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РЕСПУБЛИКИ КАЗАХСТАН

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A.B. Esenbekova[1], Robert Alan[2]

[1]KokshetauTechnical Institute of the Committee on ExtraordinarySituations of the Ministry of Internal Affairs of the Republic of Kazakhstan, Kokshetau, Kazakhstan;
[2] William Patterson University, New Jersey,United States of America
asem.cold@mail.ru

TO THE QUESTION OF NEW VECTORS OF SUSTAINABLE DEVELOPMENT OF THE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract. Sustainable economic development in the last two to three decades requires serious organizational and management costs for these purposes. The growing transboundary environmental impact and other negative consequences also indicate the need to strengthen international activities in the field of security and harmonize their global measures in the direction of implementing the principles of sustainable development. The basis of sustainable development of the country is the parity of relations in the triad man - economy - nature, providing the transition to this mode of interaction between nature and society, which is characterized as the epoch of noospheres. The concept of sustainable development proceeds primarily from two approaches: resource approach (the detection of the maximum permissible, maximum removal of photosynthetic products from the biosphere) and biological (identifying the capabilities of the biosphere to expand and reproduce the production of photosynthesis). This concept reflects an understanding of the close interrelationship between the environmental, economic and social problems of mankind and fact that they can only be resolved in comprehensive manner, subject to close cooperation and coordination of the efforts of all countries of the world. Thus, sustainability is the process of harmonizing the productive forces, ensuring the satisfaction of the necessary needs of all members of society, while preserving and gradually restoring the integrity of the natural environment.

Key words: sustainable economic development, transboundary environmental impact, global measures, epoch of noospheres, parity relations, resource approach, biological approach, harmonization of productive forces, natural environment, threats to civilization.

Sustainable economic development in the last two to three decades calls for serious organizational and management costs for these purposes. The growing transboundary environmental impact and other negative consequences also indicate the need to strengthen international security activities and to harmonize their global measures in the implementation of the principles of sustainable development. The basis of sustainable development of the country is the parity of relations in the triad man - economy - nature, providing a transition to this mode of interaction between nature and society, which is characterized as the epoch of noospheres.

The concept of sustainable development proceeds primarily from two approaches: resource approach (the detection of the maximum permissible, maximum removal of photosynthetic products from the biosphere) and biological (identifying the capabilities of the biosphere to expand and reproduce the production of photosynthesis). This concept reflects an understanding of the close interrelationship between the environmental, economic and social problems of mankind and the fact that they can only be resolved in a comprehensive manner, subject to close cooperation and coordination of efforts of all countries of the world. Thus, sustainability is the process of harmonizing the productive forces, ensuring the satisfaction of the necessary needs of all members of society while maintaining and gradual restoration of the integrity of the natural environment, creating opportunities for a balance between its potential and the needs of people of all generations. In order to determine the perspective directions of sustainable development of the economy of Kazakhstan, we need to consider national environmental problems and identify ways of their elimination.To national environmental problems we can include the following:

- problems of desertification and land degradation;
- zones of ecological disaster;
- problems of depletion and pollution of water resources;
- problems of historical pollution;

This time it is the green industries:conservation, resource efficiency, renewable energy generation, pollution prevention, and waste minimization and recycling, that are the engine of transformation, and all businesses are coming to use their products and services. The phenomena of global warming, peak oil, and environmental dislocation, combined with the incentive and regulatory priorities in the foreign countries provide inevitability to this transformation, making it the key to a successful 21-st century economy. A new way of doing business is emerging out of this transformation- sustainable enterprise- and before long the way all businesses operate will completely change. As sustainable (green) enterprises emerge and interact with each other as suppliers and customers, and as they all become greener, a sustainable economy is developing. The new clean environmental technologies are at the heart of this economic transformation. While some businesses are specializing in producing and distributing them, all businesses are coming to use them.

Environmental gains must generate tangible economic benefits to be successful. Sustainability solutions that combine improved environmental performance and economic benefits are the key to successful climate-change mitigation/adaptation strategies. If the benefits of reduced greenhouse gas production are externalized, distant, and delayed, the motivation to make voluntary large scale reductions will eventually dissipate. Goals for reducing greenhouse gas emissions need to be translated into self-reinforcing market dynamics.

The problem of desertification and land degradation poses a real internal threat to Kazakhstan, most of which is located in the arid zone and about 66% of its territory is subject to varying degrees of desertification. It can grow into a transboundary one, since there is a probability of the transfer of pollutants by air masses over long distances as a result of dust-salt storms. Damage from degradation of pastures, lost income from erosion of arable land, secondary salinization and other causes is about 300 billion tenge.

Sustainability reports, based on the Sustainability Reporting Guidelines, address “materiality” (economic, social, and environmental impact); stakeholder inclusiveness; sustainability context; and “completeness” (scope, boundary, and time covered); and also include sector supplements and national annexes. The Guidelines can be used to benchmark organizational performance with respect to laws, norms, codes, performance standards, and voluntary initiatives; demonstrate organizational commitment to sustainable development; and compare organizational performance over time. Typically large corporations have a department with senior staff to address environmental issues, implement sustainability initiatives, and report on progress. However, smaller businesses have difficulty finding the resources to hire a single environmental officer, let alone a whole department. Environmental performance is more hit or miss with small and mid-size companies.

J.I. Alferov hasstressed:“Well-executed green development projectsperform extremely well financially. In fact, even though many of the leading-edge developers have strong environmental backgrounds and ideals, the financial rewards of green development are now bringing mainstream developers into the fold at an increasing pace. It is possible- indeed it is the norm- to do well financially by doing the right thing environmentally. For example, project costs can be reduced, buyers or renters will spend less to operate green buildings, and developers can differentiate themselves from the crowd getting a big marketing boost.Benefits of green development can be “reduced capital costs, operating costs, health and productivity benefits, higher perceived value and quality, staying ahead of regulations, and the satisfaction of doing the right thing” [1, P.17].

If the universities and colleges in a region do not have sustainable business education programs to address entrepreneurship and management training in relation to sustainable enterprises- cleantech and green businesses- it is important to the success of a Sustainable Economic Development Strategy to develop and implement such programs. Sustainable business education trains entrepreneurs who may then succeed at starting up cleantech businesses. Sustainable business education is also important to educate the managers in green businesses with responsibility for environmental programs. In some areas, small business development centers also provide this type of education.

In addition, any effective business attraction program should have as its foundation a strong program for growing currently existing resident businesses. Therefore, all of the Sustainable Economy Initiatives and Green Programs outlined in the earlier sections of this paper can contribute to a Green Business Attraction and Retention Initiative. In particular, it is essential to identify the different business clusters that are already strong in the city, region and those that the city, region wishes to strengthen in order to determine the type of businesses toward which to direct an attraction and retention effort.

Zones of ecological disaster represent a real threat to the internal security of the country. So in Kazakhstan, the Aral and Semipalatinsk regions, are declared zones of ecological disaster, where due to the unfavorable ecological situation, the health of the population is significantly damaged, due to the destruction of natural ecological systems, degradation of flora and fauna.

Kazakhstan belongs to the category of countries with a large deficit of water resources. Currently, water bodies are intensively contaminated by mining, metallurgical and chemical industries, municipal services of cities and represent a real environmental threat. The rivers Irtysh, Nura, Syrdarya, Ili, and Lake Balkhash are the most polluted. Groundwater is also contaminated, which is the main source of drinking water supply for the population.

The imbalance between the anthropogenic pressure on water bodies and their ability to restore has led to the fact that environmental disadvantage has become characteristic of almost all major river basins, and insufficient financing of water management needs has caused extremely unsatisfactory technical conditions of water management facilities and serious worsening of problems supplying the population with drinking water.

T. Bigozhin has insisted, that"well-conceived Sustainable Economic Development Strategy, including the component Sustainable Economy Initiatives and Green Programs is important, but it will not be well implemented unless it is understood and embraced by businesses, government officials, employees, community groups, and residents. Building a culture of sustainability is critical to the integration of sustainability into a city, region's businesses, not-for-profits, government agencies, and neighborhoods. The city, region can define itself as a sustainable city and residents, businesses, community organizations, and government agencies can create a city-wide culture of sustainability that reduces costs, obtains financial benefits, and contributes to a prosperous economy, while contributing to the environmental and social health of the region, the country, and the world" [2].

