals and fertilizers, product processing, integrated transport and logistics services. In general, the infrastructure has been significantly reduced, most of it is worn out. If we are talking about world leadership in the export of grain, providing the necessary number of elevators, grain receiving points, grain carriers is a task that must be solved.

The low level of economic development of the country entails problems of food security of the country (low productivity of agricultural sectors and labor productivity, an extensive method of managing the agricultural sector, etc.). As a result, the high cost of domestic products is inaccessible to the population at those prices at which the products enter the markets. All measures to eliminate these problems are already described in the programs of the Ministry of Agriculture, the main thing is that the final results are positive.

Many scientists note the need to address the problems of the agricultural sector comprehensively. Plants built under the next program are sometimes in stagnation due to a lack of additional infrastructure (processing, storage, transportation, etc.). In this regard, horizontal and vertical integration at the agro-industrial complex level is necessary. N.A. Nazarbayev has repeatedly spoken about this. Also, Serova, an employee of the International Food and Agriculture Organization (FAO), notes that the state's agri-food policy should be focused on the development of cooperation and agro-industrial integration, which are one of the factors for solving the problem of national food security.

The need is partially and stage-by-stage compensated by state agricultural development programs (agricultural development program for 2010-2014, 2013-2020) [9, 17, 18]. However, this is not enough, since there is inconsistency among the responsible authorities, the factor of corruption, etc. And the reason for the low activity of the business is often the lack of collateral and means of co-financing in such areas as the cultivation of open ground vegetables, the construction of vegetable stores, and the production of milk. Targeted programs, first of all, should ensure the safety of the industry. Programs should not stop at the implementation stage, or even worse at the organization stage due to bureaucratic pockets. Control and, no less important, a qualitative analysis of the work done should reach the beneficiaries. National, including economic security, cannot be guaranteed if the state does not satisfy the population's need for quality food. Ignoring this problem can bring enormous losses for the country.

Of course, in order to timely resolve the issues of the agro-industrial sector by the state, a set of measures is being taken to improve it – funding volumes are increasing, new programs are being developed, new mechanisms of state support are being formed. From year to year, statistics show positive dynamics in this area, including: an increase in gross output, an increase in foreign investment in domestic production, and the formation of new agricultural facilities. However, the current measures are not enough if the agenda still raises questions about increasing imports of household products, rising food prices, the irremovability of agricultural export mechanisms and structures, etc.

The main leitmotif of the problem regarding the development of domestic agriculture is that most of Kazakhstani agricultural products are characterized by a low level of productivity, competitiveness both in the domestic and world markets [19, 20].

Therefore, for a deeper understanding of the problems in the agricultural system of the republic, it is necessary to identify important, at the moment, individual reasons that, if they are structurally omitted, could negatively affect the food and economic security of the country.

In this period of economic development of the Republic of Kazakhstan, an analysis of the agricultural sector, from the point of view of the availability of its production factors, allows us to assess it as a very attractive sector for inclusion in the priority list, in order to accelerate development through a cluster approach. The existing regional market is characterized by great demand for Kazakhstani products, in particular, for grain, meat, milk, fruits and vegetables, cotton, leather, wool, fish and products of their deep processing.

Summary and Conclusion

We consider the development of agriculture to be important. Here we can highlight the issue of agricultural processing. As the Head of State recently noted at an expanded government meeting, only 30 percent of meat and 40 percent of milk is processed in Kazakhstan. To improve the situation, it is necessary that agricultural products reach the markets without intermediaries, and it is still necessary to provide farmers with affordable "long" financial resources. In all areas, branches of regional chambers of entrepreneurs have been created, which will work in this direction.

The level of productivity in the agricultural sector increased by 50%. However, small efforts have been put into this by the Government and the ministry. This is because the main tools for increasing labor productivity have appeared recently in the new «Agribusiness 2020» program, which has not even started yet.

Despite the above results in the agricultural sector and progressive elements in the research direction, a number of problems remain that play an important role in the development of agriculture in Kazakhstan:

- the lack of scientific organizations of modern scientific and material and technical infrastructure. To date, the bulk of buildings and structures (71.1 %) have been in operation for over 30 years and 22.1 % for over 20 years, 71.4 % of all available agricultural equipment is subject to write-off;

- limited financial resources for research and development (the amount of allocated funds does not exceed 0.3 % of gross agricultural output, whereas in countries with developed agriculture this figure is from 1% to 4%);

- low level of entrepreneurial culture based on the use of new technological solutions and innovations, low innovative activity of agribusiness entities;

- the underdevelopment of the system for introducing scientific developments into production;

- low competitiveness of scientific products and technologies in the international scientific market.

Due to the lack of financial resources, the internship of young specialists in the leading foreign scientific centers is poorly carried out, joint international scientific research is not carried out, and measures to attract leading foreign scientists are not implemented;

- the lack of an effective mechanism for consolidating, motivating and socially supporting young scientific personnel in domestic agricultural science has led to a deterioration in the social status (decrease in the authority of scientists in society) of a scientist and a rupture of the continuity of generations of scientists;

- low wages in agriculture;

- lack of qualified personnel due to the lack of effective methods for forecasting the need for personnel, insufficient allocation of state orders for the training of agricultural personnel and the low level of employment of graduates of agricultural and veterinary specialties (16-30 % of the number of graduates

of higher education). Lack of personnel is also noted in areas where technical and vocational education institutions are not available;

- the lack of social support measures for young professionals that stimulate their consolidation in the countryside;

- underdevelopment of the social and engineering infrastructure of the village as a whole, including the organization of cultural leisure;

- Weak interaction between agricultural enterprises and universities and colleges, as well as the lack of awareness of graduates of universities and colleges about the availability of vacant places in enterprises.

Issues of agricultural development in recent years cause genuine interest. New technologies have come to plant growing, equipment is being updated, the subsidizing system is being improved. The development of livestock production has received a new impetus. The state allocated huge funds for the development of this industry, which in previous years was not given the necessary attention. But agriculture differs from other sectors of the national economy in that, by definition, is fraught with many difficulties that need to be addressed promptly.

In order to boost the rural economy over the past ten years, state and industry programs have been adopted to develop and support the agricultural and agricultural sector, supported by substantial financial resources. In 2018 alone, 60 billion tenge of a budget loan was allocated for lending to agribusiness entities.

Agricultural development is an important priority for Kazakhstan. Economic integration with Russia, Belarus, and the republic's entry into the World Trade Organization are focusing on increasing the competitiveness of the domestic agro-industrial complex.

During the observation, it was also found that many difficulties of the agricultural sector should be resolved thanks to the efforts and constructive dialogue of stakeholders, however, the state, its concentrated attention and strong support are the backbone of the entire agricultural system and the processes taking place in it. In the meantime, only financial assistance will not be able to change the whole situation, since management problems through a proper information policy, implementation of the agricultural development strategy and structural reforms are still on the agenda of the state agricultural policy. In the light of Kazakhstan's accession to the WTO, all these problems can negate the agricultural sector; accordingly, government measures should be systematic and efficient.

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РЕФОРМА КОНТЕКСТІНДЕГІ АӨК ЖҮЙЕСІ: БЕЛСЕНДІ САЯСАТ ЖӘНЕ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІН ЖАҒАНДАНДЫРУ

Аннотация. Қазақстанда пайда болған олқылықтарды жоюдың стохастикалық теориясы жүйесінен АӨК тұрақты даму теориясына көшу қажет: ол үшін, алдымен, негізгі өндірілетін тамақ өнімдері бойынша азық-түлік тәуелсіздігіне, содан кейін кешенді азық-түлік қауіпсіздігіне біртіндеп ауысу қажет. Жаһандану жағдайында, Қазақстан үшін тиімді жұмыс істейтін азық-түлік қауіпсіздігі жүйесін қалыптастыру мәселесі өте өзекті болып отыр. Мемлекеттің азық-түлік қауіпсіздігін қамтамасыз етуде отандық тамақ өнімдері өндірісінің тұрақты дамуы маңызды рөл атқарады.

Азық-түлік өнімдерін өндіруге арналған шикізат – ауылшаруашылық тауар өндірушілері өндіретін өнімдер, яғни тұтастай алғанда, елдің агроөндірістік кешенін құрайды. Бұл тұста еліміздегі АӨК-нің азық-түлік қауіпсіздігін қамтамасыз етудегі рөлі өте маңызды.

Біртекті халықшаруашылық кешенін құру және дамыту негізінде жатқан өндірістің материалдық жағдайы, өзгермелі өндіріс жағдайлары мен факторларына сәйкес, бір уақытта экономикалық реттеу және басқаруды қамтамасыз етудің мүмкіндігі мен қажеттілігін бір мезгілде көрсетеді. Олар кәсіпорындар мен өндірістік бірлестіктердің соңғы жұмыс көрсеткіштерінің қайта бағдарлануын талап етеді.

Агроөндірістік кешен (АӨК), басқа да салааралық халықшаруашылық кешендері сияқты, өзінің құрылымдық міндеттерін тиімді орындауы қажет. Бұл мақсаттың жетістігі өзіне сәйкес өндірістің кешенді қызметтік-салааралық құрылымына әсер етумен байланысты.

Өкімет, әрине, бұл жерде тасада қалмай, белсенді саясат жүргізумен қатар, қорғаныс механизмдерін түзеді. «Қыс шананды жазда сайла» деген мақалда айтылғандай, Қазақстан үкіметі қысқы мәселелерге ұрынбауын осы жылғы желтоқсан анық көрсетті. Көптеген елдердің үкіметтерінен айырмашылығы – бізде бір қадам алға шығып, ішкі ресурстар есебінен күткен нәтиже қорытындыларын алуға тырысады.

Бүгін таңда, әлемдік аграрлық азық-түлік нарықтарын жаһандандыру және елдің азық-түлік қауіпсіздігін қамтамасыз ету мәселелерін өзектендіру жағдайында, Қазақстанның агроөнеркәсіптік кешені ауыл шаруашылығы өндірісінің тұрақты өсу үрдістеріне ие. Бұл үшін бізде барлық жағдай жасалған.

АӨК салаларының тұрақты дамуын қамтамасыз ету, отандық өнімнің ұлттық бәсекелестік артықшылықтарын дамыту мақсатында, тұрақты негізде ауыл шаруашылығын дамытудың шетелдік тәжірибесі зерделенеді, оның оң бағыттары Қазақстан Республикасында бейімделуі мүмкін.

Түйін сөздер: ауыл шаруашылығы, стратегия, даму, өнімділік, экономика.

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СИСТЕМА АПК В КОНТЕКСТЕ РЕФОРМЫ: ПРОАКТИВНАЯ ПОЛИТИКА И ГЛОБАЛИЗАЦИЯ ПРОДОВОЛЬСТВЕННОЙ БЕЗОПАСНОСТИ

Аннотация. В Казахстане необходим переход от системы стохастической теории латания возникающих пробелов к теории устойчивого развития АПК с постепенным выходом вначале на продовольственную независимость по основным производимым продуктам питания, а затем уже на комплексную продовольственную безопасность. В условиях глобализации для Казахстана весьма актуальна проблема формирования эффективно функционирующей системы продовольственной безопасности. В обеспечении продовольственной безопасности государства играет немаловажную роль устойчивое развитие отечественного производства пищевых продуктов.

Сырьем для производства пищевых продуктов является продукция, произведенная сельхозтоваропроизводителями, т.е. агропромышленным комплексом страны в целом. Отсюда следует, что весьма важна роль АПК страны в обеспечении продовольственной безопасности.

Материальные условия производства, лежащие в основе формирования и развития единого народнохозяйственного комплекса, диктуют одновременно возможность и необходимость совершенствования методов регулирования и управления экономикой в соответствии с меняющимися условиями и факторами производства. Они требуют переориентации предприятий, производственных объединений и промежуточных показателей работы на конечные результаты.

Агропромышленный комплекс (АПК), как и другие межотраслевые народно-хозяйственные комплексы, должен эффективно выполнять свои функциональные задачи. Достижению этой цели способствует функционально-отраслевая структура комплекса соответствующего производства.

В заслугу власти, конечно, следует поставить то, что она проводит проактивную политику, не прячется, а выстраивает защитные механизмы. Перефразируя известную поговорку, можно сказать, что казахстанское правительство готовит сани осенью, чтобы не испытывать проблем зимой, и нынешний декабрь доказал верность этих шагов. В отличие от правительств многих стран, которые занимали и занимают выжидательную позицию, наше просчитывает ситуацию на шаг вперед и выстраивает политику исходя из внутренних ресурсов.

Сегодня, в условиях глобализации мировых агропродовольственных рынков и актуализации вопросов обеспечения продовольственной безопасности страны, агропромышленный комплекс Казахстана имеет тенденции стабильного роста сельскохозяйственного производства. И для этого роста у нас созданы все условия.

В целях обеспечения устойчивого развития отраслей АПК, развития национальных конкурентных преимуществ отечественной продукции, на постоянной основе изучается зарубежный опыт развития сельского хозяйства, положительные направления которого могут быть адаптированы в Республике Казахстан.

Ключевые слова: сельское хозяйство, стратегия, развитие, производительность, экономика.

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**INVESTMENT CLIMATE IN THE AGRARIAN SECTOR
OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. The development of the economy of Kazakhstan in the context of globalization and business integration, increased competition in almost all sectors of the economy makes it impossible to develop large enterprises without significant investment infusions.

Today, most Russian companies consider bank credit as almost the only source of additional financing.

At the same time, when obtaining bank loans, there are significant restrictions on the size of the amounts and conditions of funds received on credit. The real sector of the economy in the current economic situation needs an influx of investment.

At the level of business entities, the possibility of attracting investment is almost a determining factor in competitiveness.

The adequacy of practical investment decisions made at its various stages depends on understanding the logic of investment processes, the most important of which is the choice of an enterprise in which investment resources will be invested.

This choice is mainly influenced by such a category as the investment attractiveness of the enterprise. Therefore, the formation of a favorable business reputation and investment attractiveness of enterprises becomes an urgent need for effective management.

To attract additional financial resources, the industry should have a high level of investment attractiveness, sufficient to convince investors to invest their money in it.

The management of most agricultural enterprises does not realize the significance of investment attractiveness and does not deliberately deal with the issues of forming its assessment and developing methods for its analysis, testing them at the enterprise, and studying the factors that influence it.

The activation of the investment process and its management should take place according to clear programs. The selection of objects for investment in agriculture should be carried out according to the criterion of greatest efficiency and with the least time lag. Government bodies of the economy of the Republic of Kazakhstan with the help of corporations, enterprises, as well as regional government bodies of republican entities will have to identify priority areas of investment. Moreover, for each object, it is necessary to solve the whole complex of modern production problems at the expense of allocated investments: economic (production of competitive and highly efficient products), environmental (guaranteeing environmentally friendly environments, emissions and discharges of harmful ingredients in the minimum maximum permissible concentrations), technological (using high non-waste, low-waste and environmentally friendly technologies guaranteeing the release of high-quality products of a new generation). At the same time, through the same investments, it is necessary to improve the structure of material production in order to solve social problems and eliminate imbalances between the main branches of material production and infrastructure sectors (agriculture, transport, communications, energy, etc.).

Keywords: Investments, investment climate, agribusiness, agribusiness, efficiency, attraction.

Introduction

To date, a single approach to the interpretation of the category «investment attractiveness of the organization» is missing. This concept can be considered both from the economic side, and from the financial. The economic meaning of investment attractiveness is to interpret it as a combination of objective characteristics that allow an organization to demonstrate solvent investment demand, that is,

investment attractiveness is a series of signs that allow an investor to assess the need and priority of investing in an enterprise. The financial side of the concept of «investment attractiveness» for an investor, first of all, means a set of characteristics that demonstrate the quality and effectiveness of the formation of the capital structure, the choice of sources of financing and liquidity management, solvency of the company, and risk management associated with investment activities. This approach involves the calculation of financial ratios to confirm the level of investment attractiveness of the organization.

It is important to understand that investment demand is formed under the influence of quantitative and qualitative factors and at the same time it affects the investment market. To work effectively in this market, a company must develop an investment strategy.

It is worth considering that the investment market is prone to constant change, since it is influenced by many factors, both macroeconomic and microeconomic. Therefore, the process of developing a strategy should be continuous and when developing it, it is important to understand the prospects for the development of markets and present several options. Drawing up an investment strategy is a laborious process that takes place in several stages. First, the investment market is directly studied, after which the enterprise must assess the investment attractiveness of the region in which it operates, and at the last stage, managers give a description of the internal attractiveness of the company.

Having studied the investment market in this sequence, investors will be able to choose an enterprise that will provide the desired return on investment with minimal risk. Investors also consider the degree of development of the enterprise in a modern market and its territorial location.

Each object of market relations has investment attractiveness, while forming a set of objects of the investment market. The investment impact of the industry (region, state) is reflected in the investment attractiveness of the enterprise. The set of objects of market relations forms an industry that determines the solvent demand for investment in a region or country.

It is worth considering the strong influence of political instability, as a factor that significantly worsens the country's potential investment attractiveness. If the state is interested in a stable and strong economy, then it should at the legislative and executive levels contribute to creating a favorable investment climate. Therefore, the issue of attracting investment in agriculture remains one of the key in the development of the economy.

Investments in agriculture have their own characteristics. They are manifested in the fact that, along with the investment of capital in objects, the results of human labor, as in other sectors of the economy, in agriculture, they are also carried out in nature objects, which, all other things being equal, makes their activities more capital intensive with a long payback period and high risks, since nature lives by its own laws, the management of which today is either impossible or expensive.

Methods

Methodological studies are general scientific methods of cognition - analysis and synthesis, analysis and synthesis, content - media analysis, sociography, a system and comparative historical method that allows you to determine the genesis, sequence and functioning of the stages of digitization of indicators of investment attractiveness and efficiency of the agricultural sector.

Scientific research and experimental-methodical research in the field of investment climate in the agricultural sector.

Mainpart

The main condition for the stable functioning and development of the agro-industrial complex of Kazakhstan is the dynamic and effective development of investment activity [1,2,3].

Attracting funds to the agro-industrial complex is a complex multidimensional task, covering a whole range of legal, financial and economic issues aimed at creating effective mechanisms for attracting investment in the agricultural sector.

In the current conditions, for the implementation of the investment program, it is necessary to have a management system capable of attracting investment in the sector.

The relevance of the study is due to the fact that domestic agribusiness is one of the least investment-attractive complexes in the country. This factor is due to increased capital intensity and low profitability [4,5].

Given the limited financial sources, the problems of raising funds in the agricultural sector are so significant that they require the formation and implementation of new mechanisms to attract resources [6,7]. Preservation of the current situation will lead to the conservation of the following significant problems of the agrarian complex: difficulty in reproduction of agriculture, irrational use of agricultural land, lack of food security of the state.

In this situation, the growth of investments is one of the determining factors for ensuring the effective development of agricultural production, improving the quality of life of the rural population, modernizing the technological base and production assets [1 p. 80].

Agro-industrial investment policy is currently a priority. One of the factors for the implementation of mechanisms for raising funds in this type of activity is its investment attractiveness, that is, the creation of a set of conditions favorable to the investor. Moreover, the manufacturer himself can act as an investor. However, investment activity in the agricultural sector is limited [4 p. 23].

The agricultural market of Kazakhstan in 2018 was replenished with 2,178 new organizations.

507.6 billion tenge is planned to be allocated for the development of the agricultural sector in 2019. In 2018, 454.4 billion tenge was planned for the agro-industrial complex.

Almost one quarter of the entire territory of the country is characterized as steppe lands, half as semi-desert and desert territories, the remaining quarter of the territory is foothill. 80% of the country's territory is characterized as agricultural land, which is more than 200 million hectares. However, of this territory only 40% or 96 million ha are used in agricultural circulation [8,9,10]. According to official statistics.

Large fluctuations in the yield in some years are observed not only due to adverse weather conditions, but also due to the rather low technological equipment of the industry in almost all production stages, including post-harvest processes. Processes for the processing and sale of products in both local and foreign markets also require improvement. For example, in the country only 2-3% of the total volume of produced vegetables and fruits is processed. Nevertheless, despite a rather low share of agricultural processing, Kazakhstan is one of the largest producers and exporters of certain types of products such as crops and flour. In the export of flour, the country occupies a leading position in the world market.

In 2018, 2,178 new agricultural organizations were registered in Kazakhstan [7,11].

Gross agricultural output in the Republic of Kazakhstan in monetary terms shows growth over the past 5 years. However, the dynamics of growth is declining.

Approximately 45% of the country's population lives in rural areas and almost 30% of the economically active population generates income from employment in the agricultural sector. According to the statistics committee of the Ministry of National Economy of the Republic of Kazakhstan, out of a total of 8.5 million people, 2 million people work in the agricultural sector.

In Kazakhstan today, there are three main forms of management: agricultural enterprises, farm / peasant farms and small farms. Large farms are legal entities, while farms in the legal form are individual entrepreneurs and are not legal entities. Private household plots were excluded as a business form (not legal entities), but despite this they remain important producers of agricultural products, especially livestock products.

Of the number of economic entities in the agricultural sector, 15% are represented by large enterprises and they process about 50% of all agricultural land. Large farms are mainly concentrated in the northern regions of the country where rainfed farming is practiced. Grain and oilseeds are mainly cultivated in these regions. Over the past 5-7 years, livestock breeding has been actively developing in the northern regions, in particular, with the support of the state, the species composition of farm animals is being transformed.

The next largest production scale are individual entrepreneurs and farmers / peasants who cultivate about 30% of agricultural land [12]. Farms can be both large and medium, and small. As a rule, larger farms are more often found in the northern regions, whose land plots can be more than 5000 ha. Medium and small farms are mainly concentrated in the southern regions, where grain, fodder and technical crops, melons and vegetables, and others are cultivated on irrigated lands. In the southern regions, farm sizes can vary from 3 to 500 ha and above.

Private farms, in fact, are represented by families living in rural areas, in a private farm which on average has from 1 to 3 cows, sheep and goats, poultry, a small garden, the area of which can vary from

several hundred to 0.25- 1 ha. Despite their small scale, private farms today produce up to 70% of all livestock production in the country [15,13].

The agricultural sector of Kazakhstan in the first quarter of 2019 attracted \$ 136 million of investments, which is 25% more than the same period last year, the press service of the Ministry of Agriculture reported [1,7].

Over the past five years, the agricultural sector has attracted \$ 4.4 billion of investments, and for the first quarter of this year, \$ 136 million of investments has been attracted, which is 25% more than the same period last year.

Over three months, the export of agricultural products increased by 47%, including the export of processed products increased by 26%. According to the report, multinational companies (Cedar Meats, Agriprotein technologies, Phoenix Global DMCC, Green Island), the World Bank and the Ministry of Agriculture of Kazakhstan discussed food security issues of the new Silk Road at the round table as part of the Kazakhstan Global Investment Roundtable.

Currently, work is underway to increase export opportunities. Thus, barriers to deliveries of live sheep, frozen and chilled mutton to Iran were lifted (last year 4763 heads (129.5 tons) of live sheep and mutton - 509.8 tons were exported to Iran for the first time.

The requirements for the import of beef from Kazakhstan have been agreed upon, the export of chicken eggs has already been allowed. Restrictions on the supply of cattle and small cattle to Saudi Arabia and the United Arab Emirates have been lifted. In addition, barriers to the supply of meat and meat products, chicken eggs to the United Arab Emirates were lifted.

Already, the Chinese market is open for the following agricultural products imported from Kazakhstan: frozen beef and lamb, fish, honey, live horses, as well as wheat, bran, soybeans, alfalfa, rapeseed meal, flour, vegetable oil.

In 2018, agricultural exports to China increased by 34.3% (from \$ 134.5 million to \$ 180.6 million), the report says. 167 Kazakhstani enterprises are included in the registers of foreign countries that have the right to export agricultural products [1,14].

For example, 150 enterprises received the right to export to China for various types of agricultural products, 17 fish processing enterprises have permission to export fish products to the European Union.

Kazakhstan has a high export potential. This is primarily meat products, including beef and lamb. In order to maintain the level of competitiveness achieved by Kazakhstan and its further increase, approaches to state regulation of the agricultural sector have been revised with emphasis on protecting the domestic market, expanding external sales markets, developing trade and logistics infrastructure, as well as increasing the availability of financing for agricultural entities.

Today, Kazakhstan intends to attract US investment in the construction of a powerful agricultural machinery assembly plant in the republic. This fully meets the aspirations of our side, since, according to the state program on meat farming, calculated before 2027, up to 80 thousand small farms engaged in the cultivation of beef cattle should appear in the republic. It is clear that many of them will need new agricultural equipment acquired through flexible credit instruments. And Kazakhstan is already working on it. Moreover, labor productivity in agriculture should be increased by 2.5 times.

And this can be done by attracting investors in agricultural machinery or in subsidizing the purchase of new agricultural equipment, including foreign.

However, if you build an assembly plant in the Republic of Kazakhstan with a certain level of local localization, then the sale of products manufactured on it will become even more profitable.

So, currently in our market there is a 25 percent subsidy to farmers who purchase new equipment - be it domestic co-assembly or imported from near or far abroad. If you open an assembly plant, the region in which it will be delivered will subsidize the manufactured equipment by another 10%. Plus, production will be exempt from VAT - 12% - and customs duty - 5%.

Thus, it can be extremely profitable for domestic farmers to purchase machinery and equipment from a joint Kazakh-American enterprise with a total discount of 52% [15,16]. In addition, this is fully consistent with another task: to annually increase the renewal of the agricultural machinery fleet by at least 6-10% [17].

Kazakhstan has ambitions in the field of livestock and irrigated agriculture, which can be realized through joint efforts.

Together with the University of Michigan, our pastures are being assessed. Separately, Kazakhstan is moving in the direction of increasing irrigated land, which could serve as a good help for growing feed for our cattle. So, in the next few years, the country intends to restore 600 thousand hectares of irrigated land. And in 10 years we are going to put into circulation another 1.5 million hectares of land for irrigation.

There are plans for the joint development of agricultural science with American partners. With US universities, Kazakhstan plans to introduce student exchange programs. In addition, our country will try to transfer the principles and system of American agricultural science to the Kazakhstan platform.

As the head of the Kazakhstan Ministry of Agriculture noted, American investment in pork production in our country should help export this meat to China, where we will sell pork along with beef, lamb and live horses.

Livestock breeding is now the main trend for Kazakhstan, and it should become a strategic vector for the country's development in the agricultural sector. Growing fodder crops and converting them into meat, producing and exporting meat will give you much more than growing and selling wheat.

According to Jürgen Wegle, Kazakhstan now has a unique chance to stake a place on the domestic market of China with its pure beef and pork. And the World Bank will do its utmost to advance this project.

A strategic analysis was carried out for the next 30 years, where the analysis shows that China will import more and more feed crops - corn, soy, sorghum, etc., and import more beef and pork. They need fodder crops to try their own development of the livestock cluster, and you, Kazakhstan, could provide them with these products. In turn, they need clean beef, because the Chinese do not trust their producers too much, and they are ready to pay a large price for imported meat if they hear that it is produced on clean and not polluted pastures.

It is the same with the supply of pork: now in China, the African swine fever is raging - a terrible disease from which there is no vaccine and salvation. Therefore, infected animals die.

In China, three outbreaks of the disease have been reported. So the Chinese will increasingly enter the world market and look for suppliers of healthy clean pork. Therefore, in its scenario of long-term economic development, the World Bank assigns Kazakhstan the role of one of the key producers of «green» pure beef and pork in the next few decades.

Kazakhstan will be able to become a regular supplier to the Chinese market. And now I'm ready to assist in this: for example, Kazakhstan is invited to sign the tripartite agreement «World Bank - Kazakhstan - China».

According to Jürgen Wegle, such a tripartite agreement has already proven itself in the food belt «World Bank - African continent - China».

Also, negotiations are underway with the European Investment Bank on raising funds in the amount of 100 million euros for a period of up to 10 years in order to finance the following projects: to adapt to climate change and mitigate its effects in the agricultural sector of the Republic of Kazakhstan; to promote the development of rural micro, small and medium enterprises and the implementation of small and medium projects by private enterprises.

One of the types of attracting direct investment in the agricultural sector is direct investment funds. So, a joint Kazakh-Hungarian direct investment fund with an initial capitalization of \$ 40 million and a planned increase in the capitalization of the fund to \$ 150 million by attracting additional investors became a pilot.

The fund aims to develop existing agricultural projects that are currently experiencing a shortage of resources, as well as financing new ones, in the areas of livestock, poultry, horticulture, fish farming, dairy production, grain and oilseeds and the assembly of agricultural machinery.

According to the holding, the current legislative base of the agricultural sector complies with the requirements of the global market economy and is primarily aimed at protecting and supporting entrepreneurship. This is confirmed by Doing Business ratings (Kazakhstan ranks 35th out of 190 countries in terms of «Ease of Doing Business» and 42nd out of 180 countries in terms of «Index of Economic Freedom»).

Results and discussion

The current economic conditions in Kazakhstan do not yet contain real prerequisites for self-regulation of investment processes in the economy as a whole based on liberal approaches.

The need for a transition to targeted state regulation of the activation of the investment process is caused by the emergence of a steady interest in the development of production potential in a number of sectors of the economy; the creation of a mechanism of accumulated investment resources for many sectors of the manufacturing sector; the creation of a new market infrastructure capable of organizing a sustainable investment process and inter-sectoral flow of capital across the sectors and regions of Kazakhstan.

For sustainable economic growth, an active investment policy of the government is necessary, which should pay serious attention to the formation of an appropriate investment structure of the market. The created privatization institutions during the liberalization of the economy did not solve the problem of responsible owners. The lion's share of the shares remained in the hands of labor collectives and the management of enterprises, as well as in investment funds. These funds did not and cannot become an effective tool for accumulating investments for reviving and raising the real sector of the economy. Therefore, the government needs to supplement the market infrastructure with new institutions aimed at forming investment and technical policies in the basic industries of agriculture and agriculture, which will provide cross-industry capital flows and create a favorable investment climate in the country's economy.

The activation of the investment process and its management should take place according to clear programs. The selection of objects for investment in agriculture should be carried out according to the criterion of greatest efficiency and with the least time lag.

Government bodies of the economy of the Republic of Kazakhstan with the help of corporations, enterprises, as well as regional government bodies of republican entities will have to identify priority areas of investment.

Moreover, for each object, it is necessary to solve the whole complex of modern production problems at the expense of allocated investments: economic (production of competitive and highly efficient products), environmental (guaranteeing environmentally friendly environments, emissions and discharges of harmful ingredients in the minimum maximum permissible concentrations), technological (using high non-waste, low-waste and environmentally friendly technologies guaranteeing the release of high-quality products of a new generation).

At the same time, through the same investments, it is necessary to improve the structure of material production in order to solve social problems and eliminate imbalances between the main branches of material production and infrastructure sectors (agriculture, transport, communications, energy, etc.).

Based on the analysis of investment processes in the agrarian sector, the main factors that significantly inhibit the flow of private capital into agriculture are identified.

These include: a high level of accounts payable; low efficiency of existing risk management tools inherent in agricultural production; relatively long payback period; unpredictability of state policy in the field of agricultural regulation; the need to solve social problems in rural areas; degradation of the personnel potential of rural residents, shortage of skilled workers; the deterioration of the criminal situation in the village, etc.

Agriculture, due to its specificity, is one of the most conservative branches of social production in terms of innovative breakthroughs and radical changes in production technologies, the creation of goods with a qualitatively new consumer value, which is explained not only by the features of the means and objects of labor used in the agricultural sector, but also specifics of technologies based on the use of climatic and biological factors.

The formation of active investment activities of agricultural producers is connected with the general development strategy, which, in turn, is directly dependent on the development of the general economic situation in the agricultural sector and the country as a whole.

The analysis of the factors that had the greatest impact on reducing investment demand in the agricultural sector showed that during the crisis, the possibilities of investment financing due to depreciation became limited, which, due to severe financial restrictions, was forced to be used to finance working capital and current needs of agricultural production.

Another important factor in reducing investment in the agricultural sector is the outflow of financial resources to financial markets, which in comparison with the real sector have certain competitive advantages, high profitability and a relatively low level of investment risk.

A special factor hindering investment is the hypertrophied shadow sector of the economy, which, according to some experts, accounts for 40–45% of officially registered activities. Its incomes, as a rule, do not reduce the financial deficits of enterprises, are withdrawn from economic turnover and do not increase capital-forming investments.

The most important tasks of the investment attractiveness of the socio-economic policy of the state in the agricultural sector are:

- creating the necessary conditions for effective employment and providing enterprises with labor;
- the identification of factors constraining the development of investment attractiveness of the agro-industrial complex, and the identification of priority areas for their improvement;
- determination of the main directions of increasing investment attractiveness and attracting additional investments in the agricultural sector of the region;
- development of a methodology for assessing the investment attractiveness of the agricultural sector in the region;
- development of practical recommendations to increase the investment attractiveness of the agro-industrial complex, ensuring the influx of additional investments into the industry;
- The main criteria for the investment attractiveness of the agro-industrial complex should be the financial and economic indicators of agricultural enterprises and the income level of rural residents.

To solve the problems of increasing investment attractiveness and social development of the village, the following measures are necessary:

- increasing the investment attractiveness of rural areas through the development of agricultural services, industrial and social infrastructure, support for road and water construction, transport, communications, trade, stimulating the development of a services market in rural areas;
- reprofiling of enterprises whose products do not find markets for the production of goods in demand;
- maximum use of local labor resources when creating new jobs;
- a market economy dictates the need for fundamental changes in approaches to staffing the agricultural sector.

Transformations in the agro-industrial complex should begin with the training of personnel who are well aware of the laws of the market, skillfully oriented in the prevailing situation, able to switch to modern technologies with entrepreneurial skills;

- one of the determining conditions for achieving the milestones is the restoration and improvement of economic work in the countryside; reforming agricultural enterprises, bringing their legal forms in line with the Civil Code of the Republic of Kazakhstan;
- it is necessary to change the direction of state support for agriculture and provide it to enterprises, farms, private farmsteads that provide the highest return on investment;
- improvement of financial and credit relations in the agro-industrial complex should take place at prices dictated by supply and demand, that is, the market. The main objective in the field of investment risk insurance is the formation and development of its effective system in agriculture, including, but not limited to, mandatory reinsurance of part of investment risks; the introduction of separate accounting for insurance operations provided by state support.

Other types of insurance for agricultural producers are carried out in accordance with applicable law. Any manager will find a lot of reasons for attracting investments and as many ways of investing funds: as a rule, this is the implementation of various production projects of the enterprise, which may include projects for the development of new products, improving old ones, accelerating the promotion of enterprise products, expanding production in connection with the release to new markets, the introduction of more advanced technologies to reduce costs, the modernization of old equipment and the acquisition of new, etc.

Despite the variety of goals for which investment funds can be attracted, nevertheless, the main characteristic of investments remains to increase the financial efficiency of the enterprise, i.e. The result of any method of investing funds of your choice with competent management should be an increase in the financial efficiency of the enterprise.

Obviously, investments in the agricultural sector have their own characteristics, which are manifested, first of all, in that, along with the investment of capital in objects - the results of human labor, on a par with other sectors of the economy, it is also carried out in objects of nature, which, all other things being

equal makes agricultural activities more capital-intensive with a long payback period and high risks, since environmental management is either impossible or a high-cost event.

For the effective development of the agrarian sector, significant financial investments are needed in the development of equipment and technologies used in agricultural production. Investments can solve the problem of increasing the efficiency of the use of production resources in agriculture; they are the financial basis for transferring organizations of the agricultural sector to a sustainable path of economic development. The main source of investment in fixed assets of agricultural producers is their own funds and credit resources, attracted on the security of equipment, buildings, structures, structures and other property.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ АГРАРЛЫҚ СЕКТОРЫНДАҒЫ ИНВЕСТИЦИЯЛЫҚ КЛИМАТ

Аннотация. Жаһандану және бизнестің интеграциясы жағдайында, Қазақстан экономикасының дамуы, экономиканың барлық салаларында бәсекелестіктің күшеюі ірі инвестицияларды тартпай-ақ, ірі кәсіпорындардың дамуына мүмкіндік бермейді.

Бүгінгі таңда ресейлік компаниялардың көпшілігі банктік несиені қосымша қаржыландырудың жалғыз көзі ретінде қарастырады.

Сонымен бірге, банктік заемдарды алу кезінде, несие бойынша алынған қаражат мөлшері мен шарттарына айтарлықтай шектеулер бар. Қазіргі экономикалық жағдайда экономиканың нақты секторына инвестициялар ағыны қажет.

Бәсекеге қабілеттілікті анықтайтын фактор – кәсіпкерлік субъектілерінің деңгейінде инвестицияларды тарту мүмкіндігі.

Оның әртүрлі кезеңдерінде қабылданатын практикалық инвестициялық шешімдердің жеткіліктілігі инвестициялық процестердің логикасын түсінуге байланысты, олардың ішіндегі ең бастысы – инвестициялық ресурстар инвестицияланатын кәсіпорынды таңдау.

Бұл таңдау, негізінен, кәсіпорынның инвестициялық тартымдылығы сияқты категорияға әсер етеді. Сондықтан кәсіпорындардың қолайлы іскерлік беделі мен инвестициялық тартымдылығын қалыптастыру тиімді басқарудың шұғыл қажеттілігіне айналады.

Қосымша қаржы ресурстарын тарту үшін сала инвесторларды өз ақшаларын оған инвестициялауға сендіру үшін жеткілікті жоғары инвестициялық тартымдылық деңгейіне ие болуы керек.

Көптеген ауылшаруашылық кәсіпорындарының басшылығы инвестициялық тартымдылықтың маңыздылығын түсінбейді, сондай-ақ оны бағалауды қалыптастыру және оны талдау әдістерін әзірлеу, оларды кәсіпорында сынақтан өткізу, оған әсер ететін факторларды зерттеу мәселелерін әдейі шешпейді.

Инвестициялық процесті жандандыру және оны басқару нақты бағдарламаларға сәйкес жүргізілуі керек. Ауыл шаруашылығына инвестиция салу үшін объектілерді іріктеу барынша тиімділік критерийлеріне сәйкес және ең аз уақыттық кідіріспен жүргізілуі керек. Қазақстан Республикасы экономикасының мемлекеттік органдары корпорациялардың, кәсіпорындардың, сондай-ақ республикалық ұйымдардың аймақтық мемлекеттік органдарының көмегімен инвестициялардың басым бағыттарын анықтауға міндетті. Сонымен қатар әр объектіге бөлінген инвестициялар есебінен қазіргі заманғы өндірістік мәселелердің барлық кешенін шешу қажет: экономикалық (бәсекеге қабілетті және жоғары тиімді өнім шығару), экологиялық (экологиялық таза ортаға, зиянды ингредиенттердің рұқсат етілген минималды концентрациясында шығарындылар мен төгінділерге кепілдік беру), технологиялық (жоғары қолдана отырып) жаңа буынның жоғары сапалы өнімдерін шығаруға кепілдік беретін қалдықсыз, аз қалдықты және экологиялық таза технологиялар). Сонымен бірге, сол инвестициялар арқылы әлеуметтік мәселелерді шешу және материалдық өндірістің негізгі салалары мен инфрақұрылым салалары (ауыл шаруашылығы, көлік, байланыс, энергетика және т.б.) арасындағы теңгерімсіздікті жою үшін материалдық өндіріс құрылымын жетілдіру қажет.

Түйін сөздер: Инвестициялар, инвестициялық климат, АӨК, АӨК, тиімділік, тарту.

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ИНВЕСТИЦИОННЫЙ КЛИМАТ В АГРАРНОМ СЕКТОРЕ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Развитие экономики Казахстана в условиях глобализации и интеграции бизнеса, ужесточения конкуренции практически во всех отраслях хозяйствования обуславливает невозможность развития крупных предприятий без значительных инвестиционных вливаний.

На сегодняшний день большая часть российских компаний рассматривает банковский кредит как практически единственный источник дополнительного финансирования.

В то же время при получении кредитов банков есть существенные ограничения по размерам сумм и условиям получаемых в кредит средств. Реальный сектор экономики в текущей экономической ситуации нуждается в притоке инвестиций.

На уровне хозяйствующих субъектов возможность привлечения инвестиций является едва ли не определяющим фактором конкурентоспособности.

От понимания логики инвестиционных процессов зависит адекватность практических инвестиционных решений, принимаемых на различных его этапах, самым важным из которых является выбор предприятия, в которое будут вложены инвестиционные ресурсы.

На этот выбор в основном влияет такая категория, как инвестиционная привлекательность предприятия. Поэтому формирование благоприятной деловой репутации и инвестиционной привлекательности предприятий становится настоятельной потребностью эффективного менеджмента.

Для привлечения дополнительных финансовых ресурсов отрасль должна обладать высоким уровнем инвестиционной привлекательности, достаточным для того, чтобы убедить инвесторов вложить в нее свои деньги.

Руководство большинства сельхозорганизаций не осознает значимость инвестиционной привлекательности и целенаправленно не занимается вопросами формирования ее оценки и разработки методик ее анализа, апробацией их на предприятии, изучением факторов, на нее влияющих.

Активизация инвестиционного процесса и управление им должны проходить по четким программам. Отбор объектов для инвестирования в сельском хозяйстве должен производиться по критерию наибольшей эффективности и с наименьшим временным лагом. Государственным органам управления экономикой РК с помощью корпораций, предприятий, а также региональных органов управления республиканских субъектов предстоит выделить приоритетные направления инвестиций. Причем по каждому объекту нужно решать за счет выделенных вложений весь комплекс современных проблем производства: экономических (производство конкурентоспособной и высокоэффективной продукции), экологических (гарантирующих экологически чистые среды, выбросы и сбросы вредных ингредиентов в минимальных предельно допустимых концентрациях), технологических (применение высоких безотходных, малоотходных и экологически чистых технологий, гарантирующих выпуск высококачественной продукции нового поколения). Вместе с тем за счет этих же инвестиций предстоит совершенствовать структуру материального производства для решения социальных проблем, ликвидации диспропорций между основными отраслями материального производства и инфраструктурными отраслями (сельского хозяйства, транспортом, связью, энергетикой и др.).

Ключевые слова: инвестиции, инвестиционный климат, агробизнес, агропромышленность, эффективность, привлечение.

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**ANALYSIS OF AGRICULTURAL SECTOR DEVELOPMENT
IN CENTRAL ASIA**

Abstract. Central Asia is one of the fastest growing regions of the world, with great potential for further development. All countries in the region are landlocked, some have valuable natural reserves of gas, oil and gold, and all countries have valuable human potential inherited from the Soviet era.

Central Asia is also an important agricultural region, where the population has been growing grain and cotton, fruits and vegetables, animal feed and other essential foodstuffs from century to century. Agricultural production and processing, as well as related services, are an important source of income in many countries of Central Asia (20–25% of GDP in Kyrgyzstan, Tajikistan, and Uzbekistan). About two thirds of the region's population live in rural areas. Meanwhile, various pests and diseases threaten agricultural productivity in the region, which causes significant harm to the economies of the countries.

Agriculture in Central Asia faces many challenges, including fragmented production, poor productivity, underdeveloped markets, weak institutional structures, and a lack of public resources to support agriculture.

In this situation, trade reforms, and corresponding changes in agricultural and trade policies, can play an important role in determining the direction of agricultural development.

Due to the intensive participation of Central Asian countries in international trade through membership in the WTO, the Shanghai Cooperation Organization or the Eurasian Economic Union, the issues of harmonizing domestic policies and programs with these processes are becoming more and more relevant.

States are faced with the task of ensuring that changes in trade policies are consistent with country development priorities. Thus, a clear understanding of trade rules and their implications for agriculture and food security is becoming a critical factor in strategic decision making.

Keywords: Central Asia, agro-economics, development, efficiency, rural food, food security.

Introduction

Central Asia is rich in agricultural diversity. As for cultivation models and agricultural structures, there are differences between the republics of Central Asia. Since 1991, the variety of crops in the region has increased, but some countries have also retained their specialization.

Under Soviet rule, the countries of Central Asia specialized in specific cultures [1,2]. Cotton was grown in the region before the conquest of Russia, mainly by small farmers, but during Russian and towards the end of Soviet rule, cotton production increased significantly. As a result of intensification, Turkmenistan, Uzbekistan and Tajikistan became the main producers of cotton in the Soviet Union, but at the same time, these countries, such as Tajikistan, were also important producers of fruits and vegetables.

Today, cotton is still the main, so-called currency culture for the Turkmen, Uzbek and Tajik economies, and most often its production does not involve any additional processing and added value. Processing and further production take place elsewhere. Cotton made a significant contribution to the economies of Uzbekistan, Turkmenistan, and Tajikistan in the 1990s: in Uzbekistan, the cotton sector at that time occupied about 18 percent of the country's gross domestic product, in Turkmenistan - almost 25 percent, and almost 10 percent in Tajikistan. Today, this contribution has decreased: in Tajikistan and Uzbekistan, cotton currently accounts for about 5 percent of GDP, in Turkmenistan - about 2 percent.

Cotton is also grown in southern Kazakhstan [3] and some areas of Kyrgyzstan. However, there are important differences among the countries of Central Asia.

In Turkmenistan and Uzbekistan there is state, and in Tajikistan, private monopsony (buyer monopoly) in the cotton industry. In Kazakhstan and Kyrgyzstan, a more liberalized market and production environment. This feature of the cotton production complex is important for the purchase prices of cotton. Where ginners / ginners compete, producer prices tend to be higher than where there is only one customer.

Wheat is the main crop and product in Central Asia and the area allocated for wheat cultivation has been increasing since 1991, especially in Uzbekistan, Turkmenistan and Tajikistan. Under Soviet rule, large farms in these three countries concentrated mainly on cotton and wheat, between which, mainly, crop rotation was observed [4,5].

In modern Central Asia, wheat remains the main crop grown by commercial farmers (and sometimes rural households in private areas) throughout the region, often mainly to meet their needs. Kazakhstan is a leading grain producer in the region. The country was the breadbasket of the region under Soviet rule, and today only Kazakhstan is a self-sufficient country in the region in grain and exports wheat (grain) and flour to neighboring republics. Flour from Kazakhstan is also considered to be of higher quality than, for example, flour from local wheat in Tajikistan. Half of the demand for wheat in Tajikistan is satisfied by supplies from Kazakhstan.

Central Asia is also known for its rich variety of fruits and vegetables. Climate and soil allow you to grow different fruits and vegetables from spring to autumn. Under Soviet rule, horticultural production was most developed on collective farms. Over the past few years, product diversification, including commercial farming, has grown - for example, in Tajikistan. However, (ordinary) rural households still play an important role in urban fruit and vegetable markets.

For large farmers, the production and marketing of large volumes of perishable produce is often problematic. Infrastructure and markets are still not very suitable for large volumes of perishable goods, and farmers do not have the ability to store or quickly transport such products. You can understand that such products quickly deteriorate in high temperatures in the summer, without proper storage or quick sale. In this regard, one can understand why some farmers still prefer to grow cotton, even if purchase prices can be relatively low.

Methods

Methodological studies are general scientific methods of cognition - analysis and synthesis, analysis and synthesis, content - media analysis, sociography, a systematic and comparative historical method that allows you to determine the genesis, sequence and functioning of the stages of development of the agricultural sector in Central Asia.

Scientific research and experimental-methodical research in the field of agro-economics in the countries of Central Asia.

Mainpart

The countries of Central Asia occupy a certain niche in the world market, and trade in this region is quite local. If we talk about the key grain - wheat, then all the countries considered in this material (Uzbekistan, Tajikistan, Turkmenistan, Kyrgyzstan) are dependent on external purchases of these products and specifically on the Kazakhstan market, which is the undisputed leader in the supply of wheat and wheat flour to the Central Asian market. At the same time, in the flour segment, diversification of foreign purchases by importers, as well as the development of own grain processing in the region under consideration, which includes two countries from the TOP-3 of the world's largest buyers of wheat flour, is currently of interest.

Uzbekistan. About 50% of the territory of Uzbekistan is allocated for pastures, while arable land makes up about 10% of the total area of the country [6].

The key agricultural crop in Uzbekistan is cotton, in terms of gross yield of which the country is in the top 10 world producers. The main grain crop grown in Uzbekistan is wheat; corn, barley and rice are also cultivated, but their volumes are insignificant.

The key grain crop produced in Uzbekistan is wheat. IGC analysts voiced the gross harvest of this culture in the country in 2019/20 MY at the level of 7 million tons compared to 6 million tons a year

earlier. The increase in wheat yield is due to an improvement in its yield, while the area under the grain remained at the level of the previous season.

Experts also predict wheat imports to Uzbekistan in 2019/20 MY at a high level - 2.9 million tons, which corresponds to last year's result. High external purchases of grain are due to the gradual increase in its consumption in Uzbekistan, which in 2019/20 MY can reach 9.4 million tons.

The gradual increase in wheat consumption is explained by the desire of the country's government to actively develop its own grain processing, while stimulating external purchases of raw materials. A year earlier, Uzbekistan abolished VAT on grain imports. As a result, there is a decrease in demand for imported flour from Uzbekistan, which is the third largest buyer of these products in the world. In 2019/20 MY, shipments of the processed product to Uzbekistan may amount to 0.9 million tons, which corresponds to the previous year and is inferior to the result of 2017/18 MY, when imports exceeded 1 million tons.

This situation is unfavorable for Kazakhstan, which is a key supplier of both wheat and flour to the market of Uzbekistan. Firstly, the development of the Uzbek flour-grinding industry leads to a decrease in imports of Kazakhstan flour.

According to APK-Inform, in 2018/19 MY less than 0.5 million tons of flour was delivered to Uzbekistan from Kazakhstan, while a year earlier this figure exceeded 0.7 million tons, and in the first 3 months of the current season, product imports decreased from 121,5 thousand tons a year earlier to 78.2 thousand tons. In turn, purchases of Kazakh wheat are growing and reached 2.2 million tons in 2018/19 MY, and in July-September 2019 exceeded 500 thousand tons against 374 thousand tons in the same period a year earlier.

Secondly, with the development of flour production, Uzbekistan began active deliveries to the Afghan market, which is the main direction of product shipments for Kazakhstan [7.8]. As a result, Kazakhstan's position is immediately weakening in two key markets for flour, and Uzbekistan is turning into a competitor. In addition, Kazakhstani milling mills express dissatisfaction with the fact that a large percentage of the flour exported by Uzbekistan is produced from Kazakh wheat.

It is possible that competition for the Afghanistan flour market will continue to increase, as this importer invests in the development of grain processing in Uzbekistan. Another important factor is the differentiation of transit and domestic tariffs in Uzbekistan. Transportation of flour across the country costs Kazakh flour mills more expensive than Uzbek, transporting the product to the border crossing «Galaba – Hairaton» at an internal tariff.

At present, the government of Uzbekistan is implementing a five-year plan to reduce sown area under cotton by 185 thousand hectares, which was launched in 2016/17 MY. Local authorities intend to reduce cultivated areas in those regions where oilseed productivity is below average, namely in areas with high soil salinity and mountainous parts of the country, and to reorient them to growing fruits and vegetables. According to the plan, by 2021, the area under cotton should be gradually reduced to 1 million hectares.

According to USDA, in 2019/20 MY, the area under oilseeds amounted to 1.05 million hectares, which is 50 thousand hectares lower than a season earlier. The gross harvest of crops is announced at 1.37 million tons against 1.28 million tons in 2018/19 MY, which is the first largest indicator among the countries of Central Asia. In addition, Uzbekistan ranked sixth in the ranking of world cotton producers this season, ahead of Turkey. Uzbekistan is also in 7th place in the ranking of the world's largest producers of cotton processing products. According to the USDA forecast, in 2019/20 MY the volume of cotton oil production will be 212 thousand tons, meal - 600 thousand tons.

Speaking about the cotton market in Uzbekistan, it is worth noting that the country's government is also implementing a plan to introduce fully integrated «cotton-textile clusters» for the production of oilseeds and textile products with the aim of vertically integrating the sector and attracting additional foreign investment in the textile industry [9]. It is expected that private clusters will modernize cotton production by introducing modern spot irrigation technologies, equipment for harvesting and cleaning it from seeds. In particular, in the coming years it is planned to introduce spot irrigation in the territory of 25 thousand ha.

As a result, modern irrigation technologies will help preserve water reserves and prevent soil salinization, automated harvesting equipment will reduce harvesting costs, and more thorough seed cleaning will help improve product quality [10, 11].

As a result, despite the reduction in areas under cotton, the government of Uzbekistan expects to keep its production volumes at the optimal level to cover the growing demand for oilseeds in the country.

According to official data, in 2018/19 MY, 15 clusters functioned in Uzbekistan with a total area under oilseeds of 164 thousand ha. In the future, it is planned to increase their number to 80 and concentrate all cotton production and processing in the hands of these clusters. It is expected that by 2020/21 MY all cotton produced will be processed domestically through the development of the textile industry, and cotton export is already declining at the moment.

Turkmenistan. Agriculture is one of the key sectors of the economy of Turkmenistan, but arable land makes up only 4% of the country's total territory. Due to difficult climatic conditions, almost all agricultural lands of the country are irrigated, while irrigation infrastructure and water consumption practices are not effective enough.

Almost all agricultural land in Turkmenistan is state owned and leased to farmers. In case of irrational use of land, the right to lease it is canceled. In addition, the state determines what crops need to be cultivated, and voices the norms for their production. Priority is given to wheat and cotton, which occupy about a third of all arable land. However, in recent years, diversification of agricultural production has been stimulated in accordance with the goal voiced by the government to achieve self-sufficiency in Turkmenistan with food. In general, all wheat and cotton are cultivated on state-owned land, while private farmers grow fruit and vegetables.

According to the USDA, the gross harvest of wheat in Turkmenistan this year amounted to 1.5 million tons, which is more than 2 times higher than the bad harvest season-2018/19, and also significantly higher than the average annual level. High grain production was facilitated by the expansion of areas under wheat and favorable weather conditions during ripening, which led to an improvement in its yield.

All wheat produced is consumed domestically. In particular, approximately 70% of the grain is processed into flour, 20% goes to seeds and 10% is used for fodder purposes. Domestic production of wheat flour in Tajikistan is relatively stable and amounts to about 550 thousand tons per year.

This volume is not enough to cover domestic demand for flour, as a result of which Tajikistan purchases both raw materials and processed products from foreign markets. External purchases of wheat and wheat flour in the current season are expected to be approximately at an average annual level of 100 thousand tons, which is significantly lower than the result of the previous MY, when, due to a decrease in domestic production, exports reached almost 0.5 million tons. The key supplier of products to Turkmenistan is Kazakhstan.

Turkmenistan is the second largest cotton producer in Central Asia after Uzbekistan. However, there is a tendency in the country to decrease oilseed productivity due to inefficient farming practices and an underdeveloped irrigation system.

According to USDA, in 2019/20 MY, the cotton crop in Turkmenistan is 391 thousand tons, which is higher than the lean season 2018/19 (356 thousand tons), but it is noticeably lower than the average annual level. At the same time, areas under crops in the country are stable, while oilseeds in the current season are about 25% lower than the annual average.

Cotton is Turkmenistan's key export-oriented crop. After cleaning and separating the seeds, the fiber is exported, and the seeds are processed for oil (about 85%) or stored as seed for the next season (about 15%). Almost 100% of the production of vegetable oils in Turkmenistan is cotton.

Tajikistan. Agricultural land makes up less than 30% of the total territory of Tajikistan, of which about 2/3 are pastures. In addition to the low share of arable land, a poorly developed irrigation system is also a problem, which is extremely important for cultivating crops in the Tajik climate.

The main agricultural production zones are concentrated in river valleys. The key grain grown in the country is wheat, while the production of barley, corn and other grains is insignificant. Among oilseeds, cotton, which is an export-oriented crop, predominates.

In recent years, the area under wheat in Tajikistan is relatively stable - about 0.3 million hectares, while crop yields fluctuate depending on weather conditions. This season, IGC analysts are voicing grain yields at 27.5 c / ha against a background of fairly favorable weather (the required amount of rainfall during the ripening period). As a result, the gross yield of wheat in 2019/20 MY amounted to 0.83 million tons, which exceeds the average annual figure for the last 5 years.

Wheat is the basis of cereal imports - it accounts for more than 90% of the total grain supplied to Tajikistan. At the same time, an increase in its domestic production in the 2019/20 season will help Tajikistan slightly reduce external grain purchases. Note that over the past 5 years, the country has gradually increased wheat imports, which, according to the results of 2018/19 MY, reached 1.2 million tons. In the current season, deliveries of products to Tajikistan are projected at 1.1 million tons, which generally corresponds to the average annual indicator.

The growing demand for wheat is explained by the development of its own grain processing in Tajikistan, as a result of which, over the past decade, there has been a gradual increase in the import of raw materials into the country, while foreign purchases of flour are rapidly declining. Currently, about 90% of Tajikistan's domestic needs for flour are met through domestic production.

It is worth noting that Kazakhstan is the main supplier of both wheat and flour to the Tajik market, for which changes in the structure of foreign purchases of products by the importer are unfavorable. Kazakhstan flour exporters are unhappy with the growing competition from Tajik flour produced from Kazakh wheat [12,13].

Tajikistan is the third largest producer of cotton among Central Asian countries. In recent years, the country has seen a gradual decrease in oilseed productivity, while the area under it is increasing. According to USDA, in 2019/20 MY, the cotton crop amounted to 170 thousand tons, which is slightly higher than last year's result.

Tajikistan is actively supplying cotton fiber to foreign markets - about 90% of production is exported. Oilseeds are processed domestically for oil, which is almost 100% of the total production of vegetable oils in Tajikistan.

Kyrgyzstan. Agriculture is one of the key segments of the country's economy, which accounts for about 20% of GDP. However, the development of this sector is extremely slow. Inappropriate use and inefficient practices have led to the depletion of agricultural land. In addition, the irrational use of water resources is a constant problem, which leads to low production volumes.

In the structure of agricultural land in Kyrgyzstan, about 45% are pastures, while arable land occupies less than 10% of the total territory of the country [14]. Among the existing economic entities operating in the field of agriculture, forestry and fishing, farms prevail (75% of the total).

USDA analysts voice the gross wheat harvest in the country in 2019/20 MY at the level of 590 thousand tons, which is 4% lower than the result a season earlier and 7% lower than the average annual level. The decline in crop production is due to a significant reduction in sown area under it, while the grain yield exceeded last year's figures.

In view of the decrease in domestic production, the growth of wheat and wheat flour imports into the country is forecasted in the current MY to 370 thousand tons, which is significantly higher than last year's and average annual rates. The increase in external purchases of wheat is also due to the desire of the Kyrgyz government to increase strategic stocks of these products in the country, which is key in the structure of food consumption of cereals (about 97% of the total). It should be noted that wheat and flour account for an average of 95% of the total volume of external purchases of grain products, and Kazakhstan is the main supplier of these goods.

At present, there are more than 50 flour mills in Kyrgyzstan. At the same time, only large and medium-sized grain processors are engaged in the gradual modernization and production of high-quality flour, while small enterprises do not have the technical capabilities to improve the quality of their products. In addition, depending on the market situation, medium and small enterprises periodically suspend their work.

Despite some progress, the agricultural sector of Kyrgyzstan remains underdeveloped [15]. The acute need for modernization, along with low economic development and poor government support, has led to stagnation in this segment. To improve the situation in agriculture, the country is resorting to the help of international organizations such as the FAO and USAID.

In particular, FAO assistance is aimed at developing the agricultural sector, including projects in the field of crop production, animal husbandry and fisheries, as well as support for the rational use of land and forest resources in the face of climate change.

Support from USAID includes two large-scale projects - Farmer-to-Farmer and Agro Horizon. The implementation of the first project took 5 years and ended in 2018. The target audience of this project was smallholder farms with a low level of income, for which trainings were held to increase crop yields and improve market stability and profitability. The second project has not yet been completed, and within its framework, the commercialization and industrialization of agriculture in Kyrgyzstan is carried out in order to increase its profitability.

Kazakhstan. The results are impressive: in 2019, products were exported at \$ 3.023 billion, which is 23% higher than the figures planned by the Ministry of Agriculture itself. In comparison with 2018, the volume of agricultural exports increased by 26%. At the same time, the share of processed products in the export structure amounted to 37% (\$ 1.125 billion).

The following regions made the largest contribution to the results of agricultural products export: Almaty's share in total exports amounted to 17.6%, agricultural products were exported at \$ 532 million, Kostanay region - 16.5%, \$ 499 million, Nur-Sultan - 14.5%, \$ 438 million, Turkestan region together with the city of Shymkent - 12.4%, \$ 373 million

According to the results of 2018, the largest increase in exports of agricultural products in monetary terms according to the results of 2018 was shown by East Kazakhstan Region - by \$ 110 million, Kostanay - by \$ 47 million, North Kazakhstan Region - by \$ 39 million and cities of republican significance Nur-Sultan - by \$ 199 million and Almaty - \$ 114 million. In general, export growth amounted to \$ 635 million.

The leaders in the export of processed agricultural products were four regions of the country - Kostanai, Almaty, Turkestan (plus the city of Shymkent) region and Almaty [16].

So far, the main export volume of Kazakhstani agricultural products is still accounted for by wheat (26.9%) and flour (14.7%). The Ministry of Agriculture has put together a top group of processed agricultural products, which accounts for 66% of processed exports: flour with a total share of 39.2% in the total export of processed products, vegetable oils - 9%, confectionery products - 9%, fish fillet - 4%, as well as baby food and dairy products - 2%. Also, a lot of cotton fiber is exported - 6% and processed feed (cake, bran, waste) - 4%.

One of the priority export directions for Kazakhstan is meat. And although plans to export 60 thousand tons of meat per year announced ten years ago have not yet been implemented, the Ministry of Agriculture does not lose optimism. The vice minister said that at the end of 2019, the gross production of beef amounted to 477 thousand tons. The volume of beef export amounted to 19.95 thousand tons based on the issued veterinary certificates (with 5.5 thousand tons in 2017). Gross production of mutton amounted to 150 thousand tons, export volume - 3.8 thousand tons (1.3 thousand tons in 2018).

Export of meat for domestic enterprises is very profitable. Due to beef export alone, producers received an average of 27 billion tenge (\$ 71 million, or 27% of all export revenue from livestock products - \$ 261 million).

The leaders in the export of beef are Turkestan region (5 thousand tons), Aktobe and Almaty regions (4 thousand tons each). The main exporters of beef are 20 Kazakhstan enterprises. Over the past year, they exported domestic meat to 11 countries. In 2019, the Ministry of Agriculture expects even greater indicators: 7.7 thousand tons have already been exported for three months of the year, and it is expected that the pace will increase.

In the context of priority markets, one of the main places is the market of the EAEU countries, to which Kazakhstan exports 1.2 million tons of agricultural products for a total of \$ 490 million. 919 million tons of products for \$ 258 million are sent to the Chinese market. The export to Iran is twice as high 1.8 million tons of agricultural products in the amount of \$ 329 million. At the same time, the volume of supplies to the Iranian market will expand in the near future.

Iran no longer has quotas for the import of grain and wheat, therefore, in accordance with the memorandum that we have concluded, there will be no volume restrictions. Everything will depend on the activity of our business. We plan to deliver a batch of 500 thousand tons (wheat) this year. Next year, reach the level of 1 million tons. In general, historically we supplied about 1.2 million tons of wheat. If we take barley, but it was not banned, it was supplied all these years, but if in 2017 we delivered only 880 thousand tons, then already last year we delivered 1.55 million tons.

The list of export interests for Kazakhstan also includes the markets of the Persian Gulf countries, and mainly the so-called golden six countries: the United Arab Emirates, Saudi Arabia, Bahrain, Oman, Qatar, Kuwait. In 2018, Kazakhstan exported 4.5 million tons of agricultural products to these markets.

In 2018, export volumes to Turkey amounted to 455 thousand tons of agricultural products in the amount of \$ 113 million. About 900 thousand tons of products worth \$ 303 million were exported to the EU countries. In its native region, Central Asia, the most active trade is with Uzbekistan, where export in 2018 amounted to 3.9 million tons for \$ 633 million.

Results and discussion

Agriculture in Central Asian countries faces many challenges, including fragmented production, low productivity, underdeveloped markets, weak institutional structures, and a lack of public resources to support agriculture. In this situation, trade reforms, and corresponding changes in agricultural and trade policies, can play an important role in determining the direction of agricultural development.

Due to the intensive participation of Central Asian countries in international trade through membership in the WTO, the Shanghai Cooperation Organization or the Eurasian Economic Union, the issues of harmonizing domestic policies and programs with these processes are becoming more and more relevant [17]. States are faced with the task of ensuring that changes in trade policies are consistent with country development priorities. Thus, a clear understanding of trade rules and their implications for agriculture and food security is becoming a critical factor in strategic decision making.

Kazakhstan is the main exporter of the region. The country exports significant volumes of grain and flour to other republics of the Central African Republic (Central Asian region), including exporting smaller volumes of dairy products. Wheat and grain products, including flour and bread, make up more than 60 percent of Kazakhstan's agricultural exports. As noted earlier, in particular, Tajikistan relies on grain imports from Kazakhstan: about 50% of the country's demand is met through imports from Kazakhstan. Moreover, in Tajikistan, domestic wheat (and flour) is of lower quality, and people prefer to consume Kazakh flour. Some rural households mix it with their home-made wheat.

In three countries specializing in cotton production, cotton is an important export product shipped to the EU and China. However, it is difficult to track the export route from the field to the plant, down to the sales floor.

The importance of cotton is clearly visible in Tajikistan, where cotton (including residues such as cottonseed oil and cake) accounts for more than 60 percent of the country's agricultural exports (according to FAO data for 2016). In Turkmenistan, cotton is even more important as an export agricultural commodity (cotton, including oil and oilcake, accounts for more than 80 percent of the country's agricultural export value). There is a wider range of agricultural exports in Uzbekistan, and cotton is somewhat less important than in Tajikistan and Turkmenistan.

China is becoming a more important player in Central Asia. Some export of agricultural products is carried out to China (where cotton occupies the main place).

According to analysts, there is potential for deliveries to the Chinese market, especially fruits and vegetables. At present, mainly cotton is exported to China and the trade balance is negative: more goods are imported from China than are exported to China from the Central Asian republics. It is noteworthy that Tajikistan, Kyrgyzstan and Uzbekistan are competing with China for the export of fruits and vegetables to Kazakhstan, i.e. for deliveries to the Kazakhstan market.

Trade with the EU includes cotton exports, as well as grain and oilseeds from Kazakhstan. At the same time, the Central Asian republics import food products from Europe. These imports primarily relate to processed products. This is a clear sign of improving living standards in Central Asia.