The transition to a carbon-constrained world will drive profound changes in every city, region. The question is whether the transition will be dominated by a potentially chaotic response to emergencies or a more orderly process of careful design, implementation, and evaluation. The premises behind the creation of a Sustainable Economic Development Strategy are that a more orderly response to this inevitable transformation can and should be managed and that this will lead to economic benefits. The Sustainable Economy Initiatives and Green Programs described above provide a menu of options for a city, region to choose from in undertaking a Sustainable Economic Development Strategy. In moving to an integrated Sustainable Economic Development Strategy it is important to recognize that the Sustainable Economy Initiatives and Green Programs have important relationships with each other and need to interact with one another in order to begin to build a sustainable economy in a city, region. For example, green businesses are markets for the products and services of cleantech businesses.

In this process, it is important to pay close attention to the business model that is built into the Sustainable Economic Development Strategy. The Strategy should not just result in costs for local, regional government agencies. It is perfectly legitimate to use a portion of increases in business license fees, property taxes, sales taxes, property transfer taxes, and income taxes directly or indirectly attributable to the Strategy as a way to pay for its expenses. However, it is also important for the Strategy to look for all of the potential sources of income and support to supplement government expenditures. Each of the Sustainable Economy Initiatives that are chosen to be incorporated in the Strategy should include an aggressive pursuit of ways to contribute income and support.

The formation of a sustainable economic development model implies reliance on high production efficiency and rational consumption based on highly productive employment, human capital quality improvement, innovations, and environmental safety. It is important not only to recognize the existence of links between sustainable development and the corresponding economic, social and environmental processes, but also to elaborate a comprehensive long-term support program.

The incorporation of sustainable development goals into government programs and the strategic planning documents that are being prepared on the federal level in the framework of sectoral and territorial goal-setting activities can conduce to better implementation of the Spatial Development Strategy of the Republic of Kazakhstan, as envisaged in the Concept On Strategic Planning in the Republic of Kazakhstanand the List of RK Government Programs. Government programs are grouped into five strategic blocks: Balanced Development; Effective State; Innovative Development and Modernization of the Economy; New Quality of Life; National Security.

High inertia which is clearly manifest in the processes of territorial and spatial development has produced a change in the ranking of RKoblasts by their competitive capacities and investment attractiveness in the domestic market and strengthened the constraints imposed by infrastructural, administrative, and labor-related factors. The aggravation of problems in the sphere of regional development was an upshot of the combined effects of the controversial trends in the inertia-dominated national wealth distribution system and in the dynamically changing system of economic factors that shape the current market environment.

Based on an analysis of the pace of development in the context of changing general economic conditions and with due regard for the provisions stipulated in regional development programs, it has become possible to explain the specific features of each territory and to assess the risks and benefits of each region depending on the decisions adopted in the framework of government investment and social policies. The performance of regional policy mechanisms and tools is assessed on the basis of their proclaimed goals and priorities, qualitative and quantitative parameters, and the practices of dealing with the issues of lowering administrative barriers and promoting development institutions and the infrastructure needed for the support of businesses and administrative structures.

The tools employed in the assessment of investment activity effects are, as a rule, the macroeconomic indices of each territory, which in some cases are augmented by the estimates of the current situation provided by the business community. As demonstrated by Kazakhstan and international best practices, positive effects in the sphere of investment attraction depend on the ability to lower the administrative barriers. In this connection, it becomes fundamentally important to properly assess the performance of regional bodies of executive authority in terms of improving the investment and entrepreneurial climate as a factor responsible for a successful sustainable economic growth trajectory.

The traditional approach views investment activity as something that depends on the degree of industrialization in a given region, because it relies on a well-shaped investment infrastructure consisting of specialized industries and big enterprises capable of ensuring a certain critical investment volume even if the existing conditions are unfavorable. However, the modern investment and industrial policy model aims at comprehensive development of industrial and social infrastructure for sustainable growth, and relies on coordinated measures designed to efficiently use the resource potential, to alter the existing system of spatial and economic relations, and to implement new progressive forms of organizational and administrative structures.

A favorable investment climate displays certain specific features like improving the mechanisms employed in attracting investments into the regions, simplifying the procedures for doing business, creating appropriate infrastructure, borrowing available best practices, and developing proper tools for monitoring and assessing the quality of administrative performance.

The assessment of regions' economic sustainability and potential for recovery after economic crises relies on an analysis of the entire system of indices describing their investment climate, business environment, risks, and potential. Their investment climate ranking in the eyes of investors depends on a comfortable environment for doing business, and for the regions themselves it is an instrument of critical appraisal of their own activity from the point of view of available best practices in achieving a better investment climate provided by the ‘leader’ regions.

Kazakhstan acceded to the international agreements on the protection of the ozone layer in 1998, and now work is underway to reduce the use of ozone-depleting substances (ODS) and remove them from circulation, introduce new technologies using substances that do not destroy the ozone layer.

In accordance with the Report of the World Bank,Ecosystems of Kazakhstan are distinguished by the uniqueness of biological diversity in Central Asia and on the continent as a whole. The disappearance of plant and animal species results in a loss of diversity at the genetic level and corresponding changes in ecosystems. The main reason for the actual loss of biodiversity is the destruction and degradation of habitats, mainly destruction of forests, soil erosion, pollution of inland and marine water bodies, excessive harvesting of plant and animal species. Not so long ago, the introduction of alien species of plants and animals was also recognized as a serious cause of biodiversity loss [3].

In order to preserve biodiversity, the Republic of Kazakhstan ratified the Convention on Biodiversity in 1994 and developed a national strategy and action plan for the conservation and sustainable use of biological diversity.

In our opinion, the most effective measure of biodiversity conservation was the creation of specially protected natural areas. For instance, the area of specially protected natural areas of the republic is 13.5 million hectares, or 4.9% of the total territory, which is not enough to maintain the ecological balance of biological diversity and below the world standards, which are 10%.

Concept of Transition of the Republic of Kazakhstan to Sustainable Development for 2007-2024 researched the problem of atmospheric air pollution. The problem of atmospheric air pollution is inherent mainly in large cities and industrial agglomerations, where about half of the population lives. The most polluted are 10 cities, 8 of which - with a high level of air pollution. The reasons for the high level of air pollution in the cities are obsolete production technologies, inefficient wastewater treatment facilities, poor quality of used fuel, and poor use of renewable and non-traditional energy sources. At the same time, a significant part of the population of industrial centers lives in the zone of increased influence of harmful emissions, as more than 20% of enterprises do not have a regulatory sanitary protection zone [4].

There is no state waste management system in the republic, including monitoring, storage, processing and utilization of industrial and domestic waste, this is another problem. More than 20 billion tons of production and consumption wastes have been accumulated on the territory of Kazakhstan, including 6.7 billion tons of toxic waste, while a trend is increasing.

Emergence of emergency situations of natural and man-made nature represents a real threat to the country's environmental security. The threat is to cause damage to life, human health and the environment as a result of destructive earthquakes, landslides, mudflows, avalanches, floods, fires, industrial and other accidents at hazardous production facilities.

Significant damage to ecosystems continues to cause forest fires. In this regard, the problem of their timely detection is not solved. There are no reliable and cost-effective aviation means of combating forest fires.

The Republic of Kazakhstan needs the Program of Sustainable Development of the Economy of the Republic of Kazakhstan in the context of climate change. The purpose of this program is laying the foundation for the formation of a national socio-oriented model of economic development and satisfying the needs of the individual and society of Kazakhstan.

In addition, in our opinion, it is necessary to improve the legislation of the Republic of Kazakhstan through its systematization in the field of environmental protection; codification of the environmental legislation of the Republic of Kazakhstan (generalization, systematization and specification of norms for the preservation of the environment and natural resources).

We would also like to say about the ecologization of society through the development of environmental education and training, scientific provision, environmental advocacy and public participation with a view to forming a system of views of society aimed at achieving harmony between man and nature.

In the conclusion we must to remind, that the proposed ways and forms of implementing the sustainable development program of the Republic of Kazakhstan will allow us to complete the process of creating an environmental protection system that is consistent with the principles of sustainable development of the country and ensuring a qualitative improvement of the state of the environment in conditions of global warming. The practical implementation of such a policy should help to attract progressive support to Kazakhstan for the harmonization of its development and social order with developed democratic states.