Obviously, there is a trend of «supermarketization» in which the market is increasingly giving way to supermarkets. This development primarily occurs in urban areas. In rural areas, smaller markets are still the most important exchange of agricultural products.

As for food imports, I have already mentioned that these products occupy a large place in the import of Central Asian countries.

Among the import costs, the largest place is occupied by a small assortment of products, including: tea; sugar; (chicken meat; vegetable oil; dairy products such as butter and pasteurized milk; and coffee and

cocoa (chocolate). Some of these foods come from different countries, while others, for example, are imported from Kazakhstan (In some cases, Kazakhstan re-exports food to other countries in Central Asia).

Not only Tajikistan depends on wheat imports from Kazakhstan, but also Uzbekistan, Kyrgyzstan and Turkmenistan import significant volumes of wheat and flour from Kazakhstan.

Tajikistan is still the most dependent on imports, but also imports a significant amount of rice and potatoes (important major crops).

Kazakhstan imports a wide variety of fruits and vegetables from neighboring Central Asian countries and China. CARs are interdependent when it comes to agricultural exports from the Central Asian region; goods from a country such as Tajikistan must cross Uzbekistan or Kyrgyzstan before they reach the Russian border.

The creation of the Eurasian Economic Union had implications for trade in Central Asia. The EAEU has facilitated trade between member states, but it is difficult for me to assess the impact of the EAEU in the region, since there is a lot of informal trade in agricultural goods that takes place in the border regions.

This informal trade is important for rural livelihoods and is not taken into account at the country / macro level. However, barriers to free trade between the Central African Republic and between Central Asia and neighboring countries remain.

Trade is hindered, for example, by poorly developed corridors, customs administration and phytosanitary standards, such as the EU.

Another problem is that many (small farmers) in Central Asia choose their own seeds. As a result, the crop is very heterogeneous, which can complicate the export of large volumes. Customers in Europe or Russia may require sorting products that require a different production system.

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ОРТАЛЫҚ АЗИЯ ЕЛДЕРІНДЕГІ АГРАРЛЫҚ СЕКТОРДЫҢ ДАМУЫН ТАЛДАУ

Аннотация. Орталық Азия – әлемнің қарқынды дамып келе жатқан аймақтарының бірі, сондай-ақ әрі қарай даму үшін үлкен әлеуеті бар. Аймақтың барлық елдері теңізге шығуға мүмкіндігі жоқ, кейбіреулері газ, мұнай мен алтынның құнды табиғи қорларына ие, ал барлық елдерде кеңес дәуірінен қалған құнды адами әлеует бар.

Орталық Азия, сонымен қатар маңызды ауылшаруашылық аймақ болып саналады, онда халқы ғасырдан ғасырға астық пен мақта, жеміс-жидектер мен көкөністер, мал азығы және басқа да қажетті азық-түлік өнімдерін өсірді. Ауылшаруашылық өнімдерін өндіру және өңдеу, сондай-ақ байланысты қызметтер Орталық Азияның көптеген елдерінде маңызды табыс көзі болып саналады (Қырғызстан, Тәжікстан және Өзбекстандағы ЖІӨ-нің 20-25 %-ы). Облыс халқының үштен екісі ауылда тұрады. Сондай-ақ әртүрлі зиянкестер мен аурулар аймақтағы ауылшаруашылық өнімділігіне қауіп төндіреді, бұл елдердің экономикаларына айтарлықтай зиян келтіреді.

Орта Азиядағы ауылшаруашылығы көптеген қиындықтарға тап болады, оның ішінде бөлшектенген өндіріс, өнімділіктің төмендігі, нарықтардың дамымауы, әлсіз институционалдық құрылымдар және ауыл шаруашылығын қолдауға арналған мемлекеттік ресурстардың жетіспеуі бар.

Бұл жағдайда, сауда реформалары мен ауылшаруашылық және сауда саясатындағы тиісті өзгерістер ауыл шаруашылығының даму бағытын анықтауда маңызды рөл атқара алады.

Дүниежүзілік сауда ұйымына, Шанхай ынтымақтастық ұйымына немесе Еуразиялық экономикалық одаққа мүше болу арқылы Орталық Азия елдерінің халықаралық саудаға белсенді қатысуына байланысты, ішкі саясат пен бағдарламаларды осы процестермен үйлестіру мәселелері барған сайын өзекті бола түсуде.

Мемлекеттердің алдында сауда саясатындағы өзгерістердің елдің даму басымдықтарына сәйкес келуін қамтамасыз ету міндеті тұр. Осылайша, сауда ережелерін және олардың ауылшаруашылығы мен азық-түлік қауіпсіздігіне тигізетін әсерін нақты түсіну стратегиялық шешімдер қабылдауда шешуші факторға айналып келеді.

Түйін сөздер: Орталық Азия, агроэкономика, даму, тиімділік, ауылдағы азық-түлік, азық-түлік қауіпсіздігі.

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АНАЛИЗ РАЗВИТИЯ АГРАРНОГО СЕКТОРА В СТРАНАХ ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация. Центральная Азия представляет собой один из быстрорастущих регионов мира, обладающая большим потенциалом для дальнейшего развития. Все страны региона не имеют выхода к морю, некоторые обладают ценными природными запасами газа, нефти и золота, и все страны – ценным человеческим потенциалом, полученным в наследство от советской эпохи.

Центральная Азия также является важным сельскохозяйственным регионом, где население из века в век занималось выращиванием зерна и хлопка, овощей и фруктов, кормов для сельскохозяйственных животных и другого важнейшего продовольствия. Производство и переработка сельскохозяйственной продукции, а также сопутствующие услуги являются важным источником доходов во многих странах Центральной Азии (20-25% ВВП в Кыргызстане, Таджикистане и Узбекистане). Около двух третей населения региона проживают в сельских районах. Между тем, продуктивности сельского хозяйства региона угрожают различные вредители и заболевания, что наносит существенный вред экономикам стран.

Сельское хозяйство в странах Центральной Азии сталкивается с многочисленными вызовами, включая фрагментированное производство, низкую производительность, недостаточно развитые рынки, слабые институциональные структуры, а также недостаток государственных ресурсов для поддержки сельского хозяйства.

В данной ситуации торговые реформы и соответствующие изменения в аграрной и торговой политике могут сыграть важную роль в определении направления развития сельского хозяйства.

Ввиду интенсивного участия стран Центральной Азии в международной торговле посредством членства в ВТО, Шанхайской организации сотрудничества или Евразийского экономического союза, вопросы согласования внутренней политики и программ с данными процессами становятся более и более актуальными.

Перед государствами встает задача проследить, чтобы изменения в торговой политике соответствовали приоритетам развития стран. Таким образом, четкое понимание торговых правил и их последствий для сельского хозяйства и продовольственной безопасности становится критическим фактором в принятии стратегических решений.

Ключевые слова: Центральная Азия, агроэкономика, развитие, эффективность, сельское продовольствие, продовольственная безопасность.

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WAYS TO IMPROVE THE USE OF FINANCIAL RESOURCES OF THE ENTERPRISE

Abstract. Identifying the sources of financial resources will help target the use of financial resources. Sources of financial resources of the enterprise are usually considered shares. The policy of forming financial resources makes it possible to assess how effectively they are used. As a result of the analysis, the flexible relationship between accounts receivable and payable, capital and debt capital is calculated as a reasonable financial policy of the company. As a result of the analysis of the financial resources of LLP "TTT", we can see that the size of revenues increased in line with the annual growth of the assets and cash flows of the enterprise.

Key words: financial resources, balance, asset, passive, entrepreneurship, investment, equity, debt capital.

At present, the problem of efficient use of financial resources in an unstable economy is the most important problem in macro- and microeconomics. For each business entity, it is important to organize financing and optimal movement of financial resources, as the national income of the country is formed at the enterprise level. The financial well-being of the enterprise depends on how effectively to manage the financial resources of the enterprise by its owners and employees.

Financing of existing economic activities should properly organize the management of financial resources to increase the profitability of any business entity through the income and production potential of the enterprise. Inefficient use of financial resources, as well as any other resources, is understood as the ratio between the resources used and the results achieved during the corresponding period. To make a decision on taking measures to increase the efficiency of using financial resources, first of all, it is necessary to analyze these resources in detail. It is necessary to evaluate the dynamics, composition and structure of financial resources, as well as an analysis of the sources of their formation. These operations are carried out to identify deficiencies in the management of financial resources and understand where it is necessary to increase efficiency [1].

Successful business activity is not possible without the rational management of financial resources. Improving the company's financial resources management policy can be used optimally. Concepts needed to effectively manage financial resources to achieve the enterprise's targets:

- the company's competitive environment;
- avoid bankruptcy and significant financial deficits;
- leadership in the fight against competitors;
- maximal increase of the market value of the enterprise;
- rates of favorable growth of economic potential of the enterprise;
- growth of production and sales;
- to maximize profitability;
- minimizing costs;
- provision of cost effective actions, etc.

In-depth assessment of the use of financial resources is carried out using economic parameters that characterize the financial position of the enterprise. Here are some conclusions about «TTT» LLP that are considered for their calculation:

- efficiency of use of financial resources influences financial stability of the enterprise, its liquidity, solvency, business activity and profitability;
- the company has no financial independence. This is confirmed by the ratio of autonomy and debt and equity. They are at the level required for optimal performance;
- current liquidity ratio and closing ratio are within acceptable limits. This will allow us to conclude that the short-term debt will be repaid for a certain amount of short-term cash. The total amount of current assets of the enterprise is sufficient to ensure solvency;
- the level of business activity is growing, the company uses its own funds more effectively.

As can be seen from the analysis, there is a positive dynamics of indicators characterizing the financial resources of the enterprise, but their deficit is felt. Financial resources are formed at the expense of own and borrowed funds and become assets of the enterprise.

Increase in liquidity and solvency of the enterprise, lack of funds, which leads to a decrease in the amount of debt to suppliers. Despite the difficult economic conditions in the market, the financial and economic situation of LLP "TTT" in the analyzed years has improved. Its capitalization or annual turnover is sufficient, but the question of development and expansion of production is still relevant. Money is enough to keep production at the same level, but not enough for their development, investment is needed.

In addition, when refusing short-term and long-term loans, the company limits its development, the use of which can give impetus to the introduction of new technologies.

To achieve the goal of efficient use of financial resources of the enterprise requires a number of steps:

- the first stage is the study of the capital structure. Analysis of the capital structure of LLP "TTT" shows that for the period under review, i.e. for 2018, there were minor changes in the capital structure. During the period, equity exceeded 80 % and debt capital exceeded 13%. This is a positive result, as equity is higher than debt capital. Most of the capital of LLP "TTT" is equity and its share is increasing, which has a positive impact on the financial position of the enterprise;

- the second stage is the study of the structure of equity. As a result of the analysis of the structure of equity in the structure of own sources of funds, the analysis of equity capital during the period remained unchanged and occupies 34.6 %. Reserve capital is also floating, which amounted to 0.5 % of the total structure. This equity is formed mainly due to the increase in the value of real estate as a result of revaluation of fixed assets and unfinished construction of the organization, not created by the decision of the management of the enterprise;

- the third stage is the evaluation of the efficiency of equity. It is necessary to analyze the efficiency of the use of equity. This shows turnover and return on equity. Thus, the volume under consideration in the period under review, the capital turnover ratio decreases, which reflects the tendency to reflect the empty part of its funds. This indicator indicates a low indicator of the efficiency of the use of equity capital of the enterprise. According to the results of the factor analysis, it is determined that this was greatly influenced by the low level of profitability and low profitability of sales;

- the fourth stage is the identification of reserves and the development of organizational mechanisms for their implementation in order to improve the efficiency of the company's equity [2].

Ways to increase the efficiency of using the enterprise's financial resources:

- Receivables management. When establishing or adjusting an enterprise's credit policy, it is necessary to identify or analyze possible allowance for receivables both for the enterprise and for each counterparty. Calculation or analysis of these figures is primarily aimed at maintaining its market share and accumulating free cash. At the same time, it is necessary to control that the average turnover of accounts receivable exceeds the average turnover of the accounts payable. The timing of debt management of debtors was primarily studied by means of controlling cash flows that are closely related to the sale of cash. It is important to identify potential buyers and to determine the terms of payment for goods stipulated in contracts. Selection is carried out through formal selection: compliance with the transitional payment order, the amount of goods purchased by the buyer, the level of current capital adequacy, the

level of financial stability, the financial and economic position of the seller (cash, cash demand, etc.) projected financial capabilities of funds;

- Efficient use of funds. Cash is the property of tangible assets, so the general rules apply to them. First of all, the entity requires the basic cash reserve to make settlements on current liabilities. Secondly, the enterprise needs an unexpected expense fund. Thirdly, it is necessary to divide the income proportionately if there is no cash flow on current liabilities and transfers to the reserve fund remain the amount of free funds available for possible or predictable expansion of production or service. Fourthly, it is necessary to create a complex of projected resources for the implementation of public or industrial projects on behalf of the enterprise aimed at global expansion of production and increase of the economic rating of the enterprise or public image promotion;

- Flexibility of the enterprise capital structure. In this area of financial management, it is important to achieve the necessary balance between equity and debt capital and keep them under strict control. The ratio of equity and capital to the state is one of the key factors that maximize the market value of the enterprise. The prevailing debt equity capital will have a positive effect on profitability, financial stability and liquidity indicators, and will shape the relationship between profitability and risk in the development of the enterprise. High share of borrowed funds means, respectively, that there are many debt payments, which is very dangerous. Inadequate and poor quality control over the debt capital causes the bank's risk of bankruptcy [3].

It is necessary to take into account profitability and risk levels when covering capital structure. This task can be solved by different methods. Borrowing is estimated to be effective on equity and loan capital ratios, which increases the profitability of the entity's own funds. Venture capital borrowing is considered to be profitable until the return on equity exceeds the interest rate on the loan.

It is necessary to increase the productivity and quality of the equipment, to use advanced materials and technologies, to accelerate short-term circulation of assets, to improve the qualifications and productivity of the employees, to reduce labor productivity and to reduce the material intensity of the product to determine the main sources of reserves' revenues. Method of calculation of profitability. Profitability is calculated from the income of each tenge invested in the enterprise or other financial transactions.

Methodology of financial resources cost estimation. The cost of an enterprise's capital serves as an operating profit and describes a portion of the revenue that is required to pay for the use of a new equity, which is formed or incurred to secure the cash outflows and sales of the product [4].

Efficiency of financial resources utilization is characterized by profitability and business activity. Consequently, it is possible to increase profitability of the enterprise by increasing the profitability, profitability and cost reduction and profit increase. Another important tool to improve the efficiency of financial resources is the management of fixed assets and intangible assets of the entity. The key issue in managing them is the choice of depreciation method.

Sufficient financial resources and their efficient utilization predetermine good financial standing, solvency, financial forms and liquidity of the entity. In this regard, the most important task of enterprises is to increase their financial resources and to find the reserves for their effective use to improve the enterprise's efficiency.

The following reduction and reduction of operating costs is to improve the financial and production processes, improve the overall performance of shared services, including information technology, business processes and, as far as possible, all production segments (including transportation, recycling, etc.).

The following actions are used to reduce operating costs:

- optimization of logistics and infrastructure costs;
- implementation of energy-saving technologies;
- increasing the efficiency of contractors;
- repair of equipment repair;
- organization of transportation costs and logistics;
- optimization of staff through the auxiliary of the service, which is not a source of income.

One more important event is the organization of effective investment projects.

Coordination of activities in the context of capital structure, as well as investment projects management and capital investment projects, taking into account capital construction projects, will

identify and minimize the risks associated with the implementation of the investment program. In addition, this will allow project cost effectiveness, as well as proof of the duration of the project.

The increase in the volume of individual financial resources will be possible through the use of an amortization mechanism. Instant depreciation allows you to record the value of the underlying fund much faster than that set by the standard. This depreciation method is intended to stimulate the flow of investments. This is due to the right to postpone the payment of taxes and fees through the capital investment.

If amortization is applied, the tax liability is reduced as the enterprise's income does not include impairment. Once the asset's value is fully depreciated, the entity's revenue is increased, so the amount of tax increases.

The next event is to improve technology. This task is aimed at further financing of technological developments, including the modern technologies used in production [5].

In order to ensure competitiveness and favorable conditions for further development of LLP "TTT", it is necessary to continue investing in improving technologies.

It is possible to provide its own funds by implementing the following financial measures:

- price policy optimization;
- reducing constant and variable costs;
- reduction of tax payments on income of the enterprise;
- accelerated depreciation of an active part of fixed assets;
- sale of disposable or unused property;
- additional issue of shares or additional charter capital;
- refusal from non-productive programs funded by income.

Consumption of private financial resources can be reduced by:

- investment activity decline;
- renewal of long-term assets;
- implementation of dividend policy that meets the financial crisis of the enterprise;
- reduction of employees' participation in success;
- reduce transfers to fund and other insurance funds, carried out at the expense of income [6].

The task of forming the financial resources of the enterprise is one of the main tasks facing the enterprises of any form of ownership. If it is not resolved successfully, the company's activity will slow down and eventually become bankrupt. The effectiveness of forming and using the financial resources of the enterprise will always be relevant.

Finally, effective utilization of financial resources at the enterprise is an important factor in ensuring solvency, creditworthiness and financial sustainability of enterprises.

A comprehensive assessment of the financial position is recommended so that the financial position is comparable to that of all aspects of financial service rather than a set of indicators. Such an assessment allows quantifying the financial position of the reviewed entity. As a result of this comparison, it is possible to determine how and to what extent the financial position of the analyzed entity has changed.

In the integrated financial analysis system, it is important to assess the economic effectiveness of the entity and its financial position in accordance with the reporting data. The valuation of business activity is determined at the first stage of the analysis (preliminary management valuation), which determines the main monetary aspects of the analytical work, and is conducted at the final stage of the analysis (last, final score). Final assessment is an important source of information for justification and adoption of an optimal management solution in a particular case [7].

The methodology of a comprehensive analysis and assessment of economic activity plays an important role in management analysis. His work provides:

- 1) to make an objective assessment of past services, search for reserves to improve management efficiency;
- 2) the feasibility study of the transition to new forms of ownership and management;
- 3) comparative assessment of producers in the fight against competition and the selection of partners.

There are many ways to analyze the financial performance of enterprises and organizations around the world.

The most popular in our country are A.D. Sheremet and R.S. Saifullin, V.V. Kovalev, V. Vichoreva, S.M. Pyatolova and others. We will consider the methodology proposed by Sheremet and R.S. Saifullin (tab. 1). The main steps are as follows:

- a general assessment of the financial situation and its research for the reporting period (consolidated balance sheet, vertical and horizontal analysis of assets and liabilities of the balance sheet);
- analysis of financial stability (determining the benefits (sources) of sources of formation of reserves and losses, determining the degree of long-term coverage of long-term assets with sources of resources;
- analysis of balance sheet liquidity, solvency and business activity of the enterprise, balance sheet liquidity analysis:
 - a) classification of assets and liabilities;
 - b) a comparison of the respective results of assets and liabilities;
 - b) determination of the current and forecast liquidity balance;
 - c) liquidity assessment, solvency analysis, business activity analysis [8].

Table 1 – Advantages and disadvantages of the methodology offered by A.D. Sheremet and R.S. Saifullin

<i>Advantages of the methodology</i>	<i>Disadvantages of the methodology</i>
The proposed stages of the analysis allow us to provide comprehensive information about the financial condition of the enterprise, based on the balance sheet study.	Using only the balance sheet as a basis for the analysis of the business activity significantly reduces the range of responses to key questions of economic efficiency.
The third stage of this methodology involves obtaining information about the feasibility of investing in an enterprise, which is an element of strategic planning for potential investors.	This method does not help to identify the "deep" causes of an enterprise's particular outcome.
Note - [9] compiled by the author on the basis of literature	

According to the method of A.D. Sheremet in 2017 and 2018 the financial condition of the enterprise has shown above one, ie the financial condition of the enterprise is stable. The disadvantages of this method: small performance evaluations.

We will consider the following approach proposed by V.V. Kovalev (Table 2). The main stages of this method are:

- a) express analysis (acquaintance with audit opinion);
- b) preparatory stage (technical training, counting procedures, hand check, reporting forms);
- c) preliminary review of financial statements (introduction of an explanatory note to the financial statements);
- d) economic accounting and analysis (generalization of the assessment of the results of economic activity: property valuation, financial condition assessment, profitability assessment);
- e) preliminary consideration of financial and economic situation of the enterprise (the General oriented characteristic of financial and economic activity);
- f) assessment and analysis of the economic potential of the enterprise (assessment of the property status (vertical, horizontal analysis, analysis of qualitative changes in assets), assessment of the financial situation (liquidity, financial stability);
- g) assessment and analysis of financial and economic indicators (assessment of production activity, profitability analysis, assessment of the situation on the securities market).

Table 2 – Advantages and disadvantages of the methodology offered by V.V. Kovalev

<i>Advantages of the methodology</i>	<i>Disadvantages of the methodology</i>
Determine the availability of preliminary and detailed analysis stages, which will allow evaluating the entity's performance in the preliminary period, as well as the readiness to further analyze the availability of necessary documents.	The use of documents as an information base that do not provide reliable information does not allow to objectively assess the activities of the enterprise. This method, taking into account all the characteristics of the enterprise, raises the question whether it reveals the reasons for the growth or decline of economic activity in a particular industry.
Another important distinction is to use not only the balance sheet data, but also the audit report, an explanatory note as an information base.	
Note - [10] compiled by the author on the basis of literature.	

Integrated comprehensive assessment of the financial position of the enterprise. V.V. Kovalev proposed the calculation of the integral indicator-the indicator of financial condition for a comprehensive assessment of the financial condition of the enterprise. It is therefore proposed that a comprehensive assessment of the financial condition of the company. In a comprehensive assessment of the financial condition of the enterprise, the indicators characterizing the state of the property are considered: financial stability, solvency, liquidity; entrepreneurial activity and investment attractiveness of the enterprise (table 3).

Table 3 – Comprehensive assessment of the financial condition of LLP "TTT"

№	Rating's name	Way of calculation	The normal level	2017	2018
1	Evaluation of ratings (A.D. Sheremet)	$R=2K1+0.1K2+0.08K3+0.45K4+K5$	$R \geq 1$	7,9	7,2
2	Integrated assessment (V.V. Kovalev)	$N=25R1+025R2+20R3+20R4+10R5$	$N \geq 100$	347,9	285,5
3	Altman Index	$Z=3.3K1+1K2+0.6K3+ 1.4K4+1.2K5$	$Z \leq 1.8$ - increased danger $Z [1.8;2.8]$ - area of uncertainty $Z > 2.8$ - low risk	9,74	5,33
Note - [9,10] compiled by the author on the basis of literature					

The results of the analysis show that the work of the enterprise in the above models shows a positive result, that the enterprise does not pose a threat of bankruptcy, and also proves that its financial resources are sufficient to cover the obligations of the enterprise.

The return on equity analyzed based on the three-factor Du Pont model in 2017 and 2018 was 0.18 and 0.04, respectively, i.e. in 2018 the level of profitability decreased by 0.14.

From the proposed model, the return on capital depends on three factors: return on sales, return on capital and the structure of sources of funds received by the enterprise. The significance of the established factors is determined by a generalized explanation of all aspects of the financial and economic activities of the company on the basis of current management principles.

Analysis of the composition of assets of the enterprise. Before the structural analysis, a General assessment of the dynamics of the received assets is given by comparing the growth rates of assets with the growth rates of financial results.

At the enterprise considered by us 3 equality is carried out ($0,26 < 0,41$, $0,27 < 0,41$), that is, net income and revenue from the sale of products, but below the growth rate of assets, that is, it means that the company does not use financial resources efficiently [11].

As mentioned above, the modeling of profitability involves the creation of five factor models of profitability, including all indicators of production and increased use of financial resources of the enterprise's capital. The return on assets indicator provides a comprehensive assessment of the relative (coefficient, percentage) efficiency of economic activity.

When conducting a comprehensive study, it is necessary to analyze the financial results and financial position of the enterprise, taking into account the data on cash flows. As a result of the complex analysis it is defined, on what types of activity the receipt and expenditure of money is spent, to what extent increases (decreases) in comparison with the previous period. If the current activity of the enterprise ensures the receipt of funds, or fully covers the expenditure of funds on investment activities, then the situation is normal. Application of the DuPont model in assessing the level of profitability of the enterprise. DuPont methodology allows to comprehensively assess the main factors affecting the return on equity of the organization, namely: return on sales, business activity and equity multiplier (table 4).

Table 4 – Analysis by DuPont model

Name of the indicator	2017	2018	Diversión
Return on equity	1.01	0.53	- 0,48
The multiplier of private capital	0.34	0,36	0,02
Turnover of assets	0.55	0,19	- 0,36
Note - compiled by the author on the basis of data LLP «TTT»			

Further, we will analyze the factors influencing the return on equity of TTT LLP. The analysis of profitability of capital by method of comparative difference is shown in Table 5.

Table 5 – Analysis of equity of LLP "TTT" by comparative difference method

Factors	Factors' change	Influencing factor
Return on equity	0,48	0,06
The multiplier of private capital	0,36	0,18
The final change in profitability	0,12	0,12
Note - compiled by the author on the basis of data LLP «TTT»		

The assessment of these indicators for a differentiated entity has revealed that two factors have affected the growth of equity capital: the asset turnover has averaging 0.18, whereas its equity capital multiplier has affected relatively smaller, ie the contribution to the increase in profitability was 0.06.

Finally, as a result of the complex assessment of the analysis of financial resources of LLP "TTT", we see that the enterprise shows positive results in all used models and indexes.

It was found out that the norms of liquidity indicators of the enterprise, business activity and profitability indicators reflect positive values by calculating the indicators of the effectiveness of financial resources utilization of LLP "TTT".

Ways to increase the efficiency of using the enterprise's financial resources:

- receivables and payables management;
- use of funds in targeted areas;
- control over the capital structure of the enterprise;
- determination of the main directions of expansion of production to increase net income;
- introduction of advanced technologies of scientific and technological progress;
- improvement of management policy of fixed assets and intangible assets of the enterprise;
- increase in revenue from operating activities and reducing costs in the cash flow.

As a result of the analysis of the financial resources of the enterprise, it was determined that the amount of revenues increased annually and the amount of resources increased. The relationship between the entity's accounts receivable and payables reflects normal value. The number of employees of the enterprise is also increasing year by year. The overall profitability indicator demonstrates the effective utilization of the company's financial resources.

At the same time, the level of liquidity of financial resources of the enterprise has been analyzed. As a result of the analysis, the liquidity indicators were above the norm, which means that there are many liquid assets.

There are no significant negative figures in the business activity of the entity's financial resources. The optimization coefficient showed a positive result for the analyzed period, ie the size of 1. We are convinced that the turnover of inventories and inventories increased over the same period and increased turnover on accounts receivable.

The entity does not have short-term external investment, which proves its sufficient financial resources for the development of the enterprise. However, it is possible to attract bank loans to increase the competitiveness of the enterprise [12-14].

As a result of the comprehensive assessment of the financial performance of the entity, the financial position of the entity in 2017 and 2018 has shown a value above 1 as a result of the rating method, ie the entity's financial position is stable. And for integrated complex estimates, 2017 and 2018 showed more than 100 indicators, which are the financial condition of LLP "TTT". Defining the level of bankruptcy was determined by the low level of bankruptcy of the enterprise.

The results of the analysis show that the operation of the enterprise demonstrates a positive result in the above models, hence the risk of bankruptcy of the enterprise, as well as the fact that its financial resources are sufficient to cover the enterprise's liabilities.

In sum, effective utilization of financial resources of the enterprise is an important factor in ensuring solvency, financial stability and liquidity of the enterprise. We can say that the financial resources of the enterprise are used optimally as a result of efficiency indicators.

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КӘСІПОРЫННЫҢ ҚАРЖЫЛЫҚ РЕСУРСТАРЫН ПАЙДАЛАНУ ТИІМДІЛІГІН ЖЕТІЛДІРУ ЖОЛДАРЫ

Аннотация. Қаржылық ресурстардың қалыптасу көздерін анықтау қаржы ресурстарының мақсатты жұмсалыуына жәрдемдеседі. Кәсіпорынның қаржылық ресурстарының қалыптасу көздері, әдетте меншікті капитал болып есептеледі. Қаржылық ресурстарды қалыптастыру саясаты олардың қаншалықты тиімді қолданылатынын бағалауға мүмкіндік береді. Талдау негізінде анықталатыны: дебиторлық және кредиторлық берешектер, сондай-ақ меншікті және қарыз капиталы арасындағы икемді арақатынас – кәсіпорынның қаржы ресурстарын қалыптастырудағы ұтымды саясаты. «ТТТ» ЖШС-ның қаржылық ресурстарының құрамын талдау нәтижесінде, кәсіпорынның активтері мен ақшалай қаражаттары көлемінің жыл сайын артуына сәйкес, табыстың да мөлшері ұлғайғаны байқалады.

Кәсіпорынның қаржылық ресурстарына жүргізілген талдау нәтижесінде, жыл сайын табыс мөлшерінің артатыны, соған сәйкес, ресурстар көлемінің де өсетіні анықталды. Кәсіпорынның дебиторлық берешегі мен кредиторлық берешегі арасындағы арақатынас қалыпты мәнді көрсетеді. Кәсіпорынның қызметкерлер саны да жыл сайын ұлғайып отырған. Рентабельділік көрсеткіштерінің жалпы нәтижесі кәсіпорынның қаржылық ресурстарының тиімді қолданылып жатқанын дәлелдейді. Сонымен қатар кәсіпорынның қаржылық ресурстарының өтімділік деңгейі талданды. Талдау нәтижесінде өтімділік көрсеткіштерінің нормадан жоғары екендігі, яғни өтімді активтердің көп екендігі анықталды.

Кәсіпорынның қаржылық ресурстарының іскерлік белсенділік көрсеткіштерінде айтарлықтай теріс көрсеткіштер жоқ. Оңтайландыру коэффициенті талдау жүргізілген кезеңде оң нәтижені, яғни 1-ге дейінгі норма мөлшерін көрсетті. Активтер мен тауарлы-материалдық қорлардың айналымдылығының салыстырып отырған жылға қарағанда артқанына, дебиторлық берешек бойынша айналымдылықтың өскеніне көз жеткіземіз. Кәсіпорынның сырттан тартқан қысқа мерзімді инвестициялары жоқ, бұл – кәсіпорынның дамуы үшін өз қаржылық ресурстарының жеткілікті екендігін дәлелдейді. Алайда кәсіпорынның бәсекеге қабілеттілігін арттыру үшін банктік несиелерді тарту мүмкіндігі бар.

Кәсіпорынның қаржылық қызметіне кешенді баға беру нәтижесінде 2017 және 2018 жылдары кәсіпорынның қаржылық жағдайы рейтингтік әдіс нәтижесінде 1-ден жоғары көрсеткішті көрсетті, яғни кәсіпорынның қаржылық жағдайы тұрақты. Ал интегралды кешенді бағалау бойынша, 2017 және 2018 жылдары «ТТТ» ЖШС-нің қаржылық жағдайы норма болып табылатын 100-ден жоғары көрсеткіштерді көрсетті. Банкроттық деңгейін анықтау арқылы кәсіпорынның банкроттыққа ұшырау деңгейінің төмен екендігі айқындалды.

Түйін сөздер: қаржылық ресурс, баланс, актив, пассив, кәсіпкерлік, инвестиция, меншікті капитал, қарыз капиталы.

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ПУТИ СОВЕРШЕНСТВОВАНИЯ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ ФИНАНСОВЫХ РЕСУРСОВ ПРЕДПРИЯТИЯ

Аннотация. Определение источников формирования финансовых ресурсов способствует целевому использованию финансовых средств. Источником формирования финансовых ресурсов предприятия, как правило, считается собственный капитал. Политика формирования финансовых ресурсов позволяет оценить эффективность их использования. На основе анализа в качестве рациональной политики формирования финансовых ресурсов предприятия рассчитывается гибкое соотношение между дебиторской и кредиторской задолженностью, собственным и заемным капиталом. В результате анализа структуры финансовых ресурсов ТОО «ТТТ» при ежегодном приросте денежных средств и активов предприятия наблюдаем увеличение размера дохода.

В результате проведенного анализа финансовых ресурсов предприятия было установлено ежегодное увеличение размера доходов, соответственно – рост объема ресурсов. Соотношение между дебиторской задолженностью и кредиторской задолженностью предприятия отражает нормальное значение. С каждым

годом увеличивается численность работников предприятия. Общий результат показателей рентабельности и свидетельствует об эффективном использовании финансовых ресурсов предприятия. Кроме того, проанализирован уровень ликвидности финансовых ресурсов предприятия. В результате анализа установлено, что показатели ликвидности выше нормы, то есть большое количество ликвидных активов.

В показателях деловой активности финансовых ресурсов предприятия значительных отрицательных показателей нет. Коэффициент оптимизации в период проведения анализа показал положительный результат, т. е. размер нормы до 1. Мы убедимся, что оборотность активов и товарно-материальных запасов увеличилась по сравнению с прошлым годом, возросла оборотность по дебиторской задолженности. Предприятия не имеют краткосрочных инвестиций, что свидетельствует о достаточности собственных финансовых ресурсов для развития предприятия. Однако для повышения конкурентоспособности предприятия имеется возможность привлечения банковских кредитов.

В результате комплексной оценки финансовой деятельности предприятия в 2017 и 2018 годах финансовое состояние предприятия в результате рейтинговой оценки показало более 1 показателя, т. е. финансовое состояние предприятия стабильное. А по комплексной интегральной оценке в 2017 и 2018 годах финансовые показатели ТОО «ТТТТ» показали более 100 показателей, являющихся нормой. Путем определения уровня банкротства выявлен низкий уровень банкротства предприятия.

Ключевые слова: финансовые ресурсы, баланс, актив, пассив, предпринимательство, инвестиция, собственный капитал, заемный капитал.

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**INCLUSION OF INTELLECTUAL PROPERTY
TO THE ECONOMIC TURNOVER OF COMPANIES**

Abstract. The results of intellectual activity, being personalized in the form of intellectual property, have specific properties that provide clear competitive advantages to the economy of any level of the organization. In modern society, the results of human intellectual activity are the direct productive force, along with the traditional factors of production-land, labor and capital. The creation, dissemination and use of innovations, increasing the role and scale of intellectual property development are the main factors in the formation of an innovative economy. Intellectual property affects the competitiveness of the sphere of activity, the region, the country, and also determines the speed of emergence of new products and technologies. Intellectual property may be included in the intangible assets of organizations. Intellectual property obtained under a contract or license and rights to it as part of intangible assets shall transfer its value (through depreciation) to the cost of products (works, services) in accordance with the norms of depreciation and useful life.

Keywords: intellectual property, results of intellectual activity, intangible assets, management of intangible assets.

Introduction

Management of Intellectual property, like any other property, involves its commercialization and capitalization. Capitalization of intellectual property (IPO) is related to the accounting, evaluation and inclusion of intellectual property in the value of enterprises as its intangible assets. Today, the issues of intangible assets management are becoming quite relevant. The concept of "intangible assets" is applied in the accounting system in relation to intellectual property and business reputation in accordance with the conditions established at the legislative level, while the concept of "intellectual property" is used in the presence of rights to the results of intellectual activity.

Methodology

However, the concept of Intangible assets is extremely blurry, often have problems allocating them in a separate registration category of such assets, in this regard, it should be noted that the main criteria that distinguish intangible assets are: 1 the lack of material and physical form; 2, the existence of a high probability of obtaining income from the use of this resource; 3 the presence of legally substantiated use rights of an asset and possession, belonging to the organization; 4 estimated value; 5 the prospects for long-term use of the asset. In International financial reporting standard (IAS) 38 (IAS 38) identified the following requirements on the basis of which for accounting it is possible to allocate intangible assets to a separate category: 1 the ability of an object to bring profit to the organization (profitability, intangible assets must be distinguished from the rest of the means of production); 2 NMA must be a product of production; 3 legal proof of ownership of the asset; 4 required no form of the object.

Таблица 1 – Main types of intangible assets

Intangible assets		
Goodwill	Personal assets	separable assets
company reputation, management methods, customer base, trained staff	the reputation of the workers and the owners of the personal qualities of the employees and owners, skilled workers and owners	brand names (trademarks), patents, secret methods of technology, copyrights, licenses, know-how

Intangible asset management is a decision-making process for the creation and introduction of intangible assets into commercial circulation in the conditions of market competition in order to obtain maximum profit [1]. In turn, market competition is understood as the struggle of firms for a limited amount of effective consumer demand, conducted by them in the available market segments [3].

There are several stages in the management of intangible assets, among which the initial preparatory stage is the inventory of intangible assets.

At this stage of management of intangible assets, in which the identification of internal intellectual resources of the enterprise, it is important to identify three positions: inventory, statement on the balance sheet and legal regulation of internal conditions for the creation and use of intangible assets in the enterprise «1». Further, in the second stage, the importance of the study of the external competitive environment, as a result of which systematized information about competing firms, information about their products, as well as information about the needs of the market. At this stage, the entire Arsenal of search methods (patent research, brand research, determination of the scientific and technical level of products, marketing research, etc.) should be in demand. Then, at the third stage of management of the NMA to make a decision in the use of intangible assets on the system of competitive strategies «2», developed by doctor of economic Sciences Professor Yudanov A. Yu., choose the direction and implement specific actions of the competitive strategy.

Таблица 2 –Types of competitive strategies

Types of competitive strategies [1, p. 82]				
Type of strategy	the Commutators ("mouse»)	Patients ("foxes»)	Violents ("lions," elephants "" hippos»)	Explorers ("swallows»)
Production profile	Universal small	Specialized	Mass	Experimental
Company size	Small	Large medium, small	Large	Medium, small
The stability of the company	Low	High	High	Low
R & d spending	Low	Medium	High	High
The power factor is in the competition	Flexibility, multiplicity	Adaptability to a special market	High performance	Ahead of the curve in innovation

In the framework of the chosen strategy of competitive behavior at the fourth stage should be shown entrepreneurship and initiative coming from the managers of a particular enterprise. If a violent strategy is defined, large-scale R & d is needed to continuously create a large number of improving innovations that are quickly implemented in products. If the firm has followed the path of the patent, then the choice of a specialized niche is inevitable, which will require smaller-scale, but more specialized, narrowly focused developments, which will also have, basically, improving, adaptive nature. As for violently and patience strategy characterized by a desire to ensure that the patent monopoly on the created improvement. Enterprise-commutators are most in need of the means of individualization. Such firms are characterized by the desire to ensure a patent monopoly at the level of trademarks, trade names, appellations of origin. If the company claims to be an Explorer, then when creating a fundamentally new product, the question of financing will be especially acute.

Таблица 3 – The main stages of intangible assets management

The main stages of intangible assets management [3]
1. Preparatory stage Creation of the register of the revealed intellectual resources, (legal, technical, economic data on each object of intellectual property). Reflection of the identified intellectual resources in the balance sheet of the enterprise as intangible assets. Creation of an internal legal mechanism for the creation and use of intangible assets in the enterprise.
2. Research of external competitive environment Identification of firms-competitors. Search for comprehensive information about products manufactured by competitors. Research of needs of consumers Search of infringers of patent rights
3. Determination of the type of competitive strategy and development of specific management decisions Choosing the type of competitive strategy determining the thematic focus and depth of R D ensuring patent protection
4. The operational phase (implementation of the decisions taken) Use of intellectual property (implementation) conducting transactions with IP (sale, pledge, etc.) Formulation of inventive tasks Prosecution of violators

Described in the publication [1] the main stages of management of intangible assets (IA), according to the author, are a universal algorithm for creating a management system of IA [2], since they are reflected in practice in the process of legal protection, evaluation and inventory of intellectual property belonging to different participants of commercial turnover: private, state-owned enterprises, as well as individual authors.

Results of a research

It should be noted that the main funds invested in innovation in developed countries, about 90 % is the own funds of large corporations. Most of the pioneering solutions that increase the flexibility of the innovation process are implemented by small innovative businesses that develop on the basis of grants and loans. In Kazakhstan, there is no such business culture, the interests of profit at minimum costs prevail over long-term innovative interests.

In overcoming financial problems and the existing market demand for intellectual property (IP), its commercialization is not progressing. Enterprises mainly develop along the following chain: "investment-production of products based on the developed technology". If we talk about innovation policy in the country, we should talk about the commercialization of intellectual product, in fact, about the commercialization of property rights to the result of intellectual activity [4]. In the context of globalization, intellectual capital is updated at a progressive pace. Its internationalization leads to an increase in the number of diversified scientific and industrial, communication, transport and trade companies, as well as banks that operate not only in the country but also abroad. The competitive advantage of international corporations is enhanced, which is built with the active use and import of intellectual capital, wherever it is formed. Unlike a traditional firm, the essence of which is changing, the share of tangible assets in the structure of assets of a modern company decreases. For example, the ratio of tangible and intangible assets is IBM-20 % to 80 %, Coca Cola-5 to 95.

Today, according to international statistics, the share of Kazakhstan's high-tech products in the world market is almost zero, and, as is known, this share is a generalizing indicator of the effectiveness of scientific, technical and innovative activities. Compared with Kazakhstan, the share of the European Union.

Technical and economic development in the world is based on new and competitive products. The successful functioning of the enterprise in the modern economy is based on the creation and implementation of innovations through the intellectualization of the production process. Therefore, the main factor in increasing the competitive potential and forming a competitive strategy is intellectual property, which ensures the effective functioning of economic systems with intensive development and improvement of the quality level of production.

Conclusions

Intellectual property as a formalized result of intellectual activity is one of the leading and main competitive advantages of modern organizations that aim at stable development and strengthening of market positions by increasing their competitiveness. The presence of intellectual property is a unique competitive advantage, as its effective use contributes to the innovative development of the enterprise. In the world market of high-tech products is 35%, the US – 25 %, Japan – 11 %, Singapore – 7 %, South Korea – 4%, China – 2%., the backlog is more than 100 times due to the high proportion of unused patents for technologies with market value.

The ability of the enterprise to intensify the formation and use of the results of intellectual activity is confirmed by the dynamic development of the international intellectual property market. The accumulated world experience shows that there is a direct relationship between the availability and efficiency of intellectual property and the growth of competitive advantages. Intellectual property as a result of continuous creation and attraction of knowledge, updating of a portfolio of innovations creates innovative technologies, products, services, entering new markets, application of new organizational and administrative methods and decisions defines competitive advantages of the enterprise expressed in emergence of new exclusive rights to objects of intellectual property, monopolization of the market, and also emergence of absolutely new competitive advantages [6].

The use of intellectual property at the stage of creation of the enterprise allows, first, to form a sizeable authorized capital or to carry out a review of its structure during operation, and, secondly, to

attract additional financial resources from internal and external markets through the issue of securities of the company by increasing its intangible assets. In the current environment, the firm is seen as a community focused on human resources, knowledge and information generated by them, permeated with elements of creativity [7]. The system of relations at the intra-corporate and inter-corporate level is also being transformed, the flexibility of organizational and management systems is growing, the dependence of personnel on the company's management is decreasing, special attention is paid to the intellectual potential of employees [5]. The formation of new competitive advantages of firms is subject to the combination of high intellectual potential and modern technological standards. Against the background of globalization of the economy and unification of consumer needs, firms are actively involved in integration processes and combine intellectual resources for the development of promising markets. International companies maintain stable competitive advantages due to the possession of key competencies, the ability to generate ideas and quickly bring them to industrial development [5].

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ЗИЯТКЕРЛІК МЕНШІК ОБЪЕКТІЛЕРІН КӘСІПОРЫНДАРДЫҢ ШАРУАШЫЛЫҚ АЙНАЛЫМЫНА ЕНГІЗУ

Аннотация. Зияткерлік меншік түрінде дараландырылған интеллектуалдық қызметтің нәтижелері кез келген деңгейдегі ұйым экономикасы үшін айқын бәсекелестік артықшылықтар беретін нақты қасиеттерге ие. Қазіргі қоғамда адамның интеллектуалдық қызметінің нәтижелері – өндірістің дәстүрлі факторлары ғана емес, тікелей өндіріс күшінің өзі: жер, еңбек және капитал. Инновацияны құру, тарату және қолдану, зияткерлік меншіктің рөлі мен масштабын арттыру – инновациялық экономиканы қалыптастырудың негізгі факторлары. Зияткерлік меншік қызмет саласының, аймақтың, елдің бәсекеге қабілеттілігіне әсер етеді, сонымен қатар жаңа өнімдер мен технологиялардың пайда болу қарқынын анықтайды. Зияткерлік меншік ұйымдардың материалдық емес активтеріне енгізілуі мүмкін. Келісімшарт немесе лицензия бойынша алынған зияткерлік меншік және оған материалдық емес активтердің құрамындағы құқықтар, амортизация мен пайдалы өмір сүру стандарттарына сәйкес, оның құнын (амортизация арқылы) өнімнің өзіндік құнына аударады.

Зияткерлік меншікті басқару, кез келген басқа меншік сияқты, оны коммерцияландыру мен капиталдандыруды көздейді. Зияткерлік меншікті капиталдандыру (IPO) зияткерлік меншікті есепке алумен, бағалаумен және кәсіпорынның құнына оның материалдық емес активтері ретінде енгізумен байланысты. Бүгінде материалдық емес активтерді басқару мәселелері өзекті болып отыр. «Материалдық емес активтер» ұғымы заңнамалық деңгейде белгіленген шарттарға сәйкес, зияткерлік меншікке және іскерлік беделге қатысты есеп жүйесінде қолданылады, ал «зияткерлік меншік» ұғымы зияткерлік қызмет нәтижелеріне құқықтар болған кезде қолданылады.

Алайда материалдық емес активтер ұғымы өте аз, көбінесе оларды осындай активтерді тіркеудің жеке санатына бөлу проблемасы туындайды, осыған байланысты материалдық емес активтерді ажырататын негізгі өлшемдер: материалдық және физикалық форманың болмауы; осы ресурсты пайдаланудан түсетін кірістің жоғары ықтималдылығының болуы; ұйымға тиесілі активті және меншікті пайдалануға заңды негізделген құқықтардың болуы; сметалық құны; активті ұзақ мерзімді пайдалану перспективалары. Қаржылық есептіліктің халықаралық стандарты (38 IAS) келесі талаптарды анықтайды: олардың негізінде материалдық емес активтерді есепке алу мақсатында жеке санатқа бөлуге болады.

Түйін сөздер: зияткерлік меншік, зияткерлік қызмет нәтижелері, материалдық емес активтер, материалдық емес активтерді басқару.

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ВНЕДРЕНИЕ ОБЪЕКТОВ ИНТЕЛЛЕКТУАЛЬНОЙ СОБСТВЕННОСТИ В ХОЗЯЙСТВЕННЫЙ ОБОРОТ ПРЕДПРИЯТИЙ

Аннотация. Результаты интеллектуальной деятельности, будучи персонифицированными в форме интеллектуальной собственности, обладают специфическими свойствами, обеспечивающими явные конкурентные преимущества для экономики любого уровня организации. В современном обществе результаты

интеллектуальной деятельности человека являются непосредственной производительной силой наряду с традиционными факторами производства: землей, трудом и капиталом. Создание, распространение и использование инноваций, повышение роли и масштабов развития интеллектуальной собственности являются основными факторами формирования инновационной экономики. Интеллектуальная собственность влияет на конкурентоспособность сферы деятельности, региона, страны, а также определяет скорость появления новых продуктов и технологий. Интеллектуальная собственность может быть включена в состав нематериальных активов организаций. Интеллектуальная собственность, полученная по договору или лицензии, и права на нее в составе нематериальных активов переводят ее стоимость (через амортизацию) в себестоимость продукции (работ, услуг) в соответствии с нормами амортизации и срока полезного использования.

Управление интеллектуальной собственностью, как и любой другой собственностью, предполагает ее коммерциализацию и капитализацию. Капитализация интеллектуальной собственности (ИПО) связана с учетом, оценкой и включением интеллектуальной собственности в стоимость предприятия в качестве его нематериальных активов. Сегодня вопросы управления нематериальными активами становятся достаточно актуальными. Понятие "нематериальные активы" применяется в системе бухгалтерского учета применительно к интеллектуальной собственности и деловой репутации в соответствии с условиями, установленными на законодательном уровне, в то время как понятие "интеллектуальная собственность" используется при наличии прав на результаты интеллектуальной деятельности.

Однако понятие нематериальных активов крайне размыто, часто возникают проблемы выделения их в отдельную категорию регистрации таких активов, в связи с этим следует отметить, что основными критериями, отличающими нематериальные активы, являются: отсутствие материальной и физической формы; наличие высокой вероятности получения дохода от использования данного ресурса; наличие юридически обоснованных прав пользования активом и владения, принадлежащих организации; оценочная стоимость; перспективы долгосрочного использования актива. В Международном стандарте финансовой отчетности (МСФО) 38 (IAS 38) определены следующие требования, на основании которых для целей бухгалтерского учета можно выделить нематериальные активы в отдельную категорию.

Ключевые слова: интеллектуальная собственность, результаты интеллектуальной деятельности, нематериальные активы, управление нематериальными активами.

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EVOLUTION OF THE DEVELOPMENT OF CONCEPTS OF THE CORPORATE SOCIAL RESPONSIBILITY

Abstract. The significance and priority of corporate social responsibility problems are due to, firstly, the high degree of economic development of the leading countries of the world, creating material opportunities to maintain modern standards of living standards of the population; secondly, by strengthening the role of intangible factors of economic growth associated with the need for investment in human capital as a key condition for innovative economic growth based on the potential of intelligence, education and creativity of workers. An important reason for increasing attention to the development of the social functions of the entrepreneurial community in Kazakhstan was the revision of traditional views on the concept of social policy in the direction of expanding the circle of its subjects and significantly reducing government intervention in solving many socio-economic problems.

The growing interest in the problem of corporate social responsibility (CSR) requires a deep understanding of this concept to develop measures for the practical implementation of socially responsible behavior of business structures. An analysis of the genesis and content of the basic concepts of CSR allows us to identify “nuclear” and alternative theories that make it possible to identify various aspects of CSR. The article analyzes the main approaches that have emerged in the work of Western CSR researchers, an attempt is made to systematize these approaches based on the ratio of their essence and theoretical content.

The article discusses various interpretations of the term “corporate social responsibility”, explores its specificity. The principles and levels of business social responsibility are set out in detail. Particularly emphasized is the role of corporate social reporting as an effective tool for dialogue between business with society and the state.

Keywords: social responsibility, corporate social responsibility, corporate citizenship, corporate social activity, corporate social susceptibility, stakeholder concept, corporate sustainability.

Introduction

The origin of the concept of corporate social responsibility. Ideas about the role of activity in the development of society have existed since ancient times, even Aristotle considered the phenomenon of responsibility in the system of three coordinates: economic, legal and ethical relations.

One of the first manifestations of social responsibility, rooted in the past, can be considered charity. Initially, this phenomenon was of a private nature, since donations, material assistance to the poor, guardianship of orphanages, hospitals were considered a God-pleasing matter for representatives of the wealthy class, Industrialists, merchants. However, as the scale of industrial activity increased, the range of issues related to the sphere of social responsibility of business gradually expanded. The industrial revolution of the late XVIII-XIX centuries, which led to increased competition and growth of the labor movement, was the reason that prompted the owners of factories, factories, industrial companies to go to the softening of working conditions of employees and the provision of additional guarantees to business partners. [1].

Main part

The idea of the need to combine the interests of business and society appeared during the development of industrial and post-industrial society as a reaction to the new requirements for human capital. Thus, at the beginning of the XX century in the business community there were ideas that companies are obliged to use their resources, ensuring the welfare of society as a whole. For example, the

American steelworker, philanthropist Andrew Carnegie to the beginning of the XX century founded more than two thousand public libraries in the United States and is considered to be the founder of the doctrine of "capitalist charity", which stated that profitable and successful organizations should donate part of their funds for the benefit of society. It is worth noting the contribution to the development of CSR theory of K. Marx and F. Engels, who in their works not only revealed the existing contradictions in society in historical retrospect, but also brought to a new level the issues of class struggle and the role of workers in the formation of political and economic systems, as well as society as a whole. The controversy surrounding their teachings became a theoretical basis in determining the role and contribution of private business and large capital in the development of society [2].

A turning point for business and society was the Great depression of the 1930s in the United States and the crisis of the economies of Europe devastated by world war II, which gave rise to a flurry of bills aimed at strengthening the protection of public interests and guarantees of workers' rights. As a result, it became clear that the classical representations of A. Smith's ideas about the market economy as a self-sufficient system failed, and the failures of public administration of the time gave rise to the need to develop mechanisms of public control and the transformation of theoretical ideas about the balance of market economy and public administration [3].

The famous American economist XX century. M. Clarke believed that the purpose of governance was a "balanced society" in which private activity combined with government control could provide a balance between selfish interest and public interest. Free men, he wrote, must work together for the sense of responsibility to prevail. The economy is inextricably linked with the life of society, and the formation of social-oriented thinking, based on ethical criteria, could not but affect the new quality of labor, and accordingly-on the economy. Development of civilization on the basis of social cooperation of people assumes active participation of the population and business in the solution of problems, both small local communities, and at the national level. The beginnings of corporate social responsibility date back to the early nineteenth century, when the workers' rights movement began as a result of moral and economic considerations about the human costs of the industrial revolution [4].

One of the founders of this view was the English industrialist, socialist-utopian Robert Owen, who developed a plan to improve the living conditions of workers and tried to implement it in one of the spinning mills in Scotland. His proposed ideas and projects of reorientation of employers to social responsibility to workers played a positive role both in the awareness of workers of their rights and in the awareness of the need for state and international regulation of social and labor relations.

In the second half of the XX century the world entered a new stage of scientific and technical revolution - the age of electronics, which made a revolution in all sectors of social reproduction: material, services, human mental labor [5]. These changes have led not only to a tremendous development and complication of industrial relations and social structure, but also caused a revision of approaches to the definition of key factors of competitiveness. Companies began to see employees as a source of generating ideas and innovation. In the same period of time there is a number of scandals and incidents of responsibility, for example, ignition of the Cuyahoga river in the USA from the excessive pollution in 1969, This event has caused a sharp public outcry, which was created by the United States Agency for environmental protection and a number of Federal laws "On control over the prevention of water pollution", "Agreement on water quality in the Great lakes," etc. It was at this time that the famous environmental public organization Green peace was founded, there were also explosions at the chemical factory in Seveso (Italy) in 1976 and at the Three Mile island nuclear power plant in 1979 (the largest nuclear accident in the United States); a series of accidents of aircraft, ships and rail transport and other similar events. Most of these man-made disasters were caused by neglect of safety regulations on the part of company management. These events in the stream of political and social changes gave impetus to the intensive development of social movements in economically developed countries. In criticizing the decisions and actions of business, the prerequisites for a new nature of market relations arose: consumers voluntarily refused to purchase goods and use the services of irresponsible companies; the activity of the trade Union movement and non-profit public organizations increased. Under public pressure in Western Europe and the United States, labor and environmental legislation is tightened, specialized international organizations appear and state institutions are formed to control the social aspects of companies' activities, such as labor protection, human rights, ecology, etc [6].

Currently, the essence and content of corporate social responsibility is widely discussed. However, a single view on the definition of the term CSR, reflecting its essence, has not yet been formed. There is an objective reason for this – the sphere of responsibility of business becomes shaky and incomprehensible. It is clear that the business is responsible to shareholders for making a profit and issue dividends to customers – for the quality of the product or service before the state for the payment of taxes and compliance with legislation. There is a distant responsibility, and therefore controversial. Is business responsible to society, for example: if so, to whom in particular, and for what? Is business responsible for the environment, if it has already paid off the government with fines and continues to pollute the environment? How to assess deferred responsibility to future generations? In the modern understanding of the concept of doing business, there are three major theories [7]

The first and most traditional theory is based on increasing profits for its shareholders, owners and investors and is called the theory of corporate selfishness. Maximizing the company's profits is a tool of social development, as with the growth of the market value of the company and its revenues, wages increase, more business projects are implemented, tax revenues to the budgets increase, therefore, the development of society takes place. "It is better that businessmen conduct their business honestly than give part of the excess profits to charity," said Theodore Roosevelt. American economist Milton Friedman bluntly stated that "the business of business is business."

The second theory appeared almost simultaneously with the theory of corporate selfishness, but completely contradicts it. This theory is called the theory of corporate altruism and its essence is the obligation of business to make a significant contribution to improving the quality of life of staff, the population and society as a whole, increasing the overall welfare.

The third theory is the theory of intelligent selfishness. This theory is based on the fact that social responsibility is an effective tool for the strategic development of the company, as it reduces long-term profit losses. Social responsibility from the standpoint of the theory of reasonable selfishness is an opportunity for a company to realize its basic needs for survival, security and sustainability [8].

Currently, the concept of CSR incorporates various aspects – it means charity, patronage, social marketing programs, sponsorship, philanthropy, etc.

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There are many different types of responsibility. Each of them is really manifested in the practice of management. Each of them has a specific feature that determines the possibilities, conditions, boundaries and effectiveness of its practical use.

The construction of any typology begins with the establishment of criteria for typological analysis and separation of objects. According to the scale of use, it is possible to distinguish individual and collective (corporate) responsibility. This typology is based on the evaluation of performance and the measure of participation in achieving or not achieving these results. It reflects the understanding of existing situations and the initiative to participate in the problems of this situation. In modern conditions of economic development, the implementation of corporate responsibility attracts more and more attention. It acts as the most important factor of business reputation of firm or the company which in turn defines competitive advantages. Thus, the manifestation of responsibility for the company becomes its competitive advantage. This makes the company very attentive to responsibility. Individual responsibility can manifest itself in the internal and external environment. It is the basis of discipline and a kind of guard against erroneous decisions [9].

On social and psychological factors of influence on activity of the person responsibility can be moral and material. Material responsibility is based on the material interests of the person or the economic interests of the collective. It involves material damage in cases of non-fulfillment of obligations, failure to obtain the necessary result of activities, evasion from the implementation of their functions. This type of responsibility should be clearly regulated in the organizational regulations of the company, in various contracts and agreements.

There is also moral responsibility. In many cases, it has a stronger impact. But this type of responsibility depends largely on the manifestation of social consciousness, which is part of the individual consciousness. This responsibility manifests the social essence of a person and his understanding of the

features of the social environment in which he exists and works, and his dependence on the social environment [10].

Moral responsibility is difficult to regulate by organizational regulations. It manifests itself in the condemnation of a person by other people, the whole team or in the condemnation, if it is a company as a whole, by partners. Moral responsibility affects the relationship between people, not infrequently leads to conflict situations. On the other hand, it plays the role of a deterrent in human activity: the need to assess the consequences of activities from the standpoint of his mental balance and tranquility. Of course, this applies to financial responsibility, but in moral-more important are the psychological factors of realization of interests [11]

Responsibility can be significant and insignificant. The realization of responsibility can turn the whole life of a person. Minor liability may not have a noticeable impact on the activity, but it is an alarming factor. With the accumulation of such factors, negative and significant consequences are also possible. Often in practice there is a clear and hidden responsibility. The first reflects a fairly clear non-compliance with the existing requirements and evaluation criteria [12].

Explicit responsibility has clear criteria for its identification and implementation. Hidden responsibility is difficult to prove, invisible, vague in its criteria assessment. It can be very dangerous in the management organization. But such responsibility always exists, St. Petersburg state University of architecture and civil engineering (St. Petersburg)

Features of economic responsibility. When building a system of responsibility in an organization, it is difficult to foresee all situations of performance evaluation. And situations are sometimes so complex that they do not lend themselves to unambiguous assessment. And the responsibility depends on the assessment, which can be erroneous, incomplete, distorted, tendentious, etc. for reasons of occurrence, the set of responsibilities can be divided into random and natural [13].

Accidental liability often reflects the haste in making decisions, lack of professionalism. It manifests itself unexpectedly and is foreseen in a pronounced probability. Natural responsibility is characterized by the inevitability of its occurrence and a clear idea of the content, nature and extent. This responsibility is well fixed in the organizational provisions and is the most effective in ensuring discipline and organization of human and collective activities. But the most important in understanding responsibility is the allocation of its types in the spheres of existence and effectiveness: social, economic, organizational, political, legal (criminal). This typology includes all of the above types. For example, social responsibility can be both natural and accidental, significant and insignificant, explicit and hidden, individual and collective, moral and material. The same can be argued for other types of typology of responsibilities [14]

To see and understand the typological diversity of responsibility is necessary for the construction of the system, its organizational support. Responsibility should be effective and contribute to the effectiveness of management. This depends on taking into account its diversity, i.e. differentiation and integration of types of responsibility in the management system and processes.

The stabilization of the socio-economic situation in Russia, the strengthening of the business sector, the growth of ambitions of Russian companies in the international arena have become prerequisites for systemic changes in their activities.

Typical trends in the Russian business community in recent years are the legalization of companies, their more in-depth specialization, access to global markets. There are large industrial city-forming companies, receiving in addition to the opportunity to do business, the opportunity to solve social problems in the regions of presence.

Corporate social responsibility (or social responsibility) as a social phenomenon illustrates the increasing level of human development as the first step that raises man above animals is the ability to use objects of labor in its activities, the next stage is the ability to get not only trained, but also to surplus and share them with other people, then – the ability to ensure security of existence through continuous effective work. But the ability to bear responsibility for the consequences of their well-being, to limit themselves in favor of others – is the highest step of this ladder [15].

The concept of corporate social responsibility appeared in business relatively recently. It is believed that the American economist Howard Bowen introduced this term into use, publishing in 1953 the work "Social responsibility of the businessman", in which he defined business as "the part of society responsible for its stable development".

To date, there is no single definition of this term, various associations offer many options describing the essence and action of corporate social responsibility, but one of the most concise, but very clear is the definition of the American Association of corporations Business for social responsibility.

At present, attention has increased to the problems of socially responsible business behavior, its role in the global socio-economic development. In order to ensure competitiveness, companies maintain their image, work to improve their business reputation, and carry out their activities on the basis of the principles of social responsibility [16].

The events of the first decade of the XXI century – the failure of consumers to buy the products of socially irresponsible companies, bankruptcies of major corporations Enron, World Com (2002), failed mergers due to the low level of trust showed that social responsibility and reputation come to the fore in the activities of any company. Therefore, it is so important to understand what constitutes corporate social responsibility and how socially responsible business behavior affects the process of forming a positive image and business reputation (Epstein E. 1987: 53-63).

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The stabilization of the socio-economic situation in Russia, the strengthening of the business sector, the growth of ambitions of Russian companies in the international arena have become prerequisites for systemic changes in their activities.

Typical trends in the Russian business community in recent years are the legalization of companies, their more in-depth specialization, access to global markets. There are large industrial city-forming companies, receiving in addition to the opportunity to do business, the opportunity to solve social problems in the regions of presence.

Initially, the term "corporate social responsibility" (from the English. corporate social responsibility). It was applied to large open joint stock companies (analogs of American corporations created for profit), then began to be used for business in General, as well as for medium and small businesses. In foreign and domestic sources, the term "corporate social responsibility" is often used, where the word "social" is sometimes taken in brackets. In essence, the concepts of "social responsibility of business" (SOB) and "corporate social responsibility" (CSR) are identical in their semantic content. The origins of the concept of SOB should be sought, first, in the teachings of representatives of the conservative economic approach A. Smith, D. Riccardo, their followers M. Friedman, P. Heine and others. They believed that interference in the economy should be minimal. Thus, Adam Smith, being not only the founder of the basic principles of economic science, but also its ethical foundations, in his works posed the problem of reconciliation of private and public interests. According to the philosopher, the functioning of society is subject to a certain natural process, as a result of which there is a relationship between private and public interest [19].

The new realities of social production, the growth of competition, the unstable situation in international markets, the financial and subsequent economic crises of 2007-2009 give rise to more and more theoretical discussions about new systems of corporate governance, in particular, the system of social responsibility of business (SRB), and the development of the corresponding theory of corporate responsibility in the social sphere. The problems of socially responsible behavior of companies do not leave the pages of domestic and foreign press as periodicals ("Finance and credit", "Questions of economic Sciences", "Harvard Business Review", "Journal of Economic Regulation") and textbooks (V. A. Simkhovich "Corporate social responsibility"; T. V. Kravtsova)

"Modernization of the Institute" of social responsibility; W. Timothy Coombs, *Managing Corporate Social Responsibility*; Laura-Maria Altmann "Corporate Social Responsibility"). The European Union regularly hosts forums and conferences on this subject (for example, CSR Europe); the UK has recently established the post of Minister for corporate social responsibility (within the Department of trade and industry); international standards and certificates in the field of CORPORATE social responsibility (for example, GRI); normative legal acts are adopted and laws regulating activities in this sphere are signed.

Corporate social responsibility (CSR) is a natural stage in the development of market relations. The historical background of CSR development is closely related to economic transformations and business needs. The theory of corporate social responsibility has gone through several stages of evolution, but in modern literature there is no single understanding and approach to the definition of social responsibility. The most conceptual definition is the following: corporate social responsibility is a concept according to which organizations take into account the interests of society, taking responsibility for the impact of their activities on stakeholders. CSR goes beyond the obligation to comply with established legislation and assumes that organizations voluntarily take additional measures to improve the quality and standard of living in the territory of presence. The unifying factor in almost all definitions is that social responsibility refers to the willingness of the company to build relationships and take into account the interests of stakeholders, thereby creating a CSR system. The active implementation of CSR policy is supported by the economic interdependence of entrepreneurs, society and the state: the welfare of society largely determines the results of economic activity, and economic development affects the level and quality of life of the population. Developed countries pay much attention to the concept of CSR, which is gradually becoming a prerequisite for the sustainable development strategy (SD) of the organization of any size. The company's success in achieving SD goals directly depends on its ability to create, develop, uniquely combine and accumulate relevant resources, which is achieved through the use of the CSR system. Meeting the needs and interests of stakeholders through the concept of corporate social responsibility, the company creates conditions for stable functioning and long-term prosperity of its business [20].

Socially oriented business, in turn, allows to solve current economic problems and acts as an engine of positive changes in the economy. Regular use of the system of corporate social responsibility in the daily operations of the company and the implementation of the respective programmes influence the nature of the markets in which the company works, contributing to socio-economic development of regions through the creation of a favorable business climate, maintaining decent working conditions of staff and the life of the local community. Moreover, socially responsible companies contribute to reducing social tensions, act as reliable partners of the state in the implementation of its social programs, improve the overall economic situation of the industry, the region or the country as a whole [21].