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Ә. Б. Есенбекова, Роберт Алан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЭКОНОМИКАСЫН ТҰРАҚТЫ ДАМЫТУДЫҢ ЖАҢА ВЕКТОРЛАРЫ МӘСЕЛЕСІНЕ

Аннотация. Соңғы екі-үш онжылдықта тұрақты экономикалық даму осы мақсаттар үшін күрделі ұйымдастыру және басқару шығындарын талап етеді. Трансшекаралық әсері және басқа да жағымсыз салдары сонымен қатар қауіпсіздікті қамтамасыз ету саласындағы халықаралық іс-қимылдарды күшейту қажеттігін және тұрақты даму қағидаттарын жүзеге асыру бағытындағы жаһандық шараларды үйлестіру қажеттігін көрсетеді. Елдің тұрақты дамуының негізі - табиғат пен қоғам арасындағы өзара қарым-қатынастың осы режиміне көшуді қамтамасыз ететін адам-экономика-табиғат триадасындағы қатынастардың теңдігі, ол ноосфер дәуірімен сипатталады. Тұрақты даму тұжырымдамасы негізінен екі көзқарасқа негізделеді: ресурстық тәсіл (биосфераның фотосинтетикалық өнімдерін максималды алынуын анықтау) және биологиялық (фотосинтездің өндірісін кеңейту және көбейту үшін биосфераның мүмкіндігін анықтау). Бұл тұжырымдама адамзаттың экологиялық, экономикалық және әлеуметтік проблемалары арасындағы тығыз өзара қарым-қатынас пен олардың тек қана тығыз ынтымақтастық пен әлемнің барлық елдерінің күш-жігерін үйлестіруге негізделген жан-жақты түрде шешілуі мүмкін екендігін көрсетеді. Осылайша, тұрақтылық - өндіруші күштерді үйлестіру, табиғи ортаны сақтап, біртіндеп қалпына келтіру кезінде қоғамның барлық мүшелерінің қажетті қажеттіліктерін қанағаттандыруды қамтамасыз ету процесі.

Түйін сөздер: тұрақты экономикалық даму, трансшекаралық экологиялық әсер, ғаламдық шаралар, ноосфераның дәуірі, паритеттік қарым-қатынас, ресурстық көзқарас, биологиялық көзқарас, өндіріс күштерін үйлестіру, табиғи орта, өркениетке қауіп-қатерлер.

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А.Б.Есенбекова[1], Роберт Алан[2]

[1]Кокшетауский Технический Институт МЧС МВД РК, Кокшетау,Казахстан
[2] Университет Уильям Паттерсон, Нью Джерси,США

К ВОПРОСУ О НОВЫХ ВЕКТОРАХ УСТОЙЧИВОГО РАЗВИТИЯ ЭКОНОМИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Устойчивое экономическое развитие в последние два-три десятилетия требует серьезных организационных и управленческих расходов на указанные цели. Растущая трансграничное экологическое воздействие и другие негативные последствия свидетельствуют также о необходимости усиления международной деятельности в сфере обеспечения безопасности и создания согласованию их глобальных мер в направлениях реализации принципов устойчивого развития. Основой устойчивого развития страны является паритетность отношений в триаде человек - хозяйство - природа, обеспечивающий переход к такому способу взаимодействия природы и общества, который характеризуется как эпоха ноосфер. Концепция устойчивого развития исходит преимущественно из двух подходов: ресурсного (выявление предельно допустимого, то есть предельного изъятия из биосферы продукции фотосинтеза) и биологического (выявление способностей биосферы расширять и воспроизводить продукцию фотосинтеза). Эта концепция отражает понимание тесной взаимосвязи экологических, экономических и социальных проблем человечества и того факта, что они могут быть решены только комплексно, при условии тесного сотрудничества и координации усилий всех стран мира. Таким образом, устойчивость - это процесс гармонизации производительных сил, обеспечение удовлетворения необходимых потребностей всех членов общества при сохранении и поэтапного восстановления целостности природной среды.

Ключевые слова: устойчивое экономическое развитие, трансграничное экологическое воздействие, глобальные меры, эпоха ноосфер, паритетные отношения, ресурсный подход, биологический подход, гармонизация производительных сил, природная среда, угрозы цивилизации.

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V.V. Benberin[1], A.A. Akhetov[2], T.A. Vochshenkova[2],
N.A. Shanazarov[2], G.A. Yermakhanova[2]

[1]Medical Center of President's Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan;
[2]Medical Center Hospital of President's Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan
Emails: valeriy-benberin@mail.ru, amir.akhetov.a@gmail.com,
vochshenkova@gmail.com, nasrulla@inbox.ru, ermakhanova@gmail.com

SCIENTIFIC POLICY IN THE REPUBLIC OF KAZAKHSTAN: THE ORIENTATION ON THE CONSTRUCTION OF A KNOWLEDGE-BASED ECONOMY

Abstract. This article presents Kazakhstan's efforts to make science a basis for the growth of the national economy, as well as in this regard a vision of the RSE «Medical Center Hospital of President's Affairs Administration of the Republic of Kazakhstan" in the development of national science.

Keywords: scientific policy, knowledge-based economy.

Today the world lives in a period of profound and rapid changes, technological, economic and social - in the conditions of the Fourth Industrial Revolution. In his Message to people of Kazakhstan "New Opportunities for Development in the Conditions of the Fourth Industrial Revolution" of January 10, 2018, President of the Republic of Kazakhstan Nursultan Nazarbayev determines what is necessary, what the state must do to successfully advance the country in today's world [1]. Independence of Kazakhstan is 26 years old, for the past period, Kazakhstan has gone from a collapsed economy after the collapse of the USSR in 1991 to a leader in Central Asia. Today, Kazakhstan's GDP is 2 times more than the four Central Asian countries (Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan). However, only a world-competitive economy can lead Kazakhstan to the number of 30 developed countries by 2050. Moreover, this is possible in the construction of a knowledge-based economy that involves the purposeful creation of effective technological solutions for the economy.

The science of Kazakhstan does not currently sound on international scientific platforms. Therefore, this article presents the efforts of our country undertaken to make science the basis for the growth of the national economy, as well as in this regard a vision of the RSE «Medical Center Hospital of President's Affairs Administration of the Republic of Kazakhstan" (hereafter - Hospital) in the development of national science.

The hospital comprises 30 clinical areas, more than 20,000 hospital patients and more than 300,000 outpatients per year, as well as more than 25,000 attached populations. This is more than 70 thousand square meters of space and medical equipment totaling nearly 19 billion tenge, about 2,000 employees providing medical assistance at the level of international standards, using unique diagnostic and therapeutic technologies for Kazakhstan, international accreditation of quality of medical care and patient safety, national accreditation for the right to perform scientific research, and testing drugs and medical products.

Advantages of the hospital, contributing to scientific development are interdisciplinarity, diversification, the availability of infrastructure and scientific personnel, and the existence of a unified development strategy [2]. The hospital has chosen a comprehensive approach to the management of scientific activities. The strategic approach allows the Hospital to overcome some of the obvious constraining factors in the development of national medical science. At the senior management level (director and his deputies), key processes are managed in the strategic plan for the development of the hospital. The strategic plan ensures the creation and maintenance of the internal environment of the

Hospital, facilitates the involvement of both staff in scientific activities and the patient, offering services that are more effective. No less significant is the process part that manages current processes at the personnel level through a short-term operational plan. Involvement of personnel through the distribution of responsibility and authority of personnel approved by the relevant regulations (job descriptions, plan of continuing education, motivation system, etc.) ensures the implementation of plan activities. In addition, the algorithm for monitoring scientific activity, based on the Deming cycle (plan - act - verify - act), contributes to continuous improvement [3].

External consumers of the results of scientific activity are patients, and internal - employees. A single strategy for the development of the Hospital, aimed at leadership in the market of medical services in Kazakhstan and the near abroad and financial independence, ensures the involvement of both internal (employees) and external consumers in obtaining the results of scientific activities for the benefit of both sides [4].

The healthcare system in Kazakhstan is dynamically developing in the market of medical services. Therefore, it is possible to ensure the improvement of medical assistance to the population and its own economic sustainability of the medical organization of the republican level only if the use of the achievements of fundamental science for the creation and introduction of new effective treatment and diagnostic technologies into medical practice. Thus, a successful modern medical organization, along with the process of providing medical assistance, develops a research process of a modern level of quality [5]. The growth of GDP, the economic efficiency of industrial enterprises are inextricably linked with the introduction of research achievements of national scientists and innovative technologies into production. Therefore, medicine, being a part of the country's economy, is also called upon to be science-intensive.