Interest in the idea of socially responsible companies continues to grow steadily, and the CSR system is developing quite rapidly. You may notice that in the medium term with the development policy of socially responsible behavior will focus on such problems as the reduction of the gap between rich and poor, the fight against infectious diseases and development of intellectual capital; in the long term will remain interested in protecting the environment and leading environmental factor in the politics of SOB. The main factors constraining the development of CSR include the lack of consistency in the construction and implementation of the concept of CSR, misunderstanding of the purely practical side of this strategy (that is, the relationship between the strategy of social responsibility and sustainable growth of the company's capitalization in the long term), unwillingness to allocate funds from the budget for relevant programs and projects, lack of CSR specialists, equating CSR to charity or philanthropy, lack of adequate mechanisms for harmonizing the interests of stakeholders.

There is a view according to which it is possible to talk about the formation of a unified theory of CSR, subject to the dialectic of normative and instrumental approaches. 1 The normative approach considers CSR from the position of duty and is aimed at the moral justification of the behavior of companies and individual managers. In contrast to the prevailing normative, the instrumental approach, which has now become particularly popular, links socially responsible business conduct with its efficiency in terms of so-called "relational assets", the quality of social reporting, a set of indicators that should be reflected in it. (Davis K. 1960: 70-76).

халықтың өмір сүру деңгейінің заманауи стандарттарын ұстап тұруға материалдық мүмкіндіктер туғызады; екіншіден, жұмысшылардың зияткерлік, білім беру және шығармашылық әлеуетіне негізделген инновациялық экономикалық өсудің негізгі шарты ретінде, экономикалық өсудің материалдық емес факторларының рөлін күшейту арқылы адами капиталды инвестициялау қажеттігімен ерекшеленеді. Қазақстан Республикасындағы кәсіпкерлік қоғамдастықтың әлеуметтік функцияларын дамытуға көңіл бөлудің маңызды себебі әлеуметтік саясат тұжырымдамасы туралы дәстүрлі көзқарастарды оның субъектілері шеңберін кеңейту бағытында қайта қараумен және көптеген әлеуметтік-экономикалық проблемаларды шешуге мемлекеттің араласуын едәуір төмендетумен байланысты болды.

Корпоративтік әлеуметтік жауапкершілік (КӘЖ) мәселесіне деген қызығушылықтың артуы, бизнес-құрылымдардың әлеуметтік-жауапты іс-әрекетін практикалық іске асыру жөніндегі шараларды әзірлеу үшін, осы тұжырымдаманы терең түсінуді талап етеді. КӘЖ негізгі ұғымдарының генезисі мен мазмұнын талдау «ядролық» және балама теорияларды КӘЖ-нің әртүрлі аспектілерін анықтауға мүмкіндік береді. Мақалада Батыс КӘЖ зерттеушілерінің жұмыстарындағы негізгі тәсілдер талданады, олардың мәні мен теориялық мазмұнының арақатынасы негізінде осы тәсілдерді жүйелеуге әрекет жасалады.

Мақалада «корпоративтік әлеуметтік жауапкершілік» терминінің әртүрлі түсіндірмелері және оның ерекшелігі қарастырылған. Бизнесінің әлеуметтік жауапкершілігі принциптері мен деңгейлері егжей-тегжейлі көрсетілген. Корпоративтік әлеуметтік есеп берудің қоғам мен мемлекет арасындағы диалогтың тиімді құралы ретіндегі рөлі ерекше атап өтілді.

Түйін сөздер: әлеуметтік жауапкершілік, корпоративтік әлеуметтік жауапкершілік, корпоративтік азаматтық, корпоративтік әлеуметтік белсенділік, корпоративтік әлеуметтік сезімталдық, мүдделі тараптар түсінігі, корпоративтік тұрақтылық.

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ЭВОЛЮЦИЯ РАЗВИТИЯ КОНЦЕПЦИЙ КОРПОРАТИВНОЙ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ

Аннотация. Значимость и приоритетность проблем корпоративной социальной ответственности обусловлены, во-первых, высокой степенью хозяйственного развития ведущих стран мира, создающих материальные возможности для поддержания современных стандартов качества жизни населения; во-вторых, усилением роли нематериальных факторов экономического роста, связанных с необходимостью инвестиций в человеческий капитал как ключевого условия инновационного экономического роста, основанного на потенциале интеллекта, образованности и творчества работников. Немаловажной причиной повышения внимания к развитию социальных функций предпринимательского сообщества в РК стал пересмотр традиционных взглядов на концепцию социальной политики в сторону расширения круга ее субъектов и значительного сокращения вмешательства государства в решение многих социально-экономических проблем.

Возрастающий интерес к проблеме корпоративной социальной ответственности (КСО) требует глубокого осмысления данного понятия для выработки мер по практической реализации социально-ответственного поведения бизнес-структур. Анализ генезиса и содержания основных концепций КСО позволяет выявить «ядерные» и альтернативные теории, дающие возможность выявить различные аспекты КСО. В статье проанализированы основные подходы, сформировавшиеся в работах западных исследователей КСО, сделана попытка систематизации указанных подходов на основе соотношения их сущности и теоретического содержания.

В статье рассматриваются различные трактовки термина «корпоративная социальная ответственность», исследуется его специфика. Подробно излагаются принципы и уровни социальной ответственности бизнеса. Особенно подчеркивается роль корпоративной социальной отчетности как эффективного инструмента диалога бизнеса с обществом и государством.

Ключевые слова: социальная ответственность, корпоративная социальная ответственность, корпоративное гражданство, корпоративная социальная деятельность, корпоративная социальная восприимчивость, концепция заинтересованных сторон, корпоративная устойчивость.

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A.A. DaurenbekovaAl-Farabi Kazakh National University, Almaty, Republic of Kazakhstan
aiana_da@mail.ru**COOPERATION OF KAZAKHSTAN AND CHINA WITHIN
THE SILK ROAD ECONOMIC BELT**

Abstract. The purpose of the study is to identify the main problems and trends of cooperation between Kazakhstan and China in the light of the implementation of the Silk Road Economic Belt Strategy, which is one of the largest initiatives that form a new paradigm for the economic and overall geostrategic development of the world. To achieve this goal, the author identified the priorities and features of the participation of Kazakhstan and China in the formation and development of the Silk Road Economic Belt. In addition, the state of economic relations between China and Kazakhstan was analyzed in the following priority areas of cooperation: mutual trade, investment, and the scientific and technological sphere. The focus of the article is on the creation of transport corridors and transport and logistics centers within the Silk Road Economic Belt. In particular, the main directions of the development of transit potential in the Kazakh-Chinese direction are proposed. To strengthen mutual economic cooperation between Kazakhstan and China, the creation of the International Silk Road Financial Center in Kazakhstan with the definition of its functions has been proposed. The results of the study can be used by specialists of state bodies in the process of developing strategic program documents as part of the development of the Silk Road Economic Belt.

Keywords: Silk Road Economic Belt, China, Kazakhstan, economic cooperation, trade relations.

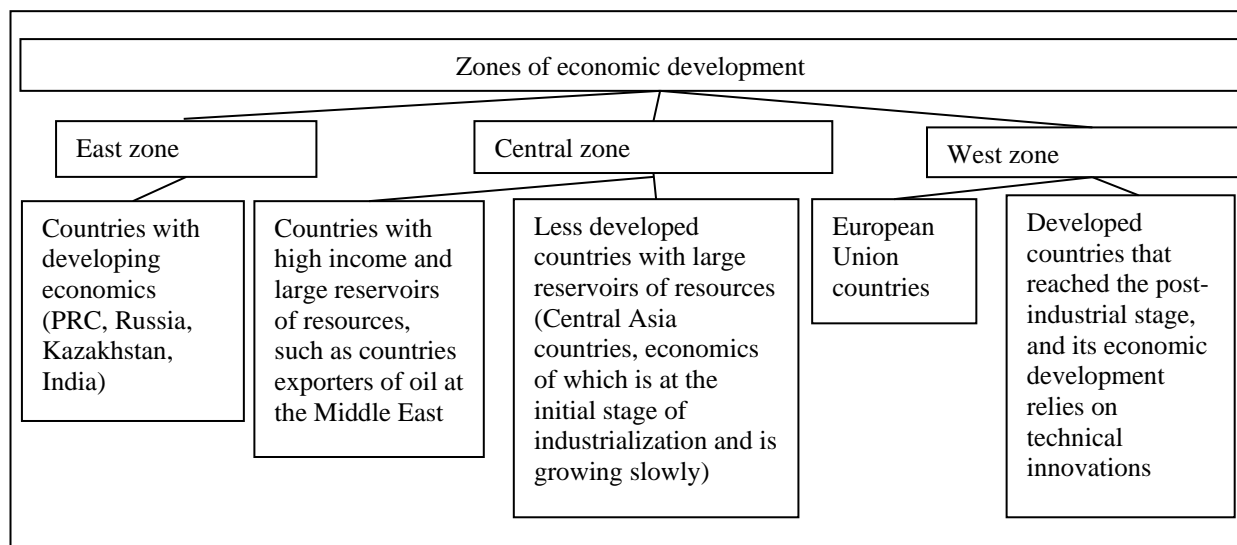
Introduction. The initiative on creating the Silk Road Economic Belt was announced by the leader of PRC, Xi Jinping, on September 16, 2013 during his speech at the Nazarbayev University in Astana [1]. In the short period of time, the announced initiative became not only a concept, but an international mega-project representing a huge economic interest not only for China, but for all countries located along the Great Silk Road including Kazakhstan.

Kazakhstan puts high hopes on the development of the Silk Road Economic Belt in terms of reconstruction of the existing system of the trade and economic relations in the whole Eurasia. Numerous researches and predictions regarding the impressive volumes of cargo traffic that will go from the East to the West through the creating economic corridors confirm this interest.

Kazakhstan, in its turn, is one of the most prospective countries under the Silk Road Economic Belt development. The economic cooperation between China and Kazakhstan has a large potential and it is important to have an idea on this cooperation development process, on the volumes of trade and direct investments, on jointly implemented projects including the science and technology field.

Results and discussion. Forming of the Silk Road Economic Belt (SREB) represents a comprehensive plan of economic development for 65 countries of the world (except 10 ASEAN countries and 9 countries of the European Union). The SREB will pass through the following countries: China, Mongolia, Pakistan, Kyrgyzstan, Turkmenistan, Iraq, Israel, Georgia, Belarus, Armenia, Russia, Tanzania, Bangladesh, Kazakhstan, Tajikistan, Iran, Lebanon, Azerbaijan, Kenya and some other African countries. The Silk Road route can include another five European countries enlarging the number of countries participating in the project up to 70 (Serbia, Albania, Montenegro, Bosnia and Herzegovina, Switzerland) [2]. The SREB includes numerous projects on development of infrastructure, industry, trade and service field that will allow ensuring stable and safe environment for the development of the Eurasian countries unlocking its potential to full extent.

By the level of the economic development, the countries involved in the SREB can be divided into three zones: east, central, and west (Figure 1).



Note – compiled by the author

Figure 1 – Zones of economic development of countries involved in the SREB

The priorities and peculiarities of Kazakhstan and China participation in forming and development of the SREB are stipulated by the following factors:

- forming of large trans-regional market of goods, science and technological services and application of labor force;
- forming of the international transport and logistics, and information and communication corridor in the Eurasian space;
- implementation of the regional network model of the corporate safe partnership under the regional integration (EAEU, SCO) on the base of effective application of trade and economic, transit, transport and infrastructure, science and technical, investment and human potential.

To this date there is a “road map” on enlarging the cooperation between Kazakhstan and China in almost all spheres of economics, and it was decided to accelerate the process on establishing a joint work group to interlink the SREB and “Nyurly Zhol”. In particular, it is referred to three courses [3]:

First course - development of transit transport corridor, creation of logistics centers on the territory of Kazakhstan and facilitation of procedures (customs, tax, financial etc.) to enlarge the mutual trade volumes.

Second course is cooperation within the implementation of program on interlinking the SREB and Strategy “Kazakhstan – 2050”. This refers to the fulfillment of joint industrial projects on the territory of Kazakhstan including the one under the context of implementation of a Chinese idea on transfer of excess capacity to the territory of Kazakhstan. The first group includes 45 projects; the Agreements were signed for 25 of them to the total sum 23 billion US dollars.

Third course is focused on cooperation in the field of knowledge-based industries and sectors of high technologies. This refers to the discussion of an issue on selecting one-two fields on which Kazakhstan and China will cooperate on the level of research institutes, universities, and establishing of joint enterprises.

For the SREB establishment the significant is development of transport corridors and transport and logistics centers. As known, a generator of the international transport flows is the trade. To this period there are stable trade links between China and Kazakhstan forming the transport flows. Table 1 shows the analysis of bi-lateral trade relations between these countries.

The results of calculations show controversial dynamics of trade relations indicator change between China and Kazakhstan during the considered period. The trade turnover between the countries had a downward trend from 2014 to 2016 (from 17.2 to 7.9 million US dollars), in next years its volume started to grow, but, nevertheless, the indicator of 2018 was by 31.9% lower than the indicator of 2014. At the same time, the reduction of the goods turnover during the considered period was observed in whole

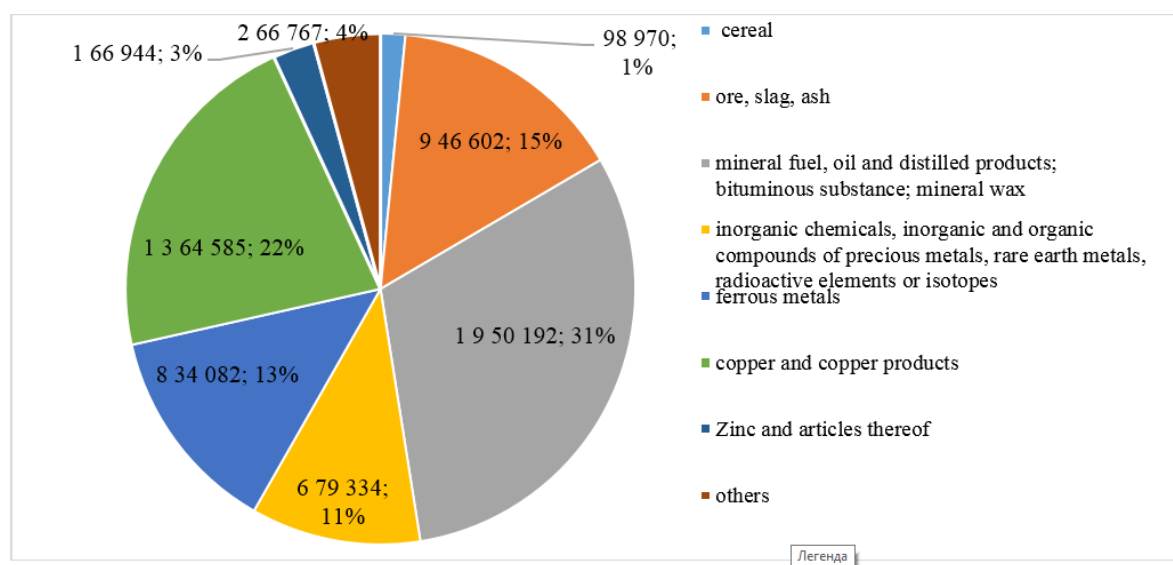
between Kazakhstan and the world: in 2014 its volume was 120.7 million US dollars comparing to 94.8 million US dollars in 2018 – the reduction was by 21.5%. The share of RK goods turnover with China, during the whole considered period, reduced by 1.9%. The volume of Chinese import to RK in 2014-2016 reduced almost twice, but in 2017-2018 increased by 14.7%. The same tendency was observed regarding Kazakhstan export to China. Along with this, there is significant exceedance of Chinese import growth rate over Kazakhstan export growth rate. In spite of that it is possible to note stable positive balance of foreign trade for our country during the considered period. In 2018 this indicator was 923.3 million US dollars that is by 16.3% lower comparing to 2017, and by 62.2% comparing to 2014. Thus, for recent 5 years the net balance of Kazakhstan in external turnover with China shows a downward trend implying higher growth rates of Chinese import comparing to the growth of RK export to China.

Table 1 – Mutual trade between the Republic of Kazakhstan and PRC (million US dollars)

#	Country	2014	2015	2016	2017	2018	Change in %	
							2018/ 2014	2018 /2017
1	Total export of RK	79 459,80	45955,80	36736,90	48503,30	61111,2	-23,1	+26,0
2	Total import to RK	41 295,50	30567,70	25376,70	29599,60	33658,5	-18,5	+13,7
3	Goods turnover of RK, total (p.1+p.2)	120755,30	76523,50	62113,60	78102,90	94769,7	-21,5	+21,3
4	Trade balance of RK (p.1+p.2)	38 164,30	15388,10	11360,20	18903,70	27452,70	-28,1	+45,2
5	Export from China to Kazakhstan	7 357,20	5 087,80	3 668,00	4 695,00	5 384,20	-26,8	+14,7
6	Share of China in total import to Kazakhstan in % (p.5/p.2*100%)	17,8	16,6	14,5	15,9	16,0	-1,8	+0,1
7	Export from Kazakhstan to China	9 799,40	5 480,10	4 228,40	5 798,00	6 307,50	-35,6	+8,8
8	Share of China in total export of Kazakhstan in % (p.7/p.1*100%)	12,3	11,9	11,5	12,0	10,3	-2,0	-1,6
9	Trade balance between RK and China (p.7-p.5)	2 442,20	392,30	560,40	1 103,00	923,30	-62,2	-16,3
10	Goods turnover of Kazakhstan with China (p.5+p.7)	17 156,60	10567,90	7 896,40	10493,00	11691,70	-31,9	+11,4
11	Share of turnover with China in turnover of RK, % (p.10 / p.3*100%)	14,2	13,8	12,7	13,4	12,3	-1,9	-1,1

Note – compiled and calculated by the author basing on reference [4]

Figure 2 shows the structure of the domestic goods export to Chinese market.



Note –Compiled by the author basing on data from the Committee on Statistics MNE RK

Figure 2 – Structure of RK export to China

In the structure of domestic export to Chinese market the domineering are primary products. In 2018, 31% of the whole Kazakhstan export to China were fuel and energy products, 22% - copper and goods produced from it, 15% - ore, slag, ash, 13% - ferrous metals, 11% - inorganic chemicals and different compounds. It should be noted that a list of RK export positions to China is quite large; however, a share of each of them does not reach 1%. Among such positions are the supplies of salt, vegetable and animal fats, meat and meat products. During the past 14 years Kazakhstan has also been supplying to China different machines, equipment, transport means, instruments, medicals; this can be considered as positive tendency for our country. In recent years, the active participants of trade and economic interaction for two countries at the regional level became border areas of Almaty and East-Kazakhstan regions of Kazakhstan and Xinjiang Uygur Autonomous Region of the north-west China. Currently, a large development receives the border trade and logistics center “Khorghos”.

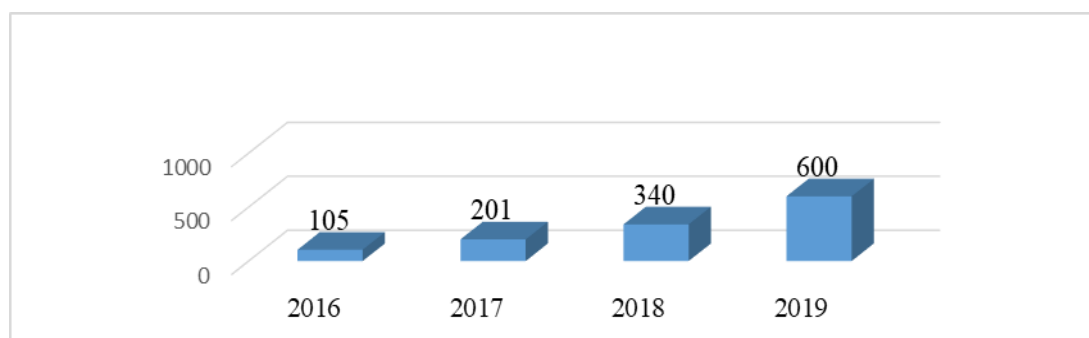
The cooperation of the bordering regions of Kazakhstan and China has a range of objective prerequisites of strategic, political, economic and historical character. It is especially worth to note the geographical vicinity and long common border, development of customs infrastructure, common historical development, geopolitical factor, similar tasks of economic development. These prerequisites form a base for the development of contractual basis of cooperation at the national and regional levels.

As for the Chinese import to Kazakhstan, among the domineering items are nuclear reactors, boilers, equipment and mechanical devices (23.7%), electrical machines and equipment, media instruments (21.9%), ferrous metals products (6.9%), plastic and its products (4.6%), land transport vehicles and its parts (4.5%) [4]. Thus, Kazakhstan supplies to China mainly the primary products. The structure of goods imported from China to Kazakhstan territory is more diversified and the domineering are finished products. These have the revealed competitive advantages.

It should be noted that Kazakhstan is of special interest to China as a supplier of primary products. This becomes more topical in the context of trade clash between China and USA resulted in reduction of Chinese goods export to the USA [5]. In this regard, Kazakhstan has an opportunity to substitute and enlarge a range of goods exported to China: cold-rolled steel pipes, aluminium scrap, durum wheat, beef, tobacco, and polyethylene. In addition, Kazakhstan is included into the free trade zone with Azerbaijan, Armenia, Russia, and Kyrgyzstan that broadens the opportunities of China to enter these markets.

In addition, with the strengthening of the trade clash, for China the priority of the SREB development increases. Kazakhstan can enhance its status as energy and transport gateway for China. Kazakhstan plays a key role in the SREB as the most part of its road passes through Kazakhstan territory. This opens new opportunities to enter the international trade system, diversify transport routes. Economic benefit for Kazakhstan, if the SREB and “Nyurly Zhol” Projects are fulfilled, is not only in potential income from transit. The improving of transport links will result in development of service and production infrastructure, will allow creating job opportunities for local population.

The total volume of transit cargo passing through Kazakhstan reached 17 million tons in 2017 assuming the increase by 17% on year-over-year basis. However, the transit cargo container transportation on the route China – EU – China increased by more than three times in 2018 and constituted 340 000 twenty-foot equivalent unit (TEU) comparing to 105 000 TEU in 2016 [6] (Figure 3).



Note – reference [6]

Figure 3 – The volume of container transportation on the route China – Europe – China, thousand TEU

The exponential growth of transit container transportation is mainly explained by successful run of Khorgos dry port and Kyuryk sea port that improved significantly the efficiency and period of cargo delivery [7]. In addition, the growth of rail transportation turnover was supported by implementation of complex measures oriented on the enhancing of labor productivity, optimization of production processes and effective use of fleet of cars. To enhance the transit potential in Kazakhstan-Chinese direction it is suggested to focus on the following:

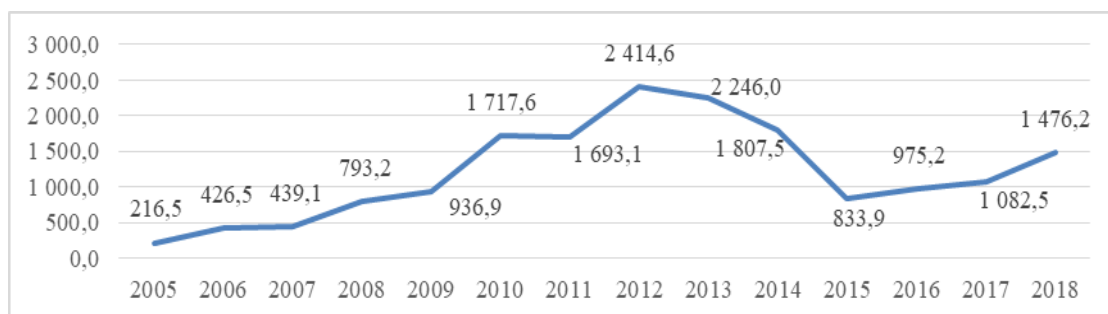
1) Creation of transport-logistics centers with multimodal functions and developed technology of cargo processing at the main routes of transit transport flows ensuring the cargo storage, further processing, transportation and use of other types of transport to reduce the delivery period.

2) Creation of transport-logistics integrated system consisting of bordering logistics centers, customs warehouses, logistics parks, technology parks, joint enterprises, unified manufactures, financial institutes, commercial, information and logistics, research-educational, health, tourist centers, public associations.

3) Industrial cooperation between PRC and Kazakhstan. It is necessary to develop the cooperation not only in extractive industry, but in textile, consumer and food industry, individual not complicated types of machine engineering. The technological experience and investments of China, low and almost similar energy consumption of industrial production could become the factors of competitiveness of Kazakhstan-Chinese joint enterprises.

One of the optimum alternatives of the customs-logistics centers location is its direct adjacency to the territory of border crossing points. The development of bordering zones of Kazakhstan with People's Republic of China is possible by establishing of transport-logistics centers at points "Bakhty", "Maykapchagay", "Kolzhat" in addition to "Dostyk" and "Khorgos" as well as development of bordering zone at Ridder town, Shemonayikha town and other. The important priority of the economic cooperation between Kazakhstan and China is broadening of oil and gas transportation network, increasing of capacity of already existing oil and gas pipelines satisfying the needs of further planned increase of oil and gas production and export in Kazakhstan. Being an integrated part of technological process on petroleum feedstock transformation into market products, the oil transportation of Kazakhstan started its development almost at the time when the production works were started on an industrial scale.

China has powerful investment opportunities and starting from 2005 it has been increasing actively its financial presence in Kazakhstan. The volumes of Chinese investments to Kazakhstan confirm this (Figure 4).



Constructed by data of the National Bank of RK [8]

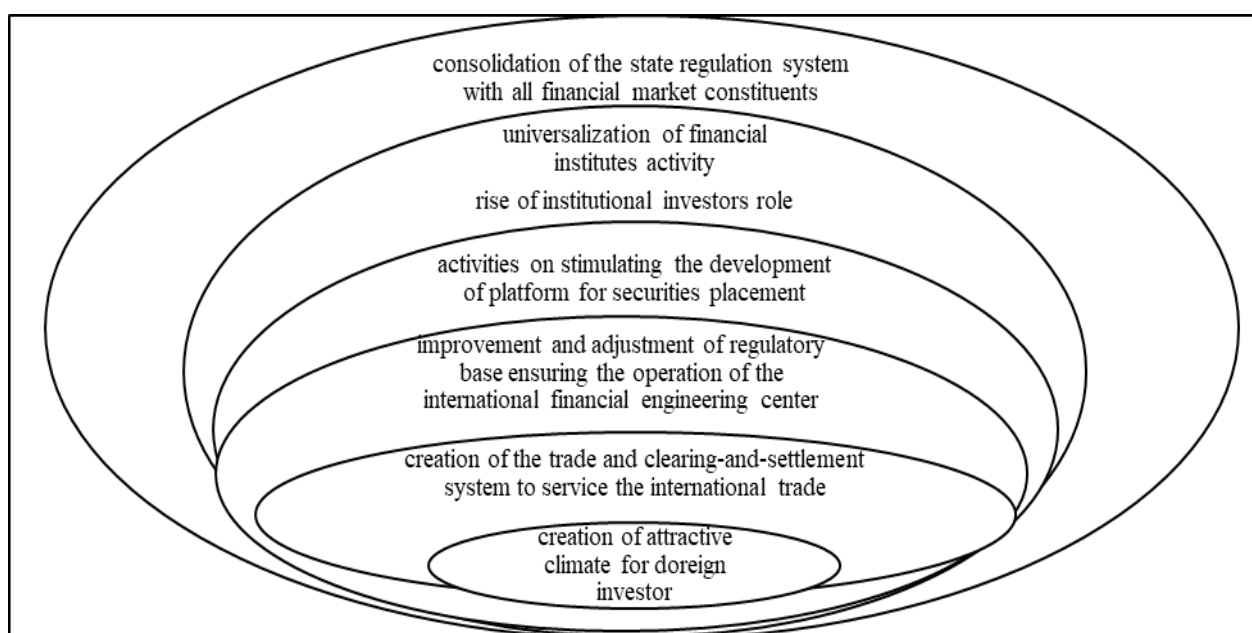
Figure 4 – Direct Chinese investments to Kazakhstan in 2005 – 2018, million US dollars

Figure 4 shows that from 2005 to 2012 China increased sharply the investments to Kazakhstan. Namely in 2012 there was the largest volume of direct investments – 2.41 billion US dollars that exceeded the volume of 2005 by more than 11 times. In 2013-2015 the volume of Chinese investments decreased dramatically. During recent three years the growing tendency is observed, in 2018 the volume of Chinese direct investments was 1.47 billion US dollars. Thus, China is significant for Kazakhstan as a source of direct foreign investments.

Kazakhstan already has some experience in establishing the international financial center; therefore it is worth to consider opportunities on establishing in Kazakhstan the International (Integrated) Financial Centre of the Silk Road lodged with functions shown in Figure 5.

For universalization of the banking and other financial institutes' activity, the attention should be paid, first of all, to quality, speed and minimal risk of services, not to the specialization of institutes on the types of financial services. In many countries the consolidation of the state regulation system with all financial market constituents was implemented by establishing of a united body of consolidated supervision over the financial services and markets with simultaneous deregulation of individual components of capital markets and by strengthening of its self-regulation.

The priority area of cooperation between Kazakhstan and China is interaction in the field of scientific and technological resources application to form the SREB. The investigation of this aspect showed that the strategy of China borrowing quickly the innovations is quite attractive for Kazakhstan. At the moment, Kazakhstan does not have enough potential for the large scale appearance of drastic innovations [9]. Therefore, for Kazakhstan it is important to focus on the application of outside sources of technologies. This strategy is important in whole for Kazakhstan economics as it has large potential for quick and effective solution. In addition, it is topical due to establishing of SREB considering the necessity of coordinated joint Chinese-Kazakhstan response to technological challenges that will appear.



Note – created by the author

Figure 5 – The main operation fields of the International Financial Centre of the Silk Road

The economic zone that will be developed under the SREB influence should and can become a zone of high activity in the field of innovations, technologies and new manufactures. For this purpose, the different local innovation territories should be formed: free economic zone, industrial parks, technology parks and clusters with its joining into one common network that further could form the innovation belt of the “Silk Road”.

Conclusion. The implementation of the SREB development initiative that causes active investment activity, construction of plants, and development of trade and service field in Kazakhstan is prospective and supposes the elaboration of definite economic mechanisms on the national manufacturers' protection.

The conducted research showed that current commodity pattern of Kazakhstan import reflects the undeveloped potential of interrelation strengthening with the SREB countries, particularly, with China in terms of development of machine-building and chemical complexes, agro-industrial and food industry complex. To strengthen the cooperation it is necessary to develop the inter-country cooperation, focus Kazakhstan economics on its development along the innovation lines. All the expenses for the creation of infrastructure necessary for effective functioning of business can be incurred by so called inter-state

consortia. Significant potential for export increasing belongs to the development of the service sphere. It is reasonable to strengthen the State policy on stimulating the attraction of direct foreign investments not only to the processing sector of economics, but financing of the inter-state breakthrough innovation projects which implementation will allow the SREB countries to take positions in the finished products market.

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ЖІБЕК ЖОЛЫ ЭКОНОМИКАЛЫҚ БЕЛДЕУІ АЯСЫНДАҒЫ ҚАЗАҚСТАН МЕН ҚЫТАЙДЫҢ ЫНТЫМАҚТАСТЫҒЫ

Аннотация. Мақаланың мақсаты – Жібек жолы Экономикалық белдеуі стратегиясын іске асыру аясында Қазақстан мен Қытайдың ынтымақтасуының негізгі мәселелері мен үрдістерін анықтау. Аталған Стратегия әлемнің геостратегиялық және эконромикалық дамуының жаңа парадигмасын қалыптастыратын ең ірі ауқымдағы бастамалардың бірі болып табылады.

Қойылған мақсатқа қол жеткізу үшін Жібек жолы Экономикалық белдеуін қалыптастыру және дамытудағы Қазақстан мен Қытайдың қатысу ерекшеліктері мен басым бағыттары анықталған. Оған қоса, Қазақстан мен Қытайдың экономикалық қарым-қатынастарының жай-күйі ынтымақтастықтың келесі басым бағыттары бойынша талданған: өзара сауда жасау, инвестициялар, ғылыми-технологиялық сала. Зерттеу нәтижелері көрсеткендей, соңғы 5 жылдағы Қазақстан мен Қытай арасындағы сыртқы сауда айналымындағы Қазақстанның сальдосының қысқару үрдісі анықталды, бұл Қазақстанның Қытайға экспортының өсуіне қарағанда қытайлық импорттың анағұрлым жоғарғы қарқындымен өсуін көрсетеді. Қарастырылып отырған мемлекеттер арасындағы өзара сауда айналымын толық талдау нәтижесінде Қазақстан Қытайға негізінен шикізат өнімдерін өткізетіндігі, ал Қытай Қазақстанға өткізетін тауарлардың құрылымы анағұрлым әртарапталдырылған және онда дайын өнімдердің үлесі басым екендігі анықталды.

Жүргізілген зерттеу нәтижелері көрсеткендей, Қазақстанның қалыптасқан импортының, әсіресе Қытайға өткізетін өнімдер құрылымы оның Жібек жолы Экономикалық белдеуіне енетін елдермен байланысты нығайту әлеуетінің, әсіресе аймақтық машина жасау және химиялық кешендерді, агроөнеркәсіптік кешен мен тамақ өнеркәсібін дамытудағы Қытаймен ынтымақтастық әлеуеті толық қолданбайтындығын көрсетеді. Мақалада Жібек жолы Экономикалық белдеуі аясында көлік дәліздерін және көліктік-логистикалық орталықтар құруға басым назар аударылған, автордың пайымдауынша, олар Шығыс-Батыс бағытындағы қашықтықты және тасымал мерзімдерін қысқартуға мүмкіндік береді. Жекелей алғанда, қазақстандық-қытайлық бағыттағы транзиттік әлеуетті дамытудың негізгі бағыттары ұсынылған. Кедендік-логистикалық орталықтарды орналастырудың оңтайлы нұсқасы ретінде өткізудің шекаралық пунктері аумағына кіріктіру ұсынылады.

Жібек жолы Экономикалық белдеуі аясындағы жобаларды іске асырудан болатын Қазақстан үшін экономикалық ұтымдар ретінде транзиттен түсетін әлеуетті табыстар, көліктік байланыстарды жақсарту нәтижесінде сервистік және өндірістік инфрақұрылымдардың дамуы, жобаларды іске асыру орындарда жаңа жұмыс орындарының ашылуы көрсетілген. Қазақстан мен Қытайдың экономикалық ынтымақтастығының маңызды басымдықтары ретінде келесілер анықталған: мұнай-газ-көліктік желіні кеңейту, олардың қолданыста барының қуатын ұлғайту. Оған қоса, Қазақстан мен Қытай арасындағы өзара экономикалық ынтымақтастықты нығайту үшін Қазақстанда Жібек жолы қаржылық орталығын құру ұсынылып, оған жүктелетін функциялар көрсетілген.

Мақалада Қазақстан мен Қытайдың инновациялық және технологиялық дамуы бойынша ынтымақтастығын бекітуге байланысты шаралар ұсынылған. Жібек жолы Экономикалық белдеуін инновациялар, технологиялар және жаңа өндірістер саласындағы жоғары белсенді аумағына айналдыру үшін ұсыныстар әзірленген: арнайы экономикалық аумақтар, индустриалдық парктер, технопарктер және кластерлерді құрып, оларды ортақ желіге біріктіру ұсынылған, ол келешекте «Жібек жолының» инновациялық белдеуін құруы мүмкін. Тікелей шетел инвестицияларын тек экономиканың қайта өңдеу салаларына ғана емес, сондай ақ мемлекетаралық серпінді инновациялық жобаларды қаржыландыруға да тартуды ынталандыру бойынша мемлекет саясатын күшейтудің қажеттілігі негізделген. Бұл ұсынысты жүзеге асыру Жібек жолы Экономикалық белдеуі мемлекеттеріне дайын өнімдер нарығында алдыңғы

қатарлы орындар иемденуге мүмкіндік береді. Сонымен қатар, мақалада Жібек жолы Экономикалық белдеуі жобаларын іске асыру аясында ұлттық өндірушілерді қорғаудың нақты экономикалық тетіктерін әзірлеу қажеттілігі көрсетілген.

Зерттеу нәтижелерін Жібек жолы Экономикалық белдеуін дамыту аясындағы стратегиялық маңызы бар бағдарламалық құжаттарды әзірлеу барысында мемлекеттік органдардың мамандары қолдана алады.

Түйін сөздер: Жібек жолының экономикалық белдеуі, Қытай, Қазақстан, экономикалық ынтымақтастық, сауда қатынастары.

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СОТРУДНИЧЕСТВО КАЗАХСТАНА И КИТАЯ В РАМКАХ ЭКОНОМИЧЕСКОГО ПОЯСА ШЕЛКОВОГО ПУТИ

Аннотация. Цель исследования – выявление основных проблем и тенденций сотрудничества Казахстана и Китая в свете реализации Стратегии Экономического пояса Шелкового пути, которая является одной из самых крупномасштабных инициатив, формирующих новую парадигму экономического и в целом геостратегического развития мира.

Для достижения поставленной цели автором определены приоритеты и особенности участия Казахстана и Китая в формировании и развитии Экономического пояса Шелкового пути. Проанализировано состояние экономических взаимоотношений Китая и Казахстана по следующим приоритетным направлениям сотрудничества: взаимная торговля, инвестиции, научно-технологическая сфера. Результаты анализа позволили выявить тенденцию сокращения сальдо Казахстана во внешнеторговом обороте с Китаем за последние 5 лет, что говорит о более высоких темпах роста китайского импорта по сравнению с ростом экспорта РК в Китай. Подробный анализ взаимного товарооборота между рассматриваемыми странами показал, что Казахстан поставляет в Китай в основном сырьевые товары, а структура товаров, ввозимых из Китая на территорию Казахстана, более диверсифицирована и в ней преобладает готовая продукция.

В результате проведенного исследования было выявлено, что сложившаяся товарная структура импорта Казахстана отражает нереализованный потенциал укрепления взаимосвязей со странами ЭПШП и, в частности, с Китаем, заключающийся в развитии регионального машиностроительного и химического комплексов, АПК и пищевой промышленности.

Основное внимание в статье уделено созданию транспортных коридоров и транспортно-логистических центров в рамках Экономического пояса шелкового пути, которые позволяют значительно сократить расстояние в сообщении Восток-Запад и сроки доставки грузов. В частности, предложены основные направления развития транзитного потенциала в казахстанско-китайском направлении. В качестве оптимального варианта расположения таможенно-логистических центров предлагается их непосредственное примыкание к территориям пограничных пунктов пропуска.

В качестве экономических выгод для Казахстана от реализации проектов ЭПШП выделены: потенциальные доходы от транзита; развитие сервисной и производственной инфраструктуры вследствие улучшения транспортных связей; создание новых рабочих мест для населения на местах реализации проектов. Важными приоритетами экономического сотрудничества Казахстана и Китая отмечены: расширение нефте-газо-транспортной сети, увеличение мощности уже существующих нефте- и газопроводов, удовлетворяющих потребностям дальнейшего планируемого увеличения добычи и экспорта нефти и газа в Казахстане. Кроме того, для усиления взаимного экономического сотрудничества между Казахстаном и Китаем предложено создание в Казахстане Международного финансового центра Шелкового пути с определением его функций.

В статье предложены меры по укреплению сотрудничества Казахстана и Китая по инновационному и технологическому развитию. Для превращения ЭПШП в зону высокой активности в области инноваций, технологий и новых производств предложено формирование разного рода локальных инновационных территорий: СЭЗ, промышленных парков, технопарков и кластеров с объединением их в общую сеть, которая может в дальнейшем образовать Инновационный пояс «Шелкового пути». Обоснована необходимость усиления политики государства по стимулированию привлечения прямых иностранных инвестиций не просто в перерабатывающий сектор экономики, а в финансирование межгосударственных

прорывных инновационных проектов, реализация которых позволит странам ЭПШП занять позиции на рынке готовой продукции. Вместе с тем, в статье отмечена необходимость выработки определенных экономических механизмов по защите национальных производителей в рамках реализации проектов ЭПШП.

Результаты проведенного исследования могут быть использованы специалистами государственных органов в процессе разработки стратегических программных документов в рамках развития Экономического пояса Шелкового пути.

Ключевые слова: Экономический пояс Шелкового пути, Китай, Казахстан, экономическое сотрудничество, торговые отношения.

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MAIN PROBLEMS OF ATTRACTION OF OWN AND LOAN MEANS AT THE ENTERPRISE IN THE CONDITIONS OF FINANCIAL INSTABILITY

Abstract. The financial condition of the enterprise largely depends on what funds it has at its disposal and where they are invested. The need for equity is due to the requirements of self-financing enterprises. Equity is the basis of the independence of enterprises. Currently, the guarantee of the normal process of expanded reproduction is the financing of capital investments through borrowing. The results of the analysis of financial stability are also not satisfactory. For financial stabilization of the enterprise it is necessary to provide long-term financial balance in the course of the forthcoming economic development. In accordance with this, it was proposed to increase financial stability to attract borrowed capital for a long-term period in order to reduce short-term liabilities of the enterprise, namely cash in the amount of thousands of tenge for current lease payments. As a result of this event, the liquidity of the balance sheet and the maneuverability of capital will increase. As a result, the company's management decided to develop measures to improve the efficiency of the use of borrowed funds. Debt management is an integral part of financial management at the enterprise, actively used for financial planning and development of financial strategy of the enterprise.

Keywords: capital, financial resources, balance sheet, assets, liabilities, entrepreneurship, investment, equity, debt capital, sustainability, liquidity, liabilities.

The problem of forming a policy of borrowing funds and using their own is particularly relevant during the initial financing of the enterprise at the start-up stage. Funds of Bank, non-Bank credit institutions, various funds, organizations providing support and services to enterprises are considered the main external sources that allocate funding for business entities.

In the course of their activities, enterprises solve such problems as the lack of financial resources to provide cash for their production. High demand for additional sources of financing arises in conditions of economic instability and financial volatility [1].

The following sources of acquisition of borrowed funds are common, which are most attractive for enterprises (figure 1):

state funds of small business (about a third of entrepreneurs intending to attract external financing);

private loan;

bank loan;

attraction of loans from international organizations;

obtaining loans in credit cooperatives.

Figure 1 - Common sources of funds

Note - compiled by the author based on the source [2].

Small enterprises are developing more through self-financing, which indicates their sustainable state. High risks, low liquidity of assets explains the unprofitability of banks in this segment of the credit market. In turn, enterprises do not resort to borrowing because of their high cost, interest rates that reach 18%, provided collateral in the form of personal property, 30-50% of assets in shadow circulation.

The deficit of own monetary resources provided that the cost of innovations will be quite high, which is also accompanied by a significant level of risk, which explains the reluctance of entrepreneurs to engage in innovative activities.

Small businesses often turn to affordable financial resources, one of which is Bank loans issued for a short period, but with this type of lending can not be invested in long-term investments in innovative projects [2].

For large enterprises, borrowing does not cause such problems, but there are also risks at which they can lose their solvency and go bankrupt. In order to avoid such risks, enterprises develop a policy of attracting their own and borrowed funds, taking into account the analysis of some financial indicators that help to predict the effect of the use of certain resources (figure 2).

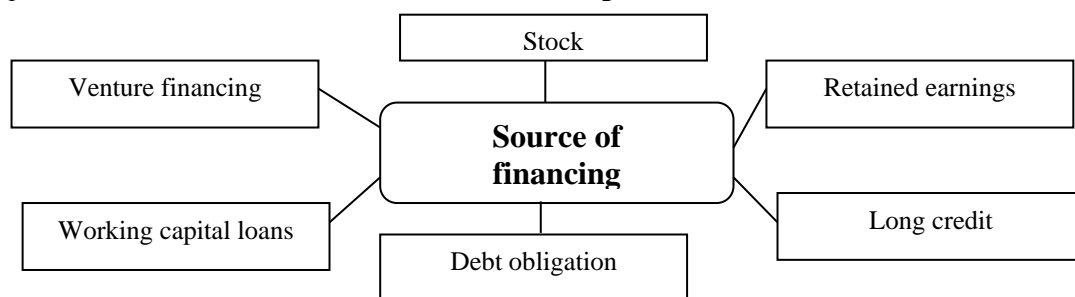


Figure 2 - Sources of financing

Note - the figure was compiled by the author based on the source [2].

These sources of funds are used in different situations. They are classified based on the period of time, ownership and control, and the source of their generation. It is necessary to ideally assess each source of capital before choosing it [2].

Sources of capital are the most studied area, especially for entrepreneurs who are about to start a new business. This is perhaps the hardest part of all the effort. There are various sources of capital we can classify based on time period, ownership and control as well as source of Finance generation. After learning that there are many alternatives to financing or capital, the company can choose. Choosing the right source and the right mix of Finance is a key task for every financial Manager. The process of selecting the right funding source involves an in-depth analysis of each funding source. To analyze and compare sources, it is necessary to understand all the characteristics of funding sources. There are many characteristics on the basis of which sources of financing are classified.

Based on the time period, sources are classified as long-term, medium-term and short-term. Ownership and control classify funding sources into equity and debt capital. Internal sources and external sources are two sources of capital generation. All sources of capital have different characteristics that meet different requirements. Let us understand them a little [3].

The formation of a policy of attracting and using own and borrowed funds is necessary in the implementation of effective and efficient activities, especially in conditions of financial instability. As depending on how competently such policy is developed and used at the enterprises it is possible to judge whether the given enterprise is financially steady and capable to repay the obligations in time. A necessary condition for ensuring the normal functioning and development of an economic entity is the provision of resources in an optimal ratio. The possibility of acquiring borrowed funds is conditioned by the availability of financial resources. Therefore, one of the main functional areas in the concept of capital management is considered to be the process of managing debt capital. It implies the need to attract financial resources, as well as the evaluation of the effectiveness of indicators of debt and equity.

Equity also refers to equity. It comes from the owners of the company or from the General public by issuing new shares. Promoters start a business by contributing the necessary capital to launch. In addition, when the business is growing and internal accruals such as company profits are insufficient to meet

financing needs, promoters have the choice of choosing equity or non-equity capital, this decision is up to them. However, some of the benefits of equity are as follows: it is long-term capital, which means it stays in business all the time. There is no burden of paying interest or installments such as borrowed capital. Thus, the risk of bankruptcy is also reduced. For this reason, enterprises at the stages of starting their activities prefer equity. Debt capital is capital organized from external sources. Such sources of debt financing include the following [4].

In this type of capital, the borrower is responsible for the assets of the business, which means that the company will pay the borrower by selling the assets in the event of liquidation. Another feature of debt capital is the regular payment of a fixed interest rate and repayment of capital. Some of the advantages that give advantages to the enterprise's activities, debt capital are as follows:

- destruction in the ownership and management of business does not exist.

- the cost of borrowing is low as it is a deductible expense for tax purposes that ultimately saves on taxes for the company. The importance of the above principle lies in the fact that the optimal forms and criteria for attracting borrowed money depend, first of all, on the goals to be achieved.

In total, economic management of formation of borrowed funds of firm is system of bases and ways of development and implementation of financial decisions which regulate attraction of means of the loan, predetermine the most optimum sources of financing of the borrowed capital provided compliance with needs and potential of formation of firm.

At the beginning of formation of the attracted capital it is necessary to reveal the sizes and sources of attraction of the loan capital. Next, we assess the performance of specific sources of borrowing, the most profitable ways of their formation, as well as the level of risks associated with the development of the capital structure as a whole. Cost estimation and structure of the borrowed capital are considered important objects of its management the subject design is guided in coordination with external sources of financing of active work of firm including various types of credits and loans.

The vector of actions of the management system to achieve certain goals. Before attracting borrowed capital, the enterprise acquiring such funds needs to clearly qualify the goals and direction of their application, it is also necessary to compare the effectiveness of their use and cost. Only after that, the company should begin to carry out credit and loan operations. The above principles determine the task of management of the formation of borrowed funds of the company, which consists in increasing the productivity of the functioning of the funds of the company, which are in their ownership, through the use of borrowed capital [5].

Effective management of the formation of loan funds of the firm is considered one of the methods of increasing the value price of the firm by reducing the weighted average cost of capital. In the course of implementation of the main objective management of formation of the loan capital of firm is concentrated on the solution of the following tasks shown in figure 3:

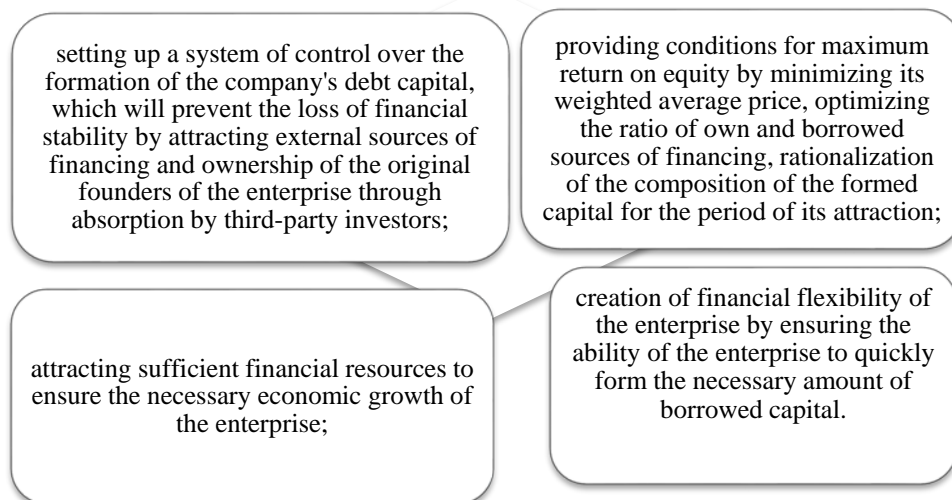


Figure 3 - Problems in the formation of debt capital

Note - the figure is compiled by the author on the basis of the source [5].

The essence of management of formation of loan resources of firm takes place to be in implementation of such functions of management as operational, coordination, control and regulating by this process during which the purposes and decisions of a number of tasks are reached. Operational functions are related to the specific management of the movement of currency flow. The specific management of the movement of currency flow is interrelated with operational functions. This includes the management of cash inflows and outflows resulting from credit and loan transactions.

Analysis of the needs of attracted resources, their formation by the structure and conditions of attraction, analysis of probable and real profitability of operations with loans and borrowings. Coordination functions include the analysis of the needs of funds that are borrowed, the creation of their structure in the form and conditions of acquisition, the test of the probable and present profitability of operations related to loans and loans. The control function is an indicator measuring the optimality of the firm's acquisition of borrowed funds.

These include accounting for the costs of services of monetary obligations, determining the deviations of the size of the profitability of credit and loan operations in fact from the predictable and determining the reasons that caused these differences. Regulatory functions are contained in the development of events aimed at increasing the productivity of forms and criteria for the execution of credit and loan transactions. Regulatory functions are contained in the development of events aimed at increasing the productivity of forms and criteria of credit and loan operations.

The system of basic components that regulate the development and implementation of financial solutions in this area is the basis for the process of managing the development of loan capital of the firm. As leading it is necessary to name the mechanism of the market dispersing monetary resources, the state standard regulation of work with credits and banks, the securities market, and still system of certain ways of management of formation of loan money [6].

The leading of them are such methods: economic and technical calculations, financial analysis, statistical and mathematical methods in the economy. LLP "VKS" is considered a large city-forming enterprise, which works steadily and produces products that are in great demand in the region and in many areas. Of course, this company contains a composition of skilled and intelligent managers. It is not easy to directly advise the management of certain configurations in the project of debt financing activities. If this construction of borrowed funds was formed inside the firm, it means that at the given turn it was more purposeful. What is not the least, it is possible to provide joint abstract advice on improving the structure of debt capital in LLP "VKS".

The Bank interest rate on long - term loans is issued at 20%, short-term-18%. Of course, it is necessary to reduce the part of expensive long-term loans as much as possible. The increase in loan terms, used to reduce the lender payments that take place each year, leads to an increase in the total amount of interest paid by the borrower for the whole stage of lending. The management of the firm has the opportunity to alternately pursue a policy of constant renewal of borrowed funds, which are attracted for a short period of time for long-term financing. Short-term loans also have every chance of owning different interest rates. It is necessary to be extremely attentive to the selection and acquisition of these loans.

Certain items constitute accounts payable. More than 8% of the debt is owed to contractors and contractors, 2.7% - to the staff of the organization, 1% - to extra-budgetary funds of the state, 2% - to pay taxes and fees, 3% - to other creditors. Short-term debt is almost a gratuitous loan and it is very profitable for the company to maximize its part in the borrowed capital. But it is impossible to increase the size of accounts payable unnecessarily - it is fraught with various fines, penalties, disagreement of contractors to carry out their activities with this organization, dissatisfaction of personal personnel, loss of the company's image, etc. [7].

But with an experienced Board, it is absolutely possible to increase part of the accounts payable from 17% to, for example, 22-25%. This can be achieved with the consent of contractors, personal staff, shareholders and other creditors after a competently concluded contract with them. For example, as in 2017 the amount of borrowed capital is more than one billion tenge, a decrease in the share of commercial loan funds, including by 1%, means a reduction in commercial loans by 10 million tenge. Reduction of interest payments for 1 year will be in this case: Increasing the part of accounts payable by a certain

amount of % in accordance with this will reduce interest payments by a certain number of times. As a result, the provision of professional management of accounts payable is a significant lever to preserve the funds of the firm, especially in difficult periods of financial instability. Thus, it is necessary to plan the effect of monetary leverage to ensure the optimal ratio of loan and personal funds of the organization.

To do this, you need to make a cash forecast. On the basis of this document, it is possible to determine the amount of funding required, as well as the duration of the need for financial resources. Borrowing is carried out from external sources, which in itself is associated with risk. Many entrepreneurs are cautious about this option of financial transactions. But, as in other cases, the main thing is to ensure the manageability of these operations on the basis of a well-thought-out loan policy. As you know, borrowed capital is the capital that the company owns only for a certain time. At the end of the time, the capital must be returned to the owner with payment for the time of use. In addition to loans taken from the Bank, the borrowed capital includes capital attracted by the issue of securities, as well as leased machinery, equipment, buildings and structures. Typically, borrowed funds with a maturity of up to one year are short-term capital, and with a maturity of more than one year to the long-term [8].

The loan policy is a part of the General financial policy of the enterprise. Leverage is often associated with the achievement of strategic objectives. But, as already noted, first of all, it is implemented in the field of operational-tactical and current management of financial operations. The policy of rational management of current assets of the enterprise should "necessarily be combined with the management of current liabilities". Simply put, borrowing and management of working capital should be carried out in a single complex of operational asset management (own and attracted) of the enterprise. Taking into account this specificity, among the main elements of the company's loan policy, special attention is paid to the financial and operational requirements of the enterprise, the definition of the effect of financial leverage, as well as the choice of a partner Bank, or rather the definition of the criteria for choosing a Bank. A leveraged Finance strategy should carefully monitor financial needs and potential funding sources.

The effect of monetary leverage is an increase in the profitability of personal funds obtained through the application of credit, without paying attention to the payment of the latter. The effect of financial leverage for 2016-2017 was calculated at 2.3. In 2016, it was - (-21.6%), in 2017 - 0.5%. In 2016, the negative result was due to a negative differential, i.e. the average calculated interest rate on borrowed funds was higher than the financial profitability of assets or, to put it more simply, the amount of income and profit was insufficient to pay % on loans. As a consequence, you need to carefully observe the position of the differential - it must be positive. But there are cases when, for example, with significant investments in the creation, the indicator can naturally have a negative value. The most optimal value of financial leverage is 30-50%, that is, it should be equal to half the value of financial return on assets. We recommend proper advice aimed at improving the composition of borrowed funds of LLP "VKS" (figure 4):

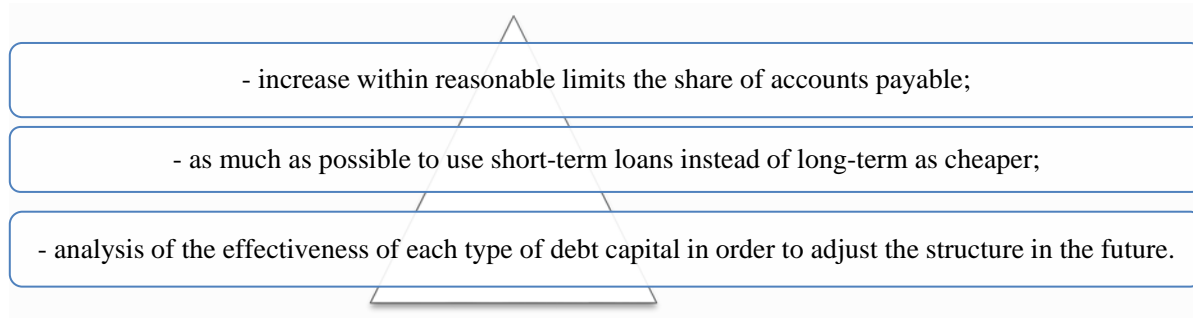


Figure 4 - Recommendations for improving the structure of debt capital

Note - the figure is compiled by the author on the basis of the source [6-8].

Based on the above, it can be noted that the need for borrowed funds to ensure effective application is predetermined by the difficult interaction of strategic and tactical goals of the firm, the state of many types of markets, elementary confluence of various events, and in the future does not always indicate compliance at the theoretical level of the calculated figures.

In the operational management of the enterprise, it is important not to turn the structure of borrowed funds into a dogma, but it is necessary to strive as much as possible to optimal compliance for a fairly long period of time, for example, a year. The circumstances of debt financing change from time to time, in accordance with this change and the desires and needs of companies in the choice of those or other sources of external financing. It is essential not to miss the stage of turning the tide, because the "reversal" of long-term trends in the market of monetary resources has the ability to bring the company to replace its own strategic values and a radical revision of the structure of sources of funds.

The introduction of loan funds for the financing of the company, as a rule, economically profitable, because you pay for this source is on average lower than the share capital, this implies actually that the interest rates on credits and loans lower yield of personal funds, describing, in essence, the degree of facilities equity. In other words, under normal criteria, borrowed capital is considered less expensive than equity. The acquisition of this source allows owners and managers to increase the size of controlled monetary resources many times, i.e. to expand the investment capacity of the firm.

Investment credit acts as a kind of Bank loan (usually long-term), aimed at investment purposes. The financial essence of investment lending is that the use of money is introduced into the process of activity to restore it to a quantitative and qualitative degree, as well as the destruction of some non-permanent breaks in the reproduction process.

This type of loan differs in many respects from other credit transactions, in the amount of which the specificity of the motivated purpose of the loan is longer, the loan term is longer and the highest level of risk. A loan is issued when following the leading principles of lending: repayment, urgency, payment, solvency, motivated use. A necessary circumstance of granting a loan is considered to be its provision - just one of the more reliable methods of reducing the risk of default on a loan. The leading forms of loan security used in banking practice are: deposit, order, pledge, forfeit.

Capital is the money or wealth needed to produce goods and services. In the most basic terms, it's money. All businesses must have capital to acquire assets and maintain their operations. Business capital consists of two main forms: debt and capital. Debt refers to loans and other types of credit that must be repaid in the future, usually with interest. Equity, on the other hand, generally does not involve a direct obligation to repay. Instead, investor investors get ownership in a company that usually takes the form of shares, and hence the term "equity".

The process of capital formation describes various ways of transferring capital from people who save money to businesses that need funds. Such transfers can take place directly, meaning that a business sells its shares or bonds directly to depositors who lend the business in exchange for capital. The transfer of capital may also be effected indirectly through an investment banking house or through a financial intermediary such as a Bank, mutual Fund or insurance company.

In the case of an indirect transfer using an investment Bank, the business sells the securities to the Bank, which in turn sells them to customers who want to invest their funds. In other words, capital simply flows through the investment Bank. However, in the case of an indirect transfer using a financial intermediary, a new form of capital is created. An intermediary Bank or mutual Fund receives capital from depositors and issues its own securities in exchange. Then the intermediary uses the capital to buy shares or bonds from enterprises [9].

The borrowed capital includes funds that are in use by the enterprise for a certain amount of time, after which the borrowed funds must be returned to their owner and paid for the temporary possession of these funds. Such funds include loans and loans taken from banks, Finance obtained through the issuance of securities excluding shares, and borrowed transport, buildings and equipment.

The attraction and use of borrowed resources has a positive effect for the implementation of the enterprise, contributing to the instant relief from lack of Finance. It also speaks about the high trust of creditors and guarantees the increase in profitability of funds owned by the enterprise. But, on the other hand, with the growth of the share in relation to its own, the company increases the number of liabilities and the level of financial risks and the threat of bankruptcy.

The key objectives of the investment project in the development of monetary intention are the preparation of cost plans for its implementation and implementation, and performance assessment. In addition, special attention was paid to the conditions of production and economic work of the firm, which is an important impact of his dealings with the state and creditors. When determining the performance of the plan, the characteristics of net profit and depreciation charges are relevant only to the implementation of the investment plan and do not reflect the results of the ongoing work of the firm [10].

The calculations show that the payback period of the plan is four years and the company is able to pay debts to creditors on time with the help of funds that come to its current account. In a particular case, by payback period we mean the length of time at which the sum of the firm's net profits discounted at the end of the investment is equal to the sum of the investment. The effect of savings was defined as the balance of budget revenues and expenditures related to the implementation of the provided plan. In calculations annual discounting of volumes of receipt and payments of implementation of the plan was conducted. From the analysis of the characteristics of the table, it follows that the amount of net discounted income contains a positive meaning, indicating growth.

The term for which the loan is granted is considered one of the determining criteria for its acquisition. The best is the period of loan issuance, in the direction of which the task of attracting it is fully realized. The presented investment plan is designed for 5 years.

The debt on investments will be covered for four years, and the largest share of the debt (35 million tenge) is planned to be paid during the third year of the development of the plan, after the company enters the development of leading production facilities.

Interest payment for the loan (5730.0 thousand tenge) will be made within 2 years of implementation of the plan. Thus, it is possible to conclude, directly, that during the period under review, the company LLP "VKS" will work break-even and is able to repay the debt on investments and loans on time.

One of the more appropriate framework characteristics of the healthy state of the company may be called the history when accounts payable is not higher than accounts receivable. In this, as we have already noticed the "not to exceed" must be achieved for as possible more discrete number of values (dates): year payable must be not more than one year accounts receivable, monthly and 5-day accounts payable not more than monthly and 5-day receivables in accordance with this, etc.

At the enterprise LLP "VKS" at the beginning of 2017 accounts payable amounted to 169514 thousand tenge, and accounts receivable-226238 thousand tenge. Thus, the difference is quite significant and as a result it is absolutely possible to increase the degree of accounts payable to the value of accounts receivable. For a more successful and effective receipt of borrowed funds in LLP "VKS" should be created a team of top managers for long-term planning for investments [11].

In investment activity of the companies calculations on plans and models are obliged to be applied extensively not only for policy of attraction of currency funds, but also for development of market strategy of the company, programs of technical formation, transformation of technology, etc. Strategic planning on investments will allow management of LLP "VKS" to choose these variants of placement of scarce resources which have all chances to guarantee reception of the best from a number of probable social and economic results.

Thus, in order to attract important borrowed funds for the investment plan, it is important to study the financial and social performance of the investment plan in detail. The settlement papers exposed above are obliged to work for the borrower, i.e. the creditor Bank good pledge of return of own provided currency means. As a result, for successful borrowing, a painstaking and detailed study of the financial effect of the investment plan is necessary to present approximate totals to the likely borrower.

In a market economy, a large and constantly growing part of the equity capital does not mean the improvement of the state of the firm, the ability to respond quickly to a change in the business climate. Counterpart, introduction of borrowed funds in LLP "VKS" speaks about elasticity of firm, its possibility to find credits and to give them, i.e. about trust to it in the business world [12].

Thus, let's assume appropriate measures directly or indirectly contributing to the successful attraction of borrowed foreign currency (figure 5):

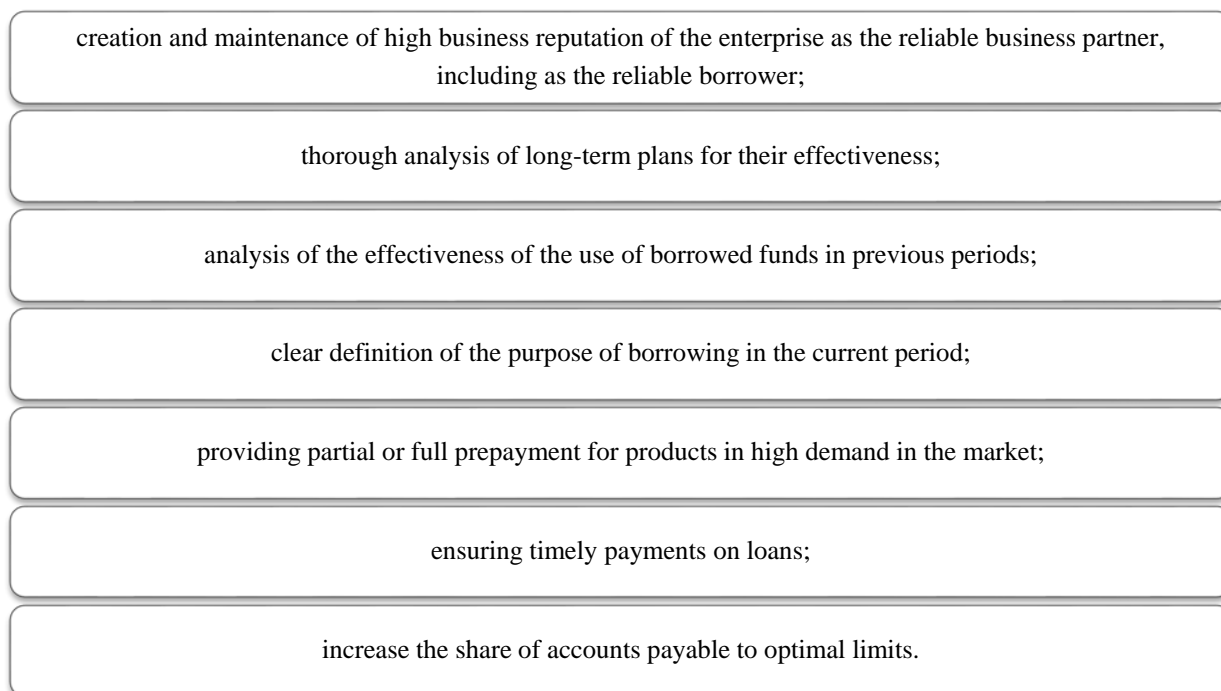


Figure 5 - Recommendations for effective borrowing

Note - the figure is based on the source [12].