To achieve this goal, the country has created the necessary legislative and regulatory framework. Today, these 6 main legislative acts that are designed to ensure the development of science in the country are capable for creating a specific product that is significant for the country's development, from providing a priority for scientific products having a commercial perspective, creating conditions for the appropriate distribution of very limited public funds, scientific activity:

[1] Law of the Republic of Kazakhstan “On science”, 2011.

[2] Law of the Republic of Kazakhstan “On commercialization of results of scientific and (or) scientific and technical activities”, 2015: creation of conditions for the development of Kazakhstan science for the benefit of the economy and business.

[3] Law of the Republic of Kazakhstan “On state support of industrial and innovative activity”, 2012.

[4] Decree of the Government of the Republic of Kazakhstan of May 25, 2011 No. 575 “On Approval of the Rules for Basic, Grant, Program-Target Financing of Scientific and (or) Scientific and Technical Activities”.

[5] Decree of the Government of the Republic of Kazakhstan of May 13, 2011 No. 511 “On Approval of the list of organizations that are subjects of basic financing”.

[6] Decree of the Government of the Republic of Kazakhstan of June 20, 2011 No. 670 “On Approval of the norms of basic funding for scientific and (or) technical activities”.

[7] Decree of the Government of the Republic of Kazakhstan of August 1, 2011 No. 891 “On Approval of the rules of organization and conduct of the state scientific and technical expertise”.

Today in our country, the main purpose of science is to ensure a real contribution to the acceleration of diversification and the sustainable development of the country's economy. Sustainable means that at the level of the best international standards, in cooperation with foreign partners, the development of research activities that are able in cooperation with business to solve specific tasks for the country's economy. The "scientific idea - scientific and technical development - commercial product" stage is a necessary condition, fixed by legislation, for creating a knowledge-based economy in the country. Thus, the innovative development of the economy assumes the growth of qualitative indicators of science in the following areas: productive scientific and research activity, the real contribution of science to the economy, cooperation with business, integration with the foreign scientific community.

The long-term strategy for the development of science in Kazakhstan is set out in the State Program of the Development of Education and Science of the Republic of Kazakhstan for 2016-2019 [7]. How can the competitiveness of science ensure sustainable economic growth? The decision of four priority tasks ensure the achievement of the chosen goal through the key outcome indicators:

[8] to ensure a targeted increase in science in the development of the country's economy (KPI: share of business expenses in total research and development work, increase in the share of national patents); among the activities that contribute to this are special conditions for public and private partnership in planning and implementing scientific projects and scientific and technical programs;

[9] to strengthen the scientific potential of the status of a scientist (KPI: increase in the number of researchers, increase in publications in international journals, citation level of the total number of publications); among the activities that contribute to this - access to international databases of scientific and technical information is provided;

[10] to modernize the science infrastructure according to the purpose (KPI: coefficient of renewal of scientific equipment, the growth of innovative departments in scientific organizations); among the activities that contribute to this - the support of consortia that are able to take infrastructural decisions at an accelerated pace;

[11] to improve the management and monitoring of the development of science according to the purpose (KPI: growth in the effectiveness of scientific organizations, share of highly and medium-effective projects in the total number of applied research); among the activities that contribute to this - active and efficient commercialization offices.

A key issue for science is its funding, but unfortunately, in Kazakhstan in absolute terms, this is state funding [8]. The government's internal costs of research development are 14 times lower than OECD countries. Each scientist, developing and defending the right of his research for public funding, provides for appropriate representativeness of the research, validation of data, ensuring conditions for retransfer of its results, other conditions necessary for the recognition of results at the international level, in their own country. However, receiving financing in the amount of 10 times less than planned is forced to abandon all these conditions and receives a result interesting only for "junk" scientific journals, with a dubious level of evidence. From many scientific ideas, only a few are making progress in the development of society, how to find exactly the most productive idea? Therefore, only rational management, focused on the primary support of the scientific development of effective technological solutions for the economy, able to bring the goal closer. The structure and dynamics of costs in table 1 clearly show how this mechanism works: over the past three years, the share of financing of commercialization projects is increasing due to the share of grant projects for research, program-targeted and basic financing.

Table 1 - Financing of science (Ministry of Education and Science of the Republic of Kazakhstan)* in 2015-2017

Types of financing	Amount of financing, million dollars (the dollar rate from 03/03/2018, the National Bank of the Republic of Kazakhstan)		
	2015	2016	2017
Basic financing	7,10	8,38	7,08
Grant financing of scientific research works	52,04	42,67	32,98
Grant financing of projects of commercialization of results of scientific and technical activity	-	3,10	18,61
Program-targeted financing	38,08	34,75	28,37
Total	97,22	88,9	87,04

*Report of the Abdrasilova B.S., Chairman of the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan, 2017.

Thus, three-level financing (basic, grant, program-target) contributes to the rational allocation of resources in the interests of a single goal - the development of science for the benefit of the economy and business. Moreover, there are incentives in the form of the State Award in the field of science and technology, nominal Ministry of Education and Science awards, state scientific scholarships for young and outstanding scientists.

The model of management of scientific infrastructure in Kazakhstan is represented by the interaction of several components. On the part of the state, this is primarily the highest scientific and technical commission under the Government of the Republic of Kazakhstan, coordinating scientific research of 8 ministries and agencies, as well as the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan, 392 scientific organizations and 25,000 scientific workers. On the part of scientists, this is an independent examination of the National Center for State Scientific and Technical Expertise, collegial decision-making by the seven specialized scientific and technical councils.

What are the strengths of national science? There are not many of them yet. Nevertheless, a clear legislative framework developed in accordance with the unified strategy of the country's development, specific support for public and private partnerships, effective stimulation of the labor productivity of scientists, at least in the form of growth of the publication activity, the possibility of transferring scientific research technologies, and new opportunities in solving interdisciplinary tasks are a hindrance to progress. For the Hospital, these strengths are important and actively used in the development strategy for 2016-2019: the resources of the medical organization are fundamental for the development of the scientific backlog of future technologies demanded by medical practice, the publication activity of researchers is stimulated by the motivational component of labor remuneration, there are effective domestic and foreign partners in scientific research, the infrastructure necessary for scientific activity is created.

Unfortunately, there are much more weaknesses in the national science. This is a low level of state funding, and low motivation of scientists' work, as well as a significant gap between science and education, an insufficient level of management in science. However, each of these parties is deeply analyzed and has a specific roadmap for improving the situation. As an example, on the one hand, the growing activity of commercialization offices, designed to level the negative effect of insufficient scientific entrepreneurship, and on the other hand, to give missing skills to our scientific teams. Our Hospital is a partner of Nazarbayev University in joint scientific projects, which allows us to use the capabilities of their commercialization office. The purpose of the commercialization office is to support a scientific project that has a promising scientific result in commercialization. The office has a very simple procedure for registering an application: a written application of up to 15 sheets and a presentation at an office meeting. Then the stage of marketing expertise (no more than 1 month), then - independent expertise by 3 experts (2 months), if the project is considered promising, then it is taken for management, and this is the search for partners, financing, procurement, monitoring, patenting, management intellectual property, etc. The joint work of the scientific team with the commercialization office ensures the "scientific idea - scientific and technical development - a commercial product" stage, thereby creating real progress for a knowledge-based economy.

The independence of expert evaluation makes it possible to balance the influence of authorities in science, first, on the distribution of financial flows. There are two levels. First, an independent examination by the National Center for State Scientific and Technical Expertise, followed by collegial decision-making by the National Science Council. For medical science, this is the National Scientific Council "Science of Life and Health".

In 2018, the hospital recognizing itself as a participant in the historical period of transformation of medical science into a knowledge-based economy of Kazakhstan, will continue to implement scientific projects both independently and as part of interdisciplinary consortia with the National Laboratory Astana, Nazarbayev University, the National Center for Biotechnology, the International holding “Phytochemistry”, the Kazakh Academy of Nutrition, the Kazakh National Medical University named after S.D. Asfendiyarov, Karaganda State Medical University.

Conclusions

Scientific activity in Kazakhstan is carried out within the framework of a unified strategy for the national development based on a knowledge-based economy. A unified system for monitoring key performance indicators allows timely identification of problems in scientific activities and their overcoming. The project approach in the financing of scientific activities, the participation of independent experts, as well as collegial decision-making within the key areas of scientific activity makes it possible to ensure the objectivity and effectiveness of scientific activity in conditions of limited public financial resources. However, the subsequent practice of reducing the state funding of medical research several times from the calculated amount in most cases does not allow to bring the scientific idea to the development of technology, and technology - to a commercial product, especially, scientific organizations in the field of medicine have very limited access to other sources of funding. Nevertheless, the hospital, using all the opportunities available in the country for the development of medical science, intends to move forward, thereby strengthening its competitiveness in the domestic and international market of medical services.

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В.В. Бенберин, А.А. Ахетов, Т.А. Вощенкова, Н.А. Шаназаров, Г.А. Ермаханова

Қазақстан Республикасы Президенті Іс Басқармасы Медициналық орталығы, Астана қ., Қазақстан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ҒЫЛЫМИ САЯСАТ:
ҒЫЛЫМДЫ ҚАЖЕТСІНУ ЭКОНОМИКАСЫН ҚҰРУҒА БЕЙІМДЕЛУ

Аннотация. Бұл мақалада ғылымның ұлттық экономиканың өсуіне негіз болуы жөніндегі Қазақстанның күш-жігері көрсетілген. Сонымен қатар, осыған байланысты ұлттық ғылымның дамуына Қазақстан Республикасы Президенті Іс Басқармасы Медициналық орталығы Ауруханасының көрінісі берілген.

Түйін сөздер: ғылыми саясат, білімге негізделген экономика.

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В.В. Бенберин[1], А.А. Ахетов[2], Т.А. Вощенкова[2], Н.А. Шаназаров[2], Г.А. Ермаханова[2]

[1]Медицинский центр Управления делами Президента Республики Казахстан, Астана, Казахстан;
[2]Больница Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан

НАУЧНАЯ ПОЛИТИКА В РЕСПУБЛИКЕ КАЗАХСТАН: ОРИЕНТАЦИЯ НА ПОСТРОЕНИЕ НАУКОЕМКОЙ ЭКОНОМИКИ

Аннотация. В данной статье представлены усилия Казахстана, предпринимаемые для того, чтобы наука стала основой для роста национальной экономики, а также видение в этой связи РГП «Больница Медицинского центра Управления Делами Президента Республики Казахстан» в развитии национальной науки.

Ключевые слова: научная политика, наукоемкая экономика.

Information about the authors:

Benberin V.V. - doctor of medical sciences, professor, corresponding member of the National Academy of Sciences of Kazakhstan, head of the Medical Center of the President’s Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan.

Akhetov A.A. - doctor of medical sciences, director of the Medical Center Hospital of the President’s Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan.

Voshchenkova T.A. - Master of Business Administration, deputy head of the Gerontology Center, Medical Center Hospital of the President’s Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan.

Shanazarov N.A. - doctor of medical sciences, deputy director for science of the Medical Center Hospital of the President’s Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan.

Yermakhanova G.A. - master of public health, head of Clinical trials Sector of the Center for Gerontology, Medical Center Hospital of the President’s Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan.

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R.T. Dulambayeva, A.B. Temirbekova, G.A. Bodaubayeva

Academy of public administration under the President of the RK, Astana,
Almaty Management University, Almaty, Kazakhstan
dulambaeva68@mail.ru, alma.61@mail.ru, gulmira.ba@mail.ru

FEATURES OF INNOVATIVE DEVELOPMENT OF THE NATIONAL ECONOMY

Abstract. The purpose of the study is to identify the main prerequisites and features of the modernization of the national economic system. The study is based on the use of a comprehensive and systematic approach, aimed at identifying the internal links of the socio-economic processes under study, in their dialectical development. This methodology allows us to identify the main patterns of competitive development of the socio-economic system, the essential characteristics and features of innovative development of Kazakhstan. That will allow to determine the main approaches to the formation of the model of innovative development of Kazakhstan. In the process of research historical, dialectical methods, methods of logic, analysis and synthesis, induction and deduction, statistical methods were used. As a result of research of various research approaches to the implementation of modernization existing in world economic theory, the essence, necessity, and features of the national model of innovative development of Kazakhstan are substantiated. The dual effect of activation of innovation activity on the part of the state was revealed and a model for implementing state innovation policy in modern conditions was proposed. This policy is aimed at the formation of a self-sufficient economy, which is characterized by internal stability. It is a question of complex modernization of the whole macrosystem from economic entities to state administration. The institutional aspect of reform is key for Kazakhstan, as it provides a basic platform for all reform programs of development. It is necessary to create conditions for the functioning of business structures in the basic, real sector of the economy. The active innovative component of these enterprises is the guarantee of competitive development of the country. In this regard, it is necessary to strengthen the factors of innovative growth by developing an effective mechanism of legislative, tax, financial support for innovation processes. Thus, it is necessary to develop those forms of activization of enterprises that will strengthen their positions, satisfy the needs and interests of domestic macro-entities.

Keywords: national economy, competitiveness, modernization, innovations, state innovative policy, globalization.

Introduction

The main problem of development of competitive economy is to ensure self-sufficiency and integrity of the national economic system. This will be achieved by providing progressive systematization of the main elements of the economic system, harmonious interaction of its major subsystems. The central link in this system is a state whose policy is aimed primarily at providing integrity, and the result will be the formation of a competitive economy.

Major factor in effective functioning of economy in current circumstances is forced modernization and innovation. For Kazakhstan, the diversification and competitiveness of the economy - a difficult task - notes the leading local economists - given the degraded state of the manufacturing industry and agriculture, science and technology capacity, extremely low levels throughout the system infrastructure and service quality. The country will not only organize the production of new products, to take measures to improve quality and lower prices, and radically modernize its economy [1, p. 155].

Methods

Modernization of the national economy is the main trend of the country's modern development. However, there is no generally accepted definition in the literature, but there are various approaches to the study of this spectrum of problems. It is necessary to use this problem in a complex to identify the essential characteristics of this stage of the reform in the study. Since, we are talking about systemic problems of transforming the national system of management and it is necessary to identify a system-forming unit that determines the trajectory of modern development. A systematic and integrated approach will identify the main problems and develop approaches to their effective solution. The development of the model of innovative development of the national economy requires in-depth studies based on dialectical, historical methods, as well as logical inferences based on the analysis of statistical data and empirical observations.

Results

The concept of "sustainable growth" has been added to the next purpose - to be among the 50 most developed countries in the coming decade. Today's innovative modernization has some other motive, and the trend of implementation. This is due to the global economic crisis and the challenge of modernization is the solution to the country's new growth path. There is no single, universally accepted definition of social and economic modernization in the scientific literature yet.

While in developed countries, innovation is an immanent part of the business sector, the mode of production in Kazakhstan, the national system does not involve a commitment of private capital to innovation. This is due to the fact that entrepreneurship is concentrated mainly in the sphere of circulation (commerce, banking) and the mining sector, which have to restrict innovation because of its specificity. The real sector, which is the basis for large-scale innovation in Kazakhstan is underdeveloped.

Thus, there is an active state role in the formation of a competitive economy such as innovation in the RK. National innovation policy will be effective in the case of a system to ensure the relationship of the two main areas: strengthening the human potential and development of innovative business sector type. In this case, the priority is to enhance the human factor, ie creation of intellectual nation. This implies the development of education, science, basic and applied research, which is the basis for the development of innovative business sector.

With this in mind, we can give the following definition: State Innovation policy - a policy aimed at creating a competitive economy by providing an innovative type of progressive ordering of the two main elements of innovation macro: human development and the business sector. Thus, the role of the state associated with the promotion of economic development. But this role is filled with different contents depending on the model of modernization. However, the important thing to remember is the "failures of the state", indicating the inefficient activity of the state, when the area of responsibility are blurred, the impact of the policy is reduced, and correcting market failures creates new distortions. Despite the external effects of public participation in the revitalization of the state of modern conditions. [2, p. 18, p. 680].

State enterprise may be considered as a way to prevent "failures" of the market or promote economic development as a way to implement structural changes in public investment. Consequently, the use of a particular model makes it necessary to define the initial conditions and to properly assess the capabilities of the methods and tools for the implementation of innovative processes. The specificity of Kazakhstan is that there is not only incomplete stage of late industrial but also medium industrial development. Therefore, innovation should aim at the modernization of the forced passage of these stages, and then - out on the trajectory of post-industrial development. The complexity of the problem requires greater state presence. In this connection, it is worth remembering the state preferential loans in the structural policies of postwar Japan, which has become a catalyst concentration of capital already in the priority areas of business development. Also, refer to the European practice of "big projects".