Incorrect capital structure can have a negative impact on the company's activities. This is because if a firm is funded by too much debt, it has a lot of interest to pay. Therefore, in a difficult period, the firm is likely to default on interest. Worst of all, if the firm is a debt holder, have the right to seek legal counsel and start liquidation of the firm. Otherwise, the firm may have to sell its assets at lower prices.

In general, it can be concluded that the skillful attraction of borrowed capital and its effective use is of great, even paramount importance in the economic activity of a modern enterprise. Since the use of only equity capital does not give the company prospects for normal development and only competent attraction, and the use of borrowed capital gives the company good prospects for development.

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ҚАРЖЫЛЫҚ ТҰРАҚСЫЗДЫҚ ЖАҒДАЙЫНДА КӘСІПОРЫНДА МЕНШІКТІ ЖӘНЕ ҚАРЫЗ ҚАРАЖАТТАРЫН ТАРТУДЫҢ НЕГІЗГІ МӘСЕЛЕЛЕРІ

Аннотация. Компанияның қаржылық жағдайы көбінесе оның иелігінде қандай қаражатқа және қайда инвестицияланғанына байланысты болады. Меншікті капиталға деген қажеттілік кәсіпорындардың өзін-өзі қаржыландыру талаптарына байланысты. Меншікті капитал – бұл кәсіпорын тәуелсіздігінің негізі. Қазіргі уақытта кеңейтілген өндірістің қалыпты процесінің кепілі – қарыз қаражаты есебінен күрделі салымдарды қаржыландыру. Қаржылық тұрақтылықты талдау нәтижелері бойынша, бұл – қанағаттанарлықсыз көрсеткіштер. Кәсіпорынның қаржылық тұрақтануы үшін оның алдағы экономикалық дамуы процесінде ұзақ қаржылық тепе-теңдікті қамтамасыз ету қажет. Осыған сәйкес, қаржылық тұрақтылықты арттыру үшін кәсіпорынның қысқа мерзімді міндеттемелерін азайту мақсатында, ұзақ мерзімді кезеңге қарыз капиталын, атап айтқанда, лизинг бойынша ағымдағы төлемдер үшін мың теңге мөлшерінде ақша қаражатын тарту ұсынылды. Осы іс-шараның нәтижесінде баланстың өтімділігі мен капиталдың маневрділігі артады. Нәтижесінде кәсіпорын басшылығы қарыз қаражатын пайдаланудың тиімділігін арттыру бойынша іс-шараларды әзірлеу туралы шешім қабылдады. Қарыз қаражатын басқару – бұл кәсіпорынның қаржылық стратегиясын әзірлеу және қаржылық жоспарлауды жүзеге асыру үшін белсенді қолданылатын кәсіпорындағы қаржылық менеджменттің ажырамас бөлігі.

Меншікті және қарыз қаражаттарды тарту және пайдалану саясатын қалыптастыру, әсіресе, қаржылық тұрақсыздық жағдайында тиімді және тиімді қызметті жүзеге асыру үшін қажет. Мұндай саясатты кәсіпорындарда қаншалықты сауатты әзірленгеніне және қолданғанына байланысты, бұл компанияның қаржылық тұрақтылығына және өз міндеттемелерін уақытында өтеуге қабілетті екендігіне көз жеткізуге болады. Шаруашылық жүргізуші субъектінің қалыпты жұмыс істеуін және дамуын қамтамасыз ету үшін қажетті шарт – ол оңтайлы қарым-қатынаста ресурстармен қамтамасыз ету. Тартылған қаражатты сатып алу мүмкіндігі қаржы ресурстарының болуымен байланысты. Сондықтан капиталды басқару ұғымының жиынтығында негізгі атқарымдық бағыттардың бірі – қарыз капиталын басқару үдерісі. Ол қаржылық ресурстарды тарту қажеттілігін, сондай-ақ қарыздық және меншікті капитал көрсеткіштерінің тиімділігін бағалауды білдіреді.

Жалпы алғанда, қарыз капиталын білікті тарту және оны тиімді пайдалану – қазіргі заманғы кәсіпорынның шаруашылық қызметінде үлкен, тіпті бірінші дәрежелі маңызы бар іс деген қорытынды жасауға болады. Себебі меншікті капиталды пайдалану компанияның қалыпты дамуына және тек қана біліктіліпен тартып отыруға мүмкіндік бермейді, ал қарыз капиталын пайдалану компанияға жақсы даму перспективаларын береді.

Түйін сөздер: капитал, қаржылық ресурстар, баланс, актив, пассив, кәсіпкерлік, инвестиция, меншікті капитал, қарыз капиталы, тұрақтылық, өтімділік, міндеттемелер.

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ОСНОВНЫЕ ПРОБЛЕМЫ ПРИВЛЕЧЕНИЯ СОБСТВЕННЫХ И ЗАЕМНЫХ СРЕДСТВ НА ПРЕДПРИЯТИИ В УСЛОВИЯХ ФИНАНСОВОЙ НЕСТАБИЛЬНОСТИ

Аннотация. Финансовое состояние предприятия во многом зависит от того, какие средства оно имеет в своём распоряжении и куда они вложены. Необходимость в собственном капитале обусловлена требованиями самофинансирования предприятий. Собственный капитал является основой независимости предприятий. В настоящее время гарантия нормального процесса расширенного воспроизводства является финансирование капитальных вложений путем заимствования средств. По результатам анализа финансовой устойчивости также не удовлетворительные показатели. Для финансовой стабилизации предприятия необходимо обеспечить длительное финансовое равновесие в процессе своего предстоящего экономического развития. В соответствии с этим было предложено для повышения финансовой устойчивости привлечь заемный капитал на долгосрочный период с целью уменьшения краткосрочных обязательств предприятия, а именно денежные средства в размере тыс. тенге для текущих платежей по лизингу. В результате данного мероприятия повысится ликвидность баланса и маневренность капитала. В результате руководством предприятия было принято решение разработать мероприятия по повышению эффективности использования заемных средств. Управление заемными средствами – это неотъемлемая часть финансового менеджмента на предприятии, активно применяемая для осуществления финансового планирования и разработки финансовой стратегии предприятия.

Формирование политики привлечения и использования собственных и заемных средств является необходимой в осуществлении эффективной и результативной деятельности, особенно в условиях финансовой нестабильности. Так как в зависимости от того как грамотно разрабатывается и используется такая политика на предприятиях можно судить является ли данное предприятие финансово устойчивым и способным вовремя погашать свои обязательства. Необходимым условием для обеспечения нормального функционирования и развития хозяйствующего субъекта является обеспечение ресурсами в оптимальном соотношении. Возможности приобретения привлеченных средств обуславливается наличием финансовых ресурсов. Поэтому, одним из основных функциональных направлений в совокупности понятия управления капиталом, считается процесс управления заемным капиталом. Оно подразумевает под собой необходимость в привлечении финансовых ресурсов, а также оценка эффективности показателей заемного и собственного капитала.

В целом можно сделать вывод, что умелое привлечение заемного капитала и эффективное его использование имеет огромное, даже первостепенное значение в хозяйственной деятельности современного предприятия. Так как использование только собственного капитала не дает предприятию перспектив нормального развития и только грамотное привлечение, и использование заемного капитала дает предприятию хорошие перспективы развития.

Ключевые слова: капитал, финансовые ресурсы, баланс, актив, пассив, предпринимательство, инвестиция, собственный капитал, заемный капитал, устойчивость, ликвидность, обязательства.

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IMPROVING ECONOMIC METHODS OF AGRICULTURAL DEVELOPMENT IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The article is devoted to modern trends and relevant problem-specific aspects of the development of the agricultural industry of the Republic of Kazakhstan. Particular attention is focused on the modern sectoral structure of the agricultural sector, the dynamics of gross output in agriculture, the structure of agricultural production, and budgeting for the agricultural sector. As part of the analysis and research, a SWOT analysis of the trends in the functioning of the agricultural sector of the economy of Kazakhstan was developed. The purpose of the article is to develop a set of systemic economic tools for agricultural reform in the Republic of Kazakhstan. The priorities of the target software, the need for the formation of high-quality staffing for the agricultural industry, the pursuit of an effective migration policy, the introduction of effective rental relations in the system of functioning of agricultural territories, the maximum involvement of agricultural land in the circulation with their subsequent intensive development are identified as the main priorities of agricultural development. The main research methods were - comparison, analogy, analysis and synthesis, a systematic approach, a forecasting method, induction and deduction methods, a statistical method, a hypothesis design method. The results of scientific research can find practical application at the national level and in the system of functioning of regional agrarian territories and agricultural clusters, focused on the application of innovations and new technologies.

Key words: agriculture, agricultural sector of the economy, agro-industrial complex, agricultural products, agricultural programs, economic policy.

Introduction

The Republic of Kazakhstan is a state, which is situated in the depth of the Eurasian continent, at the turn of two continents, such as Europe and Asia. The independence of the country was declared on the 16th of December in 1991, and on the 21st of December in the same year it joined the CIS.

The territory of Kazakhstan extends from the lower Volga in the west to the Altai Mts. in the east, covering two time zones, and also ranging from the West Siberian Lowland in the north to the Kyzylkum desert and the Tien Shan chain of mountains in the south, stretching from the east westwards for over 3,000 kilometres and from the south northwards for 1,700 kilometres.

Kazakhstan territory covers 2724,9 thousands of square kilometers, it takes the second place in the CIS and the 9th place in the world. Kazakhstan borders on Russia to the west, north and north-east, in the south it neighbours upon the states of Cenral Asia, such as Uzbekistan, Kyrgyzstan and Turkmenistan, and in the south-east Kazakhstan's borders are contiguous with China. In the south-west it is washed by the Caspian sea. The total length of Kazakhstan's borders is almost 11,6 thousands of square kilometres, and the length of its sea borders amounts to 600 kilometres.

The agro-industrial complex has complicated industrial composition (Figure 1); there are nearly 80 economic sectors involved in it, directly or indirectly.

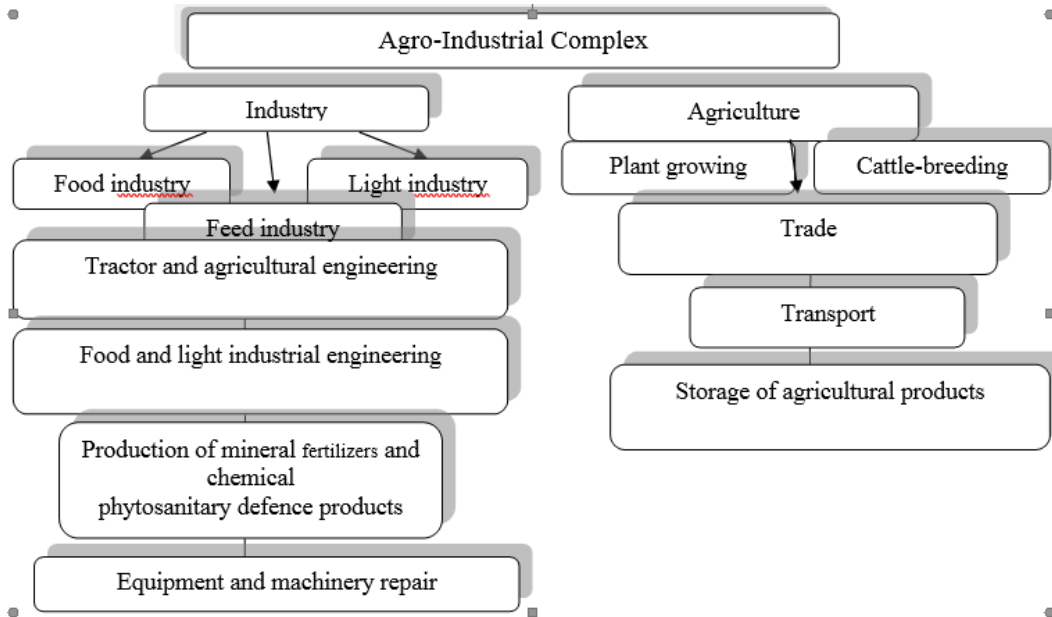


Figure 1 – Sectoral structure of the AIC (agro-industrial complex)

An illustration of great potential of the agrarian sector is considerable area of cropland, which amounts to 222,24 millions ha.

There is well-developed cattle-breeding, particularly sheep-breeding, in Kazakhstan. Also corn, cotton, meat, wool, leather raw materials, deer antlers and other types of agricultural products are exported from the country.

In the north of Kazakhstan climatic conditions are favorable for spring wheat, oats, barley and other grain crops cultivation; it is also possible to develop vegetable-growing and melon-growing, and to cultivate a range of technical crops, such as sunflower, crown flax, tobacco, etc. In the south of the country in submontane zone and in the valleys of the rivers, where it is quite warm, with artificial irrigation installed a good yield of cotton, sugar-beet, yellow tobacco and rice is achieved; vineyards and gardens bear high quality fruits.

The agrarian sector of Kazakhstan has the following characteristics:

- the total area of agricultural lands is 222,24 millions ha, of which 29,41 millions ha are arable lands (10,8%), 5,16 millions ha are hayfields (2,2 %), 187,55 millions ha are pastures (85%);

- the number of rural population is 7,3 million people, or 47,2 % of the total number of the country's population;

- horizontal/vertical soil and vegetation zonality is sharply pronounced. 10% of agricultural lands is situated in the forest-steppe and steppe zones, about 60% is located in the semi desert and desert zones, approximately 5 % is situated in the mountain area;

- the absence of an outlet to the sea causes considerable difficulties with access to external markets;

- food self-sufficiency is fully ensured, with the exception of such products as sugar, vegetable oil, poultry meat, vegetables and fruits (in the off-season periods);

- there is determined specialization on grain-crops growing and animal husbandry in the northern regions; in the southern regions irrigation is of great importance, and also there is considerable diversification of cultivated crops (for instance, grain crops, oil-bearing crops, fruit and vegetable crops, cotton);

- Kazakhstan is a major exporter of wheat and flour (it is among the top 10 world exporters), cotton (15%), leather and wool (25%) constitute a substantial share in the export of the country's agricultural production;

- the animal husbandry sector is traditional for Kazakhstan, at the same time almost 90% of cattle is in households of the country.

Gross output of the country's agro-industrial complex demonstrates the stable tendency to growth: from the level of KZT 1089,4 bn. in 2013 to KZT 1999 bn. in 2018. Over the last 5 years the growth rate

of gross agricultural output has been 20% on average, the growth rate of food production has amounted to 12,2 %. (see the Table 1).

Table 1 – Gross agricultural output real-time prices, KZT million

Years	Gross agricultural output	including:		
		Plant growing output	Animal husbandry output	subsidiary activity in the field of agricultural crops cultivation and animal breeding
All categories of economy				
2013	1089384,0	608392,3	476276,0	4715,7
2014	1404492,6	770239,6	628601,0	5652,0
2015	1641352,4	932305,1	703174,5	5872,8
2016	1442630,1	662652,6	774105,8	5871,7
2017	2286042,3	1337194,4	942384,3	6463,6
2018	1999046,6	981190,0	1011191,9	6664,7

Over the last years the annual gross output of key refined products has amounted to more than KZT 650 bn. The production of the main animal breeding products is shown in Table 2

Table 2-The production of the main animal breeding products

Years	Meat (in live weight), thousand tonnes	Meat (in slaughter weight), thousand tonnes	Milk, thousand tonnes	Eggs, million pieces	Wool (in physical weight), thousand tonnes	Karakul, thousand pieces
2013	1 571,1	874,2	5 198,0	2 989,1	35,2	115,0
2014	1 598,8	896,3	5 303,9	3 306,4	36,4	78,8
2015	1 648,4	937,4	5 381,2	3 720,3	37,6	49,4
2016	1 656,4	939,4	5 232,5	3 718,5	38,5	42,0
2017	1509,4	844,7	4 851,6	3 673,4	38,4	43,6
2018	1 548,7	871,0	4 930,3	3 879,4	37,6	24,3

The analysis of self-sufficiency of basic food products has shown that for the last years the share of basic foodstuffs production for domestic consumption has overridden 80%.

In particular, the share of domestic production and consumption of such products as processed rice, red beet, wheaten flour, bread, has reached 100%. Self-sufficiency for beef, pork, mutton and horse meat has made more than 90%. As a whole, during the time period of 2016-2018 positive changes have been marked in production of foodstuffs: in 2018 the volume of production amounted to KZT 973 billion, which is 4,2% more than in 2017. At the same time, the share of domestic production of such products as apples, vegetable crops, poultry meat, sausages, dairy butter, cheese and cottage cheese, fish still remains very low. The production of these products is defined as major priority of government support and regulation measures.

Currently the policy of government regulation of the agro-industrial complex development is realized in the following forms:

- 1) government support of entities of the agro-industrial complex in the form of subsidies, public purchases etc.;
- 2) implementation of financial instruments, which favor the renewal of the main industrial facilities, agricultural engineering park, equipment and livestock population;
- 3) ensuring of financial credit instruments accessibility for entities of the agro-industrial complex;
- 4) arrangement of necessary conditions for mobilization of the agro-industrial development projects investment;
- 5) support of production export;

- 6) rendering of government service in the field of veterinary and phytosanitary safety;
- 7) growth and maintenance of infrastructure, which is essential for development of the country's agro-industrial complex (such as transport, water, warehouse and reclamation industries et al.);
- 8) development of a branch-wise science and agro-technological knowledge diffusion;
- 9) control over budgetary funds expenditure.

Monetary and financial support instruments generally dominate in Kazakhstan.

The structure of budgetary funds allocated to development of the agro-industrial complex during the time period of 2008-2016 is shown in Table 3.

Table 3 - The structure of budgetary funds allocated to development of the agro-industrial complex during the time period of 2008-2016

Types of Financing	Share, %
Subsidies	28%
Loans	20%
Investment and investment projects	30%
Services for plant growing, animal husbandry and processing	20%
R&D and consultation	2%
Total	100%

At the same time great attention is paid to development of other priority sectors of agriculture, and competitiveness of the agro-industrial complex for food safety ensuring purposes.

In particular within the bounds of Agribusiness 2020 Program adopted in 2016, 15 development master plans concerning the main subindustries of the agro-industrial complex, such as agricultural production processing industry, vegetable growing industry, meat poultry farming et al., are realized. Let us note the highlights of the master plans.

According to the processing industry development master plan investment subsidies are to be allocated to build more than 200 milk collection centers at individual subsidiary farms in order to solve the problem of raw materials insufficiency of dairy processing enterprises. It is planned to allocate about KZT 563 million for these purposes up to 2020. It is scheduled to finance the purchase of cattle trucks and refrigerators for the purpose of provision of meat processing enterprises with raw materials. It is planned to allocate about KZT 398 million for these purposes up to 2020. According to the master plan in order to solve the problem of high cost of raw materials it is scheduled to launch a new financing mechanism for processing enterprises concerning the purchase of raw materials for dairy butter/cheese production – it is planned to allocate KZT 42 billion up to 2020, and for sugar production (out of sugar beet) – it is planned to allocate about KZT 10 billion up to 2020. It should be noted that the realization of these measures was restrained previously by the absence of legislative frameworks. At the present time corresponding changes have been made to the legislation.

Besides, according to the guidelines it is planned to finance interest rates of loans on replenishment of circulating assets and on raw materials purchase. The problem of physical and functional depreciation of production equipment of processing enterprises is to be solved by means of investment subsidies allocation and financing of interest rates of loans. It is planned to finance construction of 5 meat-packing plants, modernization and reconstruction of 135 dairy processing enterprises, 56 meat processing enterprises, 5 vegetable and fruit processing enterprises, 7 sugar plants, 7 oil and fat enterprises, 7 macaroni manufacturing enterprises and 35 cereals manufacturing enterprises up to 2020.

According the vegetable-growing development master plan it is scheduled to increase the area of highly productive intensive gardens and vineyards by 30,5 thousands ha – therefore it will be 39 thousands ha up to 2020. Besides, it is planned to recover expenditures for perennial fruit crops and grapes plantations with the area of 12,9 ha, and service of unfinished production of indicated crops of previous years with the area of 28,4 ha.

On the whole, the total sum allocated for implementation of the program during the time period of 2016-2020 amounts to KZT 3 122,2 billion. Macro economical and social benefits from program implementation are forecasted in following rates:

- 1) increase in physical volume of agricultural production by 1.5 times;
- 2) increase in productivity per worker in agriculture by 3 times;

- 3) increase in export earnings from the sale of agricultural products by 20%;
- 4) provision of food independence on basic foodstuffs at the level of 80% of domestic market needs;
- 5) attraction of individual monetary funds into the sector totaling KZT 10 trillion.

Kazakhstan's potential enables domestic agriculture to become a world-class one. President Nursultan Nazarbayev sets great hopes on the agrarian sector of the country and encourages realization of the sector's huge potential.

It is necessary to:

- change the model of agriculture and revive the country's animal husbandry traditions regarding the latest scientific, technological and administrative achievements;
- specify the types of products to be produced, in order to work up large-scale export markets;
- reveal new market niches, where Kazakhstan may possess equal business rights;
- create new points of economic growth.

Another urgent problem is unemployment. Today power authorities are concerned with creation of new working places for the unemployed. Ministry of Labour predicts decrease of the number of those employed in agriculture (from 26,5% in 2014 to 23% in 2017). The program will create favorable conditions for business development in rural areas, encourage investment into the sector and increase the efficiency of budgetary funds.

What is the reason? There are many projects on agriculture revival. Nowadays the annual number of rural population amounts to 7,3 million people or 47,2% of the country's population. 3930 thousand people out of the total number of rural population are capable of working, among them the share of the self-employed is 1 731,3 thousand, who are most likely to become out of work in current situation.

Today strengths of the country's agro-industrial complex development are government support of development programs and great experience in the sphere of agro technologies application. Weaknesses of the agro-industrial complex development are deficiency in storage areas, the lack of logistic facilities, insufficient research-and-development activities implementation, the imperfection of veterinary safety and other unbalanced development manifestations (Table 4).

Table 4 - SWOT analysis of the agro-industrial complex

Strengths	Weaknesses
<ul style="list-style-type: none"> - Stable growth of gross output of the agro-industrial complex; - Kazakhstan is the world leader in wheat and wheaten flour production; - The agro-industrial complex of Kazakhstan obtains considerable government support; - Self-sufficiency in land and water resources; - High potential of production and export of organic products. 	<ul style="list-style-type: none"> - Low productivity of animals; - Low productivity of basic crops growing; - Low labor productivity; - Low profitability of entrepreneurs; - Insufficient R&D activities implementation; - Low-level expansion of contemporary agro-technological knowledge; - Low effectiveness of financing and insurance systems.
Possibilities	Threats and risks
<ul style="list-style-type: none"> - Development of import substitution and export potential implementation in the range of agro-industrial complex sectors; - Formation of effective government support of the sector; - Development of commodity fish breeding, cattle meat export, distant-pasture animal husbandry, apple production, production of oil and other types of products. 	<ul style="list-style-type: none"> - Macro economical risks related to deterioration of world internal and external market prices of sector's production; - Unfavorable changes of climatic conditions, both short-term and long-term (global warming and related problems such as increase of desert and semi-desert lands, widening of deficit of water resources, instability of weather conditions et al.); - Environment pollution, the spread of animal and plant diseases, increase of parasitic types of plants, animals, fish and insects, that may cause the accessibility decrease of land, water and other resources, deterioration of productivity of the sector as a whole, possible decrease of the export potential of the country's agro-industrial complex

According to the statistics of the Agency of Kazakhstan the number of the unemployed constituted 466 thousand people in December 2016. May be the number referred only to city population. No, it is not quite right. About 20% or more of those unemployed would agree to move to the rural area and work there on the condition that full infrastructure is provided.

There are many villages and auls (the word “aul” means a small population aggregate outside a city), where fields have been cultivated for more than ten years; pastures lie fallow. 20% of 466 thousand people constitutes 93 thousand workers. It is not necessary for everyone to work directly on a farm, for instance, drivers and mechanization experts would be eligible to work in agricultural cooperatives. Farming machines, fuel, seeds and fertilizers would be required for the land work. Also young animals, forage and premises would be needed for animal breeding and poultry farming work. It would be essential for farmers to have an initial capital. At the present time all these problems are solved by means of various programs.

Prisoners’ involvement in work at the agrarian sector can be considered as another variant of rural territories assimilation. Many world powers have used these human resources to encourage the economy development. According to representatives of corrective labor colonies administration their main problem is job placement. Why do people struggling to raise families have to “pay” for those who commit crime? Prisoners should earn their stay in jail. It is necessary for prisoners themselves, as they have to repay claims. Prisoners would earn a piece-rate wage, i.e. they would be paid on basis of quantity of work done, for example, if a prisoner has 90 calves from 100 cows, 120 lambs from a flock of 100 ewes, 1200 piglets from 100 sows, manages to raise and fatten offspring, he will get a relatively good wage. Thus, prisoners would be able to repay claims, support the government and their relatives. Not without reason the president of the Republic of Kazakhstan Nursultan Nazarbayev says that claims should be repaid, in order to do this, prisoners have to work. Payment of compensations to an aggrieved person and the state is one of the proofs of prisoner correction.

Conclusion

Within the framework of the “Business Road Map-2020” program the state would grant all persons wishing to work in agriculture a land plot on 5-year lease with the right of redemption, build a house with well-developed infrastructure, make a road and bring water. The government would also give all the necessary equipment, commercial cattle for leasing within the framework of family farming development programs, such as “Sybagha” and “Zhailau”.

According to the data reported by the Agency on Land Resources Management of Kazakhstan reserve lands constitute about 108 millions ha, or 41% of the country’s land fund, including regions with favorable natural and economic conditions.

Even a firmly convinced pessimist agrees that Kazakhstan’s agriculture has a great deal of potential. But will the domestic agrarian sector be able to fully realize it? The question refers not only to the liable state authorities, who determine the agrarian policy, but it is mainly addressed to agricultural products manufacturers. Whereas various programs are adopted, a great deal depends on the entrepreneurial spirit of peasants, farmers, agro-organizations’ managers themselves. Nowadays agriculture is the main supporter of mankind. Foodstuffs, raw materials for significant industrial sectors are supplied chiefly by it.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА АУЫЛ ШАРУАШЫЛЫҒЫН ДАМУДЫҢ ЭКОНОМИКАЛЫҚ ӘДІСТЕРІН ЖЕТІЛДІРУ

Аннотация. Мақала Қазақстан Республикасының Ауыл шаруашылығы саласын дамытудың қазіргі тенденциялары мен өзекті проблемалық-мақсатты аспектілеріне арналған.

АӨК-нің қазіргі заманғы салалық құрылымына, ауыл шаруашылығында жалпы өнім шығару серпініне, ауыл шаруашылығы өндірісінің құрылымына, ауыл шаруашылығы саласын бюджеттеуге ерекше назар аударылды.

Жүргізілген талдау мен зерттеу шеңберінде Қазақстан экономикасының аграрлық секторының жұмыс істеу үрдістеріне SWOT-талдау жасалды.

Мақаланың мақсаты-Қазақстан Республикасының Ауыл шаруашылығын реформалаудың жүйелі экономикалық құралдарының кешенін әзірлеу.

Елдің ауыл шаруашылығы саласын және оның жұмыс істеу үрдістерін талдау кезінде аграрлық сектордың еңбек әлеуетін қалыптастыру мен дамытудың қазіргі заманғы ұйымдастырушылық факторлары және еңбек ресурстары қызметінің экономикалық нәтижелері анықталды.

Ауыл шаруашылығын дамытудың негізгі басымдықтары ретінде мақсатты бағдарламалық қамтамасыз етудің басымдықтары, ауыл шаруашылығы саласын сапалы кадрлық қамтамасыз етуді қалыптастыру қажеттілігі, тиімді көші-қон саясатын жүргізу, аграрлық аумақтардың жұмыс істеу жүйесінде тиімді жалдау қатынастарын енгізу, ауыл шаруашылығы алқаптарын кейіннен қарқынды игере отырып, айналымға барынша тарту белгіленген.

АӨК дамытуға бөлінетін бюджет қаражатының құрылымы соның ішінде ауылшаруашылық өнімдерінің пайыздық түрде жіктеліп берілген.

Азық-түліктің негізгі түрлерінің қол жетімділігіне жүргізілген талдау көрсеткендей, соңғы жылдары барлық негізгі тамақ түрлері үшін ішкі тұтынудағы отандық өндірістің үлесі 80 %-дан асқандығы сонымен қатар мал шаруашылығы өнімдерінің негізгі түрлерін өндіру жолдары жылдарға сәйкес көрсетілген.

Ауыл шаруашылығын тиімді дамыту мақсатында, шағын ауыл шаруашылық құрылымдарын ірілендірудің мақсаттылығын, ірі тауарлы аграрлық өндірістің артықшылықтары және АӨК-тің барлық кешенін біріктірудің мәнін түсіндіру жөнінде тұрақты жұмыс жүргізілген.

Анықталған проблемаларды ескере отырып, қазіргі заманғы агроқұрылымдардың жұмыс істеу жүйесінде еңбек ресурстарын пайдалану тиімділігін арттырудың іргелі қағидаттары мен стратегиялық басымдықтары белгіленді.

Зерттеудің негізгі әдістері-салыстыру, аналогия, талдау және синтез, жүйелік тәсіл, болжау әдісі, индукция және дедукция әдістері, статистикалық әдіс, гипотезаларды жобалау әдісі.

Жүргізілген зерттеулер жеңілдік ауылшаруашылығын дамыту саласына байланысты үкімет тапрапынан көптеген жеңілдіктер жасалып жатқанын тереңдете көрсете білген сонымен қатар салық салу жағдайларында несие кооперациясын ұйымдастыру қажеттілігін анықталды.

Ғылыми зерттеу нәтижелері ұлттық деңгейде және инновациялар мен жаңа технологияларды қолдануға бағытталған аймақтық аграрлық аумақтар мен ауыл шаруашылығы кластерлерінің жұмыс істеу жүйесінде практикалық қолдануды таба алады.

Түйін сөздер: ауыл шаруашылығы, экономиканың аграрлық секторы, агроөнеркәсіп кешені, ауыл шаруашылығы өнімі, ауыл шаруашылығы бағдарламалары, экономикалық саясат.

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СОВЕРШЕНСТВОВАНИЕ ЭКОНОМИЧЕСКИХ МЕТОДОВ РАЗВИТИЯ СЕЛЬСКОГО ХОЗЯЙСТВА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Статья посвящена современным тенденциям и актуальным проблемно-целевым аспектам развития сельскохозяйственной отрасли Республики Казахстан.

Особое внимание акцентировано на современную отраслевую структуру АПК, динамику валового выпуска продукции в сельском хозяйстве, структуру сельскохозяйственного производства, бюджетирование сельскохозяйственной отрасли.

В рамках проведенного анализа и исследования разработан SWOT-анализ тенденций функционирования аграрного сектора экономики Казахстана.

Цель статьи – разработать комплекс системного экономического инструментария реформирования сельского хозяйства Республики Казахстан.

При анализе сельскохозяйственной отрасли страны и тенденций ее функционирования, выявлены современные организационные факторы формирования и развития трудового потенциала аграрного сектора и экономические результаты деятельности трудовых ресурсов.

В качестве основных приоритетов развития сельского хозяйства обозначены приоритеты целевого программного обеспечения, необходимость формирования качественного кадрового обеспечения сельскохозяйственной отрасли, следование эффективной миграционной политики, внедрение эффективных арендных отношений в системе функционирования аграрных территорий, максимальное вовлечение в оборот сельскохозяйственных угодий с последующим их интенсивным освоением.

Основными методами исследования послужили – сравнение, аналогия, анализ и синтез, системный подход, метод прогнозирования, методы индукции и дедукции, статистический метод, метод проектирования гипотез.

Структура бюджетных средств, выделяемых на развитие АПК, в том числе сельскохозяйственной продукции, классифицируется в процентах.

Анализ доступности основных видов продуктов питания показал, что в последние годы доля внутреннего производства во внутреннем потреблении по всем основным видам продуктов питания превысила 80%, а также способы производства основных видов продуктов животноводства по годам.

Для эффективного развития сельского хозяйства предпринимаются постоянные усилия по объяснению целесообразности объединения мелких фермерских хозяйств, преимуществ крупномасштабного сельскохозяйственного производства и важности интеграции всей АПК.

С учетом выявленных проблем, обозначены фундаментальные принципы и стратегические приоритеты повышения эффективности использования трудовых ресурсов в системе функционирования современных агроформирований.

В исследованиях четко говорится, что у правительства есть много преимуществ в отношении развития сельского хозяйства, но также и необходимость создания кредитного союза в контексте налоговых льгот.

Результаты научного исследования могут найти практическое применение на национальном уровне и в системе функционирования региональных аграрных территорий и сельскохозяйственных кластеров, ориентированных на применения инноваций и новых технологий.

Ключевые слова: сельское хозяйство, аграрный сектор экономики, агропромышленный комплекс, продукция сельского хозяйства, сельскохозяйственные программы, экономическая политика.

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**FINANCING OF INVESTMENT PROJECTS
OF INNOVATIVE TYPE: METHODS, SOURCES**

Abstract. It is shown that countries can provide high rates of economic growth in the production of high-tech products with high added value. The transition to an innovative economy with a developed business requires significant investment in education and science, the development of new products. The most effective methods of financing innovative projects and domestic enterprises are: own funds of enterprises, joint-stock financing, bank loans and venture financing, raising funds by placing shares and bonds, leasing. The advantages and disadvantages of each type of funding sources are noted. The initial stage of financing an innovative firm combines its own and attracted funds from venture investors (entrepreneurs) and the venture fund to finance research, develop new products, and launch production. The second stage of financing includes evaluation of the project idea, market research, and comparison of market needs with the company's production capabilities. After passing the second stage, it starts production, which is carried out at the expense of entrepreneurs and internal investors, after which it enters the market and regulates the permanent access system.

Key words: innovations, internal financing, Bank credit, equity capital, issue of shares and bonds, venture capital, interest rates, risks, leasing, debt obligations.

World experience shows that it is impossible to maintain long-term economic growth rates without directly increasing the share of competitive products and services in the market. Ensuring the production of goods and services, the quality corresponding to the world level or exceeding it, is achieved by the transition to innovation. The best indicators of highly efficient use of costs are obtained with the consistent production of high-tech products with very high added value.

Mass generation of innovation is predetermined by high-quality accumulated human capital. Creation of goods of new quality, introduction of new methods of production, opening of new sources of raw materials and energy, formation of new organizational forms of branches and others which use has led a number of the countries to transition to innovative economy. The latter provided these countries with world superiority (USA Germany Japan Canada Sweden Finland Singapore, etc.).

The innovative economy with a developed venture business has become characterized by the following indicators: a high index of economic freedom, a high level of development of education and science, a highly competitive economy, a high share of innovative enterprises (over 60-80%) and innovative products. The governments of the countries with innovative economies are investing heavily in research and development and innovation. Germany spends about 2.7% of GDP on research, the United States-2.8%, Japan – about 3.5%. The EAEU countries spend much less: Belarus-0.74% of GDP, Russia-1.04% of GDP, Kazakhstan-0.3%. Such countries as the USA, Japan, South Korea, Germany have high indicators of transformation of costs into results of innovative activity. At the same time, the EAEU countries such as Belarus, the Russian Federation and Kazakhstan use funds inefficiently. On the world market in the export trade of civilian high-tech products, the share of Russia is 0.3 %, Kazakhstan and even less, while the share of the United States-39%, Japan-30%, Germany-15%, China-6%.

In Russia and Kazakhstan, among all types of entrepreneurship, innovative business is the most complex and risky. Criminal activity of structures is high, corruption of officials is widespread, entrepreneurs have no initial accumulated capital, loan interest rates are high. [1,2,3, 11]

Innovation is the result of investing in education and science, in the development of new technologies, production of new products, in management and organization, maintenance, Informatization,

digitalization, etc. and their subsequent introduction into production, which provides additional values in the form of profit, a radical improvement in the quality of life.

Innovation activity is aimed primarily at improving the competitiveness of products and services. The process of accelerating innovation development cannot be achieved without financing innovation programs, without redistribution of financial resources in favor of innovation. The mechanism of financing innovation involves the search for sources of financing and their further use. World practice has developed the following forms of attracting investments to Finance innovative programs: budget loans on a returnable basis, allocations from the budget on an irrevocable basis, financing of state innovative projects, financing from state international borrowings, equity financing with participation in the authorized capital of the enterprise, investments, corporate financing of purchases of securities of organizations, project financing by inventory of projects [4,5, 12].

In countries with innovative economies, these methods of attracting investment in innovation have been practiced for decades. In the EAEU countries the use of methods of financing innovation as in developed countries is associated with the presence of a number of difficulties:

- lack of stability in the distribution of risks and the provision of guarantees of other forms of obligations in the financing of projects;
- the small number of qualified participants in the financing of programs.

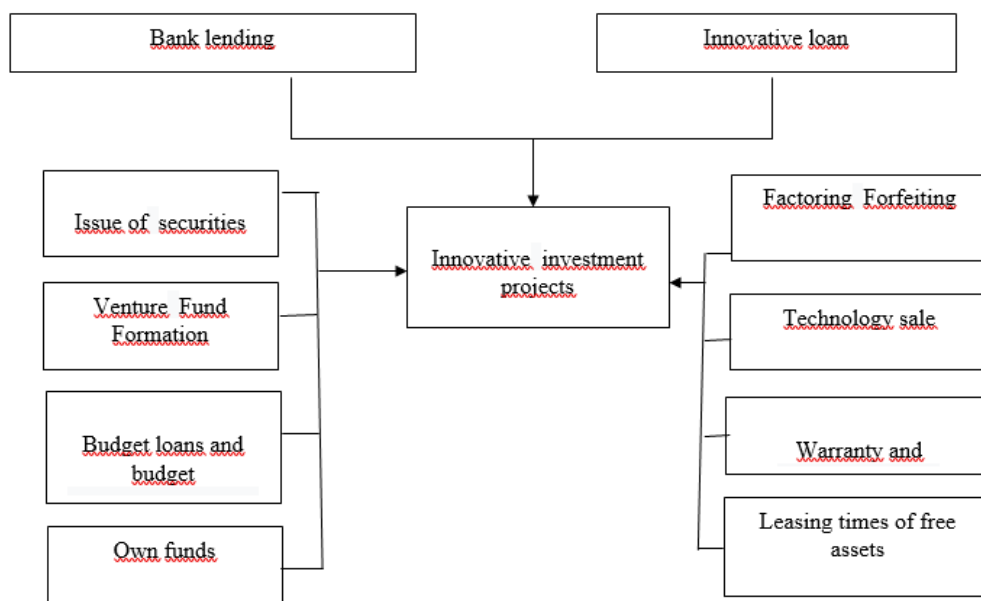
Financial support of innovative projects implemented by enterprises, firms and organizations is provided by the activity financing system and includes the following sources: own funds of the enterprise, public financing, equity financing, Bank loans, venture financing, leasing, forfeiting, franchising, mixed financing. [6, 10]

According to the sources of financing, innovative projects can be divided into two large groups: project and venture. Each group has internal and external funding sources.

The main internal sources are the authorized capital formed at the establishment of the enterprise, firm, company and retained earnings, depreciation savings, additional capital formed by revaluation of fixed assets, and short-term accounts payable. [4,5]

Among the external sources are investment loans and credit lines, which are long-term and have high requirements for property security, reliable guarantee.

These various sources of financing of innovative projects and organizational forms of financing are presented in Fig. One



Rice 1 - Sources of financing of innovative projects of innovative type

Classification forms of financing of innovative projects is presented in the table.

Table 1 - Sources of financing of innovative projects*

Project financing		Venture financing	
Internal	External	Internal	External
1. Share capital (equity) 2. Retained earnings 3. Amortization of accumulation 4. Additional capital due to revaluation of fixed assets 5. Creditor indebtedness	1. Investment loans and credit lines 2. Innovative loans 3. Target bond loans 4. Equity-based capital raising 5. Additional issue of convertible shares 6. Funds of state organizations and Equity funds	Equity 1. Venture capital investments for a period of 5 to 10 years 2. Acquisition of a share at a reasonable price	Mixed 1. Initial public offering on the stock market 2. Additional target issue of convertible shares 3. Issue of target convertible bonds

* Compiled by the author

Traditional financing of investment projects in Kazakhstan is associated with a lack of equity of enterprises. Small and medium-sized businesses are experiencing a chronic shortage of their own funds. Any investment project for implementation requires the use of own funds: investors deposits and share capital. In addition, borrowed funds are attracted. The state of own and borrowed funds is approximately in equal proportion. This form of financing is not yet widely used in Kazakhstan. High interest rates on loans are a limitation of their use. A barrier to credit financing of traditional investment projects is strict requirements to the share of own funds. The latter should occupy at least 30-50% of the total cost of the project. In addition, the requirements include the need for collateral. It is not possible for small and medium-sized enterprises to meet these conditions, as they lack their own funds. Therefore, enterprises cannot use loans to Finance projects, and lenders do not want to take risks.

The division of sources for equity and debt directed to the division of risk between owners and creditors. By investing their funds, the lender expects the successful implementation of the project. To Finance large investment projects, Kazakh banks do not have enough credit resources, as many of them are financed by state support.

Venture financing, as world experience shows, requires a quick payback and high profitability. To compensate for the high risk investment projects are selected with an expected annual return of about 30-40%. Therefore, venture capital is called risk capital. The venture capital Fund is formed at the expense of many participants. The Fund invests as seed capital to develop the innovation base of the venture firm. [9]

An innovation campaign must have strong growth potential, have a strong leadership team, select high-impact projects and make quick decisions. Unique functions of the new company should cover all phases of the life cycle of production of goods and affect the final result of activity.

The initial stage of financing an innovative firm combines its own and attracted funds of venture investors (entrepreneurs) and the venture Fund to Finance research, development of new products, start-up of production. The second stage of financing includes the evaluation of the project idea, market research, comparison of market needs with the production capabilities of the company. After passing the second stage starts production, which is carried out with the help of entrepreneurs and domestic investors, then enter the market and establish a sustainable sales system. With successful development, the company puts its securities on the open market. [7,8]

As it has already been shown, forms and methods of financing of investment projects of innovative type differ in a variety: issue of the share, attraction of credits, leasing financing. A common form of financing investment projects is equity.

The attractiveness of this form of financing is represented in the receipt of resources from the project participants at the beginning of its implementation. When financing large projects, the share issue is accompanied by the issuance of debt obligations. The source of long-term debt financing can be long-term loans from commercial banks and loans from the state budget.

Bond issuance as a source of additional investment resources occupies an important place in the structure of external sources of financing. In Kazakhstan, this market is developing very sluggishly.

Accelerated development of the corporate bond market would allow attracting additional investment resources [7,8].

Budget financing is aimed at providing financial support for promising innovative projects of priority importance. However, public financing of innovation in Kazakhstan is accompanied by the difficulty of obtaining investment in the initial stage of innovation development.

Bank loans are an important source of financing for the company's innovation activities. In Western countries, banks are the main investors in venture funds. They provide financial resources to participants of innovative projects.

In Kazakhstan, the banking sector occupies a small place in the financing of innovations. The main reasons for the underdevelopment of Bank financing of innovations is the high risks of investing in innovative projects.

An important source of innovative capital formation is the growth of entrepreneurial activity. The importance of private investors of venture capital is manifested in the support of venture companies at different stages of its development.

Summary

Forms and methods of financing of innovative programs allows to generate new ideas and to achieve release of high-tech production. Sources of financing of innovative activity and formation of venture capital plays an important role in ensuring the initial stage of launching an innovative project. An attractive form of financing in the future is the issuance of long-term debt obligations that contribute to market entry and the establishment of a sustainable sales system

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ИННОВАЦИЯЛЫҚ ҮЛГІДЕГІ ИНВЕСТИЦИЯЛЫҚ ЖОБАЛАРДЫ ҚАРЖЫЛАНДЫРУДЫҢ ӘДІСТЕРІ МЕН КӨЗДЕРІ

Аннотация. Инновациялық кампания өсудің қуатты әлеуетіне ие болуға, күшті басқарушы командаға ие болуға, тиімділігі жоғары жобаларды іріктеуді жүзеге асыруға және тез шешім қабылдауға тиіс. Жаңа компанияның қызметі тауарларды дайындаудың өмірлік циклының барлық фазаларын қамтуы және қызметтің соңғы нәтижесіне әсер етуі тиіс.

Инновациялық фирманы қаржыландырудың бастапқы сатысы зерттеулерді қаржыландыруды ұйымдастыру, жаңа бұйымдарды әзірлеу, өндірісті іске қосу үшін венчурлік инвесторлардың (кәсіпкерлердің) меншікті және тартылған қаражатын, сондай-ақ венчурлік қордың қаражатын біріктіреді. Қаржыландырудың екінші сатысы жоба идеясын бағалауды, нарықты маркетингтік зерттеуді, нарықтың қажеттіліктерін компанияның өндірістік мүмкіндіктерімен салыстыруды қамтиды. Екінші сатыдан өткеннен кейін кәсіпкерлер мен ішкі инвесторлардың қаражаты арқылы жүзеге асырылатын өндіріске кіріседі, содан кейін нарыққа шығады және тұрақты өткізу жүйесін реттейді. Табысты даму кезінде компания ашық нарыққа өзінің бағалы қағаздарын шығарады. [7,8]

Инновациялық үлгідегі инвестициялық жобаларды қаржыландырудың нысандары мен әдістері әр түрлі, олар: акция шығару, кредиттер тарту, лизингтік қаржыландыру. Инвестициялық жобаларды қаржыландырудың кең таралған нысаны – акционерлік капитал.

Қаржыландырудың осы нысанының тартымдылығы жобаны іске асырудың басында жобаға қатысушылардан ресурстар түскен кезде ұсынылады. Ірі жобаларды қаржыландыру кезінде, акциялар эмиссиясы борыштық міндеттемелерді шығарумен сүйемелденеді. Ұзақ мерзімді борыштық қаржыландыру көзі коммерциялық банктердің ұзақ мерзімді кредиттері және мемлекеттік бюджеттен алынатын кредиттер болуы мүмкін.

Сыртқы қаржыландыру көздерінің құрылымында Облигация Шығару қосымша инвестициялық ресурстардың көзі ретінде маңызды орын алады. Қазақстанда бұл нарық өте қарқынды дамып келеді. Корпоративтік облигациялық қарыздар нарығының жедел дамуы қосымша инвестициялық ресурстарды тартуға мүмкіндік береді [7,8].

Бюджеттік қаржыландыру басым маңызы бар перспективалы инновациялық жобаларды қаржылық қамтамасыз етуге бағытталған. Алайда Қазақстанда инновациялық қызметті мемлекеттік қаржыландыру инновацияны әзірлеудің бастапқы сатысында инвестициялар алудың қиындығы бар.

Банк кредиттері – компанияның инновациялық қызметін қаржыландырудың маңызды көзі. Батыс елдерінде банктер венчурлік қорлардағы негізгі инвесторлар болып саналады. Олар инновациялық жобаларға қатысушылардың қаржылық ресурстарымен қамтамасыз етеді.

Қазақстанда банк секторы инновацияларды қаржыландыруда елеусіз орын алады. Инновацияларды банктік қаржыландырудың дамымағандығының басты себептері инновациялық жобаларға салынудың жоғары тәуекелдерінде көрінеді.

Инновациялық капиталды қалыптастырудың маңызды көзі – кәсіпкерлік белсенділіктің өсуі. Венчурлік капиталдың жеке инвесторларының маңыздылығы венчурлік компанияларды дамытудың әртүрлі сатыларын қолдауда көрінеді. Қосылған құны жоғары техникалық өнімді шығару кезінде елдер экономиканың жоғары өсу қарқынын қамтамасыз ете алады. Инновациялық жобалар мен ішкі кәсіпорындарды қаржыландырудың неғұрлым тиімді әдістері: кәсіпорындардың меншікті қаражаты, акционерлік қаржыландыру, банктік кредиттер және венчурлік қаржыландыру, акциялар мен облигацияларды орналастыру жолымен қаражат тарту, лизинг. Қаржыландыру көздерінің әрбір түрінің артықшылықтары мен кемшіліктері байқалады.

Түйін сөздер: инновациялар, ішкі қаржыландыру, банк несиесі, акционерлік капитал, акциялар мен облигациялар эмиссиясы, Венчурлік капитал, пайыздық мөлшерлемелер, тәуекелдер, лизинг, борыштық міндеттемелер.

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ФИНАНСИРОВАНИЕ ИНВЕСТИЦИОННЫХ ПРОЕКТОВ ИННОВАЦИОННОГО ТИПА: МЕТОДЫ, ИСТОЧНИКИ

Аннотация. Инновационная кампания должна обладать мощным потенциалом роста, иметь сильную руководящую команду, осуществлять отбор высокоэффективных проектов и быстро принимать решения. Уникальные функции новой компании должны охватывать все фазы жизненного цикла изготовления товаров и влиять на конечный результат деятельности.

Начальная стадия финансирования инновационной фирмы объединяет собственные и привлеченные средства венчурных инвесторов (предпринимателей) и средства венчурного фонда для организации финансирования исследований, разработку новых изделий, запуска производства. Вторая стадия финансирования включает оценку идеи проекта, маркетинговое исследование рынка, сопоставление потребностей рынка с производственными возможностями компании. После прохождения второй стадии приступает к производству, которое осуществляется с помощью средств предпринимателей и внутренних инвесторов, затем выходят на рынок и налаживают устойчивую систему сбыта. При успешном развитии компания выставляет на открытый рынок свои ценные бумаги. [7,8]

Как уже было показано, формы и методы финансирования инвестиционных проектов инновационного типа отличаются разнообразием: выпуск акции, привлечение кредитов, лизинговое финансирование. Распространённой формой финансирования инвестиционных проектов является акционерный капитал. Привлекательность этой формы финансирования представляется в поступлении ресурсов от участников проекта в начале его реализации. При финансировании крупных проектов эмиссия акции сопровождается выпуском долговых обязательств. Источником долгосрочного долгового финансирования могут быть долгосрочные кредиты коммерческих банков и кредиты из государственного бюджета.

В структуре внешних источников финансирования важное место занимает выпуск облигации как источник дополнительных инвестиционных ресурсов. В Казахстане этот рынок развивается крайне вяло. Ускоренное развитие рынка корпоративных облигационных займов позволило бы привлечь дополнительные инвестиционные ресурсы [7,8]. Бюджетное финансирование направлено на финансовое обеспечение перспективных инновационных проектов, имеющих приоритетное значение. Однако государственное финансирование инновационной деятельности в Казахстане сопровождается трудностью получения инвестиции в начальной стадии разработки инновации.

Банковские кредиты – важный источник финансирования инновационной деятельности компании. В Западных странах банки являются основными инвесторами в венчурных фондах. Они обеспечивают финансовыми ресурсами участников инновационных проектов. В Казахстане банковский сектор занимает незначительное место в финансировании инноваций. Главными причинами неразвитости банковского финансирования инноваций представляется в высоких рисках вложения в инновационные проекты.

Важным источником формирования инновационного капитала является рост предпринимательской активности. Значимость частных инвесторов венчурного капитала проявляется в поддержке венчурных компаний на разных стадиях его развития.

Показано, что страны могут обеспечить высокие темпы роста экономики при выпуске высокотехнологической продукции с высокой добавленной стоимостью. Переход на инновационную экономику с развитым бизнесом требует инвестирования значительных средств в образование и науку, разработку новых изделий и т.д. Наиболее эффективными методами финансирования инновационных проектов и внутренних предприятий являются: собственные средства предприятий, акционерные финансирования, банковские кредиты и венчурное финансирование, привлечение средств путем размещения акций и облигаций, лизинг. Отмечаются достоинства и недостатки каждого вида источников финансирования.

Ключевые слова: инновации, внутреннее финансирование, банковский кредит, акционерный капитал, эмиссия акций и облигаций, венчурный капитал, процентные ставки, риски, лизинг, долговые обязательства.

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ORGANIZATIONAL AND ECONOMIC MECHANISM FOR FORMING COMPETITIVE STRATEGIES

Abstract. The stability and efficiency of the functioning of Kazakhstan's consumer sector enterprises are currently being formed under the influence of conflicting factors of market conditions and state regulation, the convergence of which significantly determines the internal configuration, dynamics and potential for their development.

The need for the development of modern, effective and adequate to the state of the markets mechanisms and instruments of strategic management was especially acute in connection with the sanction pressure of Western countries and the post-crisis transformation of micro- and mesoscale economic systems.

The shortcomings of the methodological support of strategic management of the industrial business, aimed at creating long-term competitive advantages in the face of increased pressure (market and competitive) from international markets, players and regulatory institutions, became apparent.

Thus, the problem of reconciling the interests of long-term strategic business development has become extremely urgent, which, as you know, is a controversial and controversial layer in domestic and foreign management science.

A separate place in solving the problem of increasing the effectiveness of strategic management is occupied by issues related to ensuring high-quality strategic planning, improving organizational forms of business, the formation of motivation mechanisms for all subjects of the industrial business, as well as the development of monitoring and control systems for the implementation of development strategies.

The effectiveness of the enterprise competitiveness management mechanism requires the fulfillment of certain requirements for enterprises in this field, the organizational and economic model of the enterprise, the forms and methods for evaluating the effectiveness of managerial decisions.

The organizational and economic mechanism of enterprise competitiveness management is effectively implemented in management technology. In this case, we use the process approach, which allows us to consider the technology as a set of organizational measures, operations and techniques aimed at increasing the competitiveness of the service industry enterprise.

The need to form an organizational and economic mechanism for the development and implementation of managerial decisions within the framework of a systematic approach to strategic management of business development as a factor in ensuring sustainable economic growth is especially relevant.

These facts determined the scientific relevance and practical value of solving the problems of strategic management in industrial wineries.

Keywords: competitiveness, strategy, mechanism, economic growth, organizational and economic mechanism.

Introduction

The importance of changes in the strategy of the enterprise is determined by the contradiction between the practical goals of the enterprise and the existing situation. Recently, more and more enterprises have resorted to the development of company development strategies and, accordingly, to strategic planning.

For large companies with large assets, capital-intensive production, and a large length of production structure, the presence of a development strategy is considered simply a necessary condition for survival. It is strategic planning that allows the company to determine its goals and what it needs to strive for, whereby to develop its business or simply survive in the increasing competitive struggle [1].

Many well-known companies not only have a well-developed and transparent strategy, but also adhere to established development parameters, and this ultimately led them to success, but when achieving success, for the sake of further existence, the company should resort to strategic planning. This should not be a one-time process, but a constant, ongoing activity of top managers. The use of strategy as a management tool in the daily activities of the company is a prerequisite and a means of not only survival, but also ensuring the prosperity of the company.

Methods

Methodological studies are general scientific methods of cognition - analysis and synthesis, analysis and synthesis, content - media analysis, sociography, a system and comparative historical method that allows you to determine the genesis, sequence and functioning of the digitizing stages in the system of indicators and the criterion for assessing competitiveness.

Scientific research and experimental-methodical research in the field of developing the organizational and economic mechanism of enterprise competitiveness.

Results and discussion

In economic literature, a single understanding of «competitive ability» has not yet been worked out, despite close attention to this problem, as well as in Kazakhstan.

According to M. Porter, «there is no generally accepted definition of competitive ability». For firms, the competitive ability has made it possible to compete in the global market if there is a global strategy. For many congressors, the competitive ability has meant a positive foreign trade balance.

For some economists, the competitive ability meant low product costs per unit of exchange, reduced to exchange rate [2 p.13].

This idea, expressed by M. Porter in the late 80's, has not lost its relevance to the present. The main reasons for the multiplicity of the paths of this category are related to the fact that it is a business, an industry, or an industry, an industry, or an entity. Definitions are tied to various objects, subjects and subject of evaluation.

In various studies, the concept of «competitive ability» is used in the characteristics of various economic systems: enterprises that produce goods and services; branches, as a group of enterprises; CITY, SEPARATE REGIONS, COUNTRIES, GROUP OF COUNTRIES. However, a very wide, extremely wide range of tracts is infected. In particular, P. Krugman, refers to the «passion for competitiveness» is critical, considering that the competitive ability is the «attribute of the company» [3, p.21].

A. A thief in the classification of competitors does not include such a subject as a country, on the basis that «there is no example» (with the exception of the world military conflicts), there are [4]. Andrianov does not include in the sphere of research the competitive ability of the region [5,6]. In this way, until now, it remains debatable, to which objects and subjects the property of competitive ability is applicable. At the same time, all industrial and territorial economic systems are the subject of research in the theory of competitiveness.

In all likelihood, each of the author's definitions reflects a certain aspect of «competitiveness». With all the differences in the definitions, it can be said that the competitive ability can only be determined in comparison, i.e. is a concept that characterizes the comparative advantages of one object of valuation over another.

It should be noted that there is a close relationship between the competitive ability of a product and the competitiveness of a variety of economical systems, starting from an enterprise and an economically viable system. But at the same time, differences of position regarding the differences between different levels of competitiveness are preserved.

So, according to V. Andrianov, «... behind the position of the country in the world economy, it is primarily the position of its real sector in the world market that is both inside and outside the territory of

the country. The ability of a country to occupy a worthy place in the global economy depends on the capabilities of its firms to occupy (hold) suitable places in the good markets of the world» [7.8 p.9]. The analogous point of view is adhered to by S.V. Emelianov [9.10 p. 34].

Other researchers insist on a reverse dependency. In particular, M. Porter notes that «... the success of a company in competition with its competitors, first of all, depends on the state of affairs in the country» [11,12 p.13]. «A competitive product will not appear without an efficient, flexible manufacturer. A competitive company can only be born under the conditions of an economic system that stimulates it in the fight for the advantage over competitors. It is not a competitive country that has a lot to go with, but it has a dynamic potential for the release of new and new products - the leaders of the world market. The economical mechanism of the country should be competitive» [13,14 p.12].

The diversity of approaches to the determination of competitive ability is related to the uncertainty in the subject area of this concept. In our opinion, a variety of approaches arises from a mixture of the concepts of the object, subject and subject of competition, as well as the direction of competition (competition and competition [15]).

The objects of competition are the phenomena of the outside world, in which the actions are directed, in this case, for which a competitive fight is being fought. In the work of A. Voronova [17], consumer demand (domestic and world markets) and production factors (labor, land, capital, information and power) are assigned to the objects of competition. With this, as a subject of competition, the author reviews the products, work, services. In our opinion, such a separation of objects is not entirely correct, since in the field of the treatment of product factors are the same and rather refer to the understanding of «subject of competition».

Fathutdinov R.A. [18] in one list lists the objects of competition (goods and services), and the subject of competitive ability - personnel, which is the bearer of a specific product «labor force». According to V.L. Luneva, the subject of the competition is the goods (services), and the object is the customers and buyers. This division indicates two areas of action in a competitive battle: a product (item) and a consumer (object) [19].

According to Yu. Kormnov, there is no “universal definition of competitive ability for all subjects and objects. «Everything depends on what applies to which object (object) or subject it refers to» [20], that is, the author divides the concepts of the object and the subject of competitive ability, but puts the mark of the identity between the object and the subject of competitiveness.

In our opinion, all actions of the subjects are aimed at fighting for the consumer and (or) at fighting for the seller. Consequently, the objects of competition can be attributed to the demand (demand market) and the offer (offer market). In the event of competition, the sale of goods (the demand market) requires that the subjects offer a certain product, which must be kept in demand. have comparative advantages over the goods of other entities. When competing for the opportunity to receive one or another product (investment, qualified workforce, etc.) in the supply market, subjects must ensure the best conditions for acceptance (work, availability).

Thus, the formation of a competitive economy requires, first of all, the development of the theory of competitiveness, the formation of a system of evaluation indicators, the development of both state and regional policies for the competitiveness of economic systems.

Summary and Conclusion

The formation of competitive strategies of the business entity is provided by the organizational and economic mechanism, which, in our opinion, should include the following elements:

- methods of complex analysis of the external macro and micro environment and assessment of competitive advantages of the business entity;
- mechanisms for the formation of competitive strategies for use in different market sectors (sectoral strategies) and (or) for different products (product strategies);
- the mechanism for ensuring the unity of the strategic development of the company.

The latter ensures that the set of competitive strategies corresponds to the organization's mission and their integration into the basic corporate strategy.

The most important element of the organizational and economic mechanism of formation of the strategy of the business entity is the mechanism of analysis of the macro and micro environment as a permanent activity in the course of strategic planning and implementation of the strategy. The list of estimated characteristics of macro and microenvironment and their quantitative indicators are determined by the method of expert assessments. For example, to assess the corporate profile of a business entity, attracted experts identified 43 characteristics, divided into twelve areas of activity. Each of the characteristics is evaluated by two parameters: 1) the degree of manifestation of the characteristic and 2) the degree of importance of the characteristic, which are set by the corresponding coefficients.

The rank of the corporate profile characteristic makes it possible to determine its contribution to the formation of the competitiveness of the business entity, taking into account the significance of this characteristic.

To take into account and more accurate assessment of individual characteristics of the business entity, an additional parameter «assessment of the importance of corporate profile areas», characterized by the importance coefficient, was introduced. If this coefficient is used, the calculation is carried out separately for each direction, to the sum of the characteristics of which the corresponding coefficient indicator is applied.

The proposed structure of the organizational and economic mechanism for the formation of competitive strategies of the business structure and the tasks to be solved at various levels are shown in figure 1.

To ensure the effectiveness of the developed strategy and its compliance with the set goals and long-term interests of the company, we have proposed a method of monitoring the strategic planning process, based on structural and logical filtering of external and internal factors of adverse impact and ensuring effective management of the strategy development process at all stages.

The method provides for the use of four structural and logical filters.

As can be seen from the figure, «filters» are used in a logical sequence that ensures that all the necessary components are included in the strategy and that it is consistent with the company's mission and strategic goals.

1) the Target filter provides correlation of the target orientation of the developed competitive strategy with the company's mission and the overall corporate development strategy. A competitive strategy should be formed as part of a single corporate strategy, except when the strategy is anti-crisis in nature. In this case, after the crisis is resolved and the economic situation is stabilized, all strategies should be brought into line with the company's mission as soon as possible, and if the mission has changed as a result of the crisis, then with a new mission.

2) the Resource filter. All strategic activities within the framework of a competitive strategy must be provided with resources. In cases where the same resources are used in the implementation of several competitive strategies for different products, the level of priority of each strategy and the sequence of implementation of strategic activities should be established.

3) risk minimization Filter. A competitive strategy for each business area, each market, and each product must be evaluated in terms of the risks it can bring to the company as a whole.

4) Economic filter. All strategic activities should be evaluated for their commercial effectiveness. Based on the results of this assessment, the economic efficiency of the competitive strategy as a whole is determined.

To determine the competitive advantages of the subject, a comprehensive assessment of the macro and microenvironment is carried out using a set of techniques, including:

1. Method of macro-environment analysis STEP.
2. Methodology for analyzing the ETOM marketing environment.
3. Methodology for analyzing the competitive environment based on the model of the five forces of competition By M. porter.
4. The methodology of the SWOT analysis.

The following conclusions can be drawn from the results of STEP analysis. Political factors have a virtually neutral impact, and the degree of influence of these factors is less than economic and social. Technological and economic factors are the most significant and have a predominantly positive impact. Social factors have a significant negative impact.

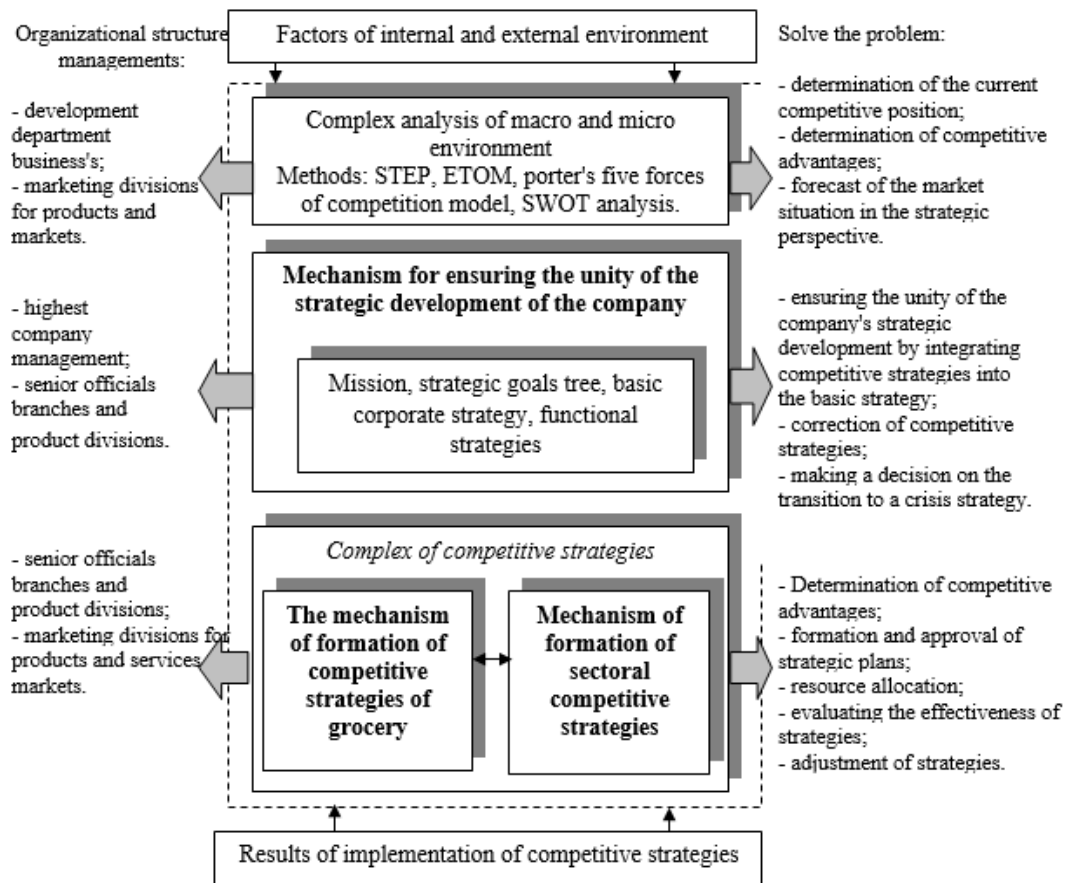


Figure 1 - Organizational and economic mechanism of formation of competitive strategies of business structure (firm)

Note-Compiled by the author

To assess the competitive environment and competitive analysis, you can use the model of the five forces of competition by M. porter, which allows you to answer the question of what forces are operating in the industry and what their impact on the company. In accordance with this model, the following forces are considered:

- competition between sellers in the market;
- the possibility of new competitors within the industry;
- competition from substitute products;
- ability of suppliers to dictate their terms;
- the ability of consumers to dictate their terms.