The liberal approach can’t be recognized even when the dominant modernization in developed countries, although the relationship between business and government can vary in favor of the former. And in terms of post-transit economy, particularly the economy of Kazakhstan, where a country has to solve more complex problems, the traditional neoclassical prescriptions can be dangerous. Therefore, the use of dirigisme is more preferably, preferably modernization from above.

The basic theoretical assumptions enhance the innovative development of national economy in order to increase competitiveness can be considered:

1) the absence of an element in the chain of evolutionary development of competitive relations, and related difficulties;

2) imposition of the tasks late industrial and post-industrial development;

3) implementation of the strategy of innovation and industrial development, which is also impossible without large-scale government intervention through the establishment of the optimal structure of the economy, the formation of markets for knowledge, information and innovation.

Thus, the implementation of an innovative model of economic development because of the prevailing objective conditions in need of increasing the public impact, as Kazakhstan will address a range of socio-economic problems. The main means of implementing this type of development are: structural changes, improvement of the institutional structure, human capital formation, further development of social sphere and the public sector.

One of the factors favors the development of innovative strategies, primarily institutional change. It is about adapting the skills, rules of conduct, relevant institutions and organizations of the new conditions of development of technology, economy, social life, their ability to promote or hinder positive changes in the economy. The difference in the competitiveness of the states is largely due to the flexibility and variability of the institutions. The peculiarity of the institutions is a slow change. However, it is possible to accelerate the pace of development and change. One of the reasons for the ineffectiveness of the reforms in Kazakhstan is the imperfection of the institutional framework.

With the introduction of new institutional forms, it is important to consider their impact on the already existing institutions and the risk of institutional gaps, with their rejection of the new rules [3, p.34]. In Kazakhstan, the formation of institutions actively initiated by the state and based on the study of the economic environment. Creating an institutional framework of economic reform in the modern period is the solution of problems of increasing innovation activity of the economy. Thus, most of the institutions in the developed world, created by the state, are innovative. Their activities are aimed at improving the competitiveness of business entities, and their adaptability to external factors.

More specifically, the state innovation policy consists of three components: government legal support for innovative projects, their financing, as well as the establishment of innovation infrastructure. In the latter part of the network of distribution centers of innovation, counseling centers, science and technology parks, business incubators, and various innovation funds.

Innovation aspect of development is an objective need for Kazakhstan. Because, otherwise, being influenced by such circumstances as the lag in the technological plan, the availability of the national benefits of the resource type (territory and natural resources), lack of competitiveness of domestic products Kazakhstan may lower its economic security.

At present, according to the report of the World Economic Forum “Global Competitiveness Report 2017-2018”, Kazakhstan is the 57 position (2016 key indicators) [4].

Kazakhstan scored 4.35 points out of 7 on the 2017-2018 Global Competitiveness Report published by the World Economic Forum. Competitiveness Index in Kazakhstan averaged 4.27 points from 2007 until 2018, reaching an all-time high of 4.48 points in 2016 and a record low of 4.07 points in 2010 [5,6].

The main reasons for the deterioration of these indicators are:

1) the fall of entrepreneurial activity in the country (the number of joint ventures with foreign participation decreased, GDP growth is less and the reduction of foreign trade);

2) limited access to internal lending of projects;

3) most of the latest technologies are foreign in origin, the decline in the exchange rate of tenge to the US dollar has led to a reduction in the ability of enterprises to purchase the latest technology;

4) small businesses, most of them having low innovative activity that negatively affect the overall statistics of innovative activity;

5) thefinancing level of R&D compared to developed foreign countries remains low and, as a consequence, inefficient and unattractive for enterprises and industries. In connection with the economic situation the companies’ expenditures are concentrated on more immediate tasks than on research and development. According to the Statistics Agency of Kazakhstan, the level of activity in the innovation of domestic enterprises in 2016 amounted 9.3%, although the dynamics 2003 – 2016 remained positive [7].

The development of innovation directly depends on funding. From 2004 till 2016 the share of public sector organizations in the financing of innovative projects on the 4.7% decreased. Whereas, the increase I the proportion of organizations engaged in research and development, since 2003 is a private non-profit sector, business sector and the higher education sector. Despite the fact that the internal costs of research and development in the RK in the period 2003 – 2016 observed a positive trend: since 2003 there is a tendency of growth of expenditure on research and development. However, in 2016 they amounted to only 0.14% of GDP. In the context of a structural source of funding, much of the spending was by the state. In developed countries, science has actively funded. For example, in Japan and Sweden, the costs of research and development (R&D) for 2016 is 3.4% of GDP, in the U.S. – 2.9%, in China – 1.7% and Austria – 2.7%, and only Israel spends more than 4% of GDP on research and development– 4.4% [8].

In Kazakhstan, the same despite the positive dynamics of public funding of science, its share in GDP remains low compared with developed countries. An important factor limiting the intensification of innovation is the lack of adherence to the principle of the systems. There is a small number of innovative companies in the domestic economy, and no major economic structures in the area.

According to the U.S. National Science Foundation, each invested in research and development dollar company employing up to 100 people bring to the market is 4 times more innovative than companies with fewer than 1000 people. Terms of development of innovation in small structures up an average of 2 years and in large - 4 years. Despite the fact that the main potential scientifically industrialized countries are concentrated in large companies, small and medium-sized companies have leading positions in the generation of innovations, and further develop and bring these innovations to consumers is provided by high specialization and diversification of the economy, based on the effective coexistence of enterprises of different sizes [9].

Another significant factor that negatively characterizes the situation of the national economy in the innovative development is the fact that innovation in Kazakhstan is mainly done by attracting foreign direct investment. On the one hand, there are benefits in the form of acquisition of new technologies, licenses, on the other hand - this trend is the country's dependence on foreign technological developments, reduces the skills to innovate domestic business entities. Thus, it is necessary to develop the forms of the revitalization of the businesses that will strengthen their position, the needs and interests of domestic macro- subjects. Changing patterns of economic development should be linked to the setting of the public administration of the whole process of expanded reproduction, since the phase of scientific and technical training of reproduction to the final consumption. In this connection, it is necessary to strengthen the innovation-based growth factors through the development of an effective mechanism for legal, tax, financial support for innovation.This step is conducting a major structural reversal of Kazakhstan's economy in view of current trends in the global economy. We are talking essentially about the need to develop new industrialization strategy, designed for long-term implementation. I must work the effect of "innovation multiplier", which will involve a set of potentially possible scientific, technological and institutional innovations that make the economy self-sufficient type is formed.

Discussion

With regard to methods of modernization in economic theory, there are several research approaches. For example, traditional neoclassical conception which is known as the Washington Consensus. It is based on liberalization, macroeconomic stabilization, privatization. The second approach suggested an evolutionary economic theory, which originated from the theory of economic development of Y. Shumpeter, now the most famous in the interpretation of R. Nelson and S. Winter [10, p. 43]. Under this approach, new laws and institutions will only be effective if they are ripe and rooted in society, not simply be imposed upon him. Hence, the different ways of reforms in different countries can't be tailored to the unified theory. Proponents of this approach are not going to say about transition, but the "transformation".

In the last decade in the "mainstream" economics has entered a new institutional theory of applying neo-classical methods to the analysis of economic and social institutions. The focus is given to the qualitative transformation of the specification of property rights, which in conditions of competition are able to offset the costs associated with inefficiencies in other institutional and structural reforms.

The fourth area is conventionally called the "dirigiste". Proponent of this trend here was the chief World Bank economist Joseph Stiglitz. A necessary condition for accelerated modernization is to increase the state's role in the regulation of socio-economic processes. This is a qualitative improvement of the public intervention, the coherence between economic policies at all levels, achieving a uniform orientation of measures taken by the government, business and society[11, p. 18].

Innovation is a form of modernization of the transformation of socio-economic structure of society, the transition from one system to another model of development. Methods of implementation vary depending on the basic conditions for economic development. The main approaches - a liberal (bottom-innovation, the result of the interests of economic entities) and dirigiste (innovation from the top, initiator is the state).

In Kazakhstan, despite the duality of the effects of the implementation of innovation policy, the active role of the state is relevant. Positive effects will override the risks and negative influences of innovation development policies from above. Another issue is to find effective, balanced methods for implementing state innovation policy, which should be oriented towards the creation of competitive companies in the real sector of Kazakhstan.

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Р.Т. Дуламбаева, А.Б. Темирбекова, Г.А. Бодаубаева

ҚР Президенті жанындағы мемлекеттік басқару академиясы, Астана қ., Қазақстан;
Алматы менеджмент университеті, Алматы қ., Қазақстан

ҰЛТТЫҚ ЭКОНОМИКАНЫҢ ИННОВАЦИЯЛЫҚ ДАМУЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Зерттеудің мақсаты - ұлттық экономикалық жүйені жаңғыртудың негізгі алғышарттары мен ерекшеліктерін анықтау. Зерттеу әлеуметтік-экономикалық процестердің ішкі байланыстарын және олардың диалектикалық дамуын анықтауға бағытталған кешенді жүйелік тәсілдерді қолдануға негізделген. Бұл әдіс әлеуметтік-экономикалық жүйенің бәсекеге қабілетті дамуының негізгі моделін, Қазақстанның инновация-лық дамуының негізгі сипаттамаларын және ерекшеліктерін анықтауға мүмкіндік береді. Бұл Қазақстанның инновациялық даму моделін қалыптастырудың негізгі тәсілдерін анықтауға мүмкіндік береді. Зерттеу барысында диалектикалық әдістер, логикалық әдістер, талдау және синтездеу, индукция және шегеру, статистикалық әдістер қолданылды. Әлемдік экономикалық теорияда жаңғыртуды жүзеге асырудың түрлі тәсілдерін зерттеу нәтижесінде Қазақстанның инновациялық дамуының ұлттық моделінің маңызы, қажеттілігі мен ерекшеліктері анықталды. Мемлекет тарапынан инновациялық қызметті жандандырудың қосарлы әсері анықталды және заманауи жағдайларда мемлекеттік инновациялық саясатты іске асырудың үлгісі ұсынылды. Бұл саясат ішкі тұрақтылықпен сипатталатын өзін-өзі қамтамасыз ететін экономиканы қалыптастыруға бағытталған. Бұл шаруашылық субъектілерінен бастап мемлекеттік басқару жүйесіне дейін барлық макросистеманы күрделі модернизациялау мәселесі. Реформаның институционалдық аспектісі Қазақстан үшін маңызды болып табылады, өйткені ол барлық реформаларды дамытудың негізгі

тұғырнамасы болып табылады. Экономиканың негізгі, нақты секторында бизнес-құрылымдардың жұмыс істеуі үшін жағдай жасау қажет. Кәсіпорындардың белсенді инновациялық құрамы - елдің бәсекеге қабілетті дамуының кепілі. Осыған байланысты инновациялық процестерге заңнамалық, салықтық және қаржылық қолдаудың тиімді механизмін жасау арқылы инновациялық өсу факторларын күшейту қажет. Осылайша, өз ұстанымдарын нығайтатын, отандық макроорталықтардың қажеттіліктері мен мүдделерін қанағаттандыратын кәсіпорындардың белсенділігін арттыру қажет.

Түйін сөздер: ұлттық экономика, бәсекеге қабілеттілік, жаңғырту, инновация, мемлекеттік инновациялық саясат, жаһандану.

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Р.Т. Дуламбаева, А.Б. Темирбекова, Г.А. Бодаубаева

Академия государственного управления при Президенте РК, Астана,
Алматы Менеджмент Университет, Алматы, Казахстан

ОСОБЕННОСТИ ИННОВАЦИОННОГО РАЗВИТИЯ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

Аннотация. Целью исследования является выявление основных предпосылок и особенностей модернизации национальной экономической системы. Исследование основано на использовании всестороннего системного подхода, направленного на выявление внутренних связей исследуемых социально-экономических процессов, их диалектического развития. Эта методология позволяет выявить основные закономерности конкурентного развития социально-экономической системы, основные характеристики и особенности инновационного развития Казахстана, что позволит определить основные подходы к формированию модели инновационного развития Казахстана. В процессе исследования использовались диалектические методы, методы логики, анализ и синтез, индукция и дедукция, статистические методы. В результате исследования различных подходов к реализации модернизации существующих в мировой экономической теории обоснованы сущность, необходимость и особенности национальной модели инновационного развития Казахстана. Был выявлен двойной эффект активизации инновационной деятельности со стороны государства и предложена модель реализации государственной инновационной политики в современных условиях. Эта политика направлена на формирование самодостаточной экономики, которая характеризуется внутренней стабильностью. Речь идет о комплексной модернизации всей макросистемы от хозяйствующих субъектов до государственного управления. Институциональный аспект реформы является ключевым для Казахстана, поскольку он является базовой платформой для всех программ развития реформ. Необходимо создать условия для функционирования бизнес-структур в базовом, реальном секторе экономики. Активная инновационная составляющая этих предприятий является гарантией конкурентоспособного развития страны. В этой связи необходимо укрепить факторы инновационного роста путем разработки эффективного механизма законодательной, налоговой и финансовой поддержки инновационных процессов. Таким образом, необходимо развивать такие формы активизации предприятий, которые будут укреплять свои позиции, удовлетворять потребности и интересы отечественных макропредприятий.

Ключевые слова: национальная экономика, конкурентоспособность, модернизация, инновации, государственная инновационная политика, глобализация.

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A.Zh. Panzabekova[1], D.M. Mussayeva[2]

[1]Institute of Economics CS MES RK, Almaty, Kazakhstan;
[2]Institute of Economics CS MES RK, Almaty, Kazakhstan
E-mail: aksanat@mail.ru, d_i_n_mus@mail.ru

METHODOLOGICAL ASPECTS OF THE ECONOMY DIGITALIZATION ANALYSIS

Abstract. The purpose of this article is to study the existing methods of analyzing the digitalization of the economy. To achieve this goal, the following tasks were set: to consider the existing definitions of digitalization and the digital economy as directly related, to analyze the methods of various groups and scientists proposed for the analysis of digitalization, to give the main methodological aspects of each method. In the course of the article, methods of Microsoft experts, scientist Semyachkov K.A., the digitization index of the Boston consulting group, the group of the OECD indices and indices used in Kazakhstan were described and analyzed. As statistical methods, statistical analysis, graphical analysis, methods of scientific analysis and synthesis are used. In the end, conclusions about the positive points and shortcomings of each method are presented, after which it was concluded that the e-Intensity index is the most developed.

Keywords: digitalization, digital economy, information technologies, methods, indexing

Introduction

In the modern world, a new revolution is taking place connected with information. The speed of creation, processing and exchange of information is unprecedented in the entire history of the economic development of mankind and grows exponentially. All this leads to the complication of social and economic relations, both in a single country and in the world economy as a whole. Alongside this, the very value of information itself is growing, including for economic development and increasing the country's competitiveness. Consequently, the role of everything that is connected with information, especially technology and the material and technical base available in the country, and the activity of economic agents and the population in the use of these technologies, also increases. Thus, a new type of economy is formed, closely related to information as such, without being bound to specific products and services. For economic agents, it becomes important not to own the resource as such, but data about this resource, which will affect both the tactical and strategic decisions of the agent himself in the production sphere, but also with respect to other agents. Moreover, information itself can act as a commodity.

In view of all of the above, the introduction of the term "digital economy" is necessary to refer to these changed social relations and a whole new sector affecting transport, financial flows, banking operations, education, healthcare, agent behavior at labor exchanges, securities and resources.

Despite the fact that a lot of research is devoted to issues related to the digital economy, some issues remain unknown, in particular, the effectiveness of existing methods of analyzing digitalization.

At various times, such scientists as Dobrynin A.P., Semyachkov K.A., Panshin B., Babkin A.V., Lakhani K., Yansiti M., Liebenau J., as well as OECD experts were engaged in issues related to the digital economy and the Boston Consulting Group.

Methods

The general scientific methods of cognition are used in the article: system approach, analysis and synthesis, generalization and concretization, comparison, analogy, measurement, logical analysis and others. In addition, private methods of economic research are used: economic-statistical, factor, structural, expert and rating evaluations, typology, scenario approaches. In the process of the research, methodological approaches and methods for analyzing the level of digitalization of economies have been adapted in the world.

Main part

According to the Organization for Economic Cooperation and Development (OECD), the number of users of electronic services among adults increases from 60% in 2005 to 80% in 2013, while among youth this figure is 95%, and on average they spend about three hours. According to the same data, in 2013, 77% of enterprises in the OECD countries have at least a website and about 21% trade goods via the Internet. More than 80% of enterprises use e-government services [1].