They indicate the following features of the Kazakhstan market: - high level of competition; - high barriers to entry of new participants (certification, large advertising budgets, etc.).

The assessment of the company's strengths and weaknesses is carried out using the SWOT analysis technique, which includes quantitative and qualitative analysis of the internal characteristics of the company and the assessment of the impact of external factors on it, followed by the determination of the company's competitive advantages and strategic directions of its development.

Thus, the basis and content of the competitive strategy of the business structure is the transfer of the organization or its individual product from the current competitive position to the desired one by implementing competitive advantages. If the current and desired competitive positions are the same, then the content of the strategy will be to maintain and strengthen the current competitive position. Competitive strategies are developed both at the company level and at the levels of its divisions dealing with different markets or different products.

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ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКИЙ МЕХАНИЗМ ФОРМИРОВАНИЯ КОНКУРЕНТНЫХ СТРАТЕГИЙ

Аннотация. Устойчивость и эффективность функционирования казахстанских предприятий потребительского сектора в настоящее время формируются под воздействием противоречивых факторов конъюнктуры рынка и государственного регулирования, конвергенция которых существенным образом определяет внутреннюю конфигурацию, динамику и потенциал их развития.

Потребность в разработке современных, эффективных и адекватных состоянию рынков механизмов и инструментов стратегического менеджмента с особенной остротой проявилась в связи с санкционным давлением стран Запада и посткризисной трансформацией микро- и мезоуровневых экономических систем.

Стали очевидны недостатки методического обеспечения стратегического управления промышленным бизнесом, направленного на формирование долгосрочных конкурентных преимуществ в условиях усиления давления (конъюнктурного и конкурентного) со стороны международных рынков, игроков и регулирующих институтов.

Таким образом, стала крайне актуальной проблема согласования интересов долгосрочного стратегического развития бизнеса, что, как известно, является противоречивым и дискуссионным пластом в отечественной и зарубежной науке управления.

Отдельное место в решении проблемы повышения эффективности стратегического управления занимают вопросы, связанные с обеспечением качественного стратегического планирования, совершенствованием организационных форм бизнеса, формированием механизмов мотивации всех субъектов промышленного бизнеса, а также разработкой систем мониторинга и контроля результатов реализации стратегии развития.

Эффективность механизма управления конкурентоспособностью предприятия требует выполнения определенных требований, предъявляемых к предприятиям данной сферы, организационно-экономической модели деятельности предприятия, формам и методам оценки эффективности управленческих решений.

Организационно-экономический механизм управления конкурентоспособностью предприятия эффективно реализуется в технологии управления. В данном случае мы используем процессный подход, что позволяет рассматривать технологию как комплекс организационных мер, операций и приемов, направленных на повышение конкурентоспособности предприятия сферы услуг.

Необходимость формирования организационно-экономического механизма разработки и реализации управленческих решений в рамках системного подхода к стратегическому управлению развитием бизнеса как фактора обеспечения устойчивого экономического роста особенно актуальна.

Данные факты обусловили научную актуальность и практическую ценность решения проблем стратегического менеджмента на промышленных винодельческих предприятиях.

Ключевые слова: конкурентность, стратегия, механизм, экономический рост, организационно-экономический механизм.

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БӘСЕКЕ СТРАТЕГИЯЛАРЫН ҚҰРУДАҒЫ ҰЙЫМДАСТЫРУ-ЭКОНОМИКАЛЫҚ МЕХАНИЗМІ

Аннотация. Қазіргі уақытта Қазақстанның тұтынушылық секторы кәсіпорындарының тұрақтылығы мен тиімділігі конъюктурасы ішкі конъюктураны, динамиканы және олардың даму әлеуетін айқындайтын нарықтық жағдайлар мен мемлекеттік реттеудің карама-қайшы факторларының әсерінен қалыптасып отыр.

Нарықтық жағдайға сәйкес, заманауи, тиімді және стратегиялық басқарудың тетіктері мен құралдарын дамыту қажеттілігі, әсіресе, Батыс елдерінің санкциялық қысымымен, сондай-ақ микро- және мезоскалдық экономикалық жүйелердің дағдарыстан кейінгі қайта құрылуына байланысты өткір болды.

Халықаралық нарықтардан, ойыншылардан және реттеуші институттардан қысымның жоғарылауына (нарық пен бәсекеге қабілеттілік) ұзақ мерзімді бәсекелестік артықшылықтарды құруға бағытталған өнеркәсіптік бизнесті стратегиялық басқаруды әдістемелік қолдаудың кемшіліктері айқын болды.

Осылайша, ұзақ мерзімді стратегиялық бизнесті дамыту мүдделерін үйлестіру мәселесі өте өзекті болды, ол сіз білетіндей, отандық және шетелдік менеджмент ғылымындағы даулы қабат болып саналады.

Стратегиялық басқарудың тиімділігін арттыру мәселесін шешудегі жоғары сапалы стратегиялық жоспарлауды қамтамасыз етумен, бизнестің ұйымдастырушылық формаларын жетілдірумен, өнеркәсіптік кәсіпкерліктің барлық субъектілері үшін уәждемелік тетіктерді қалыптастырумен, сондай-ақ даму стратегияларын іске асыру үшін бақылау және басқару жүйелерімен байланысты мәселелер ерекше орын алады.

Кәсіпорынның бәсекеге қабілеттілігін басқару механизмінің тиімділігі осы саладағы кәсіпорындарға белгілі бір талаптардың орындалуын, кәсіпорынның ұйымдастырушылық-экономикалық моделін, басқарушылық шешімдердің тиімділігін бағалаудың формалары мен әдістерін талап етеді.

Кәсіпорынның бәсекеге қабілеттілігін басқарудың ұйымдастырушылық-экономикалық механизмі басқару технологиясында тиімді енгізілген. Бұл жағдайда, біз, технологияны сервистік қызмет көрсету кәсіпорының бәсекеге қабілеттілігін арттыруға бағытталған ұйымдастырушылық шаралар, операциялар мен әдістер жиынтығы ретінде қарастыруға мүмкіндік беретін технологиялық әдісті қолданамыз.

Тұрақты экономикалық өсуді қамтамасыз етудің факторы ретінде бизнесті дамытуды стратегиялық басқаруға жүйелі көзқарас аясында басқару шешімдерін әзірлеу мен іске асырудың ұйымдастырушылық-экономикалық тетіктерін қалыптастыру қажеттілігі өте өзекті болып отыр.

Бұл фактілер өнеркәсіптік шаралардағы стратегиялық басқару мәселелерін шешудің ғылыми өзектілігі мен практикалық маңыздылығын анықтады.

Түйін сөздер: бәсекеге қабілеттілік, стратегия, механизм, экономикалық өсу, ұйымдастырушылық-экономикалық механизм.

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tolkyn_d2005@mail.ru; baitenizov84@mail.ru; m.zhanabergenova@gmail.com**ANALYSIS OF SUSTAINABILITY OF DEVELOPMENT AND
DETERMINATION OF POTENTIAL POINTS / POLES OF GROWTH
OF A REGION (ON THE EXAMPLE OF AKTOBE REGION)**

Abstract. The regions of Kazakhstan have a high growth potential. Its timely assessment and identification of reserves for future sustainable growth makes it possible to develop facilitating mechanism. This research is part of the scientific project “Formation of Growth Poles and Zones of Sustainable Development in Kazakhstan area of the Silk Road Economic Belt”, carried out as part of a grant from the Ministry of Education and Science of the Republic of Kazakhstan.

The research methodology is based on classical foreign theories and models of regional economic growth and development, models of macroeconomic analysis, and econometric modeling. The methodology for identifying growth poles is based on the stability of their growth and compiled using various economic indicators of regional development. Through the results of the research we can determine which industries and activities are the driving forces of the regional economy.

To determine the growth poles in the region’s economy groups of quantitative and qualitative criteria were used that allowed to identify and justify industries with the highest growth potential, assess sustainability (development trends) and the level of growth of economic activity by industries and districts of the region.

Based on the processing of large statistical material, the authors substantiated industries as potential growth poles and activities that are priority for development. Based on the results, the authors ranked industries and activities from the most promising to the least developed.

The study provides an opportunity to adjust the economic policy of the region in the long term, taking into account new opportunities, focusing on sustainable development.

Keywords: growth poles, stability index, Spearman coefficient, quantitative and qualitative indicators of economic sectors.

Introduction. The Aktobe region is a major industrialized region of Kazakhstan. The territory of the Aktobe region is 300.6 thousand km², which is 11% of the territory of the Republic of Kazakhstan. The administrative units of the region include 1 city of regional significance, 7 towns under regional jurisdiction, 12 districts, 2 township districts and 372 settlements. As of January 1, 2018, the population of the region amounted to 857.7 thousand people, 429.5 thousand of which is economically active population, decreased compared with 2016 from 50.7% to 50.07. The population density is 2.85 man/km² [1].

The region has industrial and agricultural focus. For 2017, the gross regional product amounted to 2,263,421.219 million tenge (VI - 91.5%) [2], which is 4.2% of the gross domestic product of Kazakhstan. This region has a great economic potential, the implementation of which requires the identification of potential growth points and poles [3].

Methods. To carry out the analysis, we used a methodology formed by a group of authors [4], which makes it possible to identify and substantiate economic sectors that have the highest growth potential. This methodology consists of two parts, the first part assesses the stability of development (development

trends) and the level of growth of economic activity by sectors, as well as economic activity by region's districts. The second part assesses and identifies growth poles or points in the region's economy based on statistical data of industrial production.

The stability of development and the level of growth is determined based on resistance to changes, trends and growth levels. The correct choice of growth priorities/points/poles is determined by their actual contribution to the growth of the country's GDP, which in turn is estimated by two groups of indicators [5]:

- the growth rate (GDP index) of these growth priorities/points/poles and their share in GDP;
- the ability of these growth priorities/points/poles to have a positive multiplication effect on other sectors of the economy.

It is proposed to use sets of indicators designed to assess the stability of time series when diagnosing the stability of development. In this case, the stability of development of economic sectors is understood as the stability of trends in changes in the indicators of its operation or the stability of time series.

The stability assessment provides for solving two problems:

- 1) measuring the stability of levels of time series (Stability Index - Si)
- 2) measuring the stability of a trend. It is determined through the coefficient of variation (Cv) and the coefficient of volatility (Cvol) or variability.

Results and discussion. Assessment of the stability of trends in the development of the economy of Aktobe region by the Spearman coefficient showed that for the period from 2001-2017 the economic development trend of the region was at different levels of development, for instance, mining production (Sc=1.0), investment volume (Sc=0.82), industrial production volume (Sc=0.65), passenger turnover (Sc=0.57), import volume (Sc=0.58), foreign trade turnover (Sc=0.50), export volume (Sc=0.50) were at a fairly high level. The sectors which had the Spearman's coefficient below 0.5% showed the low or weak level of development: retail trade turnover (Sc=0.48), construction production volume Sc=0.47), animal production volume (Sc=0.43), transport services volume (Sc=0.36). The following sectors were at an extremely unsatisfactory level of development (the downward trend was very high): processing production volume (Sc=-0.05), agricultural production volume (Sc=0.07), and the crop production volume (Sc=0.05), freight turnover (Sc=0.10), freight traffic volume (Sc=0.04), passenger traffic volume (Sc=0.16)

Thus, very high-level trends of change (development or decrease) are observed in industrial production, mining, investment, import, export, foreign trade, as well as a low CPI growth rate. Retail trade, construction, animal production and transport services have a satisfactory (average) growth state. A low growth trend or absence of a growth trend (or a very high level of decline in development) is observed in the processing production, agriculture, crop production, freight and passenger traffic.

The assessment of the indicators growth rates and the level of its volatility/variability from the arithmetic mean value for 2001-2017 showed the following result:

- high and medium growth rates are shown by foreign trade (Si=1.77) with an indicator of variability to environmental factors (Cv=29.2%); mining (Si=1.2), with an indicator of variability to environmental factors (Cv=11.1%); freight turnover of all types of transport (Si=1.19) and variability (Cv=14.6%); retail trade (Si=1.18) with variability (Cv=10.4%).
- the volume of industrial production (1.13) with average variability (Cv=7.1%);
- agriculture (Si=1.12) with average variability (Cv=6.5%)
- transportation of goods by all means of transport (Si=1.13) with variability (Cv=7.5%)
- retail turnover (Si=1.18) with low variability (10.4%); Foreign trade turnover (Si=1.77) with average variability (29.2%).

The growth rate of the regional economy for 17 years (2001-2017) averaged 6.6%, for 2013-2017 - 2.4%. There is a steady growth trend (Cvar.= 4.7%; Cstab.= 95.3%), the stability index in the period from 2001 to 2017 amounted to 1.08.

In the processing production, an increase in the average growth rate (growth stability) amounted to 5.5% in 2001-2017 and 6.6% in 2013-2017; however, the mining industry has shown a decrease in the average growth rate from 2013 to 2017 - the decrease amounted to 2.6%, while over the period from 2001 to 2017 the growth rate of the mining industry amounted to 8.6%. The stable growth from 2001 to 2017 is observed in the processing industry (Si=1.1; av.dev.=6.1%), while the mining industry is less stable (av.dev.=12.1%).

In agriculture, the increase in the average growth rate over the period from 2001 to 2017 has been 2.8% and for 2013-2017 - 3.2%. Of these, in crop production 2.0 and 7.4%, respectively, in animal production 3.5 and 0.7%. Agriculture in the Aktobe region has been developing steadily from 2001 to 2017. Thus, the stability index was 1.12 (Cvar.=6.8; Cstab.=93.2). The growth in freight turnover and freight traffic for 17 years averaged 8.1% and 6.7%, respectively, and is characterized by steady growth (Si=1.13-1.19, Cvar.=7.5-14.6%).

From 2001 to 2017, there has been an increase in foreign trade turnover in average by 17.1% per year, of which exports - by 20.0% and imports - by 11.3%. However, for the period from 2013 to 2017, there is a decrease in the rate of foreign trade turnover by 11.3%, exports by 11.0%, and imports by 11.6%. This is due to the fact that statistics on this indicator are calculated in US dollars, and in 2013-2017, there was a sharp significant change in the rate of the US dollar against the tenge towards an increase in the value of the dollar.

Foreign trade turnover is also characterized by less stability compared to the above basic socio-economic indicators (Si=1.77; av.dev.=34.1%; Cvar.=29.2%).

The distribution of rates and stability of growth of sectors of the economy of the districts of the Aktobe region for 2001-2017 demonstrates a high average annual industry growth rate which are observed in the Martuk (24.6%), Alga (12.3%), Kobda (11.6%), Oiy1 (9.4%) districts. Relatively low growth rates are observed in the city of Aktobe (107.8), the Kargaly (105.1), Aytekebi (103.7), Khromtau (103.4), Irgiz (103.4) districts. The Bayganin, Mugalzhar, Temir, Shalkar districts show no growth.

To obtain comparative generalizing characteristics of the stability of the development of individual sectors in the region (we performed calculations using the example of the Aktobe region), taking into account both components (stability of levels and stability of the trend), we made a complex grouping of sectors according to the Spearman's coefficient and stability index, the results of which are presented in Table 1.

Table 1 - Grouping of sectors of the economy and districts of the region by stability corridors

Components of stability of the regional economy		Region's sectors
Corridors of stability of growth trends	Stability of levels of time series (Stability Index - Si)	
Volatile trend Spearman's coefficient $Sc < 0.2$	High $Si > 1.2$	
	Medium $Si = 1.1-1.2$	Processing industry; Gross output of agricultural products (services); Freight turnover of all types of transport; Freight transportation by all means of transport
	Weak $Si \leq 1.1$	
Weak stability $Sc = 0.2-0.4$	High $Si > 1.2$	
	Medium $Si = 1.1-1.2$	
	Weak $Si \leq 1.1$	
Medium stability $Sc = 0.4-0.6$	High $Si > 1.2$	Foreign trade turnover
	Medium $Si = 1.1-1.2$	Retail turnover
	Weak $Si \leq 1.1$	
High stability $Sc > 0.6$	High $Si > 1.2$	Mining industry
	Medium $Si = 1.1-1.2$	Industrial production volume
	Weak $Si \leq 1.1$	

In 1995-2013 the declared development priorities of the region really contributed to the GRP growth. But in 2014–2015, the situation has changed drastically. Traditional sources of economic growth have been exhausted. This is vividly illustrated by the data for 2001-2017.

To determine the growth poles/growth points, we proposed the definition of potential regional growth poles/growth points. The criteria are two main quantitative indicators, the characteristics of which are presented in the methodology: 1 criterion - the share of the type of economic activity in the economy of a region/sector; 2 criterion - the growth rate of the type of economic activity of the economy of a

region/sector. In order to be growth pole/growth point, by virtue of the above definition of growth poles/growth points, the type of economic activity of the economy/sector (enterprise, project) must meet two quantitative criteria - the first and second.

Based on the analysis and assessment of the types of economic activities of the Aktobe region for the period 2012–2017 and calculation of growth impulses / poles in industries according to quantitative criteria, it was revealed that: the highest chances (2-3 times higher) to become growth points are attributed to the following industrial production: beverage production; manufacture of wooden and cork products, except for furniture; production of straw products and materials for weaving; printing activities and reproduction of recorded materials; manufacture of computers, electronic and optical products; furniture manufacture; manufacture of other vehicles. The following industries have lower chances (1.5-2 times): consumer goods manufacturing; manufacture of electrical equipment. Low chances to become growth points/growth poles have the following sectors: technical services in the field of mining; textile manufacture; manufacture of rubber and plastic products; water supply; sewer system, control over the collection and distribution of waste.

The following is an analysis of the compliance of the growth poles / growth points with the qualitative criteria for the selection of growth points / poles:

- a criterion (third) of the possibility of extrapolating the current state of the growth poles/growth points and the trends of their development in the past to the future (or modeling the future state of the growth poles/growth points based on the available data). The more such opportunities, the more informative the quantitative analysis is;

- a criterion (fourth) of a targeted nature, that is, to what extent the selected growth poles/growth points contribute to the achievement of the objectives of the development of the region;

- a criterion (fifth) of the availability of investment needs of the growth poles/growth points;

- a criterion (sixth) for the presence of synergistic interaction of the growth poles/growth points with other types of economic activity (enterprises, projects);

- a criterion (seventh) of the availability of mechanisms for activating growth poles/growth points available for implementation as a growth point/pole.

Thus, as a result of the study of the growth poles of the Aktobe region, we revealed that some industries can be considered as the regional economy growth poles, which can be ranked as follows:

- industries and projects in the processing industry: manufacture of computers, electronic and optical products; furniture manufacture; manufacture of wooden and cork products, except for furniture; manufacture of straw products and materials for weaving;

- water supply; sewer system, control over waste collection and distribution.

- industries and projects in the mining industry: technical services in the field of mining; mining and quarrying; crude oil and natural gas production; crude oil production; metal ore mining; non-ferrous metal ore mining.

More similarly, the following industries, districts and manufacturers can be considered as the growth poles of the Aktobe region's economy [6]: - manufacture of computers, electronic and optical products; - furniture manufacture In the city of Aktobe; - manufacture of wood and cork products, except for furniture; manufacture of articles of straw and plaiting materials; - water supply; sewer system, control over waste collection and distribution; - technical services in mining industry.

In the field of trade, significant structural changes have been observed in recent years, such as the reduction of spontaneously organized markets, the enlargement of retail chains, increased competition between large retail chains, as well as the provision of retail chains with products of local producers. As of January 1, 2016, the network of retail outlets in the region amounted to 5,209 units (in 2014 - 5686 units), the number of retail space - 584,496 sq.m. or increased compared with the corresponding period last year by 18% (495,251 sq.m.) [7].

Conclusion. Thus, the analysis made it possible to determine the growth points in the Aktobe region, the potential of which can be effectively used when enhancing the operation of international transport corridors and implementing state economic development programs.

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АЙМАҚТЫҢ ДАМУ ТҰРАҚТЫЛЫҒЫН ТАЛДАУ ЖӘНЕ ӘЛЕУЕТТІ ӨСУ НҮКТЕЛЕРІН/ПОЛЮСТЕРІН АНЫҚТАУ (АҚТӨБЕ ОБЛЫСЫНЫҢ МЫСАЛЫНДА)

Аннотация. Қазіргі уақытта Қазақстан экономикасында қалыптасқан жағдай, және оның құрылымын қайта құру қажеттілігі мемлекеттің және оның аймақтарының тұрақты даму басымдықтарын, бағыттарын және міндеттерін іске асыруға мүмкіндік беретін өсу нүктелерін анықтауды қажет етеді. Осыған байланысты Қазақстан аймақтарының экономикалық өсуін қамтамасыз ету тұрғысынан аймақтардың өсу полюстері мен әлеуетті нүктелерін анықтау өзекті мәселе болып отыр.

Зерттеу мақсаты Ақмола облысының тұрақты даму резервтерін анықтау және оны қамтамасыз ету тетігін анықтау болып табылады. Ұсынылған зерттеу ҚР БҒМ грантын іске асыру аясында орындалған «Жібек жолы экономикалық белдеуінің қазақстандық аумағында өсу полюстері мен тұрақты даму аумақтарын қалыптастыру» тақырыбындағы ғылыми жобаның бөлігі болып табылады.

Жүргізілген зерттеудің әдістемесінің негізінде аймақтық экономикалық өсу және дамудың классикалық шет елдік теориялары мен үлгілері, макроэкономикалық талдау үлгілері, эконометрикалық үлгілеу жатыр. Өсу полюстерін анықтау әдістемесі олардың өсу тұрақтылығына негізделген және аймақтар дамуының түрлі экономикалық көрсеткіштері бойынша құрастырылған.

Аймақ экономикасының өсу полюстерін анықтау үшін сандық және сапалық критерийлер топтары қолданылған, олар анағұрлым жоғары даму әлеуеті бар салаларды анықтауға, облыс аудандары мен салалары бойынша экономикалық қызметтің даму деңгейі мен тұрақтылығын бағалауға мүмкіндік берген.

Аймақ өнеркәсібінің жекелеген салаларының даму тұрақтылығының жалпыланған салыстырмалы сипаттамаларын алу үшін деңгейлерінің және үдерістердің тұрақтылығын ескере отырып, Спирмен коэффициентінің және тұрақтылық индексінің мәндері бойынша салаларды күрделі топтастыру жүргізілген. Жүргізілген зерттеулер нәтижелері Ақтөбе облысының экономика салалары мен сфераларын олардың өзгеру үдерістері бойынша әртараптандыруға мүмкіндік берді.

Өсудің бағытарын анықтау үшін авторлар аймақтың өсу полюстерін/өсу нүктелерін анықтау ұсынылған. Негізгі сандық көрсеткіштер ретінде келесі 2 критерий қолданылған:

а) аймақтың/өнеркәсіптің экономикасындағы экономикалық қызмет түрінің үлесі;

б) аймақтың/өнеркәсіптің экономикасындағы экономикалық қызмет түрінің өсу қарқыны.

Жұмыста өсу нүктесін/полюсін таңдаудың сапалық критерийлері ретінде төмендегілер қолданылған:

– өсу полюстерін/нүктелерінің ағымдағы ахуалын және олардың дамуының өткен кезеңдегі үдерістерін келешекке экстраполяциялау (немесе оның келешектегі ахуалын үлгілеу) мүмкіндігі критерийі;

– мақсатты сипаттағы критерий, яғни аймақты дамытудың қойылған міндеттеріне қол жеткізуге таңдалып алынған өсу полюстері/нүктелері қаншалықты ықпал ететіндігі;

– өсу полюстерінің/нүктелерінің инвестициялық қажеттіліктерінің болуы критерийі;

– Синергетикалық өзара әрекеттестіктің критерийі экономикалық қызметтің басқа түрлерімен (кәсіпорындар, жобалар) өсу полюстері / өсу нүктелері;

– өсу полюстері/нүктелерін белсендірудің қол жетімді тетіктерінің болуы критерийі.

Ақтөбе облысының экономикалық қызмет түрлерін 2012-2017 жылдар аралығындағы кезеңінде талдау мен бағалау және өнеркәсіп салаларындағы өсу полюстерінің/нүктелерінің импульстерін сандық көрсеткіштер бойынша есептеу нәтижесінде авторлар анағұрлым әлеуетті экономикалық қызмет түрлері мен салаларынан одан азырақ дамыған түрлері мен салалары бағытында ранжирлеу жүргізген. Анықталған өсу полюстерінің/нүктелерінің әлеуеті халықаралық көлік дәліздерін эксплуатациялауды белсендіру және экономиканы дамытудың мемлекеттік бағдарламаларын іске асыру барысында тиімді қолдана алады.

Зерттеу нәтижелерінің тәжірибелік қолданбалылығы аймақ өсуінің қозғаушысы болып табылатын нақты экономикалық қызмет салаларын анықтауға мүмкіндік беретіндігінде жатыр.

Қол жеткізілген зерттеу нәтижелері аймақ экономикасының локомотивтері ретінде қандай салалар мен қызмет түрлері болатынын анықтауға мүмкіндік береді. Статистикалық материалдың үлкен көлемін өңдеу авторларға экономикалық қызмет салаларын өсудің әлеуетті полюстері ретінде, ал экономикалық қызмет түрлерін даму үшін басымдықты полюстер ретінде негіздеуге мүмкіндік берді. Одан басқа, жүргізілген зерттеу жаңадан туатын мүмкіндіктерді ескере отырып, аймақтың тұрақты дамуына бағыттау үшін аймақтың экономикалық саясатын ұзақ мерзімді келешекте түзетуге мүмкіндік береді.

Түйін сөздер: өсу полюсі, тұрақтылық индексі, Спирмен коэффициенті, экономика салаларының сандық және сапалық көрсеткіштері.

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АНАЛИЗ УСТОЙЧИВОСТИ РАЗВИТИЯ И ОПРЕДЕЛЕНИЕ ПОТЕНЦИАЛЬНЫХ ТОЧЕК/ПОЛЮСОВ РОСТА РЕГИОНА (НА ПРИМЕРЕ АКТЮБИНСКОЙ ОБЛАСТИ)

Аннотация. Ситуация, складывающаяся в настоящее время в экономике Казахстана, и необходимость ее структурной перестройки требуют определения источников роста, позволяющих реализовать приоритеты, направления и задачи устойчивого развития страны и ее регионов. В этой связи актуальным является определение потенциальных точек или полюсов роста регионов Казахстана с точки зрения обеспечения их экономического роста.

Целью настоящего исследования является выявление резервов устойчивого роста Акмолинской области и выработка механизмов его обеспечения. Представленное исследование является частью научного проекта «Формирование полюсов роста и зон устойчивого развития на казахстанском участке экономического пояса Шелкового пути», выполненной в рамках реализации гранта МОН РК.

В основе методологии проведенного исследования лежат классические зарубежные теории и модели регионального экономического роста и развития, модели макроэкономического анализа, эконометрическое моделирование. Методика выявления полюсов роста основана на устойчивости их роста и составлена по различным экономическим показателям развития регионов. Для определения полюсов роста в экономике региона использованы группы количественных и качественных критериев, которые позволили выявить и обосновать отрасли, обладающие наиболее высоким потенциалом роста, оценить устойчивости развития и уровень роста экономической деятельности по отраслям и по районам области.

Для получения сравнительных обобщающих характеристик устойчивости развития отдельных отраслей промышленности региона с учетом устойчивости уровней и устойчивости тенденций составлена сложная группировка отраслей по значениям коэффициента Спирмена и индекса устойчивости. Результаты проведенных расчетов позволили дифференцировать сферы и отрасли экономики Актыубинской области по тенденциям их изменений.

Для определения направлений роста авторами предложено определение потенциальных региональных полюсов роста/точек роста). При этом в качестве основных количественных показателей были использованы 2 критерия:

- а) доля вида экономической деятельности в экономике региона/промышленности;
- б) темп роста вида экономической деятельности экономики региона/промышленности.

В качестве качественных критериев выбора точек/полюсов роста в работе использованы:

- критерий возможности экстраполяции текущего состояния полюсов роста/точек роста и тенденций их развития в прошлом на будущее (или моделирования его будущего состояния);
- критерий целевого характера, т.е. того, насколько выбранные полюсы роста/точки роста способствуют достижению поставленных задач развития региона;
- критерий наличия инвестиционных потребностей полюсов роста/точек роста;
- критерий наличия синергетического взаимодействия полюсов роста/точки роста с другими видами экономической деятельности (предприятиями, проектами);
- критерий наличия доступных к реализации механизмов активизации полюсов роста/точки роста именно как точки/полюса роста.

В результате проведения анализа и оценки видов экономической деятельности Актыубинской области за период 2012–2017 гг. и расчета импульсов /полюсов роста в отраслях промышленности по количественным критериям, авторами проведено ранжирование отраслей и видов деятельности от наиболее перспективных к наименее развитым. Потенциал выявленных точек роста может быть эффективно использован в процессе активизации эксплуатации международных транспортных коридоров и реализации государственных программ развития экономики.

Практическая применимость результатов исследования состоит в том, что они позволяют определить конкретные отрасли и виды деятельности экономики, которые выступают локомотивами роста региона. Обработка большого статистического материала позволила авторам обосновать отрасли как потенциальных полюсов роста и виды деятельности, приоритетных для развития. Кроме того, проведенное исследование дает возможность скорректировать экономическую политику региона в долгосрочной перспективе, с учетом вновь открывающихся возможностей, ориентируясь на устойчивое развитие.

Ключевые слова: полюса роста, индекс стабильности, коэффициент Спирмена, количественные и качественные показатели отраслей экономики.

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PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF THE EURASIAN ECONOMIC INTEGRATION

Abstract. The purpose of the article is to uncover the problems of the development of Eurasian economic integration and to develop the main directions for their solution with determining the prospects for deepening integration processes within the EAEU. In particular, the article analyzes the volume of trade between the EAEU member states, identifies promising markets for Kazakhstan in a single economic space. In addition, there is analyzed the state of small and medium-sized businesses in the countries under consideration, and a comparative assessment of the conditions for the development of entrepreneurship is given. In addition, the Doing Business rating indicators for the past eight years were used for evaluating. There are considered measures taken by the joint efforts of the member states of the economic union in the article. At the same time, the article focuses on the problems of non-tariff barriers within the EAEU, which significantly negatively affect trade relations within the economic union, and also inhibit entrepreneurial activity in the single market. The authors proposed systemic measures aimed at a constructive solution of the identified problems.

Key words: globalization, integration, Eurasian Economic Union, commodity circulation, single market, entrepreneurship.

Introduction. Under current conditions the global economics is characterized by high dynamic changes and globalization of economic integration processes. After experiencing different organizational forms of integration, the post-Soviet Eurasian States have formed a new model of integration – Eurasian Economic Union (EAEU) running from January 1, 2015. The EAEU member states – Armenia, Belarus, Kazakhstan, Kyrgyzstan, and Russia differ significantly by its territory, economic and resource potential, and structure of industry, but they are joined by a common strive to enhance the efficiency and competitiveness of its national economics. The interaction of the EAEU member states under the integration process is, first of all, aimed at creating common economic area. To achieve this goal, a special role is given to the strengthening of trade relations between the member states and creation of favorable conditions for entrepreneurship activity at the common EAEU market. However, the process of the works conducted in this field is slowed down by unfavorable tendencies and problems appeared inside the economic union. These circumstances require the elaboration of system measures to solve the problems of the union functioning and determine the prospects of further extension of the integrated processes within the EAEU.

Results and discussion. The creation of the EAEU was encouraged by forming of the Customs Union of the Eurasian Economic Community. The Customs Union forming and further development show its special role in ensuring the stability of the Eurasian space due to strengthening of the Eurasian integration initiatives on forming the common trade and energy market, united transportation and economic space, balanced policy regarding the European and Asian trends of integration [2]. Due to favorable territorial and geographical space the Eurasian post-Soviet integration under the Customs Union, that is to be extended in future by accepting new members, within the common economic area of the Eurasian Union as a united block should favor the provision of transport routes transit from Europe to Asia and vice versa.

One of the most important tasks of the EAEU is extension of the trade and economic cooperation. This strategic task serves the interest of all member states as its positive influence on the countries'

economic development is supposed. Due to access to the Russian capital market and sales market Kazakhstan is planning to decrease the dependence of its economics on the oil and gas sector and overcome the commodity-dependent development tendency.

Under the EAEU the Kazakhstan economics will be higher demanded. First of all, this is the construction and service of the transportation infrastructure, electric-power industry. Under the rationalization of the delivery routes the increase of electric power interchange between Kazakhstan and Russia is also anticipated. The integration will be also useful for the pipeline transportation, for oil and gas development, mining and metals sector development, and nuclear industry. Currently, the opportunities of joint petrochemical production creation are considered. There are large prospects for using of Russian and Kazakhstan metallurgic products in engineering industry. Here is large field for cooperation of Karaganda and East-Kazakhstan enterprises with Ural plants. There are good prerequisites for the development of high-technological sectors and information technologies. The agro-industrial complex of Kazakhstan has a huge potential on forming of food stocks and export of food products to Europe, Persian Gulf countries, South-East Asia, and China. The EAEU could create a whole cluster on raising and processing of oil plants. At the same time, Kazakhstan, first of all, has to provide for the domestic food needs as the import of food products amounts to about 4 billion US dollars.

The implementation of tasks on the development of common economic space, creation of unimpeded access to the markets of the EAEU countries allowed creating the conditions for building up the trade volumes among the countries independently on the external factors. The volume of mutual turnover within the EAEU in January – July 2018 was 34.1 billion US dollars, showing the increase by 13.8% regarding the same period of the past year. The foreign trade volume of the EAEU members in January – July 2018 was 419.6 billion US dollars showing the increase by 22.7% regarding the same period of 2017 [3].

The volume of mutual goods trade among the EAEU countries for January – December 2018 calculated as the sum of total value of export operations of the EAEU member states under mutual trade was 59.7 billion US dollars, or 109.2% to the level of 2017 [3]. The volumes of export sales under the mutual trade of the EAEU member states are shown in Table 1.

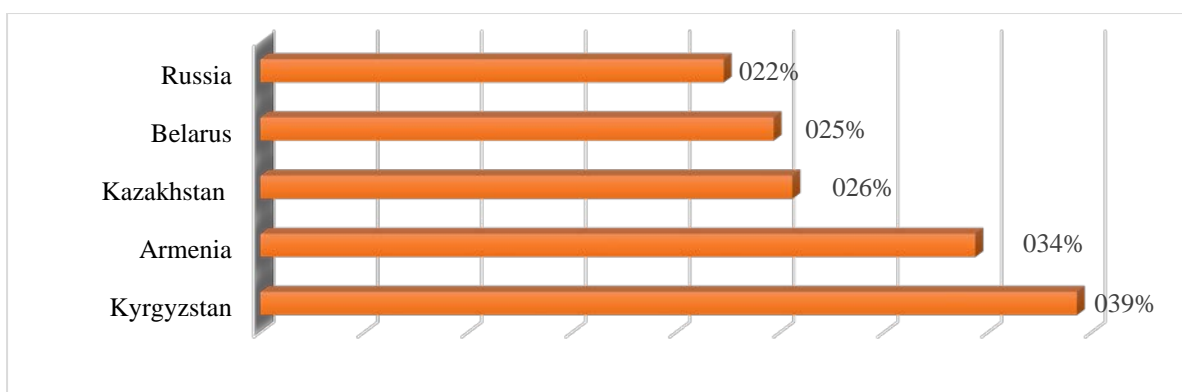
Table 1 - Export volume under the mutual trade of the EAEU member states

Country	US dollar	In % by January – December, 2017	Percentage, %
EAEU	59 721,1	109,2	100,0
Armenia	689,0	120,7	1,1
Belarus	11,7	166,5	1,7
Kazakhstan	9,8	198,2	1,4
Kyrgyzstan	1,0	55,0	0,1
Russia	666,5	119,6	96,8
Belarus	13 891,8	101,8	23,3
Armenia	37,4	108,4	0,3
Kazakhstan	783,9	132,4	5,6
Kyrgyzstan	120,3	97,5	0,9
Russia	12 950,2	100,4	93,2
Kazakhstan	5 892,0	112,0	9,9
Armenia	7,5	133,8	0,1
Belarus	87,5	86,5	1,5
Kyrgyzstan	634,9	122,9	10,8
Russia	5 162,1	111,3	87,6
Kyrgyzstan	568,4	105,0	0,9
Armenia	0,1	89,9	0,0
Belarus	7,0	98,7	1,2
Kazakhstan	247,2	92,0	43,5
Russia	314,1	118,2	55,3
Russia	38 679,9	111,5	64,8
Armenia	1 341,4	107,6	3,5
Belarus	22 779,8	116,4	58,9
Kazakhstan	12 923,3	103,7	33,4
Kyrgyzstan	1 635,4	116,9	4,2
Note – Reference: [3]			

For Kazakhstan, the Eurasian Economic Union is a potentially large trade area. The volume of state procurement by partner countries is 198 billion US dollars. The total import of Russia and Belarus is 360 billion US dollars [4]. Currently, a united state procurement Centre accessible for businessmen of three countries is being created; this will improve significantly the competitiveness and, consequently, the quality of services. Also, due to favorable conditions of access to the transportation infrastructure of Russia, Kazakhstan exporters will be able to reduce transport costs and improve the competitiveness of its products at the markets of third countries. If the favorable access to the gas transportation infrastructure is provided, the additional profit from the gas export to Europe is possible. One of the main interests of Kazakhstan under the extension of integration with Russia and Belarus is the transit issue. The volume of Kazakhstan transit through Russia by the railway only reached 25 million tons.

In general, the Eurasian economic integration serves to strengthening the stability of the EAEU countries and its positions during the interaction with foreign large economic players. The member states are ranked 1 in the world on the oil and gas production, 2 – on manufacture of mineral fertilizers, 3 – on electric power, 4 – on corn, coil, and steel. At the same time, Russia possesses third largest volume of gold and foreign currency reserves, and fifth-biggest economics in the world [5].

All member states of the EAEU pay focused attention to the development of entrepreneurship and achievement of key indicators approved by the national programs, and exchange the experience and best practices. Following the results of 2017, some of the EAEU member states (Armenia and Kyrgyzstan) had the highest values on the key indicator of the SME development – contribution of small and medium entrepreneurship to the GDP of the country is as follows (Figure 1):



Note – constructed using reference [6].

Figure 1 – Contribution of SME to the GDP by the EAEU member states in 2017

The Republic of Kazakhstan is ranked third in this rating. The spread between Kyrgyzstan and Russia constitutes 16 points. But the economics scale of Kyrgyzstan and Russia the same as the GDP structure differ significantly, and the population spread differs by more than 24 times. All this influences on the forming of indicator of the small and medium entrepreneurship contribution to the GDP. In average, the EAEU indicator of the SME share in GDP was 29.3% in 2017 [6], and in the developed countries the contribution of the small and medium entrepreneurship to GDP was on the level of 60% [7].

Thus, in all EAEU countries the share of SME in the GDP structure is much lower comparing to the developed countries despite the fact that the small and medium business has a key role in ensuring further economic growth. It should be noted that the SME serves as a reserve for the growth of foreign trade turnover of the Eurasian Economic Union. Considering the significance of these indicators for the sustainable and dynamic development of the national economics, all EAEU countries take a set of measures on facilitating the business doing procedures and improving of the enterprenuership environment.

To improve the conditions of business doing in the internal market the EAEU countries have eliminated 22 barriers and 7 restrictions in different sectors that allowed the businessman to avoid significant financial expences.

In the Doing Business 2020 rating only two of the EAEU countries improved its aggregate index: Kazakhstan (improved its positions by three points and is ranked 25 among 190 world countries), and Russia (raised from 31 place to 28). Belarus lost 8 positions (49 place against 41 past year), Kyrgyzstan lost 10 positions (from 70 in the past year to 80) (Table 2). But this does not imply the lack of positive dynamics; some countries just had more significant progress, as everything is relative.

Table 2 – Positions of the EAEU member states in the “Doing Business” rating

Country/year	2012	2013	2014	2015	2016	2017	2018	2019
Republic of Armenia	55	32	37	45	43	38	41	47
Republic of Belarus	69	58	63	57	50	37	37	49
Republic of Kazakhstan	47	49	50	77	51	35	28	25
Republic of Kyrgyzstan	70	70	68	102	73	75	70	80
Russian Federation	120	112	92	62	36	40	31	28
Note – Reference [9]								

Table 2 shows that Kazakhstan takes the highest position in the Doing Business rating among all five considered countries. Then, with a small gap is Russia. Belarus and Armenia are closer to Russia and Kazakhstan, and Kyrgyzstan is at less beneficial position in the rating. Nevertheless, by some of the rating components they can still compete with Kazakhstan, Russia, and Belarus [10]. Tables 3-5 show the indicators of the Doing Business rating 2020 grouped by a definite principle for the analysis.

Table 3– Indicators influencing on the start of enterprise operation (position in the rating)

Country/Indicators	Registration of enterprises	Registration of property	Approvals for construction	Connecting to electric power system
Armenia	10	13	62	30
Belarus	30	14	48	20
Russia	40	12	26	7
Kyrgyzstan	42	7	90	143
Kazakhstan	22	24	37	67
Note – compiled basing on reference [9]				

The indicators in Table 3 were grouped by the principle of influence on the start of enterprise operation. These are easiness of registration of enterprises and property, receiving of approvals for construction, and connecting to electrical power systems. Although two latter indicators could relate not only to the start of enterprise operation, but namely in that period its influence can be the most significant. By three of these indicators the countries falling behind in the common rating have higher positions in this one. The enterprise registration is the easiest in Armenia, the easiest property registration is in Kyrgyzstan, and the easiest connecting to the electric power system is in Belarus, i.e. in general, it is easier to start business in Armenia, Kyrgyzstan, and Belarus.

Table 4 – Indicators influencing on the enterprise operational functioning (position in the rating)

Country	International trade	Taxation	Loans accessibility
Belarus	24	99	104
Kyrgyzstan	89	117	15
Russia	99	58	25
Kazakhstan	105	64	25
Armenia	43	52	48
Note – compiled basing on reference [9]			

Table 4 shows the indicators grouped by the principle of influence on operational functioning of enterprises. The indicator “Loans accessibility” can also influence significantly on the start of enterprise operation, but it was added to this group as an enterprise can continuously address to the loan organizations. Belarus has the best position on the “International trade” indicator, Armenia and Russia –

on taxation, Kyrgyzstan – on loans accessibility. In general, the taxation is more comfortable in Armenia and Russia, and in Belarus the conditions for the international trade are better. However, the best terms for loans receiving are in Kyrgyzstan, Russia, and Kazakhstan.

Table 5 shows the indicators related to the end of enterprise functioning, risk management, and force-majeur. These indicators relate to the interests protection of all market participants. By these indicators Kazakhstan is much ahead of other countries, especially on the protection of minority investors and contract performance assurance. Russia also has good indicators.

Table 5– The indicators of market participants protection (position in the rating)

Country	Protection of minority investors	Contracts performance assurance	Insolvency resolution
Казахстан	7	4	42
Кыргызстан	128	134	78
Belarus	79	40	74
Россия	72	21	57
Armenia	120	30	95
Note – compiled basing on reference [9]			

Thus, basing on the analysis of Tables 4-6 it can be concluded that Armenia and Kyrgyzstan try to build up the primary critical mass of SME units and therefore facilitate the conditions of its establishment; Russia and Belarus have the best conditions for business doing in its operational stage, and Kazakhstan and Russia have the best conditions for protection of market participants against market risks.

The EAEU is a strategic, long-term and multi-functional platform. The key idea of the integration is ensure of four freedoms operation on the Eurasia space, namely: market of goods, labor, capital, and services. According to the declared plans and accepted obligations, in five years after the Union establishment the common markets should start operating in different sectors. In 2015 the formation of the united energy power market has been started, and it is assumed that by 2025 the united Eurasian market of hydrocarbons encouraged to stimulate the development of the Eurasian economics will be formed. For Kazakhstan, obtaining of economic benefits from the integrated union is still a grand challenge.

It should be noted that before entering the Customs Union, Russia was the important trade partner of Kazakhstan, and Kazakhstan expected much from the integration, but the expectations have not been realized yet. The probable reason is the problem of existing nontariff barriers created by the EAEU countries to protect its markets. The issue is that these barriers are not created deliberately, but spontaneously. For instance, the Russian Federal Service for Veterinary and Phytosanitary Surveillance has established so called stations of advance notification for veterinary and phytosanitary surveillance at the border with Kazakhstan. At these stations the cargo was subjected to documentary and physical surveillance despite the absence of internal borders within the EAEU. As a result, a part of agriculture products was returned, another part was destroyed on-site, and Kazakhstan entrepreneurs incurred losses. The same situations were observed within the trade relations between Kazakhstan and Kyrgyzstan [11]. The main problem is that the final reports of laboratory studies of phytosanitary services of each EAEU state member are different. Unfortunately, the decisions of the Eurasian Economic Commission are helpless in resolving the described problems. Particularly, it is necessary to establish a joint service of phytosanitary surveillance on the EAEU level with participation of representatives from all EAEU countries.

The more extensive integration of the EAEU member states is indirectly impeded by the efforts of new EAEU members to have unilateral relieves and privileges. For instance, Kyrgyzstan made a claim for receiving large compensations due to the closure of border with China that could result in worsening of economic state of the most part of population engaged in re-export of Chinese goods, and problems with implementation of joint with China infrastructure projects due to entering the EAEU. In addition, Kyrgyzstan asked to omit the EAEU requirements on sanitary surveillance for its agriculture products. As a result, Kyrgyzstan managed to get the additional relieves that, for instance, were not given to Belarus, and increased its share of common customs fees of the EAEU up to 1.9% (Armenia’s share is 1.11%), and

obtained a range of trade and economic preferences for five years. In addition, it was declared on establishing Kyrgyzstan-Russia fund with 1 billion capital for restoration and development of the country's industry [12]. The amount of relieves provided to Kyrgyzstan at its entering the EAEU resulted in additional responsibilities for other participants, first of all Russia and Kazakhstan. We suppose that forming of such “exclusions zone” could create an unfavorable precedent considering probable extension of the EAEU.

The EAEU member states, understanding the complexity and inconsistency of the current situation in the world market, are eager to find ways for positive solving of the existing problems and inconsistencies [13]. In our opinion, the EAEU should set a stress on a decision-making, and creation of a system ensuring the implementation of obligations accepted by its members as an essential condition for successful advancement of the integration processes of the Union. Until 2025, to strengthen the integration relations the Eurasian Economic Union should solve a range of important tasks.

First, it is necessary to overcome the inconsistencies of real trade policy of the states and common customs territory related to nontariff limits, strictly follow the rules of goods origin, reduce the share of export fees determined by the countries themselves.

Second, for further forming of common agriculture markets, the work should be conducted not only on the complete phyto- and veterinary certification of goods, but on the establishment of a common body of veterinary and phytosanitary surveillance.

Third, it is necessary to take actions on revealing the countries' focus in the manufacture industry, and establish interstate production associations on its base.

Fourth, it is necessary to continue the work on establishing common energy markets within the Union.

Fifth, it is necessary to develop consequently the transport infrastructure within the EAEU space in coordination with Chinese projects under the “Silk Road Economic Belt”. The important aspect for the establishment of a common transport space within the EAEU will be agreement of transit tariffs and improvement of transport-freight logistics quality.

Sixth, it is necessary to systemize and coordinate the efforts of the EAEU member states in the process of development of measures on improving the conditions for business doing on the territory of the Union. The measures should be oriented on acceleration of approval procedures for business start, protection of investors' interests, and improvement of tax regimes for small business. In addition, it is necessary to strengthen the measures on assisting the EAEU goods export to the foreign markets by searching additional external sales markets.

Conclusion. On the way toward the common economic market of the EAEU under the conditions of dynamic growth of the world market globalization there are a lot of obstacles, including the national interests inconsistency that will appear during the internal interaction among the EAEU members, and during the interaction with other international organizations of the regional economic integration and individual countries.

To extend the integration relations within the EAEU it is necessary to form consolidated economic, social, and economic-legal frameworks and ensure the uniformity of the institutionalized “rules of the game” for all participants together with activation of mechanisms to provide flexible consideration of interests of individual member countries. The results of the Eurasian integration depend on these exclusions flexibility and consistency.

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ЕУРАЗИЯЛЫҚ ЭКОНОМИКАЛЫҚ ЫҚПАЛДАСТЫҚТЫҢ ДАМУ МӘСЕЛЕЛЕРІ МЕН БАСЫМДЫҚТАРЫ

Аннотация. Мақаланың мақсаты – Еуразиялық экономикалық ықпалдастықтың даму мәселелерін анықтау және оларды шешудің негізгі бағыттары мен Еуразиялық экономикалық одақ (ЕАЭО) аясындағы ықпалдасу үрдістерін тереңдетудің басымдықтарын анықтау болып табылады. Зерттеу аймақтық

экономикалық ықпалдасудың ерекшеліктерін ғылыми танудың жүйелік, үдерістік және диалектикалық тәсілдерін қолдануға негізделген. Зерттеу барысында байқау, сипаттау, талдау және синтездеу сияқты жалпы ғылыми әдістер, сонымен бірге салыстырмалы, формалды-логикалық және танымның басқа да әдістері қолданылған. Зерттеу аясында ЕАЭО-на қатысуда Қазақстан үшін мүмкіндіктер мен басымдықтары анықталған. Одаққа мүше елдердің арасындағы сауда айналымының көлемдеріне талдау жүргізіліп, Қазақстан үшін бірыңғай экономикалық кеңістік шарттарында басым бағытты нарықтар анықталған. Одан басқа, қарастырылып отырған елдердегі кәсіпкерлікті дамыту шарттарына баға берілген. Сонымен қатар, шағын және орта бизнестің жағдайы талданған. Талдау нәтижелері одақтың мүше елдерінің барлығында ЖІӨ құрылымындағы шағын және орта бизнестің үлесі дамыған елдермен салыстырғанда анағұрлым төменірек екендігін көрсетті, бұл ары қарайғы экономикалық өсудегі шағын және орта бизнестің шешуші ролге ие екендігіне қарамастан орын алып отыр. Кәсіпкерліктің даму шарттарына салыстырмалы талдау жүргізу үшін «Doing Business» рейтингінің соңғы сегіз жылдағы көрсеткіштері пайдаланылған. Анықталғандай, осы рейтингте Қазақстан мен Ресейдік жетекші позицияларды иемденуіне қарамастан, одақтың басқа елдері осы мемлекеттермен жекелеген рейтинг позициялары бойынша жарыса алады. Көрнекілік үшін мақаладағы талданатын көрсеткіштер үш топқа топтастырылған: кәсіпорын қызметін бастауға ықпал етуі бойынша; кәсіпорындардың операиялық қызметіне әсер етуі бойынша; кәсіпорын қызметін тоқтату және тәуекелдер мен форс-мажорлық жайттарды басқару шарттары бойынша. Мақалада одақ ішіндегі тарифтік емес кедергілерге аса назар аударылған, олар экономикалық одақ ішіндегі сауда қатынастарына теріс әсер етіп, бірыңғай нарықтағы кәсіпкерлік белсенділікті тежеуде. Солай бола тұра, басты мәселе ретінде автор Одаққа мүше елдердің әрқайсысының фитосанитарлық қызметтерінің лабораториялық зерттеу қорытындыларының әркелкілігі мен қарама-қайшылығын бөліп көрсеткен. Осы орайда автор Одақ деңгейінде бірыңғай фитосанитарлық қызмет құруды ұсынады, және оның ойынша, оның қызметкерлерінің құрамына одақтың барлық мүше елдерінің өкілдері енуі тиіс. ЕАЭО дамуы аясындағы хронологиялық оқиғаларды саралау нәтижесінде одақтың жаңа мүше елдерінің біржақты жеңілдіктер мен артықшылықтарға қол жеткізуге талпыну фактілерінің болғандығы анықталған. Одаққа енген жаңа елдерге қосымша жеңілдіктер берудің салдарынан оның басқа мүшелерінің қосымша жауапкершілігі арта түсті. Автордың көзқарасы бойынша, болашақта ЕАЭО-ның жаңа мүшелерінің пайда болу ықтималдылығын ескерсек, мұндай жеңілдіктердің орын алуына жол беруге болмайды, өйткені олар ықпалдастықтың жалпы тиімділігін едәуір төмендетуі мүмкін.

Мақалада Одақтағы ықпалдасу үрдістерін жетістікпен өткізудің қажетті шарты ретінде ЕАЭО аясында шешімдер қабылдау тетігіне, сондай ақ оның мүшелеріне жүктелген міндеттердің орындалуын кепілдендіретін жүйені құруға көбірек көңіл бөлу ұсынылады. Ол үшін 2025 жылға дейін төмендегі міндеттерді шешу ұсынылған:

1. Әрбір мемлекеттің өзімен қабылданатын тарифтік емес шектеулермен, тауарларды өткізу ережелерін нақты орындаумен, экспорттық алымдардың үлесін азайтумен байланысты болатын мемлекеттердің шынайы сауда саясаты мен бірыңғай кеден аумағының қарама-қайшылықтарын жою.

2. Мемлекеттердің өңдеу өнеркәсібіндегі мамандануын анықтау, оның негізінде мемлекетаралық өндірістік бірлестіктер құру.

3. Одақтың ортақ энергетикалық нарықтарын құру бойынша жұмыстарды жалғастыру.

4. ЕАЭО кеңістігінде көлік инфрақұрылымын «Жібек жолы экономикалық белдеуі» аясындағы қытай жобаларымен үйлестіре отырып, дамыту. ЕАЭО бірыңғай көліктік кеңістігін құрудың маңызды аспектісі транзиттік тарифтерді клеістіру және көліктік-жүктік логистика сапасын арттыру болып табылады.

5. Бизнесті бастау үшін рұқсаттық үдерістерді жылдамдатуға, инвесторлардың мүдделерін қорғауға, шағын бизнес үшін салық режимдерін жақсартуға бағытталған шараларды әзірлеу барысында ЕАЭО-на мүше-елдердің жігерлерін үйлестіру және жүйелеу.

Түйін сөздер: жаһандану, интеграция, Еуразиялық экономикалық одақ, тауар айналымы, бірыңғай нарық, кәсіпкерлік.

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ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ЕВРАЗИЙСКОЙ ЭКОНОМИЧЕСКОЙ ИНТЕГРАЦИИ

Аннотация. Цель статьи – раскрыть проблемы развития Евразийской экономической интеграции и разработать основные направления их решения с определением перспектив углубления интеграционных процессов в рамках Евразийского экономического союза (ЕАЭС). Исследование основано на применении

систематического, процессуального и диалектического подходов к научному познанию особенностей региональной экономической интеграции. В процессе исследования были применены общенаучные методы исследования как наблюдение, описание, анализ и синтез, а также сравнительный, формально-логический и другие методы познания. В рамках исследования выделены приоритеты и возможности для Казахстана от участия в ЕАЭС. Проведен анализ объемов торгового оборота между государствами-членами ЕАЭС, определены перспективные рынки для Казахстана в условиях единого экономического пространства. По результатам анализа состояния малого и среднего бизнеса выявлено, что во всех странах ЕАЭС доля МСБ в структуре ВВП гораздо ниже в сравнении с развитыми странами, несмотря на тот факт, что малому и среднему бизнесу отводится ключевая роль в обеспечении дальнейшего экономического роста. Сравнительная оценка условиям развития предпринимательства была осуществлена исходя из данных рейтинга Doing Business за последние восемь лет. Выявлено, что, несмотря на лидирующие позиции Казахстана и России в данном рейтинге, остальные страны ЕАЭС по некоторым из составляющих показателей рейтинга все еще могут соревноваться с ними. Для наглядности анализируемые показатели в статье были сгруппированы на три группы: по принципу влияния на начало работы предприятия; по принципу влияния на операционное функционирование предприятий; по условиям завершения функционирования предприятия и управлением рисками, и форс-мажорными обстоятельствами.

В статье особое внимание уделено проблемам нетарифных барьеров внутри ЕАЭС, которые существенным образом негативно влияют на торговые отношения внутри экономического союза, а также сдерживают предпринимательскую активность на едином рынке. При этом, главной проблемой автор определяет разрозненность заключений лабораторных исследований фитосанитарных служб каждого члена-государства ЕАЭС, которые часто противоречат между собой. В связи с этим автор предлагает создать единую службу фитосанитарного контроля на уровне ЕАЭС, с включением в состав работников службы представителей всех членов ЕАЭС.

В процессе изучения хронологий событий в рамках развития ЕАЭС, были выявлены факты, подтверждающие попытки новых членов ЕАЭС добиться односторонних льгот и привилегий. Значительность предоставленных государствам льгот при вступлении ЕАЭС возложила дополнительную ответственность на плечи других участников. Кроме того, автор предполагает, что с учетом вероятного появления новых членов ЕАЭС в будущем, подобные исключения должны быть не допустимы, так как они значительно могут снизить эффективность интеграции в общем.

В статье предлагается придавать большое значение механизму принятия решений в рамках ЕАЭС, а также созданию системы, гарантирующей выполнение принятых его членами обязательств, в качестве неперемного условия успешного продвижения интеграционных процессов Союза. Для этого предложено решить до 2025 г. следующие задачи:

1. Преодолеть противоречия реальной торговой политики государств и единой таможенной территории, связанные с нетарифными ограничениями, четким выполнением правил происхождения товаров, сокращением доли экспортных пошлин, определяемых странами самостоятельно.
2. Определение специализации стран в обрабатывающей промышленности, создание на ее основе межгосударственных производственных объединений.
3. Продолжить работу по созданию общих энергетических рынков Союза.
4. Последовательное развитие транспортной инфраструктуры на пространстве ЕАЭС в координации с китайскими проектами в рамках «Экономического пояса Шелкового пути». Важным аспектом создания единого транспортного пространства ЕАЭС станет согласование транзитных тарифов и улучшение качества транспортно-грузовой логистики.
5. Систематизация и координация усилий членов-государств ЕАЭС в процессе разработки мер, направленных на ускорение разрешительных процедур для старта бизнеса, защиту интересов инвесторов, улучшение налоговых режимов для малого бизнеса.

Ключевые слова: глобализация, интеграция, Евразийский экономический союз, товарное обращение, единый рынок, предпринимательство.

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**DIRECTIONS OF IMPROVEMENT OF FINANCIAL AND ECONOMIC
ACTIVITY OF THE ENTERPRISE AT THE PRESENT STAGE**

Abstract. An essential role in the management of financial and economic life of the enterprise is assigned to financial management, which is understood as the movement of managing financial resources and funds of funds to achieve the goals of the enterprise and solve tactical problems. Based on the results of the analysis of the financial condition of ADN LLP it can be seen that in the period under review, the structure of assets and liabilities of the enterprise are changing for the worse. Considering the liabilities of the balance sheet of ADN LLP, it should be noted that the property of the enterprise is substantially formed by borrowed funds, namely long-term and short-term liabilities. The analysis of the liquidity of the balance sheet of the company showed that the organization does not have enough cash to cover its long-term liabilities.

Keywords: finance, financial analysis, asset, liability, balance sheet, property, debt capital, equity, cash assets.

The stable development of the enterprise depends on the correct and effective planning of its own activities, constant monitoring of market trends and its own prospects and opportunities, which allows you to develop the optimal strategy and tactics in financial and economic activities. Very high role of analysis of financial and economic activities of enterprises to objectively assess the results of the company in General and its structural divisions, to define influence of the external environment and internal factors on the basic indicators of activity of the enterprise, and to form the basis of its financial policy.

In modern market conditions, the Central link in the development of the national economy is the enterprise. Analysis and improvement of financial and economic activity of the enterprise is a complex process, as a result of which there is an analysis and assessment of the past and current financial condition of the enterprise, carrying out measures to improve the financial condition of the enterprise [1].

Financial analysis is important to identify changes in the indicators of the financial and economic condition of the organization, identify factors that affect the financial condition of the company, assess the financial condition of the organization at a certain date, identify trends in the financial and economic condition, etc. [2].

We will analyze the dynamics of the financial results of the company according to the profit and loss statements of ADN LLP. The results of the analysis are presented in Table 1.

Revenue from the sale of ADN LLP in 2017 increased compared to 2016 by 1.7 %. According to the results of 2018, the company's revenue amounted to 81 145.2 thousand tenge, the growth for the year amounted to 20.3 %. Gross profit of the company in 2017 increased significantly, the growth amounted to 57.7 %. This growth in gross profit is due to the high rate of cost reduction in 2017 (– 20.5 %). In 2018, the cost price increased by 20.2 %, due to this and also the growth of revenue, the company managed to ensure the growth of gross profit in 2018 by 20.4 % compared to the previous year.

Sales and services expenses and administrative expenses showed growth in the study period (+11.5 % in 20146 and +6 in 2018). The company's profit before tax in 2016 amounted to 2 204.3 thousand tenge, in 2017 it increased to 12 464.1 (5.4 times). In 2018, the company made a profit before tax in the amount of 7 933.2 thousand tenge. The decrease in 2018 is largely due to higher growth rates of all expenses of the enterprise than revenues and revenues.

Table 1 - analysis of dynamics of financial results of ADN LLP for 2016-2018, thousand tenge

Indicators	Number			Deviations (+, -),		Growth rate	
	2016	2017	2018	2017/2016	2018/2017	2017/2016	2018/2017
Revenue	66 310,9	67 446,6	81 145,2	+1 135,7	+13 698,6	+1,7%	+20,3%
Cost of goods and services sold	47 486,8	37 756,1	45 401,6	-9 730,7	+7 645,5	-20,5%	+20,2%
Gross profit	18 824,1	29 690,5	35 743,6	+10 866,4	+6 053,1	+57,7%	+20,4%
Implementation costs	3 512,7	3 915,3	4 151,4	+402,6	+236,1	+11,5%	+6,0%
Administrative expenses	14 050,9	15 661,3	16 605,5	+1 610,4	+944,2	+11,5%	+6,0%
other expenses	0,0	0,0	7 928,3	0,0	+7 928,3	-	+100,0%
Other income	943,8	2 350,2	874,8	+1 406,4	-1 475,4	+149,0%	-62,8%
Profit (loss) before tax	2 204,3	12 464,1	7 933,2	+10 259,8	-4 530,9	+465,4%	-36,4%
Income tax expense	440,9	2 492,8	1 586,6	+2 052,0	-906,2	+465,4%	-36,4%
Profit for the year	1 763,4	9 971,3	6 346,6	+8 207,8	-3 624,7	+465,4%	-36,4%

Note - compiled by the author according to the financial statements of ADN LLP

The maximum level of net profit for the year the company achieved in 2017 – 9 971.3 thousand tenge. In 2018, it decreased by 36.4 % compared to the level of 2017. Next, we calculate the relative indicators of business activity, using the data of financial reports on the activities of ADN LLP. The obtained calculations are presented in Table 2.

Table 2 – Dynamics of business activity indicators of ADN LLP

Indicator	2016	2017	2018	Changes, (+, -)	
				2017/2016	2018/2017
Asset turnover ratio	0,465	0,314	0,298	-0,151	-0,016
Duration of 1 turn, in days	784	1 161	1 225	+377	+64
Accounts receivable turnover ratio	6,57	11,82	13,60	+5,25	+1,78
Duration of 1 turnover of accounts receivable, in days	55,5	30,9	26,8	-24,7	-4,0
The turnover ratio of equity capital	2,30	1,94	1,92	-0,36	-0,03
Duration of 1 turnover of equity, in days	159	188	190	+29	+3
Accounts payable turnover ratio	41,48	14,83	20,55	-26,65	+5,73
Duration of 1 turnover of accounts payable, in days	9	25	18	+16	-7

Note - compiled by the author according to the financial statements of ADN LLP

From Table-2 we see that the asset turnover ratio decreased in 2017 by 0.151 and in 2018 by another 0.016. The decrease in this indicator means less intensive use of assets and a slowdown in the circulation of funds of the enterprise in 2017 and 2018 compared to 2016. This in turn increased the duration of one asset turnover by 377 days in 2017 and by 64 days in 2018. The turnover ratio of accounts receivable increased in 2017 by 5.25 and in 2018 by 1.78. At the same time, the duration of one turnover of receivables decreased from 55.5 days to 26.8 days, which can be considered a positive moment for the enterprise.

The turnover of equity decreased in 2017 by 0.36 and in 2018 by 1.03. A decrease in this indicator indicates a decrease in the level of business activity. Accounts payable turnover ratio for 2017 decreased by 26.65, and in 2018 increased by 5.73. At the same time, the duration of one turnover of accounts payable increased from 9 days in 2016 to 18 days in 2018. This suggests that the company began to pay more slowly with its creditors, i.e. business activity of the enterprise decreased.

Let's analyze the profitability indicators of ADN LLP in Table 3. According to the calculated data in Table 2, it can be seen that the profitability of sales in ADN LLP in 2017 increased by 12.1 percentage points and amounted to 14.8 %. In 2018, the return on sales decreased by 7 percentage points to 7.8 %. Thus, in 2017 there is the highest efficiency of sales of the company, as this year the company managed to reduce the cost of products and services.

The profitability of sales in 2016 amounted to 4.6 %. In 2017, it increased to 33 % due to cost reduction. In 2018, this figure showed a decrease to 17.5 %, as there was an increase in cost at a faster pace than the growth of sales revenue. In the period under review, ADN LLP had the highest return on assets in 2017 (4 %). In 2018, the return on assets decreased to 2.2 %. Also, the return on equity in 2017 had its largest size (25.1 %). This is primarily due to the growth of net profit of the enterprise. In 2018, return on equity decreased by 11 % to 14.1 %.

Table 3 - Dynamics of profitability indicators of ADN LLP for 2016-2018

Indicator	2016	2017	2018	Changes, (+, -)	
				2017/2016	2018/2017
Profitability of sales, %	2,7 %	14,8 %	7,8 %	+12,1 %	-7,0 %
Return on sales, %	4,6 %	33,0 %	17,5 %	+28,4 %	-15,5 %
Return on assets, %	1,0 %	4,0 %	2,2 %	+3,0 %	-1,8 %
Return on equity, %	5,9 %	25,1 %	14,1 %	+19,2 %	-11,0 %

Note-compiled by the author according to the financial statements of ADN LLP

The presented profitability indicators depend on many factors. The dynamics of the return on assets (property) of the company is influenced by changes in the levels of capital return and turnover of working capital. The faster the turnover of capital in the company, the less it is necessary to ensure the planned sales volume. Conversely, slower capital turnover requires additional funds to ensure the same volume of production and sales.

Thus, the volume of sales does not independently affect the level of profitability, since when it changes, the amount of profit and the size of fixed and working capital increase or decrease proportionally, provided that other factors remain unchanged. The level of return on capital depends on the profitability of products sold, the resource of return and the structure of advanced capital.

The financial condition of the enterprise expresses its economic activity, it also determines the degree of competitiveness, as well as financial potential in business cooperation, gives the opportunity to assess how the economic interests of enterprises and their current partners are taken into account in financial and commercial relations.

Stable financial condition and reliable solvency are the basis of a high level of business activity of enterprises, their competitiveness, the ability to meet the financial interests of the owners of enterprises. The investigated enterprise ADN LLP in its financial and economic activities has a number of problems that adversely affect its financial condition. Among the main problems of the enterprise it is necessary to allocate (figure 1):

- the company does not have a system of financial and business risk management, in this regard, there was a gradual deterioration of the financial condition to a critical level;
- the company does not use marketing tools to promote products and its own development, thus does not apply the possibility of improving the financial condition with increased business activity;
- financial management tools are not used for forecasting and assessment of financial condition and management, rational management of financial resources;
- there are signs of insolvency and high risk of bankruptcy.

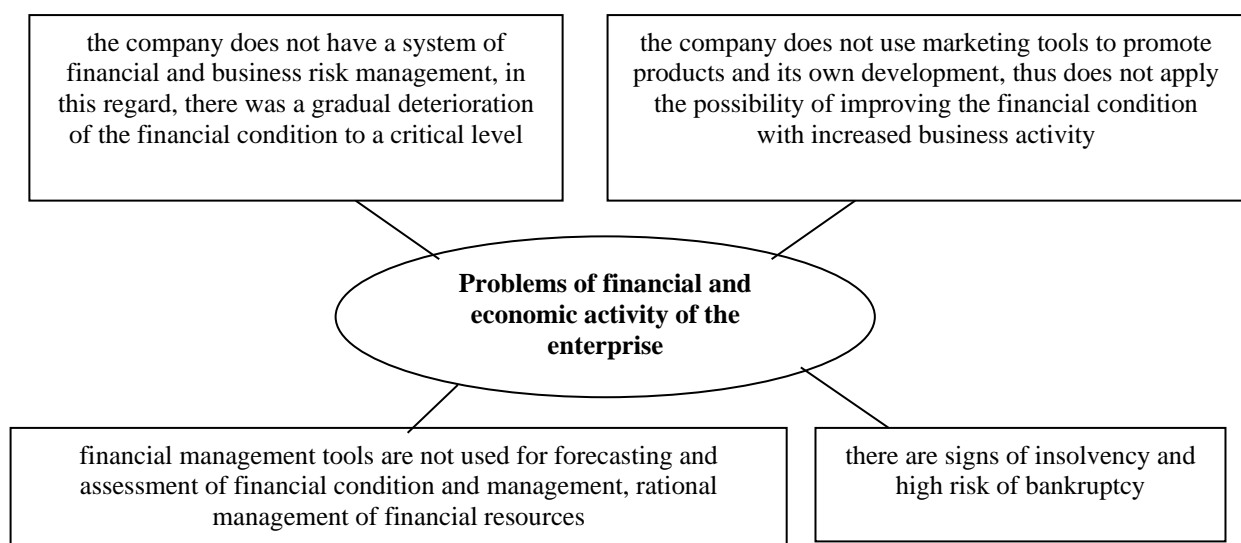


Figure 1 – Problems of financial and economic activity of ADN LLP

Even in the most favorable economic conditions, enterprises always retain the possibility of crisis phenomena. These opportunities are associated with risk.

Risk is one of the main concepts in financial and economic theory. Being a rather complex and multilateral category, risk is at the heart of every financial and managerial decision without exception. It is not necessary to think that an unfavorable outcome in the financial and economic activities of the organization is only the possibility of obtaining a direct loss or losses. In the process of analysis, especially in the planning of activities, it is also necessary to assess other adverse events as:

- opportunities not up to revenue or lost profits;
- receipt of income or profit below the level than planned (or desired by the owners);
- the occurrence of a situation that may lead to losses or loss of income in the future.

Financial risk is the risk that is associated with the formation of the composition of the sources of financing of the enterprise and also with the implementation of operations with its assets. Most often, in their own activities, enterprises have to face credit, interest rate, currency risks. Credit risk refers to the probability of non-payment of money owed to creditors, interest rate risk is associated with the repayment of money under credit agreements with fixed floating interest rates, and currency risk – with the possibility of losses due to changes in exchange rates.

For the analyzed enterprise, we can see the credit risk experienced by it.

To a certain extent, only production and financial risk can be controlled. Of course, it is impossible to avoid them completely, since they are intrinsic to the whole business activity. However, at the same time, reasonable production and financial policies based on an analysis of the enterprise's work allow, on the one hand, to reduce the likelihood of adverse situations, and on the other hand, to minimize the negative consequences of such situations, if they do occur.

The process of identifying and assessing risks must begin with the search for answers to such questions:

- what are the main sources of risk;
- what are the possible losses, in cash and non-monetary form, from the implementation of adverse circumstances;
- what is the probability of a certain level of loss being realized;
- what is the worst-case scenario;
- whether the resulting benefits will not exceed the possible losses;
- Is it possible to reduce the likelihood of adverse outcomes, which needs to be done;
- whether these actions will provoke other types of risks. If so, is it necessary to resort to this protection [3-5].

The most relevant risk analysis in planning procedures. In long-term (strategic) planning of activity of the enterprise the greatest attention should be paid to the analysis of the markets, first of all to risk of loss of competitive advantages. When implementing and developing current (operational) plans, the main importance is played by an adequate assessment of the level of production and financial risks.

Many economic actors in a market economy operate on the principles of competition. Many countries carefully support competition at the state level, as this method of economic organization makes it possible to use the resources of the national economy in a more optimal way. However, the downside of competitiveness is that less efficient enterprises that do not compete have to leave the market. According to world experience, the bankruptcy of some entities is an inevitable consequence of market competition, is, in fact, a fairly effective mechanism for the redistribution of capital.

To improve the financial condition of the studied enterprise, it is necessary to develop proposals aimed at improving the financial condition of the studied enterprise.

As shown by the analysis of ADN LLP in 2018, the company had problems with financial stability and liquidity of the balance sheet. The calculated liquidity indicators indicate a decrease in the solvency of the enterprise in 2018, despite the fact that in 2016-2017 the situation was satisfactory. The main reason for the fall in the financial stability of the company in 2018 is a significant increase in borrowed funds.

Measures that need to be taken to improve the financial stability of the enterprise will be reduced to increasing equity and reducing debt. To achieve a higher indicator of financial stability of the enterprise by increasing the share of equity can be due to:

- gain profit;
- obtaining financial support;
- re-evaluation.

A common mechanism is to increase equity, which is to make a profit. The profit of the enterprise is calculated as the difference between the revenue from the sale of products and the costs associated with its release. Thus, in order to increase revenue, it is necessary to reduce costs.

Increasing revenue is often impossible due to limited resources, so ways to minimize costs may be the only possible way out of this situation [6].

You can reduce costs by using the following methods:

- reduction of labor intensity, material intensity, energy intensity of goods and services sold;
- improving the management structure;
- minimization of depreciation charges.

It is worth noting that the minimization of depreciation is the cheapest source of cost reduction. If the amount of depreciation charges decreases, the book value of assets increases, and, consequently, the company's profit.

To increase profits, it is possible to sell unnecessary fixed assets and materials, securities. These activities are related to production.

Financial assistance can be provided by public authorities, as well as by the owners of the company and its creditors, by financing its current and capital expenditures. This method is the surest and fastest way to increase equity, because it increases without a corresponding increase in the share of liabilities [7].

Any enterprise may revalue fixed assets no more than once a year. Due to the increase in the value of the property, its financial stability increases. The result before the valuation of fixed assets is an increase in additional capital, which is part of the company's equity.

Next, it is necessary to consider ways to reduce debt capital, which can lead to an increase in the financial stability of the company.

Ways to reduce debt capital:

- restructuring of liabilities;
- mobilization of cash flow to cover liabilities.

These actions will be limited to the collection of funds to cover liabilities or change their structure.

The use of borrowed funds leads to a decrease in the financial stability of the enterprise, and can also lead to bankruptcy. In order for the company to be able to pay off its debts, it needs a certain amount of money. Thus, the fulfillment of its own obligations is related to the cash flow of the organization.

An entity's liabilities are reduced when the cash flow growth is higher than the liabilities flow growth. It is possible to lower the level of liabilities by mobilizing cash flow. The most effective way to mobilize cash flow is to accelerate the collection of receivables. The more stringent the terms of the receivables management policy, the faster it is possible to repay the obligations, and thus improve financial stability [8].

Reduction of liabilities through debt restructuring can be carried out by means of the following operations:

- extension of borrowed capital;
- the replacement of one obligation by another.

Prolongation of the borrowed capital is a reduction of pressure on the borrower from the lending party, by reducing the size of the monthly payment. As a rule, the extension of the loan implies the extension of the loan term, due to this, the amount of monthly payments becomes smaller.

The second option of prolongation provides for the extension of the debt repayment period provided for by the loan agreement.

The process of replacing one obligation with another is called innovation. This is an agreement between the parties to replace the original obligation with another that provides for a different subject matter or method of performance. The peculiarity of this process is that the parties agree to terminate the previously existing obligation and replace it with a new one [9].

All the above methods of asset management of the organization can lead to an increase in equity or decrease in debt, therefore, improve the financial stability of the enterprise.

Thus, the main work on the enterprise should be directed to the formation of a suitable mechanism for managing financial stability, which will help the enterprise to constantly monitor and manage its financial condition and respond to emerging risks in a timely manner.

In addition, the company should carry out constant measures for financial recovery. The solution of problems on financial improvement of the enterprise should consist in use of universal and standard actions which provide management of financial risks. The totality of these activities, carried out on the basis of the necessary scientific and methodological support and focused on achieving specific goals, form mechanisms to ensure financial stability. They are divided into internal mechanisms used by the company itself, and external ones implemented by third-party legal entities or individuals [10-11].

The main types of internal mechanisms for financial recovery of the enterprise are: operational, tactical and strategic mechanisms.

The operational mechanism for financial recovery includes measures aimed at reducing the size of the company's current financial liabilities in the short term and at increasing the volume of cash assets that ensure the urgent repayment of these obligations. The essence of such a mechanism is to reduce the volume of current financial needs, as well as certain types of liquid assets. The main essence of the operational mechanism for financial recovery is to ensure the balance of cash assets and short-term financial liabilities of the company.

The choice of certain measures of the operational mechanism for financial recovery is determined by the degree of insolvency of the enterprise.

Providing more rapid liquidity of the company's current assets helps to increase positive cash flow in the short term. The solution of this problem will be possible due to the implementation of the main measures for financial recovery:

- getting rid of inefficient short-term financial investments;
- reduction of the size of insurance stocks on commodity and material values;
- increase the turnover of accounts receivable;
- increase of price discount at implementation of cash payments for the sold goods;
- reduction of terms for the provision of commodity credit;
- markdown of some types of stocks on commodity and material values.

A significant reduction in the size of the company's short-term financial liabilities is provided by the implementation of the following financial recovery measures:

- postponement of settlements on some types of internal accounts payable;
- increase of the term of granting commodity credits by suppliers;
- prolongation of short-term financial loans;
- restructuring of the portfolio of short-term financial loans, etc.

The purpose of the implementation of the operational mechanism for financial recovery is to eliminate the current insolvency of the company. It is achieved when the amount of cash flows exceeds the size of the immediate financial liabilities of the company in the short term. In this case, the threat of bankruptcy of the company in the current period is reduced, but not completely disappears [12-13].

For its complete elimination it is necessary to use the tactical mechanism of financial improvement which represents system of the actions promoting achievement of financial balance of the enterprise in the planned period.

The purpose of this mechanism is to bring the company to the level of financial equilibrium and ensure its financial stability.

Opportunities to increase the volume of generation of its financial resources of the enterprise in crisis conditions are limited. At this time, the company's strategy is to reduce the amount of consumption of its financial resources. This is due to a decrease in the volume of operating and investment activities of the enterprise and is characterized by the concept of «compression of the enterprise».

Ensuring the generation of its own financial resources can be achieved through the following measures for financial recovery:

- optimization of pricing policy;
- reduction of fixed and variable costs;
- accelerated depreciation of the active part of non-current assets;
- minimization of tax payments in relation to the amount of income and profit of the company;
- disposal of disposal or unused property;

- additional issue of shares or attraction of additional share capital.
The following measures can be taken to reduce the consumption of their financial resources:

- decrease in investment activity;
- update of fixed assets;
- implementation of dividend policy, which corresponds to the crisis financial condition of the company;
- reducing the participation of employees in income;
- the rejection of non-productive programs that are funded at the expense of profit;
- reduction of contributions to the reserve and other insurance funds, which are carried out at the expense of profits.

Implementation of measures of the tactical mechanism on financial improvement pursues the purpose-deduction of the enterprise on financial balance and ensuring its normal financial stability.

The strategic mechanism for financial recovery is a system of measures that ensure the maintenance of the existing financial balance of the company in the long term, as well as its economic development in the future. It is based on a model for sustainable economic growth of the company, which has different mathematical forms of expression in accordance with the used basic indicators of financial strategy [14-15].

The purpose of the implementation of the measures of the strategic mechanism for the financial recovery of the company is to increase its market value in the long term by increasing the rate of sustainable economic growth.

The mechanism and specific measures for the financial recovery of the enterprise depend on its ability to restructure the property status, increase the size of the authorized capital, the implementation of technical re-equipment or modernization of the production process, the elimination of wage arrears, etc. This is also influenced by the nature of financial problems, features and specifics of the company's activities, its size, the level of risk and other factors [16].

Thus, for effective management of financial and economic activity of the enterprise it is necessary to apply tools of operational, tactical and strategic level. Measures that need to be taken by the company to improve financial stability will be reduced to increasing equity and reducing debt. To achieve a higher indicator of financial stability of the enterprise by increasing the share of equity can be due to: profit; financial support; revaluation. Reducing the share of borrowed capital can be achieved by restructuring liabilities, mobilizing cash flow to cover liabilities.

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ЗАМАНАУИ ЖАҒДАЙДА КӘСІПОРЫННЫҢ ҚАРЖЫЛЫҚ-ШАРУАШЫЛЫҚ ҚЫЗМЕТІН ЖЕТІЛДІРУ БАҒЫТТАРЫ

Аннотация. Кәсіпорынның қаржылық-шаруашылық қызметін басқаруда маңызды рөл қаржылық менеджментке жүктеледі, ол кәсіпорынның мақсаттарына жету және тактикалық мәселелерді шешу үшін қаржы ресурстары мен қорларын басқару процесі ретінде түсініледі. «ADN» ЖШС-нің қаржылық жағдайына жүргізілген талдау нәтижелеріне сүйене отырып, қарастырылып отырған кезеңде кәсіпорынның активтері мен пассивтерінің құрылымы төмендейтінін көруге болады. «ADN» ЖШС балансының пассивтерін қарастыра отырып, кәсіпорын мүлкі көбінесе қарыз қаражаттарынан, атап айтқанда ұзақ мерзімді және қысқа мерзімді міндеттемелерден қалыптасатынын атап өту қажет. Кәсіпорын балансының өтімділігіне жүргізілген талдау ұйымның өзінің ұзақ мерзімді міндеттемелерін жабу үшін ақша қаражаттарының жеткіліксіз екенін көрсетті.

Тұрақты қаржылық жағдай және сенімді төлем қабілеттілігі – кәсіпорынның іскерлік белсенділігінің жоғары деңгейінің, олардың бәсекеге қабілеттілігінің, кәсіпорын меншік иелерінің қаржылық мүдделерін қанағаттандыру мүмкіндігінің негізі. Зерттелетін «ADN» ЖШС-нің қаржылық-шаруашылық қызметінде оның қаржылық жағдайына теріс әсер ететін бірқатар проблемалар бар.

Қаржылық сауықтыру бойынша тактикалық тетіктің іс-шараларын іске асыру кәсіпорынды қаржылық тепе-теңдікке шығару және оның қалыпты қаржылық тұрақтылығын қамтамасыз ету мақсатын көздейді.

Қаржылық сауықтыру жөніндегі стратегиялық тетік – бұл компанияның ұзақ мерзімде қолда бар қаржылық тепе-теңдігін қолдауды, сондай-ақ оның келешекте экономикалық дамуын қамтамасыз ететін шаралар жүйесі. Ол компанияның тұрақты экономикалық өсуі жөніндегі модельге негізделген, сондай-ақ қаржылық стратегияның қолданылатын базалық көрсеткіштеріне сәйкес, өрнектің әртүрлі математикалық нысандарына ие.

Кәсіпорынның қаржылық-шаруашылық қызметін тиімді басқару үшін жедел, тактикалық және стратегиялық деңгейдегі құралдарды қолдану қажет. Кәсіпорынның қаржылық тұрақтылығын арттыру үшін қабылдануы қажет шаралар меншікті капиталдың ұлғаюына және қарыздың азаюына әкеледі. Меншікті капитал үлесін ұлғайту жолымен кәсіпорынның қаржылық тұрақтылығының неғұрлым жоғары көрсеткішіне қол жеткізуге болады: табыс алу; қаржылық қолдау; қайта бағалау жүргізу. Қарыз капиталының үлесін төмендетуді міндеттемелерді қайта құрылымдау арқылы және міндеттемелерді жабуға ақша ағынын жұмылдыру арқылы қамтамасыз етуге болады.

Түйін сөздер: қаржы, қаржылық талдау, актив, пассив, баланс, мүлік, қарыз капиталы, меншікті капитал, ақша қаражаттары.

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НАПРАВЛЕНИЯ СОВЕРШЕНСТВОВАНИЯ ФИНАНСОВО-ХОЗЯЙСТВЕННОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЯ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Важная роль в управлении финансово-хозяйственной деятельности предприятия отводится финансовому менеджменту, под которым понимается процесс управления финансовыми ресурсами и фондами денежных средств для достижения целей предприятия и решения тактических задач. Исходя из результатов проведенного в работе анализа финансового состояния ТОО «ADN» видно, что в рассматриваемом периоде структура активов и пассивов предприятия меняются в худшую сторону. Рассматривая пассивы баланса ТОО «ADN», требуется отметить, что имущество предприятия в существенной степени сформировано заемными средствами, а именно долгосрочными и краткосрочными обязательствами. Проведенный анализ ликвидности баланса предприятия показал, что у организации недостаточно денежных средств, чтобы покрыть свои долгосрочные обязательства.

Устойчивое финансовое состояние и надежная платежеспособность выступают основой высокого уровня деловой активности предприятий, их конкурентоспособности, возможности удовлетворения финансовых интересов собственников предприятий. Исследуемое предприятие ТОО «ADN» в своей финансово-хозяйственной деятельности имеет ряд проблем, которые отрицательно влияют на его финансовое состояние.

Реализация мероприятий тактического механизма по финансовому оздоровлению преследует цель – выведение предприятия на финансовое равновесие и обеспечение его нормальной финансовой устойчивости. Стратегический механизм по финансовому оздоровлению – это система мер, обеспечивающих поддержание имеющегося финансового равновесия компании в длительном периоде, а также и его экономическое развитие на перспективу. Он основан на модели по устойчивому экономическому росту компании, которая имеет различающиеся математические формы выражения в соответствии с используемыми базовыми показателями финансовой стратегии.

Для эффективного управления финансово-хозяйственной деятельностью предприятия необходимо применять инструменты оперативного, тактического и стратегического уровня. Меры, которые необходимо предпринять предприятию для повышения финансовой устойчивости будут сводиться к увеличению собственного капитала и уменьшению заемного. Достичь более высокого показателя финансовой устойчивости предприятия путем увеличения доли собственного капитала можно благодаря: получению прибыли; получению финансовой поддержки; проведению переоценки. Обеспечить снижение доли заемного капитала можно с помощью реструктуризация обязательств, мобилизации денежного потока на покрытие обязательств.

Ключевые слова: финансы, финансовый анализ, актив, пассив, баланс, имущество, заемный капитал, собственный капитал, денежные средства.

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EFFECT OF ROAD BITUMEN MODIFICATION WITH NANOCARBON POWDER

Abstract. Low temperature characteristics (stiffness and m-value) have been determined on a bending beam rheometer in the paper for a road bitumen of grade BND 70/100 and the same bitumen with adding of a nanocarbon powder in the quantity of 2% by weight. The bitumen has been produced by Pavlodar petrochemical plant (Kazakhstan) from a crude oil of Western Siberia (Russia) by direct oxidation. The bitumen has the following standard characteristics: penetration depth of the needle (penetration) at 25°C: 75 dmm; ductility at 25°C: 118 cm; softening point: 47.5°C; Fraas point: -28.5°C. The nanocarbon powder with sizes of 150-200 nm has been obtained from a coal of the “Saryadyr” deposit (Akmola region, Kazakhstan). A mechanical dispergator has been used for dispersing of the coal with sizes up to 50 mm (till 2-3 mm), an aerodynamic mill (till 20 µm) and a reactor with rotating electromagnetic field. Content of carbon and ash in the nanopowder is 92.74% and 2.16% respectively. Average moisture of the nanopowder is 2%. Before testing on the bending beam rheometer the neat bitumen and the nanocarbon bitumen have passed double artificial aging: short-term aging under standard AASHTO T 240-13 and long-term aging under standard ASTM D 6521-08 [14]. It is found out that addition of the nanocarbon powder improves low temperature resistance of the bitumen. The effect of the bitumen modification with the nanocarbon powder is the highest one at very low temperatures. The possibility has been shown for the use of the bitumen of grade BND 70/100 (of more viscous consistence) at its modification with the nanopowder both in the southern regions of the republic and in the northern ones.

Keywords: Bitumen, nanocarbon powder, bending beam rheometer, stiffness, m-value.

Introduction. Multi-year investigations of Kazakhstan Highway Research Institute [1-5] have shown that climatic conditions of Kazakhstan require the improvement of operational characteristics for bitumens. One of the ways for the increase of bitumen resistance to sharp continental climatic conditions is their modification with different polymers [6-7]. Our works [8-10] have shown the possibility for the increase of road bitumen characteristics at low temperatures by their modification with nanocarbon powder. This paper is continuation of our above works and contains additional results for improvement of low temperature resistance for road bitumen modified with nanocarbon powder.

Materials and Methods

Bitumen. A bitumen of grade 70/100 produced by Pavlodar petrochemical plant which is traditionally used in road construction in Kazakhstan has been accepted for investigation. Characteristics of the bitumen comply with the requirements of the standard of Kazakhstan ST RK 1373-2003 [11] (Table 1).

Table 1- Main standard indicators for the bitumen of grade BND 70/100

Penetration depth of the needle at 25° C, 0.1 mm	Ductility at 25° C, cm	Softening point, ° C	Fraas point, ° C
75	118	47.5	-28.5

Nanocarbon powder. A nanopowder with sizes of 150-200 nanometers (nm) has been produced from a coal of the “Saryadyr” deposit belonging to “Corporation “On-Olzha” LLP (Akmola region, Kazakhstan). Indicators of the nanopowder quality after purification are shown in Table 2.

Table 2 - Indicators of the nanopowder quality

Indicator	Value
Sizes, nm	150-200
Content of carbon, %	92.74
Ash content, %	2.16
Volatile substances, %	3.10
Moisture, %	2.00

Production of the nanocarbon powder. The nanocarbon powder has been produced by three-staged dispersion of the coal rock. On the first stage the grains of the coal rock with sizes up to 50 mm have been dispersed on a mechanical dispergator till sizes of 2-3 mm (coal dust). On the second stage the coal dust has been dispersed till size of 20 μm in an aerodynamic mill. On the third stage a special reactor is used to obtain the carbon powder up to sizes 200 nm where an electromagnetic field is rotated with the speed of 50-3000 rotations per second.

Preparation of the nanocarbon bitumen. First the carbon nanopowder was dispersed in kerosene with the purpose of uniform distribution provision of the nanopowder particles in the bitumen through the impact on ultrasound with the frequency of 90 kHz for 5 min at a room temperature. Then the dispersion (kerosene + nanopowder) was added into the bitumen at the temperature of 160° C and continuous mixing for 30 min.

Low temperature characteristics of the nanocarbon bitumen. At present in many countries of the world in accordance with the Technical System Superpave the low temperature resistance of bitumens and bituminous binders is evaluated under the results of their testing on a bending beam rheometer (BBR) according to the standard ASTM D 6648 [12]. Before testing bitumens and bituminous binders pass double artificial aging: short-term aging under standard AASHTO T 240-13 [13] and long-term aging under standard ASTM D 6521-08 [14].

Results and Discussion. Figures 1 and 2 show the graphs for variation of stiffness (S) and m-value of the bitumen and the nanocarbon bitumen in time at the temperatures of -24.2° C, -30.3° C and -35.9° C constructed according to the results of their testing in BBR. As it is seen from Figure 1 the nanocarbon powder reduces considerably the bitumen stiffness at all the considered temperatures and the time intervals, i.e. it increases essentially its low temperature resistance.

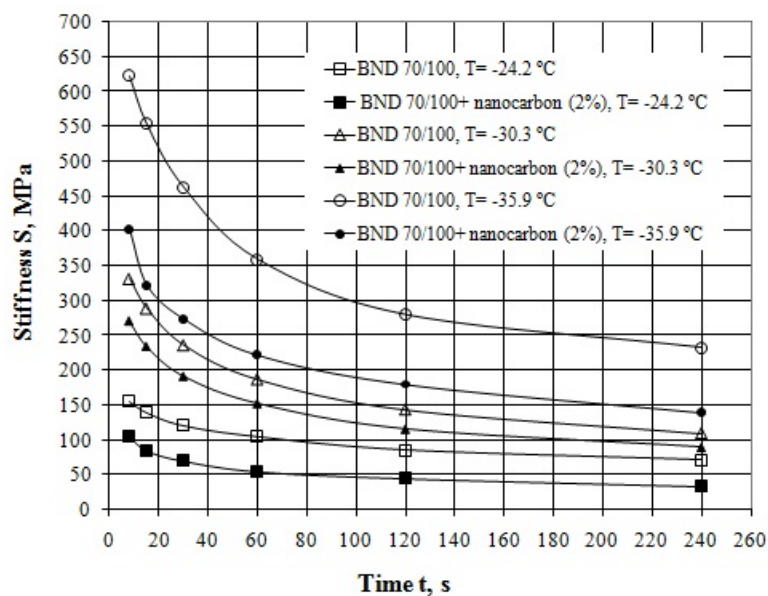


Figure 1 - Graphs for stiffness variation of the bituminous binders in time at low temperatures

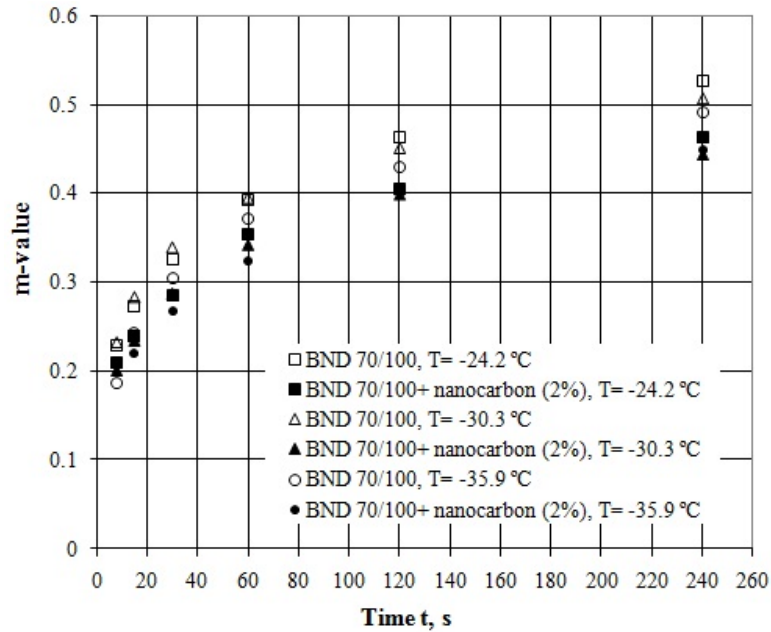


Figure 2 - Graphs for m-value variation of the bituminous binders in time at low temperatures

As it is known [15], in the Technical System Superpave the load duration equal to 60 s is a characteristic one, and the values of stiffness and m-value for bituminous binders at duration of $t=60$ s are accepted as the standard ones.

Table 3 presents the stiffness values of the bitumen and the nanocarbon bitumen at $t=60$ s.

Table 3 - Stiffness values of the bitumen and the nanocarbon bitumen at $t=60$ s

Temperature, ° C	Stiffness S, MPa		Difference ΔS , MPa
	Bitumen	Nanocarbon bitumen	
-24.2	105.65	55.49	50.16
-30.3	187.52	152.89	34.63
-35.9	359.23	221.99	137.24

As it is seen from Table 3, the effect of modification with the nanocarbon powder is high at very low temperatures (-36° C).

In the Technical System Superpave it is accepted to consider bituminous binders as the resistant ones at low temperatures, which have m-value higher than 0.3 at $t=60$ s. The nanocarbon bitumen complies with this requirement at all the considered temperatures.

The bitumen of grade 70/100 is recommended to use in road construction in southern regions of Kazakhstan, and for northern regions - to use the bitumens of grade 100/130. Figure 3 shows the stiffness values at $t=60$ s for the bitumens of grades 70/100 and 100/130 and the nanocarbon bitumen (BND 70/100 + nanocarbon powder – 2%). It is seen that at the temperature of -36° C the nanocarbon bitumen has the stiffness of (232 MPa) considerably lower (lower for 85 MPa) than the bitumen of grade BND 100/130 (307 MPa). This established fact shows the possibility for the use of the bitumen of grade BND 70/100 by modification with the nanopowder in the northern regions of the republic as well. Meanwhile, low temperature resistance of this nanocarbon bitumen remains considerably high compared with the bitumen of grade 100/130.

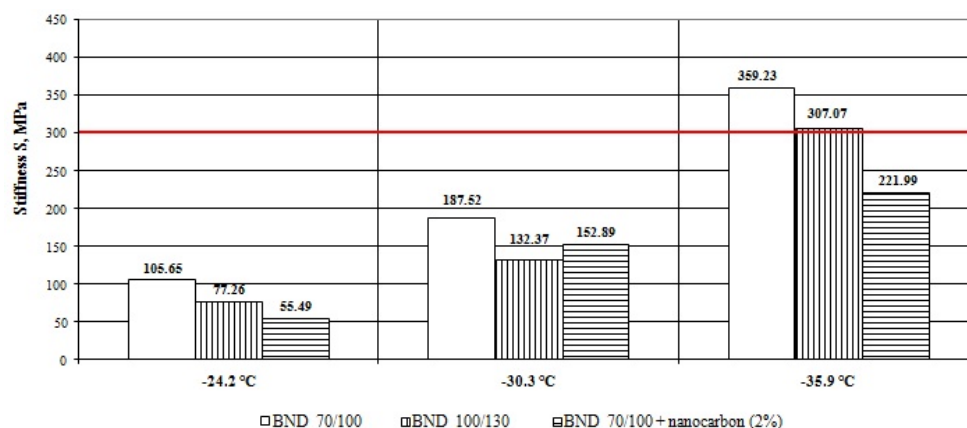


Figure 3 - Stiffness values of the bituminous binders at low temperatures $t=60$ s

Conclusion.

1. A nanopowder with sizes of 150-200 nm has been obtained from Kazakhstan coal by a mechanical dispergator, an aerodynamic mill and a reactor with a rotating electromagnetic field.
2. Addition of the nanocarbon powder in the quantity of 2% into a road bitumen improves considerably its low temperature resistance. The effect of the bitumen modification with the nanocarbon powder is the highest one at very low temperatures (-36°C).
3. The possibility has been shown for the use of the bitumen of grade BND 70/100 at its modification with the nanopowder both in the southern regions of the republic and in the northern ones.

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ЖОЛ БИТУМЫН НАНОКӨМІРТЕК ҰНТАҒЫМЕН МОДИФИКАЦИЯЛАУДЫҢ ӘСЕРІ

Аннотация. Бұл мақалада МЖБ 70/100 маркалы жол битумы мен осы битумның салмағы бойынша 2% мөлшерде нанокөміртек ұнтағын қосқандағы төменгі температуралық сипаттамалары (қаттылық және т-көрсеткіш) иілгіш білікті реометрде анықталды. Битум Павлодар мұнай-химия зауытында (Қазақстан) Батыс Сібірдің (Ресей) шикі мұнайынан тіке тотықтыру әдісімен өндірілді. Битумның стандарттық сипаттамалары: 25°C-дағы иненің ену тереңдігі (пенетрация): 75 дмм; 25 °C-дағы созылуы: 118 см; жұмсару температурасы: 47,5°C; морттық температурасы: - 28,5°C. Өлшемдері 150-200 нм нанокөміртек ұнтағы «Сарыадыр» кен орнының (Ақмола облысы) көмірінен алынды. Өлшемі 50 мм-ге дейін көмірді ұнтақтауға механикалық диспергатор (2-3 мм-ге дейін), аэродинамикалық диірмен (20 мкм-ге дейін) және айналма магнит өрісті реактор пайдаланылды. Наноұнтақтағы көмертек пен күлдің мөлшері тиісінше 92,74% және 2,16%. Наноұнтақтың орташа ылғалдылығы 2%. Иілгіш білікті реометрде сынақтан өткізудің алдында таза битум және нанокөміртекті битум екі сатылы жасанды ескіртуден өтті: AASHTO T 240-13 стандарты бойынша қысқа мерзімді ескіртуден және ASTM D 6521-08 стандарты бойынша ұзақ мерзімді ескіртуден. Нанокөміртек ұнтағын қосу битумның төменгі температуралық тұрақтылығын едәуір жақсартатындығы анықталды. Битумды нанокөміртек ұнтағымен модификациялаудың әсері өте төменгі температураларда барынша үлкен. МЖБ 70/100 маркалы (тұтқырлығы жоғары) битумды нанокөміртек ұнтағымен модификациялау арқылы Қазақстанның оңтүстік аймақтарымен қатар солтүстік аймақтарында да пайдалану мүмкіндігі көрсетілген.

Түйінді сөздер: Битум, нанокөміртек ұнтағы, иілгіш білікті реометр, қаттылық, т-көрсеткіш.

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ЭФФЕКТ МОДИФИКАЦИИ ДОРОЖНОГО БИТУМА НАНОУГЛЕРОДНЫМ ПОРОШКОМ

Аннотация. В настоящей статье на реометре с изгибаемой балкой определены низкотемпературные характеристики (жесткость и m-value) дорожного битума марки БНД 70/100 и этого битума при добавке

наноуглеродного порошка в количестве 2% по массе. Битум был произведен Павлодарским нефтехимическим заводом (Казakhstan) из сырой нефти Западной Сибири (Россия) способом прямого окисления. Битум имеет следующие стандартные характеристики: глубина проникания иглы (пенетрация) при 25°C: 75 дмм; растяжимость при 25°C: 118 см; температура размягчения: 47,5°C; температура хрупкости: -28,5°C. Наноуглеродный порошок с размером 150-200 нм получен из угля месторождения «Сарыадыр» (Акмолинская область, Казахстан). Для измельчения угля с размером до 50 мкм использованы механический диспергатор (до 2-3 мм), аэродинамическая мельница (до 20 мкм) и реактор с вращающимся магнитным полем. Содержание углерода и золы в нанопорошке составляет соответственно 92,74% и 2,16%. Средняя влажность нанопорошка составляет 2%. Перед испытанием на реометре с изгибаемой балкой чистый битум и наноуглеродный битум прошли двойное старение: кратковременное по стандарту AASHTO T 240-13 и длительное по стандарту ASTM D 6521-08. Установлено, что добавка наноуглеродного порошка существенно улучшает низкотемпературную устойчивость битума. Эффект модификации битума наноуглеродным порошком наиболее высок при очень низких температурах. Показана возможность использования битума марки БНД 70/100 (более вязкой консистенции) при его модификации наноуглеродным порошком, как в южных, так и в северных регионах республики.

Ключевые слова: Битум, наноуглеродный порошок, реометр с изгибаемой балкой, жесткость, m-value.

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MODERNIZATION OF HIGHER PROFESSIONAL EDUCATION IN MODERN CONDITIONS

Abstract. The goal of the work is to study the direction of development and modernization of the higher education system in Kazakhstan. In the course of work, analysis and synthesis, a comparison method and a factor method were used, with the help of which the world experience in creating an education system is shown. In modern conditions, quality education enhances the competitiveness of not only specialists, but also the country's economy as a whole. The competitiveness of vocational education provides an opportunity for the further development of science and technology, increasing employment and improving the welfare of society. The results of the work are recommendations for the development of an effective education system. The scope of the research results is in the legislative activity of the state and the functioning of higher education institutions. The results of the analysis of the world and Kazakhstani experience in the development of the education system make it possible to evaluate the effectiveness of the current model of education. Modernization of higher education and science should become a priority in the development of state programs. However, during the reorganization, emphasis should be placed on improving the quality indicators of universities, rather than quantitative parameters.

Keywords: modernization, science, professional higher education.

Introduction

The relevance of the research topic is the necessity to improve the educational system for the training of high-quality specialists. The country's education system should help to increase the competitiveness of specialists, increase the employment rate, and further develop society, science, and technology.

The purpose of the research work is to consider the issues of modernization of higher vocational education and determine the criteria for assessing the quality of graduates. To achieve this goal, the task was determined - to identify the most optimal education system according to the international experience and its use in the Republic of Kazakhstan.

The study used the methods of analysis, comparison, and summarization since the presented international experience provides opportunities for the use of various methods.

The normative-regulatory framework of the educational system in Kazakhstan is defined by the Law "On Education" in 2007, State Programs for the Development of Education of the Republic of Kazakhstan and other documents [1-3].

In modern conditions, education is one of the factors of increasing national competitiveness, which is achieved through the advancement of science and technology. For these purposes, the state determines the priorities for the development of high-quality national education following the example of developed countries of the world.

High-quality education represents the basis for the growth of the economy and all sectors of activity since it involves the development and implementation of innovative technologies, techniques, and management methods.

The modernization of higher education is designed to ensure the development and implementation of new ideas, the use of which will allow the development of industry without compromising the country's available resources.

Since gaining independence, Kazakhstan has been endeavoring efforts to reorganize and modernize the education system, including the transition to the Bologna Process. Leading foreign educational institutions implemented training programs, and competitive universities were opened in the country to obtain a high-quality education.

Therefore, the vision of the modernized development of higher vocational education, training, and retraining of leading specialists should become the primary national ideas [4, p. 21].

Methods

Data used in the research work were from official sources, including scientifically practical literature and publications in highly rated journals.

The methods of research are based on logical, systemic, and comparative analysis of the education system within the country and with leading foreign universities.

The basis of the study represents the analysis of legitimate information from various sources, including regulatory acts, scientific publications, overviews, and data from state and international research institutes.

The analytical and synthetic methods used to analyze the data of research work and results reflected in findings and recommendations set out in conclusion.

Results

The first higher educational institution in Kazakhstan founded in 1928 in Alma-Ata and "Kazakh State University," which now bears the name after KazNPU named after Abay. Kazakh State University named after S.M. Kirova opened in 1934, and now KazNU bears the name after al-Farabi [5].

During the years of the Soviet government, the basis for education in the republic and, in particular by, higher vocational education created since many educational institutes opened. Universities, academies, and institutes created in almost all regional centers of the republic, and the largest number of them opened in the former capital Alma-Ata.

With the acquisition of independence, the educational system of Kazakhstan went through several stages of formation, including the following [6]:

- 1991-1994: the formation of the regulatory-legislative and legal framework for higher education in the country.
- 1995-1998: the reformation of higher education in the country.
- 1999-2000: the denationalization of educational organizations.
- 2001-2007: the growth of universities' autonomy.
- 2005-2010: the commercialization of the higher education system.
- 2010-2016: the digitalization and informatization of education.
- 2016-2019: transfer of education to trilingual education.

The state of the educational system of Kazakhstan is given great attention not only within the country, but also by leading foreign institutions. Thus, the European Tempus Commission investigated the state of higher education in Kazakhstan as of 2010, the results of which were presented to a wide audience [7]. This document has been prepared by the Executive Agency for Education, Audiovisual and Culture (EACEA). To date, the conclusions of the commission are somewhat outdated, since following state programs for the development of education, significant changes have occurred in the educational sphere.

So, the country's higher and postgraduate education switched to a three-level education system: undergraduate, graduate, and Ph.D. The Commission noted that in the context of education, there is a tendency to lower state regulation and standardization in favor of free choice and mobility. As a positive factor, it should be noted that the growth of universities' autonomy of the leadership and management in operational, managerial, and financial matters. The National Accreditation Center and the National Center for Educational Quality Assessment created to analyze the current education system [7].

The reorganization of the higher education system continues in connection with the transition to the implementation of 12-year school education and the planned transition to training in three languages. The further modernization process is aimed at transferring from narrow to broad specialization, expanding distance learning, and social partnership between employers and universities.

It should be recognized that Kazakhstan universities have not yet reached a high rating in the world and have not even entered the top 100 universities and colleges, although it should be noted the short term of operation of the country's universities.

The top ten universities in the world, presented in table 1, show the leading position of universities in the USA (5 out of 10), England (4 out of 10), Switzerland, and is compiled by the QS World University Rankings rating agency (table 1).

Similar assessments are carried out by the Shanghai Rating Agency, Times Higher Education and others, and the results of which are approximately similar.

Table 1 - QS World University Rankings

World Ranking	Institution	The country	Score	Academic reputation	Citation index for 1 teacher	Reputation among employers	Student / Teacher Ratio		% of foreign teachers.	% of foreign students
1	MIT	USA	100	100	99,9	100	100		100	96,1
2	Stanford University	USA	98,7	100	99,4	100	100		99,6	72,7
3	Harvard University	USA	98,4	100	99,9	100	98,3		96,5	75,2
4	California Institute of Technology	USA	97,7	99,5	100	85,4	100		93,4	89,2
5	Cambridge University	England	95,6	100	78,3	100	100		97,4	97,7
6	Oxford University	England	95,3	100	76,3	100	100		98,6	98,5
7	UCL University College London, University of London	England	94,6	99,7	74,7	99,5	99,1		96,6	100
8	Imperial College London	England	93,7	99,4	68,7	100	100		100	100
9	University of Chicago	USA	93,5	99,9	85,9	92,9	96,5		71,9	79,8
10	ETH Zurich	Switzerland	93,3	99,6	98,7	99,4	68,2		100	98,8

Note: compiled by source [8]

In general, it should be noted the leading position of US universities in the top 100 universities in the world, including MIT, Stanford, Harvard, Oxford, Cambridge, Chicago, Princeton, Yale, Columbia, 3 Californian universities, and so on [8.]

The United Kingdom is in second place by the number of high-ranking universities in which is represented by universities such as Cambridge, Oxford, London's four universities, and others [8.]

Third place is taken by Chinese universities, among which three operates in Hong Kong (Table 2.)

A very illustrative example is Singapore with a population of 5.6 million people, where two universities included in the hundred best universities in the world. And there is practically no corruption.

Data on leading universities are presented to demonstrate competition among educational centers of the world and determine indicators that universities in Kazakhstan should strive for.

In 2018, 127 higher education institutions were functioning in the Republic of Kazakhstan, taking into account branches. In terms of ownership, 47 universities are public, 75 private and five with foreign ownership [9].

The total number of students was about 0.5 million people, which is 4% more than in the previous period. At the expense of state educational grants, 143440 people are trained, which is 28.9% of the total number of students, and on a paid basis - 352769 people or 71.1%. Of the total number of students, 76.2% study in full-time, 17% in correspondence and 6.8% in the evening, however, the trend is continuing to decrease in the number of students in correspondence and distance learning is increasing.

Table 2 – Countries with universities in the 100 best universities in the world

№	The country	Number of Universities	Note
1	USA	31	Including 5 in the top 10 and 11 in the top 20
2	England	17	Including 4 in the top 10 and 9 in the top 50
3	China	11	Including 3 universities in Hong Kong
4	Australia	7	Universities in Sydney, Melbourne and so on
5	Japan	5	Tokyo, Kyoto and others
6	Canada	4	University of Toronto; McGill University; University of British Columbia; University of Alberta
7	Switzerland	4	ETH Zurich; EPFL; University of Zurich; University of Geneva
8	Korea	3	Seoul National University; KAIST; POSTECH
9	Germany	3	Ludwig-Maximilians-Universitat and Technical University of Munich; Ruprecht-Karls-Universitaet Heidelberg
10	Netherlands	2	Delft University of Technology; University of Amsterdam
11	France	2	Ecole normale superieure (Paris); Ecole Polytechnique
12	Singapore	2	National University of Singapore (NUS); Nanyang Technological University (NTU)
13	Sweden	2	Lund University; KTH Royal Institute of Technology
14	Argentina	1	Universidad de Buenos Aires (UBA)
15	Taiwan	1	National Taiwan University (NTU)
16	Denmark	1	The University of Copenhagen
17	Belgium	1	KU Leuven
18	New Zealand	1	The University of Auckland
19	Russia	1	Moscow State University named after M.V. Lomonosov
	Total	100	

Note: compiled by source [8]

One of the priorities in the modernization of education is the transition to training in three languages, including Kazakh, Russian, and English. For these purposes, university students are offered separate disciplines in different languages, mostly in English, for a more in-depth study of subjects in the original language. At the same time, students are separated by the language of instruction, the main of which are Kazakh, Russian, and English.

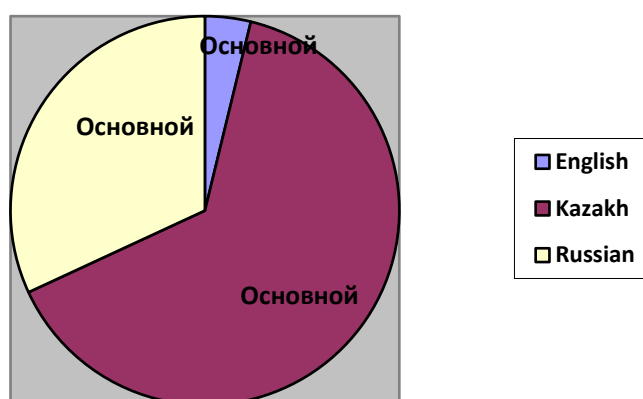


Figure 1 - Distribution of students by the language of instruction

Note: compiled by source [9]

As can be seen from Figure 1, the largest share made up of students studying in the state language - 64.3%, in Russian - 31.9%, and in English - 3.8%.

Table 3 – General rating of the top 10 universities of the Republic of Kazakhstan for 2018

Position	University	Score
1	Al-Farabi Kazakh National University	281259
2	L.N.Gumilyov Eurasian National University	148406
3	M.Auezov South Kazakhstan State University	69770
4	Seifullin Kazakh Agrotechnical University E. A. Buketov Karaganda State University	45799-43642
5	Karaganda State Technical University University of the First President of the Republic of Kazakhstan	38458
6	Kazakh National Agrarian University Turan University	32 238-31403
7	K.Zhubanov Aktobe Regional State University Abay Kazakh National Pedagogical University Kazakh National Women's Teacher Training University Almaty Technological University	27 775-26583
8	Sarsen Amanzholov East Kazakhstan State University Asfendiyarov Kazakh National Medical University West Kazakhstan Marat Ospanov State Medical University	26431-22809
9	D. Serikbayev East Kazakhstan state technical university Kazakh Ablai Khan University of International Relations and World Languages T.K. Zhurgenov Kazakh National Academy Of Arts	20663-19902
10	"West Kazakhstan Agrarian-Technical University named after Zhangir Khan" "Almaty University of Power Engineering and Telecommunication" Kyzylorda State University named after Korkyt Ata	16923-15757
Note: compiled by source [10]		

Table 3 presents the rating of Kazakhstani universities, which is also carried out according to many indicators among 127 universities of the country. Nazarbayev University, which began functioning in 2010 and was supposed to become a brand of the country's educational system, is not represented in the rating data. In 2019, Nazarbayev University graduated from 963 students, including 565 undergraduate students, 378 undergraduate students, 14 Doctors of Medicine (MD), and 6 Ph.D. doctoral students [11].

A distinctive feature of Nazarbayev University is that the faculty and leadership are carried out by foreign teachers, and training is in English. Nazarbayev University was created on the model of leading foreign universities and has more than 70 research centers, laboratories, and an industrial park for the preparation of startups. Also, as part of the university, seven schools, and one center of pre-university training were opened which operate in tandem with international partners - leading foreign universities.

In the whole republic, the number of faculty is 38212 people, including 4892 teachers working part-time. The qualitative composition of universities is represented by Doctor of Science by 8.5%, candidates of science - 34.7%, including those with the academic title of the professor - 6.1% and associate professor - 15.7% [9].

Recently, the number of teachers with an academic master's degree has increased, the total number of which is 12098 people, or 31.7%, Doctor of Philosophy (Ph.D.), and doctors in the profile of 2062 people or 5.4%.

In the field of education, as well as in the whole country, the process of digitalization and informatization is continuing following regulatory legal acts [12; 13]. The development of educational programs in the field of economics is especially relevant, which is associated with the economic security and competitiveness of the country [14].

At the same time, there are many unresolved problems in the field of modernization of education: the lack of freedom of universities, their autonomy, response to the needs of the economy, and the interaction of universities and employers.

It is necessary to focus more on research and innovation and innovation, including in terms of the commercialization of scientific and technical projects. For this, opportunities are offered for learning foreign languages for publishing articles in rating journals with a high impact factor.

Difficulties remain in the system of assessing the quality of education, in which self-assessment and improvement of universities are not carried out sufficiently, and more attention should be paid to external expert assessment and the achievement of a high rating of Kazakhstan's universities.

Therefore, it should be recognized that the implementation of work on the modernization of the education system in the republic mainly being successfully implemented. Shortcomings in improving university management, corruption, the lack of transparency in assessing knowledge, and other issues remain a significant problem.

Conclusion

By the results of the work carried out, it can be concluded that in Kazakhstan, the work on the modernization of higher vocational education carried out systematically and stably. The level of education improvement state programs is being effectively implemented, on which the successful development of the country's intellectual potential depends [15].

The educational system of Kazakhstan has long historical roots, as a result of which the country's intellectual and highly educated elite was formed [16].

Many issues remain relevant as academic freedom of institutions, raising the rating, and commercialization of science in Kazakhstan's universities. This largely depends on the self-improvement of universities and faculty, especially in the context of globalization. So, graduates must be competitive in the labor market.

To enhance the competitiveness of educational centers following actions should be implemented the latest achievements of science and technology should be used, research work should be intensified, and constant work to eradicate corruption should be carried out [17].

Students, master students, and doctoral students should be involved in research and innovation activities as young scientists in conducting research projects. Various innovations in organizational, social, and other areas also relate to innovations and require careful consideration, since their influence may appear in the future and affect the further development of society and the state [1].

Modernization of the education system can be successfully implemented only by the joint efforts of the state, business, universities and all members of society. For this, an appropriate infrastructure, culture, and mentality aimed at creating a future society and country should be created and maintained.

When carrying out the reorganization of the education system, the state should consider the interests of the whole society, since people are intellectual capital. The role of the state in the education system should be limited to supervisory and advisory functions, as well as encouraging students to implement grant financing.

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ҚАЗІРГІ ЖАҒДАЙЛАРДА ЖОҒАРЫ КӘСІБИ БІЛІМ БЕРУДІ ЖАҢАРТУ

Аннотация. Жұмыстың мақсаты Қазақстандағы жоғары білім беру жүйесін дамыту мен жаңғырту бағытын зерттеуден тұрады. Жұмыс барысында талдау және синтез, салыстыру әдісі және факторлық әдіс қолданылды, олардың көмегімен білім беру жүйесін құрудың әлемдік тәжірибесі көрсетілді.

Заманауи жағдайда сапалы білім тек мамандардың ғана емес, сонымен қатар жалпы ел экономикасының да бәсекеге қабілеттілігін арттыруға ықпал етеді. Кәсіптік білім берудің бәсекеге қабілеттілігі ғылым мен техниканы одан ары дамытуға, жұмыспен қамтуды арттыруға және қоғамның әл-ауқатын арттыруға мүмкіндік береді.

Жұмыс нәтижелері білім берудің тиімді жүйесін дамыту бойынша ұсынымдармен байланысты. Зерттеу нәтижелерін қолдану саласы – мемлекеттің заң шығару қызметінде және жоғары оқу орындарының қызметінде. Білім беру жүйесін дамытудың әлемдік және қазақстандық тәжірибесін талдау нәтижелері қолданыстағы білім беру моделінің тиімділігін бағалауға мүмкіндік береді. Жоғары білім мен ғылымды жаңғырту мемлекеттік бағдарламаларды әзірлеуде басым болуға тиіс. Алайда қайта ұйымдастыруды жүргізу кезінде, сандық параметрлерге емес, жоғары оқу орындары қызметінің сапалық көрсеткіштерін арттыруға баса назар аудару керек.

Мақаламен жұмыс кезінде ресми дереккөздерден алынған деректер, соның ішінде ғылыми-практикалық әдебиет және жоғары рейтингті журналдардағы жарияланымдар қолданылды.

Зерттеу әдістері ел ішінде және жетекші шетелдік жоғары оқу орындарымен білім беру жүйесінің логикалық, жүйелі және салыстырмалы талдауына негізделген.

Қазақстанның білім беру жүйесінің жағдайына ел ішінде ғана емес, жетекші шетелдік институттармен де көп көңіл бөлінеді. Мысалы, Темпус Еуропалық комиссиясы 2010 жылғы жағдай бойынша Қазақстандағы жоғары білімнің жағдайын зерттеді, оның нәтижелері кең аудиторияға ұсынылды [7]. Бұл құжатты білім, аудиовизуалды құралдар және мәдениет жөніндегі Атқарушы агенттік (ЕАСЕА) дайындады. Бүгінгі таңда комиссияның қорытындылары ескірген, өйткені білім беруді дамытудың мемлекеттік бағдарламаларына сәйкес, білім беру саласында айтарлықтай өзгерістер болды.

Зерттеудің негізі түрлі көздерден алынған заңды ақпаратты талдаумен байланысты, оның ішінде нормативтік-заңнамалық актілер, ғылыми жарияланымдар, мемлекеттік және халықаралық зерттеу институттарының шолулары мен деректері бар.

Деректерді талдау кезінде аналитикалық және синтетикалық әдістер қолданылды, олардың нәтижелері қорытындыда баяндалған қорытындылар мен ұсынымдарда көрініс тапты.

Түйін сөздер: модернизация, ғылым, кәсіби жоғары білім.

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МОДЕРНИЗАЦИЯ ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ В СОВРЕМЕННЫХ УСЛОВИЯХ

Аннотация. Цель работы состоит в исследовании направления развития и модернизации системы высшего образования в Казахстане. В ходе работы использовались анализ и синтез, метод сравнения и факторный, при помощи которых показан мировой опыт создания системы образования.

В современных условиях качественное образование способствует повышению конкурентоспособности не только специалистов, но и экономики страны в целом. Конкурентоспособность профессионального образования дает возможность для дальнейшего развития науки и техники, увеличения занятости и повышения благосостояния общества.

Результаты работы представляют собой рекомендации по развитию эффективной системы образования. Область применения результатов исследования находится в законодательской деятельности государства и функционировании высших учебных заведений. Результаты анализа мирового и казахстанского опыта развития системы образования дают возможность оценить эффективность действующей модели образования.

Модернизация высшего образования и науки должны стать приоритетными в разработке государственных программ. Однако при проведении реорганизации следует делать упор на повышении качественных показателей деятельности вузов, а не количественных параметрах.

При работе над статьей использовались данные из официальных источников, в том числе научно-практическая литература и публикации в высокорейтинговых журналах.

Методы исследования основаны на логическом, системном и сравнительном анализе системы образования внутри страны и с ведущими зарубежными вузами.

Состоянию образовательной системы Казахстана уделяется большое внимание не только внутри страны, но и ведущими зарубежными институтами. Так, Европейская комиссия Темпус исследовала состояние высшего образования в Казахстане по состоянию на 2010 год, результаты которого были представлены для широкой аудитории [7]. Данный документ был подготовлен Исполнительным агентством по образованию, аудиовизуальным средствам и культуре (ЕАСЕА). На сегодняшний момент выводы комиссии несколько устарели, так как в соответствии с государственными программами развития образования произошли существенные преобразования в образовательной сфере.

Основой исследования явился анализ легитимной информации из различных источников, в числе которых нормативно-законодательные акты, научные публикации, обзоры и данные государственных и международных исследовательских институтов.

При анализе данных использовались аналитические и синтетические методы, результаты которых нашли отражение в выводах и рекомендациях, изложенных в заключении.

Ключевые слова: модернизация, образование, профессиональное высшее образование.

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aksanat@mail.ru; aksaulew@mail.ru; kaseke63@inbox.ru**ELECTRONIC PUBLIC INVOLVEMENT:
MODERN CHALLENGES FOR KAZAKHSTAN**

Abstract. The article discusses the impact of Internet technologies on daily life of Kazakhstan population, determines the level of the population involvement in electronic processes. Noting the positive impact of electronic involvement of the population on the quality of life, the author focuses on the challenges formed as a result of the comprehensive penetration of Internet technologies in various socio-economic spheres that require state intervention. In characterizing these challenges the author suggests response to action by the state. At the same time, citing high speed and strong impact of changes in Internet technology sphere, the author notes the difficulty of responding to these challenges in an appropriate way. The research hypothesis is that the nature of the challenges associated with the development and impact of Internet technologies on the life of society is changing at a faster pace than the state can respond to these changes, and this trend will continue in the future. In this regard, the author proposes to take measures to reform the system of vocational education with a bias on adaptability of competences and skills of students by strengthening the practical part of education. The author also proposes to change the nature of the organization of scientific activities by combining the efforts of business, science and the state in solving important problems for society, which will allow to share the risks associated with the development of new technologies and innovative solutions.

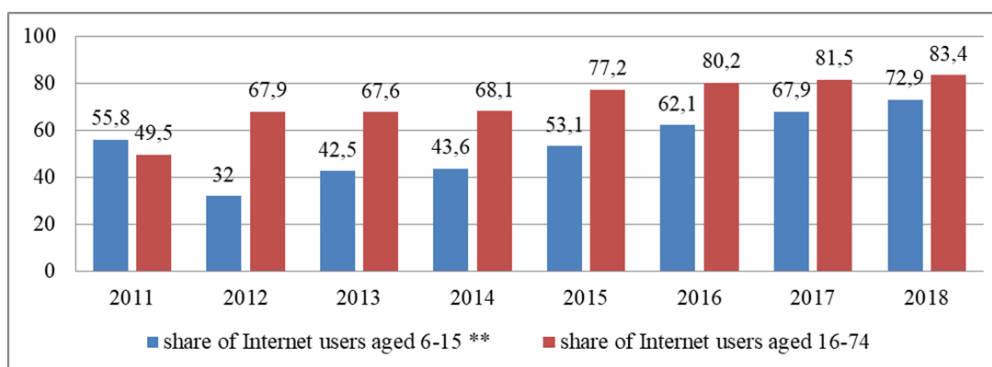
Key words: electronic involvement, internet technologies, challenges.

Introduction. Today, finding ways to reduce transaction costs at micro and macro levels of the economy, simplification and loss of business processes, methods of managing a large amount of information contributed to the rapid development of Internet technologies. Today 's digital revolution affects not only technology, but also all spheres of human activity. Digital technologies, on the one hand, simplifying the process of data storage and processing, on the other hand, simultaneously contributed to the development of even more big data, which gave rise to artificial intelligence, data science, blockchain, robotics and other borderline and rapidly developing technologies. These issues together represent the driving force of globalization trends of the XXI century, which can change people's lives more than the industrial revolution has done since the mid-nineteenth century.

Kazakhstan is quite adequately prepared for these challenges of globalization. In 2013, the implementation of the state program "Information Kazakhstan-2020" began, which contributed to the creation of institutions of "open and mobile government", the increase in the availability of information infrastructure not only for corporate structures, but also for citizens of the country. Since 2018, the state program "Digital Kazakhstan" has been adopted as a continuation of this program, within the framework of which it is planned to transform traditional sectors of the economy of Kazakhstan using breakthrough technologies and opportunities, transition to a digital state, development of high-speed and protected infrastructure of data transfer, storage and processing, development of human capital and creation of conditions for development of technological entrepreneurship [1].

Results and discussion. Currently, countries around the world are making more and more efforts to expand access to the Internet. According to the estimate, almost half or 48% of the world 's population used the Internet in 2017. In Europe, Internet users make up almost 80% of the total population, while in Africa they make up 22% [2]. According to the Committee on Statistics of the Ministry of National

Economy of the Republic of Kazakhstan, in Kazakhstan this indicator for 2018 amounted to 83.4% (Fig. 1).



Note - compiled according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan

Figure 1 - Dynamics of changes in the share of Kazakhstan Internet users

The rapid growth of the number of Internet users in Kazakhstan was preceded by its avalanche dynamics: if in 1997 only 41.1 thousand people used the Internet, in 2001 their number increased 5 times, and the first million Internet users was recorded in 2005.

Thus, a large proportion of the population using the Internet in Kazakhstan, suggests relatively high rates of electronic involvement. A significant role of implemented state and regional programs for the development of information and communication technologies and their infrastructure it can be affirmed that the development of e-government in Kazakhstan had an increase in the electronic involvement of the population of Kazakhstan. In fact, against the background of bureaucratized traditional processes of providing public services to the population, e-government looked more attractive due to simplification of procedures and time savings. Over time, e-government recipients began paying taxes, fines and utility payments through the portal, thus, queues in banks and state institutions decreased markedly, there was an expansion of the use of cashless settlements among the population.

World practice has shown that in developing countries, initially, only the State can be a catalyst for innovation if the latter are too expensive or not of interest to the private sector. By creating e-government, Kazakhstan has not only been able to optimize its costs and processes, but has also stepped up the growth of e-engagement of the population. Thus, there was a transition to fundamentally different living standards, and in society there was a demand for Internet technologies.

In parallel with the development of e-government, remote education technologies, mobile Internet, Internet banking, e-mails, e-commerce, social networks were actively introduced in Kazakhstan. Today, through applications, you can already make an appointment with a doctor, see your grades and tasks in the application of the educational institution, visit the electronic library, call a taxi, etc. Such advances automatically encourage people to acquire electronic skills, increase digital literacy, which eventually ensured higher comfort in obtaining services. Nowadays, the Internet is an extension of the human environment, where people have the opportunity to meet their social needs, including communication.

The influence of Internet technologies in Kazakhstan's society is so great that even traditional radio, television, periodicals are fighting for their niches on the Internet by creating their own websites, accounts in various social networks. This makes it possible to conclude that the Internet is gradually becoming the main source of information for Kazakhstan people

The processes of satisfying the social needs of the population of Kazakhstan are increasingly reflected in their activity on social networks. While in the first time social networks were used exclusively for virtual communication with each other regardless of the distance of their location, today its functions have expanded markedly. They can be used for entrepreneurial purposes, to discuss problems of interest in various areas, to provide information, to raise funds for various events, for flash mobs, and various active campaigns.

In this regard, the interesting hypothesis is as follows: the civil activity of the population is growing due to modern digital technologies. However, the large consumption of information does not always mean an automatic increase in the proportion of the population interested in social problems and willing to participate. American scientists C. Hill and G. Hughes held this opinion, noting that the Internet does not change people, it simply allows them to do the same differently [3]. Thus, in our opinion, in Kazakhstan the most active audience in terms of civic position is focused on Facebook, here Kazakh civil activists and opposition activists have their own accounts. However, in terms of Facebook penetration, Kazakhstan is only 172 in the world, at the level of such countries as Cameroon and the Central African Republic [4]. Meanwhile, Kazakh sociologists note a big gap between real participation and the desire of the population to influence politics in the country.

On the other hand, today we see our civil society advancing from the same social networks. Unfair court decisions, negligence of the head of public authority, ignoring Kazakhstan people' interests – here is an incomplete list of the objects of vibrant discussion on social networks. Furthermore, groups are being formed to combat domestic violence in Kazakhstan and other pressing problems of society, etc. Thereby the involvement of the population in social networks has intensified their civic positions. This view is held in the studies of scientists, who stressed that through Internet technologies, including social networks, activist positions of the population are being formed [5-7]. Participation through social media has a significant impact on the inclusion of citizens in the political life of the country. The so-called Arab Spring was a clear example of social media as a key component of modern social movements. Active citizenship of Kazakhstan people on the Internet for the first time was widely spread during the discussion of the bill, which envisages an increase in the retirement age of women. Thousands of comments under the news on Internet portals, discussion on the Facebook platform and other forums of this problem, opposition to the forthcoming changes have produced an outcome: the government heard the discontent of citizens and decided to gradually increase the retirement age for women.

In addition to the above, through social networks there is a real opportunity to solve problems with public resonance. Traditional civil society institutions are losing their primordial role: through social networks, disadvantaged workers engage the authorities to solve problems that were beyond the power of trade unions.

Thus, today there is no denying the positive impact of social networks on the development of civil society, increasing the social responsibility of the State and citizens. The positive impact of Internet technologies on the quality of life of the population and, in parallel, their rapid development and full penetration into all spheres of life require the development of responses to existing challenges, to which insufficient attention is currently being paid.

Foremost, with the development of globalization and the blurring of borders on the Internet, there is an increase in fraud against people, often with insufficient digital literacy. Given this, the issue of improving digital skills and awareness is becoming relevant. In this respect the government action is needed to improve digital literacy of the population.

Second, the development of electronic commerce, and with it electronic payment systems, has shown the vulnerability of the security of cashless money. Today, second-tier banks are forced to invest huge amounts to ensure the security of cashless payments. State authorities face some difficulties due to hacker attacks. Thus, in the second half of 2019, all the data of adult Kazakhstanis (18 million people) attached to polyclinics were made public. As it became known later, the leak occurred from the Damumed database due to its insufficient security [8]. The consequences of this incident are difficult to predict. Therefore, at the state level, it is necessary to develop a real mechanism for ensuring information security, to increase the requirements for databases in terms of their security.

Third, people using search engines on the Internet search for certain information, thus gaining access to resources selected personally for them. These search engines use sophisticated algorithms to adapt to user preferences and work out digital footprints. Digital traces, i.e. information about user preferences is stored in the database, which is subsequently sold to advertisers. By means of targeting, companies show the user only the advertising that he was interested in. It follows that users are digital products that sell at a high price in unusual economic relationships that differ from traditional ones [9].

Fourth, artificial intelligence can harm vulnerable populations, increase existing inequalities, increase digital barriers, privacy, denial of service and other cybersecurity issues. Moreover, the robotization of

many processes in the coming years can leave many people unemployed and lead to the disappearance of a number of professions. In response to this challenge, it is necessary to develop a special training programme to create new professions in the areas of public policy, data processing and analysis in order to improve the country's institutional capacity to use digital services.

Fifth, professional education around the world faces growing competition from the non-academic sphere. Graduates' qualifications become obsolete faster than the traditional education system can react. There is a shift from project-oriented education to experimental-oriented education, and the transfer of practical skills is ensured not only through internships, but also through the distribution of specially established training plants and training laboratories [10]. Using digital technologies in education, including big data, artificial intelligence, various kinds of neurotechnologies, claims to change the nature of knowledge and the provision of educational services in general.

Sixth, in science and scientific activity there are transformations associated primarily with the use of "big data", artificial intelligence and digitalization of research. Analog systems for fixing experimental data are displaced by digital data, natural experiments are replaced by digital modeling, and the use of digital means of collecting, processing and storing information is increasing. Horizontal division of labor, distribution of risks and connection of competences in scientific and technical activity of the country becomes actual. For this reason an important type of action is the formation of strategic research and technology consortium, research science and design networks and other similar formats of interaction from different production, research and financial elements. These actions allow to unite efforts of business, science, state in solving important problems for society. On the one hand, this will help to share the risks associated with the development of new technologies and innovative solutions, and on the other hand, will speed up their development and scaling.

Conclusion. The transition to large-scale development and application of digital technologies is impossible without a front-end restructuring of business models of economic agents and changes in market architectures, as well as without creating new professional positions in the labor division system. The quality of human capital and training is key in launching the technological revolution in Kazakhstan. In this regard, the implementation of special large-scale educational programs aimed at forming basic competences of the digital economy is important.

At the same time, it should be understood that electronic involvement of the population will also require special social, cultural and educational policies. The latter should perform the function of smoothing growing public contradictions. This means that the state should form a proposal to society, providing a consensus on the choice of direction of development. Thus, the increase in electronic involvement of the population has a positive impact on improving the quality of life of the population, which is manifested in the convenience of obtaining various services, in the implementation of mutual settlements, communication, increasing civic engagement. However, the speed and impact of changes in Internet technology are so great that it is difficult for the state to respond to them accordingly. The challenges, which were relevant only a few years ago, have already lost their meaning, and the new ones have become completely different, which are complex and require considerable efforts on the part of the state.

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ЭЛЕКТРОННАЯ ВОВЛЕЧЕННОСТЬ НАСЕЛЕНИЯ: СОВРЕМЕННЫЕ ВЫЗОВЫ ДЛЯ КАЗАХСТАНА

Аннотация. Цель статьи – определение вызовов для Казахстана, сформировавшихся в результате всестороннего проникновения интернет-технологий в различные социально-экономические сферы и разработка ответных мер. Для достижения этой цели, в статье рассматривается влияние интернет-технологий на повседневную жизнь населения Казахстана, определяется уровень вовлеченности населения в электронные процессы. Гипотеза исследования заключается в том, что характер вызовов, связанных с развитием и влиянием интернет-технологий на жизнедеятельность общества меняется более быстрыми

темпами, чем государство может предпринимать ответные действия на эти изменения, и данная тенденция сохранится в будущем.

Результаты исследования показали сравнительно высокие показатели электронной вовлеченности населения Казахстана. В качестве благоприятно повлиявших факторов на достижение этих показателей выделены: а) реализация государственных и региональных программ по развитию информационно-коммуникативных технологий и их инфраструктуры; б) развитие социальных сетей; в) появление интернет-банкинга и мобильного интернета; г) развитие электронного правительства в Казахстане; д) развитие электронной торговли. По мнению авторов, указанные факторы сыграли высокую роль в переходе к принципиально иным стандартам жизни и способствовали увеличению спроса в обществе на интернет-технологии. Отмечая позитивное влияние электронной вовлеченности населения на качество жизни, авторы акцентируют внимание на следующих вызовах, требующих вмешательства государства:

1. Увеличение случаев мошенничества в связи с развитием глобализации, стиранием границ в сети интернет, а также недостаточным уровнем осведомленности и цифровой грамотности населения.

2. Уязвимость сохранности безналичных денег, обусловленных развитием электронной торговли, а вместе с ним и электронных платежных систем.

3. Превращение пользователей интернета в «цифровых продуктов». Поисковые системы в интернете используют сложные алгоритмы, чтобы адаптироваться к предпочтениям пользователя и выработать цифровые следы. Цифровые следы, т.е. информация о предпочтениях пользователя копится в базе, которая в последующем продается рекламодателям. С помощью таргетинга, компании показывают пользователю только ту рекламу, которая его интересовала. Таким образом, пользователи представляют собой цифровые продукты, которые продают по высокой цене в рамках необычных экономических отношений.

4. Негативные последствия развития искусственного интеллекта: усиление существующего неравенства между слоями населения, увеличение цифровых барьеров, нарушение неприкосновенности частной жизни, нарастание уровня безработицы.

5. Изменение природы познания и предоставления образовательных услуг в результате использования в образовании цифровых технологий, в том числе больших данных, искусственного интеллекта, разного рода нейротехнологий. Квалификации выпускников устаревают быстрее, чем традиционная система образования успевает среагировать на новые вызовы.

6. В сфере научных исследований системы фиксации экспериментальных данных вытесняются цифровыми, происходит замена натуральных экспериментов цифровым моделированием, растет использование цифровых средств сбора, обработки и хранения информации.

В качестве ответных мер авторами предложены следующие меры на уровне государства:

- принятие мер, направленных на повышение уровня цифровой грамотности населения;
- разработка и внедрение механизма обеспечения кибербезопасности, в том числе безопасности безналичных платежей посредством повышения требований к базам данных в части их защищенности;
- разработка специальной программы обучения для создания новых профессий в сферах государственной политики, обработки и анализа данных, чтобы улучшить институциональные возможности страны в использовании цифровых услуг;
- реформирование системы профессионального образования с уклоном на адаптивность компетенций и навыков учащихся путем усиления практической части обучения.
- изменение характера организации научной деятельности посредством формирования стратегических исследовательских и технологических консорциумов, исследовательских научных и проектных сетей и других подобных форматов взаимодействия из разных производственных, исследовательских и финансовых элементов.

Вместе с тем, ссылаясь на высокую скорость и сильное влияние изменений в сфере интернет-технологий, авторы констатируют сложность реагирования на эти вызовы соответствующим образом. По их заключению, вызовы, которые были актуальны всего несколько лет назад, уже потеряли свой смысл, а новые приобрели совершенно иной характер, которые отличаются сложной решаемостью и требуют значительных усилий со стороны государства.

Ключевые слова: электронное вовлечение, интернет-технологии, вызовы.

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ХАЛЫҚТЫҢ ЭЛЕКТРОНДЫҚ ҚАТЫСУЫ: ҚАЗАҚСТАН ҮШІН ЗАМАНУИ СЫН-ТЕГЕУРІНДЕР

Аннотация. Мақаланың мақсаты – интернет-технологиялардың түрлі әлеуметтік-экономикалық салаларға жан-жақты енуі нәтижесінде қалыптасқан Қазақстан үшін сын-тегеуріндерді анықтау және оларға жауап ретінде шаралар әзірлеу. Осы мақсатқа қол жеткізу үшін мақалада интернет-технологиялардың Қазақстан тұрғындарына ықпал етуі қарастырылып, халықтың электрондық процестерге қатысу деңгейі анықталған. Зерттеу гипотезасы келесідей: интернет-технологиялардың дамуы және қоғам өміріне әсер етуімен байланысты сын-тегеуріндердің сипаты өте жылдам қарқынмен өзгеріп келеді, ал мемлекет бұл өзгерістерге тез ікемделе алмайды және бұл үрдіс болашақта да сақталмақ.

Зерттеу нәтижелері Қазақстан тұрғындарының электрондық қатысу көрсеткіштерінің салыстырмалы түрде жоғары екендігін көрсетті. Бұл көрсеткіштерге оңтайлы әсерін тигізген факторлар ретінде келесілер көрсетілген: а) ақпараттық-байланыс технологияларын және олардың инфрақұрылымын дамыту бойынша мемлекеттік және аймақтық бағдарламаларды іске асыру; ә) әлеуметтік желілердің кеңінен таралуы; б) интернет-банкинг пен мобильдік интернеттің пайда болуы; в) Қазақстандағы электрондық үкіметтің дамуы; г) электрондық сауданың дамуы. Авторлардың көзқарасы бойынша, көрсетілген факторлар өмір сүрудің жаңа қағидалы стандарттарына көшуде маңызды роль атқарып, қоғамдағы интернет-технологияларға сұраныстың артуына себепкер болды. Тұрғындардың электрондық қатысуының өмір сүру сапасына оңтайлы ықпалын көрсете отырып, авторлар мемлекеттің араласуын қажет ететін келесі сын-тегеуріндерге баса назар аударады:

1. Жаһандандудың дамуы, интернет желісіндегі шектердің жойылуы, сонымен қатар тұрғындардың цифрлық сауаттылығы мен хабардарлығының жеткіліксіз деңгейі әсерінен алаяқтық жайттарының көбеюі.

2. Электрондық сауданың, онымен бірге электрондық төлем жүйелерінің дамуымен байланысты қолма-қолсыз ақша қаражаттарының сақталу жүйесінің осалдығы.

3. Интернет қолданушыларының «цифрлық өнімдерге» айналуы. Интернеттегі іздеу жүйелері қолданушылардың талғамдарына үйлесу және цифрлық іздер қалыптастыру үшін күрделі алгоритмдер қолданады. Цифрлық іздер, яғни қолданушының талғамдары туралы ақпарат базада жинақталады, кейін ол жарнама жасаушыларға сатылады. Таргетинг көмегімен компаниялар қолданушыларға тек олардың қызығушылықтарына сай жарнаманы көрсетеді. Сөйтіп, қолданушылар цифрлық өнім ретінде қарастырылып, дәстүрлі емес экономикалық қатынастар аясында жоғарғы бағамен сатылады.

4. Жасанды интеллекттің дамуының теріс салдарлары: тұрғындар арасындағы теңсіздіктің өсуі, цифрлық барьерлердің ұлғаюы, жеке өмірдің дербестігінің бұзылуы, жұмыссыздық деңгейінің өршуі.

5. Білім беруде цифрлық технологияларды, оның ішінде үлкен деректерді, жасанды интеллектті, түрлі нейротехнологияларды қолдану нәтижесінде білім беру қызметтерін көрсету және білім алу табиғатының өзгеруі. Түлектердің біліктіліктері білім берудің дәстүрлі жүйесі мен жаңа енгізулердің үйлесуінен бұрын ескіреді.

6. Ғылыми зерттеу саласында эксперименталдық деректерді бекіту жүйелерін цифрлық жүйелер шеттетіп, табиғи эксперименттер цифрлық үлгілеуге алмастырылып, ақпаратты жинақтаудың, өңдеудің және сақтаудың цифрлық құралдарын қолдану кеңінен таралып келеді.

Осы сын-тегеуріндерге жауап ретінде авторлар мемлекет деңгейінде қабылдануы тиіс келесі шараларды ұсынған:

- тұрғындардың цифрлық сауаттылығын жоғарылатуға арналған шараларды бекіту;
- мәліметтер базасының қорғалуына қатысты талаптарды күшейту арқылы киберқауіпсіздікті, оның ішінде қолма-қолсыз төлемдердің қауіпсіздігін қамтамасыз ету тетігін әзірлеу және енгізу;
- цифрлық қызметтерді қолданудағы елдің институционалдық мүмкіндіктерін жақсарту үшін мемлекеттік саясат, деректерді өңдеу және талдау салаларында жаңа кәсіптерді құру мақсатында оқытудың арнайы бағдарламаларын әзірлеу;
- кәсіби білім беру жүйесін қайта құру, ол білім берудің тәжірибелік бөлігін күшейту арқылы білім алушылардың машықтары мен құзыреттерінің ікемділігіне негізделуі тиіс;
- ғылыми қызметті ұйымдастыру сипатын өзгерту, оны стратегиялық және технологиялық консорциумдарды, ғылыми-зерттеу және жобалық желілерді, және осыған ұқсас басқа да түрлі өндірістік,

зерттеу және қаржылық құрамдастардан тұратын өзара әрекет ету форматтарын қалыптастыру арқылы іске асыруға болады.

Интернет-технологиялар саласындағы өзгерістердің жоғарғы жылдамдығы мен күшті ықпалына сілтеме жасай отырып, авторлар бұл сын-тегеуріндерге қарсы әрекет етудің күрделілігін алға тартады. Олардың ұйғарымы бойынша, бірнеше жыл бұрын көкейкесті болған сын-тегеуріндер бүгінгі таңда өз мәнін жоғалтқан, ал жаңа сын-тегеуріндер мүлдем жаңа сипатқа ие, олар қиын түрде шешілуімен ерекшеленіп, мемлекет тарапынан едәуір күш-жігер жұмсауды қажет етеді.

Түйін сөздер: электрондық тарту, интернет-технологиялар, шақырулар.

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SOCIAL NETWORKS IN PERSONNEL MARKETING

Abstract. With modern options of social media it is essential to use all the options available for hiring purposes. The companies evolve and hiring professionals becomes harder especially in current low unemployment in Europe, or especially the Czech Republic. This thesis focuses on various options of social media and analyses them in order to evaluate the knowledge about such options among workers on one hand and maximize possible utility for the companies in order to find the best professionals on the other hand.

The goal is to specify the benefits of social media for human relations marketing and hiring. An important outcome will thus be a set of recommendations to be used in an HR agency.

The analytical part is divided into two subparts where the first one focuses on semistructured interviews with recruiting specialists and the second subpart discusses the results of a questionnaire distributed among job applicants. The key result of the thesis is that an online strategy for hiring must be always finely defined and combined with other hiring methods.

Keywords: Marketing, online, social media, hiring, human relations.

In this chapter I present the possibilities of using social networks in personal marketing. Here I describe the principles of using social networks leading to effective recruitment and building an employer brand. I use professional literature (mainly from academic and scientific articles abroad), articles in HR magazines and on HR blogs. I also use my own knowledge gained during training and courses related to this issue.

Social networks are gaining more and more attention in recruitment and play an important role in the recruitment strategy of organizations. Organizations realize that social networks are not only their customers, but also their employees (including potential ones) and that communication needs to be adapted.

Under the current economic conditions in the Czech Republic, when the unemployment rate fell to its bottom (in April 2018 it was 3.2%), traditional means of recruiting and addressing employees fail. Today, it is no longer possible to rely on just one candidate source, for example, until recently sufficiently effective recruitment of employees through web job portals, but it is necessary to engage and learn to use new resources, the most accessible of which are social networks.

Organizations that do not use social networks in recruitment are becoming less competitive. At the same time, social networks are a user-friendly and inexpensive tool through which talent can be found reliably. In addition, social networks offer organizations the opportunity to promote and strengthen their employer brand in the long term. Recruitment specialists recommend that organizations include social networks as one of the tools to reach and recruit into their recruitment strategy.

Among the most used social networks in recruitment are currently Facebook, LinkedIn and Twitter. According to a US survey by Jobvite in 2015, 40% of recruits were actively using social networks to recruit and 46% were planning to start using them in the coming year. 37% of recruits said social networks were the most effective tool for employer branding for them (Jobvite, 2015).

Other statistics show that 48% of the 2,305 candidates surveyed in the Jobvite 2016 survey used social networks, especially Facebook, to find their last job (Jobvite, 2016). On social networks, candidates most often search for an organization's company profile to get information about its corporate culture. On Facebook 83% of candidates are active, on Twitter 40% and 30% of active candidates can be found on LinkedIn. However, recruiters are only used by Facebook in 55% of cases, most recruits still occur

primarily on LinkedIn (up to 87%) (Talent Works, 2017). The statistics show a discrepancy between the use of social networks by candidates and recruiters. For recruiters, the conclusion is that they should focus more on Facebook in their recruitment strategy on social networks.

The above list of social networks in recruitment has not yet mentioned Instagram. It is mainly used by the younger generation, 28% of candidates aged 18-29 (Jobvite, 2017) to look for information about an organization in search of work. Instagram thus becomes the most used tool for them in creating awareness of the organization's employer brand. Instagram should therefore include in their recruitment strategy primarily organizations that target the millennium. Michal Hardyn sees Instagram's biggest advantage in being able to visually communicate the employer brand. *They can demonstrate what it is like to work in a particular company and with a specific team of people. This is extremely important for the millennium* (Hardyn in Head Hunter, 2017a).

Each social network is different and has its specifics regarding the published content and style of communication (for more see the first chapter). However, for an organization's presence on social networks, it is generally necessary to first create a company profile and connect with community-based communities. You then need to decide what type of posts your organization will post on their profiles.

Facebook and Twitter are suitable for posting on organizational culture, job offers, news, tips and recommendations for interviews. Contributions may be in text form, but Graphical design is recommended to increase their attractiveness. Posts can be added manually or automatically when linked to a website. Tools such as Buffer are used to plan for posting on Facebook and other social networks at certain times.

In November 2017, Facebook launched a new feature called Facebook jobs. For organizations with a company profile on Facebook, this means they can post their job offerings using the "job offer" format, which is a normal post. After opening the job offer, the job description is available to the applicant and, in case of interest in the selection process, he / she can apply via a simple answer form. Facebook automatically pre-fills the candidate information, which can be edited and sent. The candidate thus responds to the job offer with just two clicks (Lovec Hlav, 2017b).

P environment and community LinkedIn is appropriate for a representative performance of the organization. Photos and texts posted on LinkedIn should show what the organization stands out for and what its strengths are. It is advisable to share posts in the form of expert articles, guides, quality photos and videos, not only on your own company profile, but also in discussion groups. It is also appropriate to inform your followers about the launch of new products and services or significant achievements and awards.

On LinkedIn, the personal profile of a recruiter is crucial for HR marketing. Through a personal profile, the recruiter directly addresses potential candidates for the vacancies and builds his personal recruiter brand through engaging in expert discussions or writing articles.

Content on your corporate Instagram should consist of photos, videos, live streams and Instastories capturing your corporate culture, snapshots of your workplace, events and events organized by the organization, etc. *Instagram is directly asking to be the window to your business. You can show what is going on with you, what it looks like, what people are working with you. It is best to collect visually interesting snapshots* (Hlavec Hlavec, 2017a). Instagram aim of the company is to introduce potential candidates for Personnel á the organization as an environment with a friendly atmosphere in which to work with.

It's a good idea to place recruiting videos that show the atmosphere in your organization on YouTube. The video introduces management, personalities in the team, ethical principles of the organization, and the working environment. Through video, jobseekers have the best opportunity to look behind the scenes of an organization and see if they would like to work for the organization (Madia, 2011).

In this subchapter I present general principles for creating a strategy of using social networks in personnel marketing. First of all, it should be emphasized that social networks are not a substitute for other hiring techniques used so far, but are another tool in the organization's integrated hiring strategy. Organizations that decide to use social networks in recruitment should consider their involvement as an extension of an existing strategy. At the same time, the strategy of using social networks in recruitment must always be in line with the business strategy and goals of the organization.

If an organization decides to use social networking in personal marketing, it should be clear from the outset:

- what social networks will it use,
- what types of posts she will post on social networks and how often she will post them,
- whether it has enough resources (competent staff and time) to manage social networks.

When using social networks in personnel marketing, it is recommended to involve multiple networks at the same time. However, the organization should give the greatest effort and attention to social networks that are most likely to reach its target audience.

I have already discussed the appropriate types of contributions to individual social networks in the previous subchapter. I will add here that posts posted on social networks should have a coherent style, a unified Graphic design and a clear message. It is advisable that social media posts are in line with the organization's image.

The key role in the quality of presentation on social networks is played by who manages the profiles of the organization and how much time they spend on administration. Social networks are the place to respond quickly, respond to news in a timely manner, communicate regularly and interact with jobseekers. It is common practice in organizations that HR marketing on social networks is entrusted to an active HR employee as one of the other work tasks. However, it seems more appropriate to set up these activities under a separate working role.

The aim of social networking in recruitment is that the job seeker is so impressed with the employer brand or job offer published on the social network that it continues to the organization's website where it responds to the job offer by sending its CV. Social networks need to meet certain criteria in order to attract such an interest in the organization.

Your organization's social network profile or page must be active, mapping the organization's progress and functioning. An appropriate presentation can also illustrate the importance of organization in the market. For published content, care should be taken that it is relevant and interesting, that it naturally, authentic and faithfully captures the corporate culture. At the same time, the profile or page must contain complete and updated information about the organization, including a click to the website.

It follows from the above that personnel marketing in social services cannot do without a predetermined plan. It can be stated that if the organization does not have a thoughtful strategy, it is better not to engage in personal marketing on social networks at all. Some organizations see only the benefits social networks can bring - low cost of reaching and attracting job seekers, cheap job postings and easy control over published content - and neglect the fact that building a quality employer brand on social networks is long overdue a path that must have a really well planned strategy. Social networks are just one part of a recruitment strategy and their potential should not be overestimated (Madia, 2011).

At the time of writing this thesis, the most discussed topic on social networks and human resources was probably the new Data Protection Regulation, or so-called GDPR. GDPR applies to all companies, institutions and individuals who collect, process or analyze personal data of individuals living in Europe. In this subchapter I summarize what changes GDPR brings to recruitment and personal marketing on social networks.

Recruiters and recruiters from recruitment agencies work with a large amount of personal data, both personal data of employees and personal data of job seekers. So far, the handling of personal data has been governed by the Personal Data Protection Act (Act No. 101/2000 Coll.) GDPR comes as a more modern regulation that will have a uniform form for all EU countries. In practice, for recruiters and recruiters, this means that they will have to handle people's personal data more responsibly and carefully. In many organizations, this requires the implementation of secure systems (databases), the adaptation of internal guidelines and procedures, the training of recruiters and recruits in the field, and cooperation with solid subcontractors (Imc, 2018).

Recruiters from recruitment agencies process, for example, the following personal data of job seekers:

- First and last name,
- e-mail adress,
- Mailing address
- telephone number,
- residence,
- age,
- country
- preferred language

- educational attainment and courses completed,
- work experience,
- hobbies,
- or other CV information or information provided during communication.

Those personal data of job seekers use recruitment agencies for the account purpose of ensuring the possibilities of job seekers in the labor market. By their nature, recruitment agencies share personal data of job seekers with potential employers. Potential employers undertake to comply with data protection requirements and cannot use jobseeker's personal data for other, eg marketing, purposes (Hynšt, 2018).

Recruiters need approval for processing personal data from job seekers. Consent to the processing of personal data is by definition a *free, concrete, informed and unambiguous manifestation of the will by which the data subject gives his or her consent to the processing of his personal data* (Article 4 (1) (11) of the General Regulation). GDPR does not require written consent, its form can also be electronic or oral. In all cases, however, consent must be given voluntarily (Nezmar, 2017).

On social networks, organizations need to pay attention in particular to what personal data they require from job seekers in connection with GDPR, and that personal data that they search on social networks for candidates cannot be accessed without the applicant's consent. The same principle applies to sharing photos of employees from the office or team building events on social networks. PhotoGraphy is also a personal data, so it is good to have permission from employees to publish photos for presentation purposes, but this is in most cases already included in employment contracts (lmc, 2018).

Social networks tightened the conditions for the use of their users' personal data in connection with GDPR. On LinkedIn, which is the most used social network in recruitment, recruits should contact users with job offers directly only when users have explicitly stated on their profile that they are open to new jobs, or when their behavior and network presentations. Recruiters should correctly avoid contacting a user on LinkedIn with anything other than a job market report (Němeček, 2018).

GDPR contains the right to be forgotten. For example, if a candidate has previously given his / her consent to be included in the database of candidates and is now applying for deletion, he / she is entitled to do so. GDPR also works with the right of access. The candidate is thus entitled to know what information recruiter collects about him, including the outcome of the selection process (Head Hunter, 2017c).

GDPR is accepted rather negatively by organizations. On the other hand, it will help organizations improve their data management. GDPR starts to apply on May 25, 2018.

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ПЕРСОНАЛ МАРКЕТИНГІНДЕГІ ӘЛЕУМЕТТІК ЖЕЛІЛЕР

Аннотация. Әлеуметтік медианың заманауи нұсқаларында жалдауға арналған барлық опцияларды пайдалану қажет. Компаниялар дамып, мамандарды жалдау қиындап келеді, әсіресе, қазіргі Еуропадағы немесе Чехиядағы жұмыссыздық деңгейі төмен болуын атап көрсетуге болады. Бұл тезисте әлеуметтік медианың әртүрлі нұсқаларына назар аударылады және, бір жағынан, жұмысшылар арасында мұндай опциялар туралы білімді бағалау; екінші жағынан, ең жақсы мамандарды табу үшін компаниялардың мүмкін болатын пайдалылықтарын арттыру мақсатында, оларды талдайды.

Мақсат – әлеуметтік желілердің адами қатынастар маркетингі мен жалдау үшін артықшылықтарын анықтау. Маңызды нәтиже кадрлар жөніндегі агенттікте қолданылатын ұсыныстар жиынтығымен байланысты болады.

Аналитикалық бөлім екі бөлімге бөлінеді, онда біріншісі жалдамалы мамандармен жартылай құрылымдалған сұхбатқа арналған, ал екінші бөлімде жұмыс іздеушілер арасында таратылған сауалнаманың нәтижелері талқыланады. Жұмыстың негізгі нәтижесі – жалдауға арналған онлайн-стратегия, ол әрдайым нақты анықталып, жалдаудың басқа әдістерімен біріктірілуі керек.

Әлеуметтік желілерде ұйымның профильдерін басқаратын адам және олардың басқаруға қанша уақыт жұмсайтыны презентация ретінде шешуші рөлді ойнайды. Әлеуметтік желілер – бұл тез жауап беру, жаңалықтарға уақытылы жауап беру, өтініш берушілермен үнемі қарым-қатынас жасау және өзара әрекеттесу. Әлеуметтік желілердегі HR-маркетинг кадрлар бөлімінің белсенді қызметкеріне басқа жұмыс

міндеттерінің бірі ретінде сеніп тапсырылған кездегі ұйымдарда көп кездеседі. Алайда, бұл іс-әрекеттерді жеке жұмыс рөліне бөлген жөн.

Әлеуметтік іріктеу дегеніміз – жұмыс іздейтін адамның әлеуметтік желіде жарияланған брендіне немесе жұмыс ұсынысына қатты әсер еткендігі соншалық, ол ұйымның веб-сайтына кіруді жалғастырады, ол өзінің түйіндемесін жіберу арқылы жұмыс ұсынысына жауап береді. Ұйымға осындай қызығушылықты арттыру үшін әлеуметтік желілер белгілі бір өлшемдерге сәйкес келуі керек.

Әлеуметтік қызметтердегі қызметкерлердің маркетингі алдын-ала жоспарланбай жүзеге асырыла алмайтынын атап өткен жөн. Егер ұйымда ойластырылған стратегия болмаса, жеке әлеуметтік маркетингте жеке маркетингпен айналыспаған жөн деп айтуға болады. Әлеуметтік желілер жалдау стратегиясының бір бөлігі ғана, сондықтан олардың әлеуетін асыра бағалауға болмайды.

Түйін сөздер: маркетинг, онлайн, әлеуметтік медиа, жалдау, адами қатынастар.

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СОЦИАЛЬНЫЕ СЕТИ В МАРКЕТИНГЕ ПЕРСОНАЛА

Аннотация. С современными опциями социальных сетей важно использовать все опции, доступные для целей найма. Компании развиваются, и наем специалистов становится все труднее, особенно в условиях нынешнего низкого уровня безработицы в Европе или особенно в Чешской Республике. Этот тезис фокусируется на различных вариантах социальных сетей и анализирует их, чтобы оценить знания о таких вариантах среди работников, с одной стороны, и максимизировать возможную полезность для компаний, чтобы найти лучших профессионалов, с другой стороны.

Цель состоит в том, чтобы определить преимущества социальных сетей для маркетинга человеческих отношений и найма. Таким образом, важным результатом будет набор рекомендаций для использования в кадровом агентстве.

Аналитическая часть разделена на две части, первая из которых посвящена полуструктурированным беседам со специалистами по набору персонала, а вторая часть обсуждает результаты вопросника, распространенного среди соискателей. Ключевой результат тезиса заключается в том, что онлайн-стратегия найма должна всегда четко определяться и сочетаться с другими методами найма.

Ключевую роль в качестве презентации в социальных сетях играет тот, кто управляет профилями организации и сколько времени они тратят на администрирование. Социальные сети - это место для быстрого реагирования, своевременного реагирования на новости, регулярного общения и взаимодействия с соискателями. В организациях распространена практика, когда HR-маркетинг в социальных сетях доверяется активному сотруднику отдела кадров в качестве одной из других рабочих задач. Тем не менее, представляется более целесообразным настроить эти виды деятельности под отдельной рабочей ролью.

Социальные сети при наборе персонала заключается в том, что ищущий работу настолько впечатлен брендом работодателя или предложением о работе, опубликованными в социальной сети, что продолжает переходить на веб-сайт организации, где он отвечает на предложение о работе, отправляя свое резюме. Социальные сети должны соответствовать определенным критериям, чтобы привлечь такой интерес к организации.

Следует отметить, что маркетинг персонала в социальных службах не может обойтись без заранее определенного плана. Можно констатировать, что если у организации нет продуманной стратегии, лучше вообще не заниматься личным маркетингом в социальных сетях. Социальные сети являются лишь частью стратегии найма, и их потенциал не следует переоценивать.

Ключевые слова: маркетинг, онлайн, социальные сети, найм, человеческие отношения.

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**STATE OF DEVELOPMENT
OF THE HOSPITALITY INDUSTRY
IN THE NUR-SULTAN CITY**

Abstract. In this paper an assessment of the state of the hospitality industry of Nur Sultan city is given. The authors note that there is a positive dynamics of the increase in the hotel room inventory in the industry in the period under review, at the same time they note that there is a low degree of workload in accommodation facilities for guests of the capital of Kazakhstan in comparison with the capitals of other countries. The analysis of the subjects of the hospitality industry of the city by the indicators of their number, the distribution of their belonging to the category were carried out. It was revealed that in the structure of the accommodated guests, Kazakhstanis coming from other regions are dominated. At the same time, the analysis shows a gradual increase in the share of foreign tourists in the overall structure of accommodated guests in hotel facilities. As a constraint to the development of the hospitality industry in the capital the unfair competition in the market has been marked, due to the presence of the daily rent apartments illegally handed by individuals. First of all, this circumstance makes it difficult to conduct a real assessment of the market size of the hospitality industry in Nur-Sultan city, secondly, deprives guest accommodation of potential customers due to lower prices for illegal daily rent of apartments. In addition, the results of the analysis of the pricing policy of the capital's accommodation facilities show the inadequacy of pricing for their services.

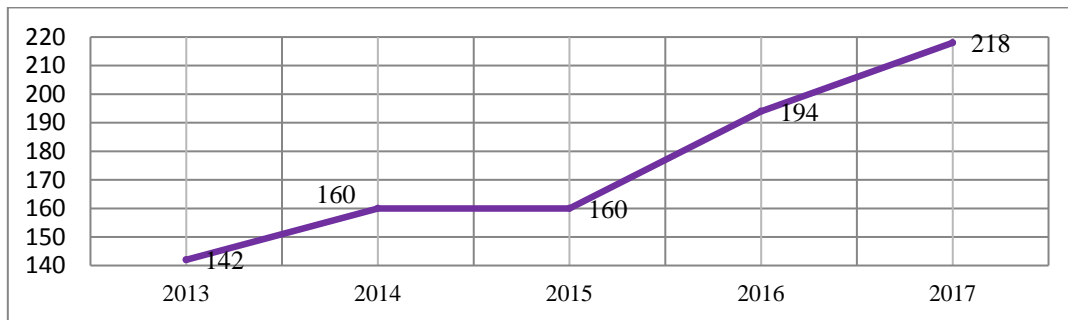
Key words: hospitality industry, tourism, hotel facilities, accommodation facilities.

Introduction. Tourism is a priority for the development of the economy of Kazakhstan, and primarily because of its non-resourceful orientation. Successful implementation of strategies and programs for the development of this industry will significantly strengthen the country's economy, its positive image in the world, and reduce the problems of employment [1]. The present area includes a number of important components, the degree of development of which affects the efficiency of the entire industry. The most important of these is the hospitality industry. Today, the hospitality industry in Kazakhstan has been little studied, despite the fact that, in combination with tourism, it is a priority in the country's economy.

Since gaining the status of the capital, the flow of tourists from other regions of Kazakhstan and other countries for various purposes has naturally increased in Nur-Sultan city. In this regard, the demand for hospitality industry facilities has increased, while the requirements for the quality of service in them by tourists have increased markedly. Thus, the hospitality industry market began to increase, and competition between tourist accommodation facilities intensified. However, the development potential of this industry is not fully utilized due to the imperfection of the hospitality industry management and a number of other problems. In our study, in the function of a hotel industry, we understand the type of economic activity, including the provision of services and the organization of short-term accommodation in hotels, motels, campsites and other accommodation facilities for remuneration [2]. The purpose of present article is to assess the state of the hospitality industry in Nur-Sultan city and determining the prospects for its development. The object of the study are accommodation facilities for tourists Nur-Sultan. The subject of the study is a system of organizational and economic relations arising from the provision of tourist accommodation services in hotel facilities.

Methods. The study is based on the use of methods of comparison, analysis and synthesis, induction and deduction. The research information base was compiled by the Department of Statistics for Nur-Sultan city of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

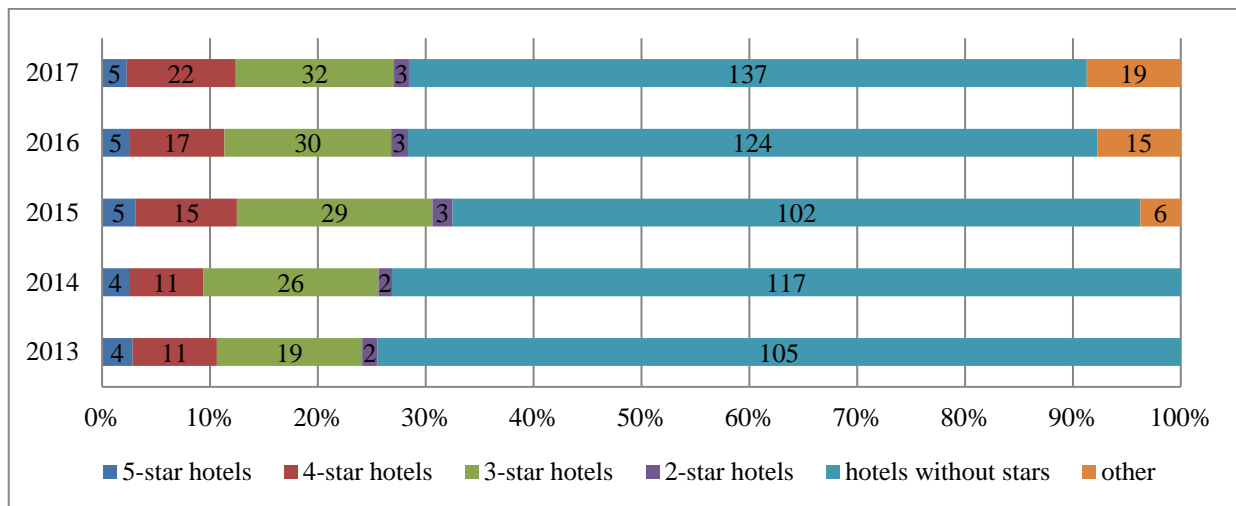
Results and discussion. Currently, the home industry of hospitality of Nur-Sultan city undergoes qualitative changes in terms of the diversity of service and comfort, in improving the technological processes of service. Today, the hospitality industry is one of the important sectors of the city’s economy that are developing dynamically (Figure 1).



Note - compiled from the data [3]

Figure 1 - Dynamics of the number of hotel facilities in Nur-Sultan city in 2013-2017, units

As presented in Figure 1, in 2014-2015, 160 hotels were operating in Nur-Sultan city; in subsequent years, their number has been constantly growing. As one can see, despite the slowing pace of economic development, income loss of the public, new hotel facilities are entering the market. So, already in 2017 their number reached to 218 units. Visual data on the structure of these objects are presented in Figure 2.



Note - compiled from the data [3]

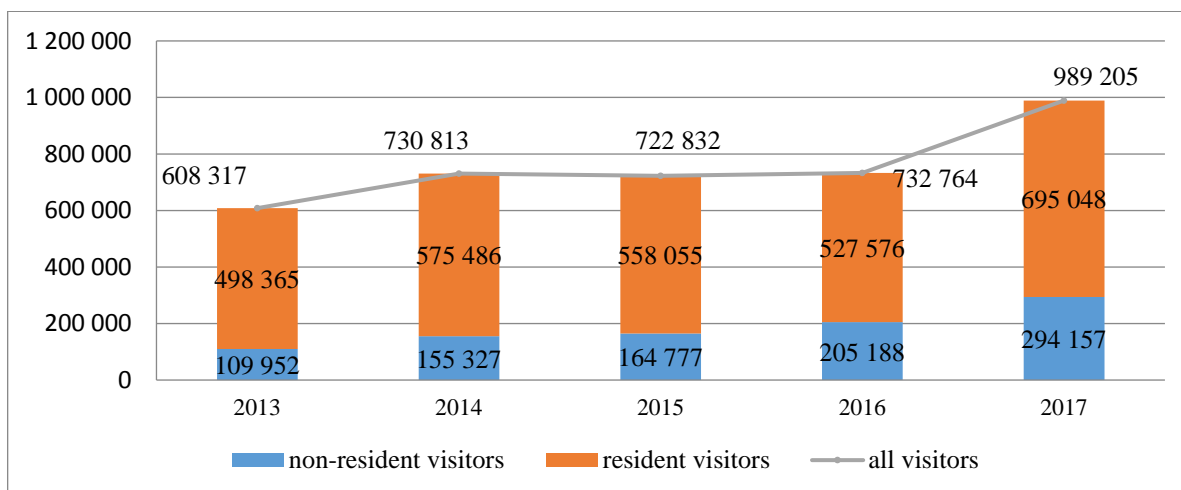
Figure 2 - The structure of hotel facilities in Nur-Sultan city by category

As the data in Figure 2 demonstrate, the increase in the number of hotel facilities in the city is due to an increase in hotel facilities that do not have a category or other places of residence. So, if in 2013 the number of objects without categories was 105 units, then in 2017 it increased by more than 30%, amounting to 137 units. It can be assumed that these properties are in demand due to a more affordable pricing policy. Other places of residence include daily rented apartments, campsites and hostels. If in 2013-2014, there were no last ones, in 2017, 19 hostels and campsites were provided services. As for hotels with categories, average growth rates show 3 and 4 star hotels. 1-star hotels on the market of Nur-Sultan city is completely absent.

Number of 5-star hotels in the Nur Sultan city is 8 units as of 01.09.2019. They are - The St. Regis Astana Beijing Palace Soluxe Astana, Rixos President Astana, Radisson Hotel Astana, Apartment on Kunaeva Astana Marriott, Ritz Carlton Astana, and Hilton Astana. As experts of the DAMU Research Group establish the research agency state, the appearance of the latter in the future will affect the occupancy of hotels of this category, which may decrease by 40-50%. As for hotels without stars, they do not meet the requirements of the hotel for business people who are most visited by these cities. All these factors work against this business in Kazakhstan [4].

There are international standards for hotels regardless of the star category to which the hotels belong. But many metropolitan entities in the hospitality industry do not adhere to these rules. Regardless of which star category the hotel belongs to, its name and category should be indicated on the facade and must be displayed in the night-time [5]. Here you can often see just the inscription "hotel", without a name and an indication of the star category. Many hotel buildings are rented in residential buildings, many look gray, faceless and monotonous. And this is only a small part of those requirements that are often ignored.

Nevertheless, the dynamics of the development of hospitality industry in Nur Sultan city is positive. If in 2013 the number of visitors to the hospitality industry amounted to 608,317 people, then according to the results, their number for the first time reached to 989,205 people (Figure 3).

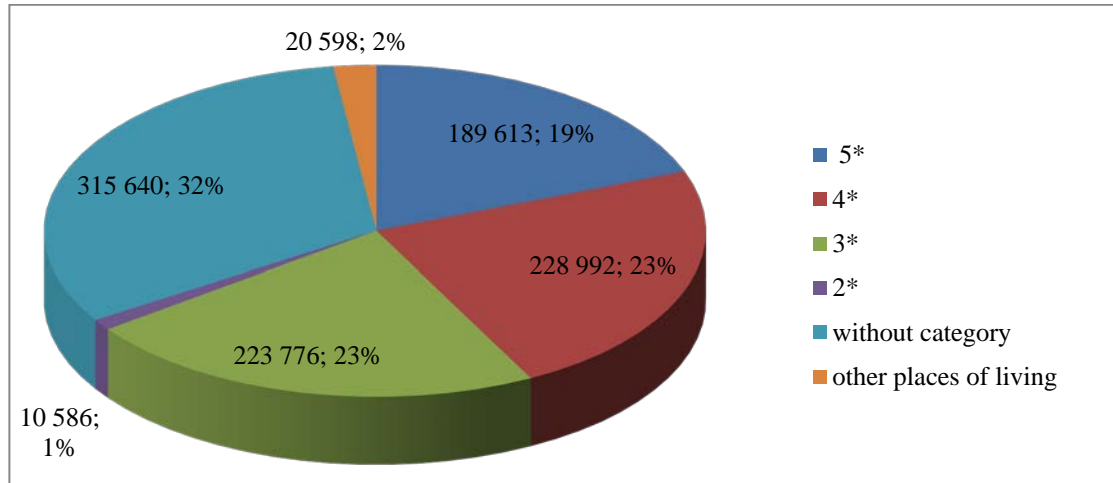


Note - compiled from the data [3]

Figure 3 - The number of visitors served in hotels of Nur Sultan city

There is an increase in visitors both from the regions of the Republic of Kazakhstan and from abroad. Moreover, residents of the Republic of Kazakhstan prevail in the structure of visitors to hotel facilities. However, the ratio of residents and non-residents among visitors to hotel facilities changes every year: if in 2013 it was 4.53 to 1, then in 2014 it was 3.7 to 1, 2015 was 3.38 to 1, 2016 - 2.57 to 1, 2017 - 2.36 to 1. In other words, in 2017 for 100 non-resident visitors to hotel facilities in the capital, there were 236 resident visits, whereas in 2013 for 100 non-residents, there were 453 residents. Thus, the analysis made it possible to establish a noticeable increase in non-resident visitors. This could be facilitated by such factors as the holding of various kinds of events for recognizing the capital, as well as the international specialized exhibition EXPO-2017, the annual Astana Economic Forum, the appointment of Nur-Sultan city is a meeting place for delegations to resolve international conflicts, expanding the boundaries of international cooperation between universities in Nur Sultan city, etc.

From the presented Figure 4 it can be seen that 32% of the capital's guests or 315,640 people in 2017 preferred to stay in hotels without category. In the category of 3-star and 4-star hotels, 23% of all guests of the capital were accommodated. 19% of the guests of the capital used the services of top-class hotels, when only 1% of the guests stayed in 2-star hotels. The remaining 2% of guests or 20598 people were accommodated in rented apartments, hostels and campsites.



Note - compiled from the data [3]

Figure 4 - The number of visitors served in accommodation facilities by category

Number of room inventory of Nur-Sultan city in 2017 increased by 50.1% compared to 2013, amounting to 8244 units (table 1).

Table 1 - Utilization of the hospitality industry facilities of Nur Sultan city

	2013	2014	2015	2016	2017	Rates of growth,%	
						2017 / 2013	2017 / 2016
Number of rooms,	5 492	6 383	5 949	7 002	8 244	150,1	117,7
One-time capacity, guest nights	9 134	10 346	9 326	12 183	14 917	163,3	122,4
Provided room-nights	783 985	999 689	888 202	1023830	1692712	215,9	165,3
Workload,%	33,9	27,7	26,9	27,6	31,4	92,6	113,8

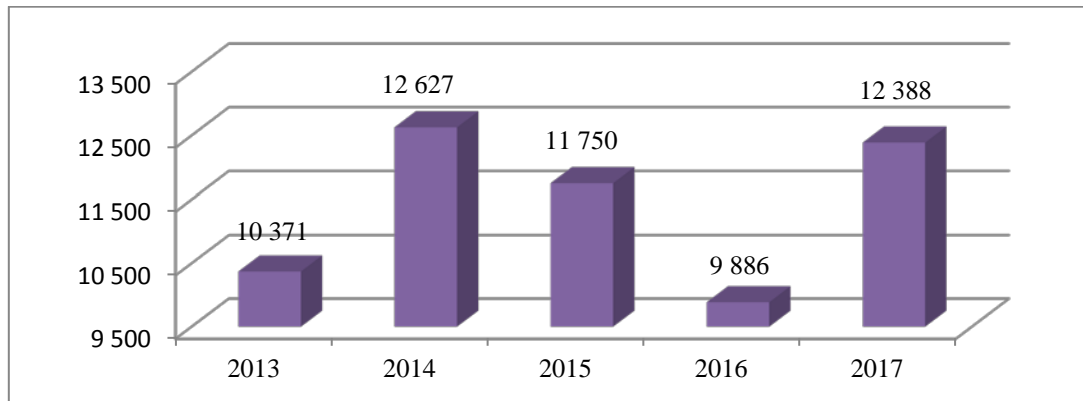
Note - the table is compiled from the data [3]

Despite the dynamic increase in the number of room inventory and the number of guest nights in accommodation facilities for guests in Nur-Sultan city, there is a low workload in the number of room inventory. So this indicator for Nur-Sultan city in 2017 amounted to only 31.4%. For comparison, the figure present in Moscow city is - 76.6% [6], in Prague city - 71 %, in Budapest city - 76%, in London city - 81% [7].

Due to the low occupancy of the room inventory due to insufficient demand, the question arises of a tough pricing policy for hotel complexes. Data on the average cost of room-nights in guest accommodation facilities are shown in Figure 5.

The data in Figure 5 show the non-intended dynamics of changes in the average cost of guest nights. If in 2014 it increased by 2256 Kazakhstan tenge in comparison with the previous year, then in 2016 prices were below the level of 2013. From our point of view, this is due to the entry of 22 new hotels without category into the market and 9 other guest accommodations, the cost of which is much lower. In 2017, the average cost of guest nights increased by 25.3%, amounting to 12388 Kazakhstan tenge. And this is happening against the background of an increase in the number of both budget hotels and hotels with category.

According to the official prices published on the Booking.com hotel reservation site, the cost of one night in a regular room with double occupancy in 5-star hotels of Nur-Sultan city is in the range from 46053 to 82,800 Kazakhstan tenge. The average prices of such rooms in 3-star hotels reaches 30,240 Kazakhstan tenge, while the same rooms in 4-star hotels can be rented for 13,662 Kazakhstan tenge [8].



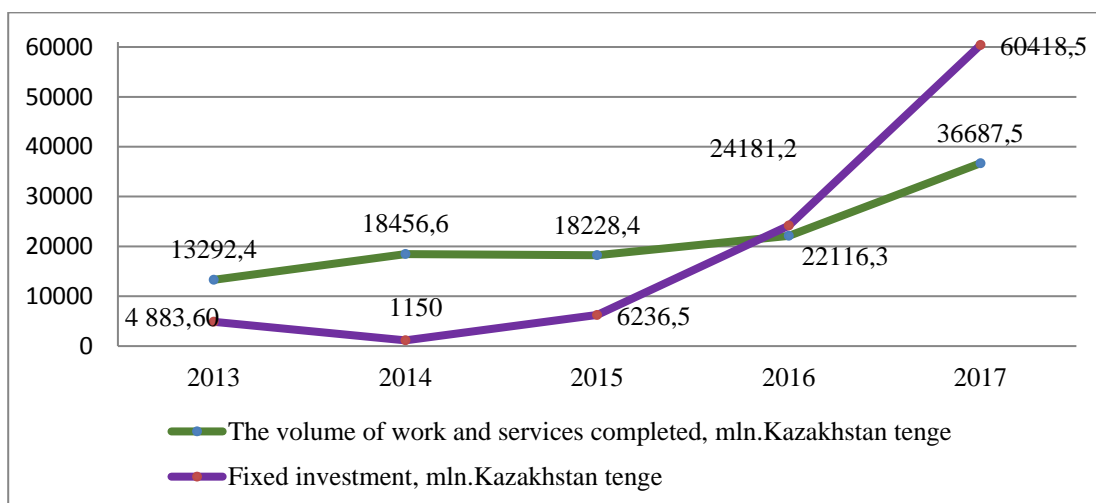
Note - compiled from the data [3]

Figure 5 - The average cost of 1 guest nights in guests accommodation facilities in Nur Sultan city

The effective functioning of the hotel business today is hindered by a small number of three and four-star hotels, with attractive pricing, and having a full range of services that meet international standards. It is related to the fact that investors prefer to master the niche of elite hotels that require large investments, but also bring big dividends - 5-star hotels earn on additional services: hold conferences, receptions, presentations and other corporate events. In large cities, almost all hotels with large numbers of rooms are represented in the upper price segment and have 4–5 stars [9].

Inconsistency in price and quality of services is the main problem of the hospitality industry in Nur Sultan city. This problem is associated with the lack of qualified personnel and a competent hotel management system, as well as the lack of a unified system of qualification and assignment of category of accommodation facilities.

According to the data presented in Figure 6, in general, there is a positive growth in revenues of the capital hospitality industry: in 2013 it amounted to 13,292.4 million Kazakhstan tenge, and in 2017 reached 36,687.5 Kazakhstan tenge. Regarding fixed investment in the hospitality industry of Nur-Sultan city, then their volume increased markedly in 2016-2017. Moreover, during this period, the volume of investment in fixed assets significantly exceeded the volume of services and work performed in the hospitality industry. The appearance of new hotel facilities could influence this as a result of increasing the attractiveness of the hospitality industry for investors, due to the holding of an international exhibition.



Note - compiled from the data [3]

Figure 6 - The volume of work and services performed by subjects of the hospitality industry in Nur Sultan city.

Despite the dynamic development of the hospitality industry in Nur-Sultan city, there are systemic problems that impede the development of the metropolitan hospitality industry. As a similar problem, shady business in this industry can be noted. If foreign tourists use the services of guest accommodation facilities that work officially, the preferences of domestic tourists in this regard are heterogeneous. Individuals illegally rent their apartments for rent, offering lower prices. The prevalence of the Internet, the emergence of several intermediary and advertising sites makes it easy for resident-visitors to find in advance unscrupulous landlords of such apartments. As a result, officially operating enterprises in the hospitality industry are losing their potential customers, thereby reducing their potential revenue. Accordingly, there is a lack of taxes in the city budget.

Conclusion. The situation in the hospitality industry in Nur-Sultan city reflects, in our opinion, the general state of the tourism industry. It, as a separate branch of the economy, took place in form, but not in content. In addition to raising the level of Kazakhstani hotels, it is also necessary to solve problems with improving the legal framework governing tourism, the problems of accessibility and safety of transport, the formation of an attractive image of a country abroad, and improving the training system for the hospitality industry. Moreover, the state should play the most important role in the implementation of these measures.

As of today, in order to successfully compete with the well-known representative offices of hotel chains, the home business has all the necessary material and intellectual resources. The solution lies in combining the best achievements of the global hotel management with traditional cultural features. Using the accumulated world experience, it is necessary to create and develop Kazakhstani management based on a careful attitude to people, competent planning of activities, development and use of innovations and achievements in the field of high technology.

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НҰР-СҰЛТАН ҚАЛАСЫНДАҒЫ ҚОНАҚЖАЙЛЫЛЫҚ ИНДУСТРИЯСЫНЫҢ ДАМУ ЖАҒДАЙЫ

Аннотация. Тақырыптың өзектілігі менеджменттің жетілдірілмегендігі және тағы басқа мәселелердің әсерінен Қазақстан астанасындағы қонақжайлылық индустриясының даму әлеуетінің толық пайдаланбауымен байланысты. Мақаланың мақсаты – Нұр-Сұлтан қаласындағы қонақжайлылық индустриясының даму жағдайына баға беру және оның даму басымдықтарын анықтау. Зерттеу объектісі – Нұр-Сұлтан қаласындағы туристерді орналастыру объектілері. Зерттеу пәні – қонақүйлік объектілерінде туристерді орналастыру қызметін көрсету барысында туындайтын ұйымдық-экономикалық қатынастар жүйесі. Зерттеу салыстыру, талдау, индукция және дедукция әдістерін қолдануға негізделген. Зерттеудің ақпараттық базасы Қазақстан Республикасының Ұлттық экономика министрлігінің Статистика комитетінің Нұр-Сұлтан қаласы бойынша статистика департаменті деректерінен құралды.

Мақалада Нұр-Сұлтан қаласындағы қонақжайлылық индустриясының даму жағдайына баға берілген. Авторлар индустрияның номерлік қоры көлемінің оңтайлы серпіндік өсуін көрсете отырып, басқа мемлекеттердің астаналарымен салыстырғанда, Қазақстанның астанасындағы қонақтарды жайғастыру объектілерінің толтырылу дәрежесі төмен екенін көрсетті. Осыған байланысты, астаналық қонақтарды жайғастыру объектілерінің бағалық саясатына талдау жүргізілген, оның нәтижелері олардың қызметтеріне бағаны қалыптастырудың бірегейсіздігін көрсетті.

Жайғастырылатын қонақтардың құрылымында Қазақстанның өзге аймақтарынан келетін қазақстандықтардың үлесі басым екендігі көрсетілген. Солай бола тұра, жүргізілген талдау көрсеткендей, қонақүйлік объектілерде жайғастырылған қонақтардың құрылымындағы шетелдік туристердің үлесі біртіндеп артып келеді. Оған ықпал еткен факторлар ретінде астананың танымалдылығын жоғарылату бойынша жасалған түрлі шаралар, сонымен бірге ЕХРО-2017 халықаралық мамандандырылған көрмесін, жыл сайынғы Астана экономикалық форумын өткізу, Нұр-Сұлтан қаласын халықаралық шиеленістерді шешу бойынша кездесу орны ретінде белгілеу, жергілікті университеттердің халықаралық ынтымақтастық шектерін кеңейту аталған.

Жалпы алғанда, авторлар Нұр-Сұлтан қаласындағы қонақжайлылық индустриясының оңтайлы даму серпінін көрсеткен. Қаладағы жайғастыру объектілерінің санаттық құрылымдарын талдау көрсеткендей, қаладағы қонақүйлік объектілер санының өсуі санаттары жоқ қонақүйлік объектілердің және тәуелділік

пәтерлер, кемпингтер, хостелдер және т.б. жайғастыру объектілері сандарының өсуі есебінен орын алып отыр. Авторлардың ойынша, бұл орындарға сұраныстың өсуі олардың қолжетімді бағалық саясатының әсерінен болып отыр. Мақалада анықталғандай, Нұр-Сұлтан қаласындағы жұлдызды санаттары жоқ қонақүйлер осы қалаға жиі келетін іскер адамдардың талаптарына сай келмейді. Осыған қарамастан, астана қонақтарының үштен бір бөлігіне дерлігі санаттары жоқ қонақүйлерге жайғасады, ал жоғарғы санаттағы қонақүйлердің қызметін келушілердің бестен бір бөлігі ғана қолданады.

Зерттеу нәтижелері көрсеткендей, қонақжайлылық индустриясының тиімді жұмыс жасауына тартымды бағалық саясаты бар, қызмет көрсету аясы кең және халықаралық талаптарға сай келетін үш және төрт жұлдызды қонақүйлер санының аздығы бөгет жасайды. Бұл жайтты авторлар инвесторлардың талғамдарының сипатымен түсіндіреді: көбінесе бес жұлдызды қонақүйлерді салудың инвестициялық тартымдылығы жоғары, өйткені олар конференциялар, фуршеттер, презентациялар және басқа да корпоративтік іс-шаралар сияқты қосымша қызметтер өткізуден жақсы табыс әкеледі.

Авторлардың қорытындысы бойынша, Нұр-Сұлтан қаласындағы қонақжайлылық индустриясы экономиканың бөлек саласы ретінде, нысаны бойынша ғана қалыптасты, ал оның мазмұны әлі қалыптаса қоймады. Қызметтердің сапасы мен бағасының сәйкес келмеуі Нұр-Сұлтан қаласындағы қонақжайлылық индустриясы субъектілерінің басты мәселесі болып табылады. Бұл мәселе, бір жағынан, білікті персоналдың жоқтығы мен қонақүйлер менеджментінің сауатты жүйесінің болмауымен байланысты. Астанадағы қонақжайлылық индустриясының дамуын тежеуші фактор ретінде нарықтағы жосықсыз бәсеке көрсетілген, ол жеке тұлғалармен заңсыз түрде қонақтарды жайғастырудың басқа объектілерін жалға берумен байланысты. Қалыптасқан жағдай, біріншіден, Нұр-Сұлтан қаласындағы қонақжайлылық индустриясы нарығының шынайы көлемін бағалауды қиындатады, екіншіден, заңсыз жалға берілетін объектілердің бағасының төменірек болуы индустрияның объектілерін әлеуетті клиенттерінен айырады.

Түйін сөздер: Қонақжайлылық индустриясы, туризм, қонақ үй шаруашылығы, орналастыру құралдары.

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СОСТОЯНИЕ РАЗВИТИЯ ИНДУСТРИИ ГОСТЕПРИИМСТВА В ГОРОДЕ НУР-СУЛТАН

Аннотация. Актуальность темы обусловлена тем, что потенциал развития индустрии гостеприимства в столице Казахстана не используется полностью из-за несовершенства менеджмента и ряда других проблем. Целью данной статьи является оценка состояния индустрии гостеприимства в г. Нур-Султан и определение перспектив его развития. Объектом исследования являются объекты размещения туристов г. Нур-Султан. Предметом исследования является система организационно-экономических отношений, возникающих при предоставлении услуг размещения туристов в гостиничных объектах. Исследование основано на применении методов сравнения, анализа и синтеза, индукции и дедукции. Информационную базу исследования составили данные Департамента статистики по г. Нур-Султан Комитета по статистике Министерства национальной экономики Республики Казахстан.

В статье дана оценка состоянию индустрии гостеприимства г. Нур-Султан. Авторы отмечают положительную динамику увеличения объемов номерного фонда индустрии в рассматриваемом периоде, в то же время констатируют низкую степень загруженности объектов размещения гостей столицы Казахстана по сравнению со столицами других стран. В связи с этим, проведен анализ ценовой политики столичных объектов размещения гостей, результаты которого позволили заключить о неадекватности формирования цен на их услуги.

Выявлено, что в структуре размещаемых гостей преобладают казахстанцы, прибывающие из других регионов. Вместе с тем, проведенный анализ показывает постепенное увеличение доли иностранных туристов в общей структуре размещаемых гостей в гостиничных объектах в рассматриваемом периоде. Этому могли способствовать такие факторы, как проведение различного рода мероприятий по узнаваемости столицы, а также международной специализированной выставки ЕХРО-2017, Ежегодного Астанинского экономического форума, назначение г. Нур-Султан местом встреч делегаций по решению международных конфликтов, расширение границ международного сотрудничества университетов г. Нур-Султан и т.д.

В целом, авторы отмечают положительную динамику развития индустрии гостеприимства в г. Нур-Султан. Анализ объектов размещения по их принадлежности к категориям показал, что рост количества гостиничных объектов города происходит за счёт увеличения гостиничных объектов, не имеющих категории и прочих мест проживания, к последним могут быть отнесены съемные суточные квартиры, кемпинги,

хостелы и др. По предположению авторов, увеличение спроса на эти объекты размещения обусловлено их более демократичной ценовой политикой. Выявлено, что отели без звезд в г. Нур-Султан не отвечают требованиям деловых людей, которые больше всего посещают данные города. Вместе с тем, почти одна треть гостей столицы предпочитают размещаться в гостиницах без категорий, а услугами отелей высшего класса гостей столицы пользуется почти одна пятая часть посетителей.

Результаты исследования показали, что эффективному функционированию гостиничного бизнеса на сегодняшний день мешает малое количество трех и четырех-звездочных отелей, с привлекательной ценовой политикой, и обладающих полным спектром услуг, отвечающих мировым стандартам. Авторы связывают это явление с тем, что инвесторы предпочитают осваивать нишу элитных отелей, требующую больших вложений, но и приносящую большие дивиденды – отели в 5 звезд зарабатывают на дополнительных услугах: проводят конференции, фуршеты, презентации и другие корпоративные мероприятия.

По заключению авторов, индустрия гостеприимства в г. Нур-Султан как отдельная отрасль экономики состоялась по форме, но не по содержанию. Несоответствие цены и качества услуг являются основной проблемой субъектов индустрии гостеприимства в г. Нур-Султан. Эта проблема связана как с отсутствием квалифицированного персонала и грамотной системы менеджмента гостиниц, так и отсутствием единой системы квалификации и присвоения категорий средств размещения. В качестве сдерживающих факторов развития индустрии гостеприимства в столице отмечена недобросовестная конкуренция на рынке, обусловленная наличием незаконно сдаваемых физическими лицами объектов размещения гостей. Это обстоятельство во-первых, затрудняет проведение реальной оценки объема рынка индустрии гостеприимства г. Нур-Султан, во-вторых, вследствие более низких цен, лишает объекты размещения гостей потенциальных клиентов.

Ключевые слова: индустрия гостеприимства, туризм, гостиничное хозяйство, средства размещения.

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OBSERVATIONAL LEARNING AND MODELING THEORY

Abstract. The thesis “Observational learning and modeling theory” based on specific company case study analyzes a theory through which persons can affect or influence behavior of other colleagues or mates. In this thesis, because it is work environment, the main focus is on work environment and workplace suggestibility and impact. The core method used is are two questionnaires distributed first among employees and second to the managers.

The employee questionnaire confirmed all possibilities of influencing workers that are in line with the theory. Ordinary employees stated in the questionnaire that authentic experience, indirect experience, social persuasion, emotional states and environment influencing - positively influence their self-confidence in the performance of work tasks.

Managers slightly neglected the influence of indirect experience, but their subordinates responded positively to the successful solution of the colleague's task. So there is room for improvement by managers. They could make greater use of cooperation between more experienced and less advanced colleagues. Managers and ordinary employees consider the authentic experience and social persuasion to be the most effective.

As the questionnaire survey was conducted only between technical and economic employees and their managers, the results of the questionnaire survey as well as suggestions and recommendations cannot be applied to the whole organization. All these results and suggestions, therefore, concern only technical-economic employees and their superiors.

Keywords: Learning, Impact, Teaching, Suggestibility, modeling theory.

Albert Bandura's social cognitive theory is a theoretical and internationally recognized approach that is important for a deeper understanding of the functioning of the organization as a whole or of employee performance management (Wagner, 2001).

Janoušek (2000), in his article on Albert Bandura's Social Cognitive Theory, states that Bandura previously called this term the theory of social learning. Later, however, he considered the designation to be narrowing, since he was not concerned only with teaching, but with motivational and self-regulatory mechanisms. His theory is complex, not only partial, as one might expect from the theory of social learning.

Bandura's approach is based on behavioral theory of social learning. Bandura (1986) agrees that living organisms acquire the processes and principles of behavior on the basis of conditioning - reward and punishment. Man, unlike lower life forms, possesses unique human resources. These include thinking and ability to process symbolic information. He calls his approach to these phenomena socially cognitive theory.

The social cognitive approach integrates the ideas of cognitive psychology, behaviorism and phenomenology. This theory does not coincide with a one-sided interpretation of human behavior solely on the basis of external environmental influences or internal dispositions. (Stikar et al., 2003).

The main points of Bandura's social cognitive theory are:

- Model of reciprocal determinism,
- observational learning,
- self-efficacy.

All the phenomena of learning that arise from direct experience can also occur in place, as we observe others. This significantly shortens the adoption process (Janoušek, 2000). Výrost et al. (2001) state that many forms of behavior are too complex to be learned through the conditioning process. This idea

highlights for example the pilot. He does not learn to fly in the cockpit of the aircraft, for the correct response is not rewarded and for the wrong punished.

Observational learning is dominated by four basic subfunctions. These are attention, imagination, implementation (behavioral) and motivational subfunctions. Attention and vision processes transform event information into rules and concepts. Furthermore, the implementation processes ensure the transfer of symbolic concepts into activity chains, and finally, motivation processes affect what an individual learns and what is actually done (Janoušek, 2000). Bandura says that what one learns through observation never has to use or actually do in his life. Only in this situation can imagine himself and his actions. This statement contradicts behaviorists, according to which one can only learn what one has personal experience with (Výrost et al., 2001).

Socio-cognitive theory can be applied in various areas of social practice, among others also in human work activity. Bandura also points out that work is not a private matter, but that it structures a large part of people's social relationships. Attention is also paid to the perceived collective efficacy, which defines as a *group shared belief in the common ability to organize and carry out activities that are necessary to achieve the results* (Výrost et al., 2008).

Many life and work tasks are of a group nature. To there to solve the problem, it is necessary to make a collective effort. The strength of groups, organizations or nations is partly based on a sense of collective effectiveness. People 's conviction of collective effectiveness affects what they decide to do within the group, how much effort they will spend on the task, their persistence in case of failure and the likelihood of success (Janoušek, 2005).

In terms of management, three aspects of social cognitive theory are particularly important :

- Impact of role models on competence development,
- cultivating belief in the individual's ability,
- motivation through goals (Štikar et al., 2003).

Even in the field of management 's guidance model triadického reciprocal determinism. In this case, cognitive and personality determinants are represented by belief in managerial self-assertion, composition of personality goals and quality of analytical thinking. Behavioral determinants are management decisions. The characteristics of the environment, its sensitivity to managerial interventions and the number of challenges posed represent an environmental determinant (Janoušek, 2000).

Managerial perception of self-assertion affects organizational productivity. People who evaluate themselves as ineffective often have the problem of addressing their deficiencies rather than the problem when performing tasks. Attention therefore turns away from how best to proceed when solving a task for self-diagnosis. This in turn weakens the effective use of capabilities. People who believe in their abilities remain highly effective in analytical thinking (Štikar et al., 2003).

Thanks to managerial perception, organizational performance is influenced both directly and indirectly. The indirect effect is caused by the perception of self-assertion on goal setting and the use of analytical strategies. With the increasing perception of self-efficacy, the challenges of organizational goals increase. People then set goals higher and use their analytical skills more systematically. Setting demanding goals and systematic analytical thinking further leads to increased organizational performance (Wagnerová, 2001).

People view cognitive ability as either a learning skill or an inherited fixed aptitude. Those who consider cognitive ability to be an acquiring skill strive to improve and mistakes are an instructive part of the learning process. This group has a strong perception of self-assertion and is organizationally efficient. Conversely, people who think of cognitive ability as being more or less innate, view their performance as a result of their basic intellectual prerequisites. They have lower self-esteem and mistakes are a threat to personal and social assessment. These people have lower goals that are safe for them, have low aspirations, and their approach leads to a worse coping with failures than people working on their cognitive abilities (Štikar et al., 2003).

An experiment was also conducted to find out how the organisation's perceptions affect the quality of management. The starting point was that management has two aspects, the personal aspect and the environmental aspect. The personal aspect refers to self-efficacy in achieving change and the environmental aspect indicates to what extent the environment can be relaxed and influenced. Both sides are related because it is a reciprocal effect.

When people believe that the environment is manageable, they are motivated to assert themselves, increasing the likelihood of success. Success, in turn, is a test of self-efficacy and environmental impact. Conversely, when people consider the environment to be difficult to influence, they do little to work, leading to failure. Failures reduce the perception of self-efficacy and belief in environmental variability (Štikar et al., 2003, p. 34).

Organizations were cognitively presented in two groups. In the first group, organizations were presented as difficult to predict and manage, and in the second group as well predictable and manageable. In each group two types of organizational standards were added - easy and difficult. In an experiment, it was shown that organizations that were found to be difficult to control and predict could easily lose faith in their capabilities, even if organizational standards were easy. Conversely, when organizations were considered to be manageable and predictable, people did not lose their sense of perceived effectiveness, even if organizational standards were difficult. Under the conditions of cognitive representation of easy manageability, people set themselves higher goals, performed more demanding organizational activities, and ultimately showed a higher perception of self-assertion. So the experiment shows that if people feel self-assertive and the environment is more easily influenced, they set higher goals and work more efficiently, even if they perform more demanding tasks.

Social cognitive theory deals with psychological mechanisms through which organizational culture can influence the working behavior of individuals. This knowledge significantly expanded the psychological approach to organizational management and emphasized the influence of organizational culture on working behavior, motivation and performance of employees. (Stikar et al., 2003). Wagner (2001) states that the value of this theory for performance management lies not only in clarifying individual influences, but can also be practically used to increase and optimize an organization's productivity.

Armstrong (2015, p. 217) defines motivation as a *force that activates, directs, and maintains behavior*. It also mentions that high performance is achieved through well-motivated people who volunteer, meaning they are willing to do more than expected.

In modern society, it is common for most people to work. Work activity is purposeful, intentional and systematically performed. Work is therefore a motivated activity (Bedrnová, Nový, 1998).

There are two main sources of motivation, internal (intrinsic, motives) and external (incentives, incentives). Internal motivation is based on people's needs, values and interests. The motivational disposition of an individual may change as a result of external stimuli, but only if the individual evaluates them as stimuli. In relation to the motivation to use the concepts of intrinsic and extrinsic motivation. Extrinsic motivation occurs when an organization supports employees to achieve their goals, helps create a team atmosphere, improves the working environment, or increases workers' salaries. Intrinsic motivation comes directly from man and his relationship to work. The individual ideally works because of the positive experiences that work brings. Intrinsically motivating work is one that satisfies the higher needs of the worker, ie the need for self-development and self-esteem. In the event that employees are intrinsically motivated they are happier and the organization loyal (Horváth et al., 2016). Armstrong (2015) also states that external motivators can have an immediate and significant effect, but no longer have a long-term effect. On the contrary, internal motivators are expected to have a deeper and longer-term effect.

Stýblo (2008) mentions that in order to successfully motivate employees, it is necessary to set clear expectations of work results, to communicate the possibilities of rewards and benefits for meeting the requirements. Only material incentives, but generally do not apply. It is necessary to create a pleasant atmosphere for work, to properly delegate tasks and to discuss work and personal goals of workers. Last but not least, they must believe that their work makes sense and that others appreciate it.

During his / her development, a person creates a relationship to work, which over time becomes part of motivational dispositions. Motivational dispositions, however, depend on the personality characteristics and goals of the individual. The power and direction of motives are also influenced by the external environment. Thus, the organization can create conditions for workers to meet goals that they would not achieve individually and ideally develop their expertise. However, the satisfaction of employees' needs may be limited from the external environment (Výrost et al., 1998).

Work motivation is a phenomenon that occurs in the complex context of the internal and external environment and is primarily manifested in the relationship of man to his work. Work activities in connection with the motivation is not only a source of funds, but also a means of bringing satisfaction of course work, achieved results, the prestige of the profession, or career success of relationships and social interactions in the workplace. Thus, work activity delivers content-based enjoyment and satisfaction that is accepted depending on the individual's motivational tune (Štikar et al., 2003).

Stýblo (2008) states that trust is also important for optimal work motivation of employees. Managers should ensure information openness and communication friendliness. In addition, they should serve undistorted, complete and truthful. Also, there should be no concealment of important facts and facts in order to avoid a major divide between leaders and leaders. The manager should also not forget the feedback. Its long-term absence leads people to believe that the leader or the entire organization is not interested in their work or even personally.

In order to gain a deeper understanding of the mechanisms of work behavior motivation, there are theories and models of work motivation that offer different perspectives according to which work motivation can be approached (Výrost et al., 1998). Most theories can be divided into two groups. The first group explains what motivates a person to work. Their authors identify human needs or external and internal environmental factors. The second group brings together models that in theory explain work motivation more thoroughly and focus on the process. (Stikar et al., 2003).

The group of theories that try to identify human needs, their relationships and preferences include, for example, Maslow's theory of the hierarchy of needs. Maslow identified five levels of needs (physiological needs, safety needs, belonging needs, respect needs and self-realization needs). This system is hierarchically organized and is based on the principle that higher-level needs become apparent only when lower-level needs are met (Výrost et al., 1998). Wagner (2001) states that this theory can be translated into the field of work motivation. It is based on a wage covering physiological needs, and its other components as an intermediary for reaching the next level of hierarchy. Work security, social security, pension security and trade union protection meet security needs. The next level and equivalent to the needs of individuals belonging to the adoption of a working group in formal, but also informal relations. The need for respect is reflected in the work motivation in the form of promotion, titles or respect from colleagues. At the height of the hierarchy is the need for self-realization, in which personal growth and development can be included in the area of work motivation.

As mentioned above, in addition to theories that are based on human needs and focus more on content, there are theories that provide a more thorough theoretical explanation. These theories include, for example, Vroom's theory of expectation (expectance), according to which the strength of the motive for carrying out a particular activity is influenced mainly by the attractiveness and value of the achieved goal. The more attractive and valuable the goal is, the more effort will be made to achieve it. If the effort is successful and the worker achieves the given goal, this fact will positively influence his further performance (Štikar et al., 2003). Bělohávek (1996) defines the key concepts of this theory:

- Power is first order output. It is the result that the effort follows.
- The worker's expectations and ideas about the outcome of his or her efforts are referred to as expectance. It is a relationship between effort and performance.
- The output of the second order is understood reward, which is performance followed. At the same time, multiple rewards can affect individuals.
- The worker's idea of the relationship between result and reward is called instrumentality. If the rewards for the results are clearly determined, the instrumentality is high. It is low where remuneration is governed by seniority or education and little consideration is given to work results and the fulfillment of the tasks assigned.
- Valence indicates the subjective importance of pay for the worker. High is the case of the very reward employee costs - promotion, praise from senior financial reward. If he doesn't care much about the reward, it is low. If the promotion takes as more worries and work, the valency can also be negative.
- The effort therefore depends on the expectations, instrumentalities and valencies of the individual rewards.

Thus, the theory of expectation assumes that individuals behave in a certain way, because they expect their activity to produce outputs that are of interest to them. Outputs can be both positive (rewards) and

negative. The rewards include financial rewards, security, confidence or the possibility of further developing and applying skills. Negative output can be understood as threat of dismissal or abusive treatment, but also internal unrest, boredom and disappointment. It is also very important that employees are aware of what they need to do to achieve rewards (Robbins et al., 2016).

Nakonečný (2005) states that people from several alternative activities choose the one that they think most strongly corresponds to the positive, or weakest, negative efforts.

Therefore, they try to maximize the subjectively expected utility. Nakonečný (2014) also points out that if the expectance and valency are high, the level of motivation is also high.

Bělohávek (1996) mentions that the expectance theory can explain the course of the motivation process as well as the power of motivation for a particular activity. According to surveys, this theory applies more to people with rational thinking and self-control. These people believe that they have life in their own hands. This theory is less apt for individuals with strong emotionality and unconscious motivation.

The content-oriented theories include JS Adams's theory, which is based on social comparison of workers in groups. The worker compares himself / herself with other team members and assesses the effort and results achieved (bonus, praise, recognition, promotion) in comparison with the effort and results of others. The result is feelings of justice or injustice that affect subsequent performance. If an employee feels that his or her efforts do not correspond to the results achieved by his / her co-worker, he / she changes his / her work efforts, which has a negative effect on performance and may disrupt group relations (Štikar et al., 2003).

Wagner (2008) states that the terms work performance and performance are often confused. Work performance is defined as the result of work done at a given time and condition. Armstrong (2015) defines work performance as behavior that produces results. Work performance is then, according to Wagner (2008), defined as a longer-term and more general expression of work performance related to an individual. Štikar (2003) states that performance can also be understood as the readiness of workers to perform certain performances.

Different people perform differently in the same situation. At the same time, however, the performance of the individual changes in relatively short time intervals. Given this fact, and at the same time, because each power cannot be measured by the loss of energy over a period of time, it is preferable to address rather a longer-term performance. Thus, performance does not reflect the maximum possible performance of a worker, as this is usually one-off and stably unsustainable (Štikar et al., 2003).

Workers' performance is closely related to the characteristics and dispositions that determine how workers perform their tasks (Štikar et al., 2003). Many factors affect employee performance. These may be of a subjective or objective nature. They are often divided into:

- technical, economic and organizational conditions,
- social conditions,
- personal determinants of the worker,
- Situation conditions.

The following paragraphs are given examples of various groups of officials under Štikar (2003).

Technical, economic and organizational conditions include, in particular, objective determinants such as the level of technical equipment of the workplace, the overall layout and layout, the technological procedures used, the level of occupational hygiene and safety, work organization, remuneration system or working time and shift. These factors may to a varying extent affect the performance of employees depending on their quality level and the individuality of the individual. Technical, economic and organizational conditions often work in combination with social and personal determinants.

Social conditions include the way people work in a given organization, the level and quality of leadership, personal and family life conditions, social relationships in the workplace, the quality of interactions and communication in the workplace, wider societal living conditions and the penetration of their aspects into opinions, attitudes. and the conduct of workers.

Personality determinants of an individual include his or her individual prerequisites for performing the work. This group includes in particular the physical and mental prerequisites of the employee, the level of his / her qualifications and professional readiness, personality traits and moral principles, work and interest orientation, motivation, permanent and current health condition.

The last group are situational conditions, which include business influences such as production innovation, need for retraining or threat of job loss. Furthermore, extraordinary family or personal events (sudden illnesses, conflicts) and socially important events.

Managers should demand from their subordinates such behavioral behaviors that lead to effective performance of the assigned tasks, thus increasing their work performance. If the work performance of employees is low, it is necessary to assess their mistakes and failures objectively and impartially (Pitra, 2007).

Štikar (2003) states that the problem in assessing work performance is the definition of a criterion by which it can be objectively determined. Job performance can be assessed from two points of view, and it according to objective data in the form of information about the productivity and reliability of a worker or on the basis of data that result from the assessment. The question arises as to whether a more successful and efficient employee is the one who produces the largest number of products (objective data) or one whose work is best evaluated by the supervisor (assessment data). Work performance is therefore two-dimensional and both categories should be considered at the same time as they complement each other.

The objective data include the quantity of work results, which is determined mainly by the number of units achieved in a given time period. In addition to the quantity in this group include the quality of work results. This can be measured as the number of units that meet the set quality control standards or based on scrap. The objective figures for assessing performance include the frequency of accidents and injuries in the workplace, as well as the absence and turnover of workers. This group also includes the salary development and the frequency of salary changes for employees. Finally, the degree of career advancement in a higher job position can be included as objective data (Štikar et al., 2003).

Evaluation of performance on the basis of data from the assessment includes in particular the assessment of employees by their superiors, while also assessing the employees at the same level, but cannot ignore the assessment of subordinate employees. There is also self-assessment, ie self-reflection of their own performance. Goal management can also be used to assess performance. Workers and their superiors should develop mutually acceptable and achievable goals. The assessment center can also be used to assess performance, where the employee performs the assigned tasks (Štikar et al., 2003).

Performance management is a managerial tool for managing employees. It enables the goals and strategic objectives of the company to be concretized, thus contributing to their achievement and fair valuation of the worker and thus to the work and motivation thereof ” (Eichel, Bender, 1988).

It is the manager who is required to manage work performance, provide a motivating environment and leadership for their employees. (Koubek, 2009) At the same time, it should continuously provide feedback to their subordinates on their working behavior and performance. Armstrong (2015) presents three theories on which performance management is based:

Goal theory explains four mechanisms that link goals to performance results. They focus attention on priorities, stimulate efforts, and encourage people to make the most of their knowledge and skills to increase their chances of success. The fourth mechanism is the principle that, as targets become more demanding, people make greater use of their capabilities. This theory emphasizes the setting of goals on the basis of which it is possible to control and subsequently measure work performance.

Robbins (2004) points out that the specification of targets, their demandingness and feedback evaluation have a great impact on performance. Objectives that pose a challenge for individuals are particularly motivating. Specific and ambitious goals therefore lead to higher outputs. Furthermore, the conviction of one's own abilities is also very important. The author (2004) further states that the belief in self-abilities, which he calls as self-esteem, is also important in goal theory. In meeting the challenge will be people with higher self-esteem work intensively and even to negative feedback link will respond to increased effort.

Control theory

In theory, control the attention focused on the reverse link as to the means of shaping behavior. If workers have feedback on their work behavior, they have the opportunity to realize the difference between what they do and what they are expected to do. Consequently, they can redress and overcome the difference between reality and expectation.

Social cognitive theory is an important part of the human self and significantly influenced his thinking, emotions, behavior, selection performed actions and not least its level of performance (Bedrnová et al., 2015).

Wagner (2008) expands access Albert Bandura in relation to job performance. Social cognitive theory is beneficial for understanding the functioning of the organization as a whole and for understanding the principles of performance management. As mentioned earlier, social cognitive theory is based on the model of triadic reciprocal determinism. It takes into account three groups of factors, namely behavior, biological, cognitive and other internal moments and the external environment. These factors affect individuals in a complex way. For its own motivation, behavior and development, it is not driven solely by internal forces or by the influence of the external environment, but all these factors affect it within reciprocal influences.

Janoušek (2005) mentions Bandura's view of performance. According to him, the belief in self-realization and efficiency enters all performances until they become routine. The individual is active on the basis of his / her belief in self-assertion, and his / her behavior influences expectations of results, whether physical, social or within self-esteem.

An activity or behavior behaves in a way that results are not separated from activities. How a person behaves significantly determines the results with which they gain experience.

According to Bandura, as Janoušek (2005) further states, performance means accomplishing or doing something. The result is what follows as the result of the activity. The result is therefore the result of the power, not the power itself.

The ability to symbolize, the ability of thought anticipation, the ability to substitute learning, the ability to self-regulate and the ability to self-reflect are crucial for planning and setting goals, for the learning process and for regulating work activity. *The ability to symbolize enables the processing and transformation of transient experience into internal models, giving the experience meaning. The ability of thought anticipation allows to anticipate the consequences of future activities and to set goals. The ability to self-regulate is necessary to create internal standards and to assess the differences between these standards and actual activity, as well as to develop self-evaluation responses that affect the individual's subsequent behavior* (Janoušek, 2000 in Wagnerová, 2008, p. 24).

The higher the perception of self-assertion in an individual, the higher the goals it sets. Performing more demanding tasks and systematic analytical thinking increases organizational performance. Workers who set higher goals and use analytical strategies more efficiently, are more efficient in the organization and adopt cognitive skills as learning skills, and are more likely to seek opportunities for further improvement (Wagner, 2008).

Wagner (2008) also recalls the importance of perceived organizability. If people believe that the environment is influenced, they are motivated to become more self-assertive, leading to higher performance and success. Success then retrospectively reinforces the perceived efficiency of its own. If employees perceive the environment of the organization as little influenced, they are not interested in their application and encounter failures.

Wagner (2008) considers Bandura's theory to be very beneficial not only for clarifying the individual influences that affect work performance, but also for the practical use of his knowledge to increase and optimize the productivity of an organization.

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ОБСЕРВАТИВТІ ОҚЫТУ ЖӘНЕ ДЕРЕКСІЗ МОДЕЛЬДЕУ ТЕОРИЯСЫ

Аннотация. Мақалада компанияның нақты мысалдарына сүйене отырып, адамдардың басқа әріптестерінің, жолдастарының мінез-құлқына әсер етуі немесе әсер ете алуына байланысты теория талданған. Негізгі зерттеу нысаны – жұмыс ортасы болғандықтан, бұл тезисте басты назарды жұмыс ортасы және жұмыс орындарындағы мүмкіндіктер мен әсерге аудару керек. Негізгі әдіс ретінде екі анкета қолданылады, олар алдымен қызметкерлерге, содан кейін менеджерлерге таратылады.

Қызметкерлердің сауалнамасы теорияға сәйкес келетін қызметкерлерге әсер етудің барлық мүмкіндіктерін растады. Қарапайым қызметкерлер сауалнамада шынайы тәжірибенің, жанама тәжірибенің, әлеуметтік сенімнің, эмоционалды жағдайдың және қоршаған ортаның жұмыс тапсырмаларын орындау барысында өзіне деген сенімділігіне оң әсер ететінін атап өтті.

Менеджерлер жанама тәжірибенің әсерін біршама елемеді, бірақ олардың қол астындағылар әріптесінің мәселесін сәтті шешуге оң жауап берді. Осылайша, менеджерлер жағдайды жақсартпа алады. Олар неғұрлым тәжірибелі және аз тәжірибелі әріптестердің ынтымақтастығын кеңінен қолдана алар еді. Менеджерлер мен қарапайым қызметкерлер шынайы тәжірибе мен әлеуметтік сенімді өте тиімді деп санайды.

Сауалнама тек техникалық және экономикалық қызметкерлер мен олардың менеджерлерінің арасында жүргізілгендіктен, сауалнаманың нәтижелері мен оған байланысты ұсыныстар бүкіл ұйымға қолданылмайды. Сондықтан барлық нәтижелер мен ұсыныстар тек техникалық және экономикалық қызметкерлер мен олардың басшыларына қатысты.

Сонымен қатар таңбалау қабілеті, күткенді ойлау қабілеті, оқуды алмастыра білу, өзін-өзі реттеу және өзін-өзі көрсете білу қабілеті – жоспарлау мен мақсат қою, оқу процесі мен жұмысты реттеу үшін өте маңызды. Сондай-ақ таңбалау мүмкіндігі ауыспалы тәжірибені өңдеуге және тәжірибеге мән бере отырып, ішкі үлгілерге айналдыруға мүмкіндік береді. Ойларды алдын ала білу қабілеті болашақ іс-әрекеттердің салдарын алдын ала болжауға және мақсат қоюға мүмкіндік береді. Өзін-өзі реттеу қабілеті ішкі стандарттарды жасау және осы стандарттар мен нақты іс-әрекеттер арасындағы айырмашылықты бағалау үшін, сонымен қатар адамның кейінгі мінез-құлқына әсер ететін өзін-өзі бағалауға жауап қалыптастыру үшін қажет.

Түйін сөздер: оқу, әсер ету, үйрену, ұсыныс, модельдеу теориясы.

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НАБЛЮДАТЕЛЬНОЕ ОБУЧЕНИЕ И ТЕОРИЯ АБСТРАКТНОГО МОДЕЛИРОВАНИЯ

Аннотация. Статья основана на конкретных примерах компании, анализирует теорию, с помощью которой люди могут влиять или влиять на поведение других коллег или товарищей. В этом тезисе, поскольку это рабочая среда, основное внимание уделяется рабочей среде, возможности и влиянию на рабочем месте. В качестве основного метода используются две анкеты, которые сначала раздаются сотрудникам, а затем – менеджерам.

Анкета сотрудника подтвердила все возможности влияния на работников, которые соответствуют теории. Рядовые сотрудники указали в вопроснике, что подлинный опыт, косвенный опыт, социальное убеждение, эмоциональное состояние и окружающая среда оказывают положительное влияние на их уверенность в себе при выполнении рабочих заданий.

Менеджеры слегка пренебрегли влиянием косвенного опыта, но их подчиненные положительно отреагировали на успешное решение задачи коллегой. Таким образом, менеджеры могут улучшить ситуацию. Они могли бы более широко использовать сотрудничество между более опытными и менее продвинутыми коллегами. Менеджеры и рядовые сотрудники считают, что подлинный опыт и социальные убеждения являются наиболее эффективными.

Поскольку анкетный опрос проводился только между техническими и экономическими работниками и их менеджерами, результаты анкетного опроса, а также предложения и рекомендации не могут быть применены ко всей организации. Поэтому все эти результаты и предложения касаются только технико-экономических работников и их начальников.

Раскрыта способность символизировать, способность к мыслительному ожиданию, способность заменить обучение, способность к саморегуляции и способность к саморефлексии имеют решающее значение для планирования и постановки целей, для процесса обучения и для регулирования трудовой деятельности. Способность символизировать позволяет обрабатывать и преобразовывать переходный опыт во внутренние модели, придавая смысл опыту. Так же определена способность предвидеть мысли, что позволяет предвидеть последствия будущей деятельности и ставить цели. Способность к саморегулированию необходима для создания внутренних стандартов и оценки различий между этими стандартами и фактической деятельностью, а также для разработки ответов на самооценку, которые влияют на последующее поведение человека.

Ключевые слова: обучение, воздействие, обучение, внушаемость, теория моделирования.

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JUDICIAL DECISIONS ON FAMILY CASES IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The Republic of Kazakhstan is now at an important stage in the formation of its legal system as a sovereign state. An important role in this process is played by the creation of a normally functioning mechanism of international civil relations, a special component of which is family relations complicated by the “foreign element”. Often, international family relations are accompanied by the problem of recognition and enforcement by one country of the decision of the competent authority on family matters, issued in the territory of another country. Of course, in international family relations it is important that the decision on a family dispute, made by the competent authority of one state, has legal consequences in another state. However, acts of jurisdictional bodies, as a general rule, have a territorial principle of operation. “They acquire legal force in another state if the other state expresses its consent to this in some form.” With regard to family relations, it can be noted that the recognition of foreign decisions in family matters is one of the ways to eliminate “lame family relations,” that is, recognized in the country in which the judgment was issued, but not recognized in the country in which it should give rise to legal consequences.

Key words: citizens, foreigners, stateless persons, family code, legal framework, legislation, legal system, court decisions, family disputes, family relations.

The relevance of the topic. Prior to the independence of the Republic of Kazakhstan, the issue of recognition and enforcement of foreign court decisions in family matters did not arise, since the few rules of Soviet law were extremely rare. But in the last 20 years, since the adoption of the new Family Code of the Republic in December, 26, 2011, the country’s legislation has done a great job to create the prerequisites for the development of a legal framework for the recognition and enforcement of foreign court decisions. The interest in recognizing and enforcing foreign court decisions in family matters is not accidental, since family disputes are one of the most common civil cases in all countries, and therefore it is far from always possible to resolve all issues peacefully [1].

The difference in mentality, the isolation and conservatism of family relations, the principle of non-interference in family affairs are recognized in all civilized countries, and therefore it is not always clear by what principle family relations are built. They become public when a dispute arises between family members, most often between husband and wife, in the property or non-property spheres. Moreover, one of the parties to this dispute could potentially be a citizen of Kazakhstan.

Family relations in the Republic of Kazakhstan are under the scrutiny of the Government and the President of the country, as evidenced by the Law on Parental Responsibility for Raising and Educating Children, the State Program on Judicial and Legal Reform in the Republic of Kazakhstan of 2007, etc. Taking into account the peculiarities of family relations, the Judicial Collegiums for Family Affairs were created in the Supreme Court of the Republic of Kazakhstan and the corresponding amendments to the legislation of the Republic of Kazakhstan were introduced. However, the changes being made in the legal system of Kazakhstan and in the mechanism for protecting the rights of subjects of family relations, while complicating the international component, are insufficient and require the development of adequate legal support.

It should be noted that the further development of Kazakhstan's jurisprudence in this direction is impossible without appropriate scientific research and analysis of judicial practice. The problem of recognition and enforcement of decisions of foreign courts on family matters in the Republic of Kazakhstan is relevant not only from a theoretical point of view, but also from a practical point of view.

In this regard, there is a need to identify current trends at the international, regional and national levels governing the recognition and enforcement of foreign court decisions in family matters, developing an optimal form of protection of the rights of participants in family legal relations in modern conditions, and harmonizing family and civil procedural laws with international treaties recognized by the Republic of Kazakhstan.

Thus, the problems associated with the recognition and enforcement of foreign court decisions in family matters are among the most urgent for the Republic of Kazakhstan in view of their prevalence in practice and the absence of both their clear legal regulation and a system of theoretical development.

Great controversy is the issue of classifying the international civil process as a sub-sector of private international law. The question of the independence of private international law as an industry no longer causes much discussion [2].

Materials and methods of research. At the moment, we can talk about two areas in determining the place of international civil relations. The first position is based on the classification of civil procedural relations in the presence of a "foreign element" to the subject of regulation of private international law. The second point of view justifies the consideration of international civil procedural relations within the framework of civil procedural law.

Most specialists in private law relations of an international nature (L.A. Lunts, N.I. Marysheva, G.K. Dmitrieva) believe that procedural relations are the subject of civil procedural law [3].

Other scholars (M.M. Boguslavsky, Sh. Mengliev), despite the fact that they consider private international law to be private law, still adhere to a broader approach to the issue of this branch of law [2].

It is impossible to separate procedural relations complicated by the "foreign element" from private substantive legal relations, since it is their combination that makes it possible to achieve optimal legal regulation. Procedural relations with the international component are much closer to private international law than to the civil procedure law of the country.

A characteristic feature of private international law as a complex branch of law is the presence of a foreign element. In the event of a dispute with a foreign component, these relations should be regulated by this industry until the resolution of the conflict situation. Therefore, to divide these relations, which are a single whole, relating them to either civil law or civil procedure, in our opinion, is inappropriate. In this regard, the conclusion suggests itself that international private law is a complex branch of law, which includes both substantive and procedural legal relations [4].

The peculiar "distraction" of private law relations with a foreign element in various laws complicates their application. The necessity of combining the rules governed by private international law in one Law—"On Private International Law", which includes civil law, labor, family and procedural relations with the "foreign element", which will facilitate the clarification, interpretation and use of legal norms, is substantiated.

When considering the problem of recognition and enforcement of foreign judgments, categories are used that relate to the subject of the general part of private international law: reciprocity, international courtesy, public policy clause, domicile, international treaty and others. In addition, the role of international treaties in this matter is significant, the absence of which may constitute grounds for refusing to enforce a foreign court decision. The rules on the recognition and enforcement of foreign judgments are contained not only in laws on the international private law of foreign states, but also in international treaties.

Research results. The decision-making process abroad is often preceded by a resolution of the conflict problem of the choice of legislation applicable to the family dispute. The resolution of the conflict issue allows the court to make a decision on a specific family law dispute. Here the judge, making such a decision, provides that a "foreign element" is present in the relationship. The process of determining the

applicable law, the conduct of a civil process and the adoption of a decision that should subsequently be recognized and enforced in a foreign country cannot be interrupted [3].

The theory of acquired rights justifying the recognition and enforcement of foreign judgments by the principle of the need to protect the rights acquired in a foreign state does not take into account the particularities of the legal systems of various countries. Not always a decision made by a court on the territory of a foreign state can be enforced, since the possibility of a conflict with its public order in the country in which recognition and further execution of the decision is sought is not ruled out. The doctrine of harmony between the decision and the legal system of the state equated a foreign court decision with *lex specialis*, mixing the categories of law and court decision. A court decision is considered as a special law aimed at resolving a specific case [4].

The principle of reciprocity, being one of the most important legal principles of private international law, allows for stable relations between states and provides subjects of private law relations of various affiliations with the opportunity to exercise their rights in the territory of a foreign state.

The Institute for the Recognition and Enforcement of Foreign Judicial Decisions, which has found its application in the legal system of Kazakhstan in the 20-th century, with the acquisition of independence and sovereignty by the Republic of Kazakhstan every year becomes more and more in demand. The recognition and enforcement of foreign court decisions in the Republic of Kazakhstan on family matters is interpreted in a slightly different form, which is related to the specific nature of the relationship in question, the special nature of the relationship between married persons, persons wishing to marry, issues of maintenance obligations, establishing paternity, questions with which of the parents the child will remain if they live in different countries, and between the latter there are no agreements on mutual assistance in family matters and The importance of proper legal regulation of family relations issues, according to the author, comes from the importance of the institution of the family itself not only for the Republic of Kazakhstan, but also, perhaps, for the entire international community [5].

The legal basis for the recognition and enforcement of foreign judgments in the Republic of Kazakhstan are international treaties with the participation of the Republic of Kazakhstan. But there is a category of cases in which Tajik law allows for the recognition of foreign judgments even in the absence of an international treaty with the relevant state. This is allowed only in family relationships.

In addition to the Civil Procedure Code, the Family Code is a source of recognition and implementation of foreign court decisions on family matters in the Republic of Kazakhstan. However, the problem of recognition and implementation of foreign court decisions did not find proper fixing in the Family Code, which, according to the dissertation, is a big omission of the law.

According to Part 3 of Art. 171 of the Family Code of the Republic of Kazakhstan, divorce between citizens of the Republic of Kazakhstan and foreign citizens or stateless persons, committed outside the territory of the Republic of Kazakhstan in compliance with the legislation of the relevant foreign state on the competence of the bodies that made the decision to dissolve the marriage, and the legislation applicable to the dissolution of marriage, It is recognized as valid in the Republic of Kazakhstan and even in the absence of an agreement on mutual recognition of decisions. Decisions of foreign courts on divorce between foreign nationals are also recognized.

In the absence of an international treaty, foreign court decisions on family legal relations in the territory of the Republic of Kazakhstan are not recognized and are not enforced. In particular, this also applies to such significant institutions of family law as child support obligations, which often affect the interests of the unprotected layer of the population-children [4].

Persons leaving for permanent residence in a state with which the Republic of Kazakhstan has not entered into an international agreement providing for the mutual recognition and enforcement of court decisions on the recovery of alimony are required to conclude a written agreement with family members to be notarized [5].

Given the peculiarity of the recognition and enforcement of foreign court decisions on family disputes, the author considers it necessary to resolve this issue in Section VIII of the Family Code of the Republic of Kazakhstan “Application of Family Law to Family Relations with the Participation of Foreign

Citizens and Stateless Persons”, with reference to the Civil Procedure Code. The regulation of relations between subjects of family law in the presence of a foreign element is connected with the resolution of the issue of applicable law, the so-called conflict problem. In turn, law enforcement, allowing the relationship of participants in family relations, may lead to the need for its recognition and enforcement on the territory of the Republic of Kazakhstan. These issues relate to the subject of private international law. Unfortunately, the absence of a law that unites all possible variants of private law relations in the broad sense of the word and procedural relations complicated by a foreign element necessitates the improvement of laws that enshrine their legal regulation.

The category of “recognition” of foreign court decisions in family matters is considered in two important ways: firstly, as a simple recognition, namely recognition that does not require further procedural actions, that is, execution (recognition of divorce cases; invalidation of a marriage; cases in custody and guardianship; adoption); secondly, as a complex recognition, that is, recognition, which is a necessary prerequisite, the basis for the execution of foreign court decisions [6].

Currently, the Republic of Kazakhstan is a party to regional international treaties regulating the recognition and enforcement of decisions of foreign courts on family legal relations. Moreover, neither a treaty nor national legislation contains a legal definition of the concept of “recognition of a foreign court decision”. The Civil Procedure Code and the Family Code of the Republic of Kazakhstan also bypass this issue. However, the content of this concept, the identification of specific features inherent only in this category of features play perhaps a key role in the mechanism for regulating the recognition and enforcement of foreign court decisions on family legal relations both at the national level and in international treaty practice of states.

The court, considering the application for recognition, does not resolve the case on the merits, it only verifies compliance with a number of conditions by a foreign court. This reflects the property of exclusivity of a court decision that has entered into legal force, which means that from the moment the court decision comes into legal force, the parties and other persons involved in the case cannot reiterate the same claims in court on the same basis. Similar rules are valid only in these categories of cases.

In the presence of an international legal aid treaty or regulation of the principle of reciprocity, the contracting parties must necessarily admit such a category of cases as recognition of foreign court decisions. This, perhaps, is the property of binding, especially since a court decision is to a certain extent given the status of legal force [7, P.49].

The court, accepting the application for recognition, as noted, does not consider the case on the merits and does not in any way alter the court decision made in a particular case in the country of the initial court decision. It only checks whether there are threats of violation of the basic procedural principles in the state that recognizes the decision and whether the distribution of the legal effect of the court decision contradicts the foundations of the public order of the recognizing state.

The peculiarity of family affairs makes it possible to identify the specifics of the manifested reservations on public policy in the execution of foreign court decisions. A clause on public policy in case of refusal to enforce foreign court decisions in family matters is manifested in the discrepancy between the consequences of recognition of moral and moral standards [8 P.61].

Among the decisions of foreign courts relating to the relationship of spouses, we can distinguish a special group of decisions that are recognized in the absence of an international treaty. These court decisions are indisputable and state the fact that the spouses do not want to continue the marriage relationship or testify to the presence of defects in the subject, in the will expressed by him, defects in form, order at the conclusion of the marriage: divorce, invalidation of the marriage [9, P.47].

A study of property disputes between spouses leads to the conclusion that the recognition and further enforcement of a foreign court decision is only in relation to movable property. The exclusive jurisdiction of real estate disputes stipulates the regulation by the legislation of Kazakhstan also of disputes on the division of real estate located on the territory of the Republic of Kazakhstan.

The legislation of the Republic of Kazakhstan provides for two cases of recognition of foreign court decisions: upon recognition of the marriage invalid and divorce. Foreign court decisions regarding the

rights and interests of the child are not subject to recognition in the absence of an international treaty and due to the absence of a direct reference to this in the legislation. An open list of recognized decisions of foreign courts allows the development of legislative provisions in this direction [10, P.179].

At the present stage, the recognition and enforcement of decisions of foreign courts requires to some extent the changes made in the field of civil procedural law. At the same time, judicial proceedings are effective, their execution and the decision of the courts of foreign states in the Republic of Kazakhstan, as well as the principle of mutual integration of states. Because in the process of globalization, the propensity of family relations cannot be solved unilaterally, multilateral or bilateral decisions are mandatory.

In the conclusion we would like to stress, that the recognition and enforcement of decisions of foreign courts is very important, because they took place with the participation of a foreign citizen or in a foreign state, or a decision of a court of a state in which it is recognized and executed is issued, and on the basis of this they make their decision, of course, these events are considered by private international law. Recognition of foreign court decisions as irrefutable, meaning the impossibility of further appeal or appeal of this decision. The parties require only to recognize in the territory of another state an already issued court decision.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ОТБАСЫЛЫҚ ІСТЕР БОЙЫНША ШЕТЕЛ СОТТАРЫНЫҢ ШЕШІМІН ҚАБЫЛДАУ ЖӘНЕ ОРЫНДАУ ТӘРТІБІ ТУРАЛЫ

Аннотация. Қазіргі уақытта, Қазақстан Республикасы егеменді мемлекет ретінде, өзінің құқықтық жүйесін қалыптастырудың маңызды кезеңінде тұр. Халықаралық азаматтық қатынастардың қалыпты жұмыс істейтін механизмін құру бұл процесте маңызды рөл атқарады, оның ерекше құрамдас бөлігі – «сыртқы элемент» арқылы қиындатылған отбасылық қатынастар. Халықаралық отбасылық қатынастарда, көбінесе бір елдің басқа елдің аумағында шығарылған отбасылық мәселелері бойынша құзыретті органның шешімін мойындауы және орындауы мәселелері жиі қаралады. Әрине, халықаралық отбасылық қатынастарда бір мемлекеттің құзыретті органы қабылдаған отбасылық дау туралы шешімнің басқа мемлекетте заңды салдары болуы маңызды. Алайда юрисдикциялық органдардың актілері әдетте аймақтық жұмыс принципіне ие. «Егер басқа мемлекет оған қандай да бір түрде өзінің келісімін білдірсе, олар басқа мемлекетте заңды күшке ие болады». Отбасылық қатынастарға қатысты, отбасы мәселелерінде шетелдік шешімдерді тану – «шиеленіскен отбасылық қатынастарды» жоюдың бір әдісі, яғни сот – шығарылған елде танылған, бірақ ол заңды салдар туғызатын елде танылмайтындығын айтып өтуіне болады.

Шетелдік тұлғалардың қатысуымен болатын отбасылық дауларды құқықтық реттеу юрисдикцияның белгілі бір нормаларының болуын білдіреді. Егер мұндай норма істің шет мемлекеттің сотында қаралуы керек екенін анықтаса, онда бұл сот істі қарап, шешім шығарады. Іске қатысушы адамдардың құқықтары мен заңды мүдделерінің сақталуын қамтамасыз ету және шешімде белгіленген құқықтарды шетелде іске асыру үшін, тиісті мемлекеттің шетелдік сот шешімін мойындауға және орындауға келісімі қажет. Осы құқықтық институтты реттеудің басты қайнар көзі – ҚР АПК. ҚР АПК-не сәйкес, шетелдік сот шешімдері халықаралық шартта көзделсе, мұны Қазақстан Республикасындағы соттар да мойындайды және орындайды. Шетелдік соттардың мәжбүрлеп орындатуға жатпайтын шешімдеріне (мысалы, егер ерлі-зайыптылардың екеуі де істі қарау кезінде ҚР шегінен тыс жерде тұрса, қазақстандық азаматтар арасындағы некені бұзу немесе жарамсыз деп тану туралы) қатысты мүдделі тұлғаның тарапынан қарсылық түспесе, Қазақстан Республикасында қандай да бір арнайы іс жүргізусіз танылады. Заң шығарушы тиісті халықаралық шарттың болуы шет мемлекеттің сот шешімін тану және орындауына мүмкіндігін туғызады. Егер мемлекеттер арасында тиісті шарт болса, ал мойындау және орындау туралы шарт болмаса, онда пікірталас мәселесі туындайды, оны өзара түсіністік немесе халықаралық сыпайылық қағидаттарында жүзеге асыру керек.

Отбасылық қатынастар бойынша, егер істі қарау кезінде ерлі-зайыптылардың ең болмағанда біреуі Қазақстан Республикасынан тыс жерде тұрған болса; егер ерлі-зайыптылардың екеуі де істі қарау кезінде Қазақстан Республикасынан тыс жерде тұрған болса, қазақстандық азаматтар арасындағы некені бұзу немесе

жарамсыз деп тану туралы; қазақстандық азамат пен шетелдік азамат арасындағы некені бұзу немесе жарамсыз деп тану туралы, заңда көзделген басқа да жағдайларда қарастырылады. Шетелдік сот шешімін орындаудың қажетті алғышарты – оны тану. Көбінесе іс жүзінде шешім ғана мойындалады, бірақ орындалмайды.

Түйін сөздер: азаматтар, шетелдіктер, азаматтығы жоқ адамдар, отбасы кодексі, құқықтық база, заңнама, құқықтық жүйе, сот шешімдері, отбасылық даулар, отбасылық қатынастар.

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ПРОБЛЕМЫ ПРИЗНАНИЯ И ИСПОЛНЕНИЯ ИНОСТРАННЫХ СУДЕБНЫХ РЕШЕНИЙ ПО СЕМЕЙНЫМ ДЕЛАМ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Республика Казахстан находится сейчас на важном этапе формирования своей правовой системы как суверенного государства. Важную роль в данном процессе играет создание нормально функционирующего механизма международных гражданских отношений, особой составляющей которого являются семейные отношения, осложненные «иностранным элементом». Часто международные семейные отношения сопровождается проблема признания и исполнения одной страной решения компетентного органа по семейным вопросам, вынесенного на территории другой страны. Безусловно, в международных семейных отношениях важно, чтобы решение по семейному спору, вынесенное компетентным органом одного государства, имело юридические последствия в другом государстве. Однако акты юрисдикционных органов, по общему правилу, имеют территориальный принцип действия. «Юридическую силу в другом государстве они приобретают, если другое государство в какой-либо форме выразит на это свое согласие». Применительно к семейным отношениям можно отметить, что признание иностранных решений по семейным делам является одним из способов устранения «конфликтных семейных отношений», то есть признаваемых в стране, в которой вынесено судебное решение, но не признаваемых в стране, в которой оно должно породить правовые последствия.

Правовое регулирование семейных споров с участием иностранных лиц подразумевает под собой наличие определенных норм о подсудности. В случае, если такая норма определит, что дело подлежит рассмотрению в суде иностранного государства, то именно этот суд рассмотрит и вынесет решение по делу. Для того, чтобы обеспечить соблюдение прав и законных интересов участвующих в деле лиц и реализовать, установленные решением права за границей необходимо согласие соответствующего государства на признание и исполнение иностранного судебного решения. Главным источником, регулирующим данный правовой институт, является ГПК РК. В соответствии с ГПК РК иностранные судебные решения признаются и исполняются в Республике Казахстан судами, если это предусмотрено международным договором. Решения иностранных судов, которые не подлежат принудительному исполнению, (например, о расторжении или признании недействительным брака между казахстанскими гражданами, если оба супруга в момент рассмотрения дела проживали вне пределов РК), признаются в Республике Казахстан без какого-либо специального производства, если со стороны заинтересованного лица не поступит возражения против этого признания. Законодатель ставит возможность признания и исполнения судебного решения иностранного государства от наличия соответствующего международного договора. Возникает вопрос о том, что если имеется соответствующий договор между государствами, а в нем отсутствует условие о признании и исполнении, тогда отсюда вытекает не менее дискуссионный вопрос, а стоит ли осуществлять это на принципах взаимности или международной вежливости.

По семейным отношениям это решения о расторжении или признании недействительным брака между казахстанским гражданином и иностранным гражданином, если в момент рассмотрения дела, хотя бы один из супругов проживал вне пределов Республики Казахстан; о расторжении или признании недействительным брака между казахстанскими гражданами, если оба супруга в момент рассмотрения дела проживали вне пределов Республики Казахстан; в других предусмотренных законом случаях. Необходимой предпосылкой исполнения иностранного судебного решения является его признание. Чаще всего, на практике решение только признается, но не исполняется.

Ключевые слова: граждане, иностранцы, лица без гражданства, семейный кодекс, правовая база, законодательство, правовая система, судебные решения, семейные споры, семейные отношения.

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POLITICAL ENTITIES OF LEGAL CULTURE IN CENTRAL ASIA

Abstract. With the help of specific materials, the article deals with the issues of political subjects of legal culture in Central Asia, which have not yet been studied in political science. The paper examines in more detail the various political subjects of legal culture - state, government and its bodies, political parties, and social and political movements in Central Asia. All political actors of the Central Asian countries participate in the formation and implementation of the state's policy of legal culture. The article notes that Parliament, the President, the Government as a whole and the head of the Government separately, the Central Bank, the Ministry of Justice, the Ministry of Foreign Affairs, other ministries, state committees and commissions of Central Asian countries can act as political subjects of legal culture on behalf of the state. Political subjects of legal culture in Central Asia influence the creation of civil society and protect human rights and freedoms, honor and dignity. At the same time, the article focuses on discussing issues.

Keywords: politics, law, culture, subject, state, government, ministry, law enforcement agencies, political parties, social and political movements, country, citizen, government, justice, law.

The political and legal validity of Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan) really shows that the subjects of legal culture strive to use positive law as an achievement of political goals and political tasks, and, therefore, make efforts to influence on state policy in the field of legal regulation and, under favorable circumstances, to dominate in it.

It should be noted that the subjects of the legal culture of Central Asian countries are still not sufficiently studied in the socio-political literature. In order to correctly understand the subjects of legal culture in Central Asia, first of all, it is necessary to identify the real possibilities of various subjects of legal culture, because they are not equal since some of them can more or less affect the process of development and implementation of legal culture, while others completely determined it. For example, a special place in the system of legal culture policy of the Central Asian society is given to the state, because it acts as the most massive organization in the country, encompassing all citizens living within its borders - territories. It unites the most diverse layers of the population around itself. In the Constitutions of the countries of Central Asia and its other fundamental acts, it seeks to consolidate itself and introduce itself as the organization of the entire multinational, multiconfessional nation of the country, a state of all and for all.

Each Central Asian state plays a leading role in establishing legal principles. At the same time, it is the most active subject of legal culture policy. It not only affects the process of its development and implementation but also determines it entirely.

The fact that the state plays an instrumental role in the development and implementation of a legal culture policy is an axiom. The state is the only bearer of sovereignty, which consists of the supremacy of state authority in relation to all citizens and non-governmental organizations formed by them within the country and in the independence of the state outside, in conducting foreign policy and building relations with other states. Only the state has a special apparatus of control and coercion. It includes both power structures (state security bodies, internal affairs bodies, etc.) and material appendages (army, prisons, etc.). In this regard, the state becomes stronger the consciousness of citizens. It is strong when citizens know everything, they can judge everything and go on everything consciously and have a "high legal awareness" [1].

The state has a specific set of tangible assets, often concentrating huge material and financial resources in its hands.

As a factor determining the priority role of the state both in the political and legal system of society and in the system of legal culture, some social scientists call it a monopoly on law-making and policy development in general, including the policy of legal culture.

For example, in the Soviet period, lawmaking was the exclusive competence of state bodies. However, to characterize the modern Central Asian legal system, such an approach is inaccurate, incorrect. Now, legal norms can be established in other ways: firstly, in a referendum (for example, the Constitution of the Republic of Kazakhstan was adopted on August 30, 1995), and secondly, by local authorities.

We can say that law today is not the prerogative of the state in the Central Asian society, it can also have other sources in the face of corporations. However, having lost its former monopoly on lawmaking, the state still plays a pivotal role in establishing legal norms. Therefore, with appropriate adjustments, the state's priority role in the political and legal system and the legal culture system of Central Asian society continues to exist.

In our opinion, political and legal theory expresses a reasonable rationale that the objective process of law formation should not be confused with the subjective, consciously volitional procedure of its formulation in the form of certain norms. Unofficial coercion does not create the objective properties of law, but, on the contrary, it creates the need for their recognition, implementation, and protection in obligatory for all forms. In practice, non-legal norms are often recognized and endowed with legal force in an official capacity. Therefore, the legislation can both comply with the law and diverge from it (mistakes, abuse of the legislator, etc.).

The list of factors affecting the exclusive status of the state in the political system and the system of legal culture of the Central Asian society is not limiting. Specialists also name other circumstances that determine the dominant position of the state among other subjects of the policy of legal culture and political processes.

It should be highlighted that a political analysis of regulatory legal acts and other official documents of Central Asian countries shows that a legal culture can be formed, implemented by both government bodies and officials. For example, the President of the country.

The political subjects of the legal culture policy in Central Asia are Governments of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. For example, the Government's powers are fixed in article 66 of the Constitution of the Republic of Kazakhstan [2]. In accordance with the constitutional law, the Government of the Republic of Kazakhstan, within its powers, organizes the implementation of the internal and foreign policies of the Republic of Kazakhstan, including the legal culture.

Structural units of the Government of the country take part in the development and implementation of the policy of the legal culture of the state. So, the National Bank acts as an active political subject of the state's legal culture policy.

A specific place in the development and implementation of the state's legal culture policy is held by the Ministry of Justice of the Central Asian country. It is the central executive authority for the implementation of state policy in the field of justice and coordination of other executive bodies in this area. This Ministry carries out the missions of ensuring the rights and legitimate interests of individuals and the state, legal protection of intellectual property, ensuring the enforcement of acts of the judiciary, the enforcement of criminal sentences, etc. In this regard, it is vested with the relevant power. [3].

One of the priority directions of activity of the Ministry of Justice in Central Asian countries is its participation in the legal support of regulatory activities, including in the legislative process. The legislative activity of the Ministry of Justice is carried out based on the legislative drafting plans of the President and the Government in Central Asia. In particular, it takes an obligatory part in the development of systemic bill drafts. Therefore, in our opinion, the Ministry of Justice of the country in Central Asia in its intended purpose is an important link in ensuring the implementation of the state policy of legal culture. The participation of the Ministry of Justice of the Central Asian country in the legal support of regulatory activity is expressed in the fact that this Ministry is the state body authorized by the Government to monitor compliance with the established by the Government rules for the preparation of regulatory legal acts by the central executive authorities and their state registration to improve legal regulation.

The Ministry of Justice of the Central Asian country as an authorized government body in the system of state registration of rights exercises legal control over the activities of justice institutions for conducting

legal examination of documents and the validity of the dealings, for ensuring compliance with the rules of the Unified State Register of Rights, for implementing the republican program for creating a state registration system for subjects of the republic, etc.

The competence of the Ministry of Justice of the Central Asian country in all its directions is realized both directly and through the extensive system of its territorial bodies created and operating in all regions of the republic. Their main task is to ensure the implementation by the Ministry of Justice of the country in the regions of the state policy in the field of legal culture, justice.

In accordance with the legislation of the country, the Ministry of Justice of the country of Central Asia carries out other works on the implementation of the policy of legal culture.

Thus, the Ministry of Justice of the Central Asian country fulfills extremely important tasks in implementing the state's legal culture policy. It is the main generator and coordinator of this policy and its catalyst since it is in the center of events related to reforms: legal, judicial, criminal - executive, etc.

To a certain extent, the Ministry of Foreign Affairs of the Central Asian country is involved in the development and implementation of the policy of the legal culture of the state.

Politological analysis of the legal framework of the Central Asian country gives reason to conclude that other ministries, state committees, commissions, other central executive authorities, as well as state bodies management of subjects of the Republic of Central Asia can be attributed to the subjects of legal culture in Central Asia acting on behalf of the state.

Thus, on behalf of the state, Parliament, the President, the Government as a whole and the head of the Government separately, the Central Bank, the Ministry of Justice, the Ministry of Foreign Affairs, other ministries, state committees and commissions, other central executive authorities, as well as bodies of state power and management of subjects of the Republic of Central Asia can act as political subject of legal culture

The policy of the legal culture of the state is embodied both in domestic official documents and in intergovernmental agreements, international treaties.

In our opinion, the expression "state policy of legal culture" does not mean at all that it is developed only by the state. Rather, it is about by whom it is being implemented in and realized. This idea is emphasized in many regulatory acts of the Central Asian country.

In this regard, it should be highlighted that the most important sphere of activity of the legal policy and legal culture of the Republic of Central Asia is to ensure the unity of the system of state power and the law and order as an essential condition for the formation of a rule-of-law state in the country. Moreover, the legitimacy of state power in Central Asia lies in the fact that the legal culture provides that the formation, powers, limits of state power, the functioning of all power structures are regulated by law, based on the Constitution and legislation of the country.

For example, the principle of shared responsibility of the state and the individual in Kazakhstan can be characterized by the fact that the Constitution of the Republic of Kazakhstan (Article 1) as the basis of legal culture has fixed the provision that a person, his/her life, rights, and freedoms are the highest values [4]. The recognition, observance, and protection of the rights and freedoms of a person and citizen is the duty of the state. This established the priority of the individual in the system of socio-political values of the Kazakh state and society. At the same time, according to Section II, the Constitution of the Republic of Kazakhstan guarantees the equality of human and civil rights and freedoms, regardless of gender, race, nationality, language, origin, property and official position, place of residence, beliefs, or other circumstances [5].

An important factor in limiting state power and the mutual responsibility of the state and the individual in Kazakhstan is, on the one hand, the development and protection of the rights and freedoms of citizens, the increase of their importance in the legal and political sphere [6], and on the other hand, the consolidation of personal responsibility in the Constitution of the Republic of Kazakhstan before the state and society. In this regard, for the normal interaction of an individual and the state in Kazakhstan, it is necessary to eliminate the extremes of individualism, selfishness, and collectivism.

Meanwhile, Kazakhstani practice shows that the principle of mutual responsibility between the state and the individual is difficult to implement and is far from ideal [7]. Therefore, the cutting edge of the legal culture and legal policy of the Republic of Kazakhstan should be aimed at developing legislative measures against arbitrariness, red tape, corruption, disrespect for individual rights and other violations of the law. At the same time, Kazakhstan attaches particular importance to the legal culture policy in that, on

the one hand, guarantees for the rights of civil servants are enshrined, and on the other, restrictions and prohibitions in their activities.

It should be noted that along with the state represented by its individual bodies and officials, the political parties and socio-political movements, which can be defined as organizations focused on achieving legal control over governance through the election process, are the active political entities of the legal culture in Central Asia. The policies they develop are embodied, particularly, in election platforms, in program documents, in materials of party congresses, etc.

The degree of impact of political parties and socio-political movements on the formation process of the legal culture in Central Asian countries can be judged at least on the basis that any important new law is a result of a compromise developed with the participation of various parties, movements expressing the requirements of those social groups whose representatives they are. The modern state in Central Asia is based on a compromise [8], and its Constitution is a compromise reconciling the various aspirations of the most influential social groups in the state.

In order to evaluate the contribution of Central Asian political parties and socio-political movements to the modern legal culture of the state, it is necessary to estimate the electoral programs of these political entities (for example, elections to the Parliament of Central Asian countries).

In this regard, it should be emphasized that many entities of Central Asian countries participate in the formation and implementation of the state's legal culture policy.

For example, citizens of Kazakhstan take part in the development and implementation of the legal culture of the Republic of Kazakhstan as political subjects. The Constitution of the Republic of Kazakhstan secured the possibility of holding referendums on the most important issues of state life so that everyone could express their political will. In addition, according to the Constitution of the Republic of Kazakhstan, all citizens of the Republic of Kazakhstan are endowed with the same voting rights [9], etc.

It should be noted that the legal culture policy of the Republic of Kazakhstan is developed by all those who have the right to legislative initiative: the President of the Republic of Kazakhstan, the Parliament of the Republic of Kazakhstan, the deputies of the Parliament of the Republic of Kazakhstan, the government of the Republic of Kazakhstan, the legislative (representative) bodies of the Republic of Kazakhstan, the Constitutional Council of the Republic of Kazakhstan, and the Supreme Court of the Republic of Kazakhstan. In addition, political parties and other public associations, as well as citizens, participate in the formation and implementation of the legal culture policy of the Republic of Kazakhstan, as well as citizens, not directly, but through official channels and the press.

A major role in this process is played by the courts, prosecutorial, investigative and other jurisdictional bodies with their rich law enforcement practice. They often substantially correct the legal culture that they implement, as if they test it for vitality and effectiveness, identify weaknesses and strengths in it, make necessary proposals, recommendations for its improvement.

In this regard, we emphasize that when improving the legal culture policy of the Republic of Kazakhstan and other Central Asian countries, public opinion should be taken into account, if possible [10], otherwise it will not adequately reflect the real state of affairs in society, the dynamics of its development. At the same time, in some cases, when making the crucial political and legal decisions, one cannot blindly rely solely on public opinion, trying to please the public at any cost: difficulties may arise with its implementation and, ultimately, subjects of the legal culture policy of the Republic of Kazakhstan and other Central Asian countries will not achieve their goal.

According to some experts, the focus on public opinion should not always be regarded positively. For example, the law-making body is under massive pressure from public opinion. One cannot ignore it, but it is equally dangerous to follow the repressive mass consciousness. Crime requires retaliation, but a sense of justice and common sense should not be overwhelmed by blind hatred and a thirst for reprisal.

Of course, public opinion in Central Asia cannot be ignored, but it is unacceptable to make the most important political and legal decisions, blindly relying only on it and trying to please the public at all costs. The main task here should be the protection of human rights and freedoms. [11].

Political entities of legal culture in Central Asia contribute to the formation of civil society in Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. Since the semantic and meaningful value of the legal culture of Central Asia in the formation of civil society lies in the systematic activity of

developing, adopting and implementing an appropriate regulatory framework, this gives the opportunity to clearly and intelligibly define the sequence of steps to achieve the goals.

In our opinion, the first step in building civil society in the countries of Central Asia should be the normative consolidation of this goal as part of national policy. The need for such an action is caused by the fact that the concept of "civil society" is enshrined in the Constitutions of the countries of Central Asia. To fill this gap, it seems to us advisable to make an appropriate amendment to the Constitutions of the countries of Central Asia.

It should be pointed out that the political entities of the legal culture of Central Asian countries not only impact the creation of civil society in the country but also protect the rights and freedoms, honor and dignity of a person.

The most urgent task of the subjects of the legal culture policy of the countries of Central Asia should be to ensure the most justified, quick and effective restoration of the violated right or compensation for the harm caused. For example, annually, according to the protests of the prosecutors of Kazakhstan, about 25 thousand illegal acts [12], adopted at different levels of authorities, are often canceled to the detriment of the legitimate interests of an unlimited number of people. It's worth noting that due to the current relevance of protecting rights and freedoms, the feasibility of adopting a special republican law that reveals the basic concepts and specifies the right to protect these values is obvious. This is dictated not only by socio-political circumstances but also due to the fact that the current legislation of the Republic of Kazakhstan does not fully protect rights and freedoms, fragmentarily regulates specific manifestations of invasions and infringement of rights and freedoms.

It should be said that the proclamation of the protection of the rights and freedoms of the Central Asian person does not mean that people enjoy this protection; the rights and freedoms protection of a Central Asiatic cannot be realized only through proclamation, as well as education and training. It acquires real content, if provided, guaranteed in specific villages, auls, ails, kishlaks, districts, regions, Central Asian Republics, as well as in other countries of the world. To what extent this is ensured in Central Asia and the countries of the world community, including those which political leaders shout more loudly than others about human rights and freedoms, one can understand, in particular, from such examples. According to our estimates, in western developed countries almost every 10-12 able-bodied people are almost always unemployed; and in Central Asia, about 25-30% of the population is unemployed; in the developing countries of Asia and Africa, a significant part of the population is starving; American women receive much less for equal work than men; for more than 50 years, Israel has occupied the Arab lands, and Iraq is under US occupation, etc.

Of course, human rights and freedoms in modern Central Asia and the world are far from being fully ensured [13], but this does not mean that they are not subject to progress. As the historical, socio-political development of society, the protection of human rights and freedoms expand, are filled with new content, that is, the legal culture is being improved.

But at the same time, one of the political science problems affecting Central Asia, the world community as a whole and currently being the focus of discussion is the issue of protecting human rights and freedoms as the implementation of the legal culture policy and public policy in general. This problem has become acute in the 21st century. The protection of the rights and freedoms of the Central Asian people is the achievement of the political subjects of the legal culture of Central Asia and the result of the scientific state policy of the countries. At the same time, the main task of the legal culture of Central Asian society is to turn human rights "simultaneously into the subject matter and into practice" [14].

Thus, from the foregoing, we can conclude that the legal culture in Central Asia is developed, implemented based on the interaction of all entities included in the political and legal system of the countries of Central Asia, and receives concentrated expression in republican target programs, doctrines, development concepts, international treaties of Central Asian countries, in laws and other regulatory legal acts of Central Asian states, as well as in other official political and legal documents. The legal culture of the Central Asian countries is the activity of political entities - the state, political parties, social movements, individuals and their associations in Central Asia in the sphere of legal, political regulation, consisting in the development and implementation of political and legal ideas, principles of a strategic and tactical nature.

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ОРТАЛЫҚ АЗИЯДАҒЫ ҚҰҚЫҚТЫҚ МӘДЕНИЕТТІҢ САЯСИ СУБЪЕКТІЛЕРІ

Аннотация. Мақалада нақты материалдарда саяси ғылымда әлі зерттелмеген Орталық Азиядағы құқықтық мәдениеттің саяси субъектілерінің мәселелері қарастырылады. Мақалада Орталық Азиядағы құқықтық мәдениеттің түрлі саяси субъектілері-мемлекет, үкімет және оның органдары, саяси партиялар, қоғамдық – саяси қозғалыстар егжей-тегжейлі зерттеледі. Әрбір Орталық Азия мемлекеті елдегі құқықтық нормаларды орнатуда жетекші рөл атқарады. Сонымен қатар ол құқықтық мәдениет саясатының ең белсенді субъектісі болып табылады. Ол оны өндіру мен іске асыру процесіне әсер етіп қана қоймай, оны толығымен анықтайды. Орталық Азиядағы құқықтық мәдениет саясатының саяси субъектісі – Қазақстан, Қырғызстан, Тәжікстан, Түрікменстан, Өзбекстан үкіметі. Мемлекеттің құқықтық мәдениет саясатын әзірлеуге және жүзеге асыруға ел Үкіметінің құрылымдық буындары қатысады. Мемлекеттің құқықтық мәдениет саясатын әзірлеу мен жүзеге асыруда еліміздің Әділет министрлігі ерекше орын алады. Елдің Әділет министрлігі осы саясаттың негізгі генераторы және үйлестірушісі және оның катализаторы болып табылады, өйткені құқықтық, сот, қылмыстық-атқару және т.б. реформаларға байланысты оқиғалар орталығында болған.

Орталық Азиядағы құқықтық мәдениеттің белсенді саяси субъектілері ретінде сайлау процесі арқылы басқаруды заңды бақылауға қол жеткізуге бағытталған ұйымдар ретінде анықтауға болатын саяси партиялар мен қоғамдық-саяси қозғалыстар болып табылатынын атап өткен жөн. Олар әзірлейтін саясат өзінің іске асуын, атап айтқанда, сайлауалды тұғырнамаларда, бағдарламалық құжаттарда, партиялық съездер мен т. б. материалдарында табады. Орталық Азия елдерінің құқықтық мәдениетін қалыптастыру процесіне саяси партияларының және қоғамдық-саяси қозғалыстардың ықпал ету дәрежесі туралы қандай да бір маңызды жаңа шығарылған заң, олар өкілдері болып табылатын әлеуметтік топтардың талаптарын білдіретін түрлі партиялардың, қозғалыстардың қатысуымен жасалған келісімнің нәтижесі болып табылады деген негізде айтуға болады. Орталық Азиядағы қазіргі заманғы мемлекеттің өзі ымыраға негізделген, және оның Конституциясы мемлекеттегі ең ықпалды әлеуметтік топтардың түрлі ұмтылыстарын татуластыратын ымыраға келіп отыр. Мақалада Орталық Азия елдерінде құқықтық мәдениеттің саяси субъектілері мемлекет атынан Парламент, Президент, тұтастай алғанда Үкімет және Үкімет басшысы, Орталық банк, Әділет министрлігі, Сыртқы істер министрлігі, басқа да министрліктер, мемлекеттік комитеттері мен комиссиялары бола алады. Орталық Азиядағы құқықтық мәдениеттің саяси субъектілері азаматтық қоғамды құруға ықпал етеді және адамның құқықтары мен бостандықтарын, ар-намысы мен қадір-қасиетін қорғайды. Сонымен қатар, мақалада пікірталас мәселелеріне де назар аударылды.

Түйін сөздер: саясат, құқық, мәдениет, субъект, мемлекет, Үкімет, министрлік, құқық қорғау органдары, саяси партиялар, Қоғамдық – саяси қозғалыстар, ел, азамат, билік, әділдік, заң.

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ПОЛИТИЧЕСКИЕ СУБЪЕКТЫ ПРАВОВОЙ КУЛЬТУРЫ В ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация. В статье на конкретных материалах рассматриваются вопросы политических субъектов правовой культуры в Центральной Азии, которые еще не изучены в политической науке. Более подробно исследуются различные политические субъекты правовой культуры - государство, правительство и его органы, политические партии, общественно – политические движения в Центральной Азии. Каждое центральноазиатское государство играет ведущую роль в установлении правовых норм стране. В то же время оно является самым активным субъектом политики правовой культуры. Оно не только влияет на процесс ее выработки и реализации, но и целиком его определяет. Политическим субъектом политики правовой культуры в Центральной Азии выступает и Правительство – Казахстана, Кыргызстана, Таджикистана, Туркменистана, Узбекистана. В выработке и осуществлении политики правовой культуры государства принимают участие структурные звенья Правительства страны. Особое место в выработке и осуществлении

политики правовой культуры государства занимает Министерство юстиции страны. Министерство юстиции страны является основным генератором и координатором этой политики, и ее катализатором, поскольку находится в центре событий, связанных с реформами: правовой, судебной, уголовно-исполнительной и т.д.

Следует отметить, что наряду с государством в лице его отдельных органов и должностных лиц активными политическими субъектами правовой культуры в Центральной Азии выступают политические партии и общественно-политические движения, которые можно определить как организации, ориентированные на достижение законного контроля над управлением посредством процесса выборов. Вырабатываемая ими политика находит свое воплощение, в частности, в предвыборных платформах, в программных документах, в материалах партийных съездов и т.д. О степени влияния политических партий общественно-политических движений на процесс формирования правовой культуры стран Центральной Азии можно судить хотя бы на том основании, что всякий сколько-нибудь важный новоиздающийся закон является результатом компромисса, выработанного при участии различных партий, движений, выражающих требования тех социальных групп, представителями которых они являются. Само современное государство в Центральной Азии основано на компромиссе, и его Конституции есть компромисс, примиряющий различные стремления наиболее влиятельных социальных групп в государстве.

В статье отмечается, что политическими субъектами правовой культуры могут выступать от имени государства Парламент, Президент, Правительство в целом и глава Правительства в отдельности, Центробанк, Министерство юстиции, Министерство иностранных дел, другие министерства, государственные комитеты и комиссии стран Центральной Азии. Политические субъекты правовой культуры в Центральной Азии влияют на создание гражданского общества и защищают права и свободы, честь и достоинство человека. Вместе с тем, в статье уделено внимание и дискуссионным вопросам.

Ключевые слова: политика, право, культура, субъект, государство, правительство, министерство, правоохранительные органы, политические партии, общественно – политические движения, страна, гражданин, власть, справедливость, закон.

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