With the increase in the availability of mobile communications, the speed of information transfer through the Internet, both the number of users and the intensity of data exchange increase, which leads to an even greater increase in the above-mentioned figures. In addition, in 2015, the number of patents related to information technology was one-third of all those registered this year.

The term "digitalization" itself is applicable not only to economic, but also to social phenomena in general and means the transformation of socio-economic relations, which was the result of the widespread introduction and use of digital technologies, i.e. methods and tools for the creation, collection, processing and transmission of information [2].

A great difficulty is the definition of the term "digital economy" - there are at least seven definitions:

1) "A global network of economic and social activities that are supported by platforms such as the Internet, as well as mobile and sensor networks" (the Government of Australia),

2) "System of economic, social and cultural relations based on the use of digital information and communication technologies" (World Bank Group),

3) "The economy that functions primarily through digital technologies, especially electronic transactions carried out via the Internet" (Oxford Dictionary),

4) " Business dealing in markets that rely on the Internet and/or the World Wide Web" (UK, BCS),

5) "Digital markets that facilitate the trade in goods and services through e-commerce on the Internet" (OECD),

6) "An economy capable of providing high-quality ICT infrastructure and mobilizing ICT opportunities for the benefit of consumers, business and the state" (Research Center of the magazine "Economist" and IBM),

7) "Production of digital equipment, publishing, media production and programming" (Government of Great Britain) [3].

In addition, there are many disagreements between experts and analysts regarding the interpretation of existing trends in the introduction of digital technologies in the society, the possible consequences of their influence and specific technologies that will have the greatest effect. As a consequence, there are many ways to predict the further development of the world economy, and hence the degree of digitalization of the world economy in general and individual countries in particular.

For example, analysts at Microsoft Corporation suggest that digitalization should be considered as a degree of mass deployment of so-called "technological platforms" - that is, complexes of mutually compatible production technologies, digital distribution channels, and their operation and distribution systems. The basic elements of such platforms will be cloud computing, Internet of things, large data technologies, machine learning [4].

Thus, Microsoft's approach involves analyzing digitalization through the availability of certain, most promising technologies. The advantage of this approach is clarity and accuracy in determining the gradation of digitalization, which, however, is compensated by the subjectivity of evaluating the most promising technologies, coupled with the lack of a distinct mathematical apparatus for determining the degree of digitization. Thus, this method can be attributed to the method of expert assessments with all the ensuing pluses and minuses of such.

Semyachkov K.A. considered the method when the degree of digitalization is directly related to the development of the economic system as a whole. While the country's economic development directly determines its access to certain technologies through subsidizing research and development activities, and obtaining new technologies from abroad can increase the country's competitiveness. Using the provisions of the asymmetry theory of international trade, he said that the dependence of one country on the other in the field of information technologies leads to an increase in the lag of the dependent country in economic development without the possibility of overcoming it [5].

Therefore, the basis of the digitalization analysis is the determination of the ability of the economic system to ensure the self-reproduction of information technologies with increasing efficiency.

OECD experts have developed a system of indicators that characterize the most important areas for the digital economy:

1) The share of the high-tech sector in manufacturing and services.

2) The volume of investments in scientific developments, especially those related to the creation of software, as well as the costs of education and staff training.

3) Development of own information and communication equipment and its release.

4) Creation of additional jobs in the high-tech sector.

5) Degree of cooperation between venture companies, large corporations and research organizations.

6) The degree of cooperation between universities in the field of innovation.

7) Academic mobility.

8) Popularity of the Internet.

9) Share of high-tech products in exports and imports.

As well as several indicators, generally associated with the availability of digital and mobile technologies [6].

Under the control of the Ministry of Communications and Mass Communications of the Russian Federation and the Federal State Statistics Service, experts from the Higher School of Economics publish a statistical compilation "Indicators of the Digital Economy: 2017". It provides information on the activities of information and communication technology organizations, the information technology sector, the content and media sector, foreign trade in ICT-related goods and services, and data on the digital economy infrastructure indicators. At the same time, most indicators are duplicated in absolute and in percentage terms. The basis of this collection is an array of data processed using statistical methods. Among the most significant indicators are: GVA of the ICT sector, internal costs for research and development related to IT and ICT, publications of national authors in journals indexed in the Web of Science, patent applications for inventions, the proportion of enterprises that use cloud services, broadband Internet , the proportion of the population using the World Wide Web to order goods, services and use of public and municipal services. In addition, the thematic blocks of data are presented using graphical analysis [7].

There is an index of digitalization of the economy E-Intensity, which is calculated on the basis of a weighted average of three sub-indices: infrastructure development, online costs, user activity.

"Infrastructure development" means the development of infrastructure, availability and quality of Internet connection (both mobile and stationary), its share is 50%. "Online expenses» displays the aggregate of expenses for the purchase of goods at retail and online advertising, its share is 25%. "User activity" is also divided into several subindexes of an even lower level: activity of enterprises, consumer activity, activity of state institutions. The share of "user activity" is also 25%. All subindexes are formed on the basis of statistical data for a certain period. As data sources, reports are used by organizations such as Gartner, Ovum, Pyramid research, Euromonitor, UN E-government survey, The Global Information Technology Report, as well as several additional ones, depending on the need. The index was tested for stability using Monte Carlo simulations [8].

There are also methods for calculating subindexes in the event that there is no data for one or more parameters. Such methods include:

1) Approximation of values based on data from previous periods. First of all, a linear approximation is used by the formula

$$(1)\ y = mx + b,$$

where: m – angel of slope of the trend line by the method of least squares,

b – coordinate of the intersection of the axis of abscissas

In addition, it is possible to use the logarithmic approximation by the formula:

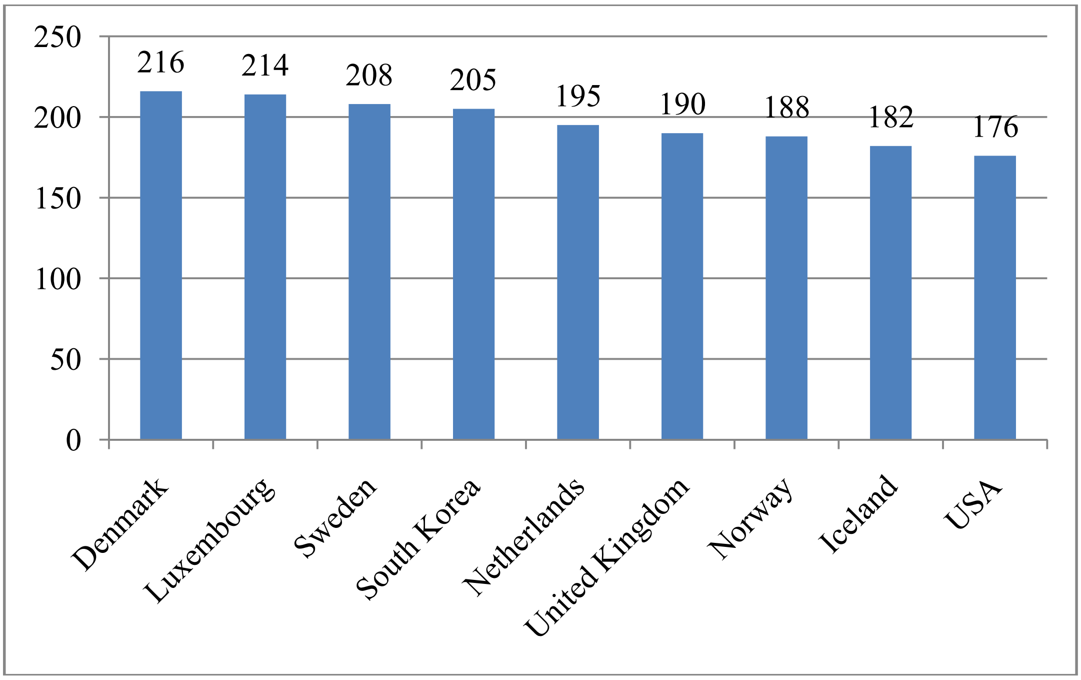
$$(2)\ y = c * lnx + b,$$

where: c and b are constants, ln is the function of the natural logarithm [9].

2) Calculation based on the values of similar parameters from alternative sources. As alternative sources, the above-mentioned additional ratings and statistical data of international agencies or self-collected data can be used.

3) Regressions are based on parameters with which the necessary parameters have a high correlation coefficient. It does not mean the presence of cause-effect relationships, but the simple interconnectedness of the parameters, on the basis of the changes of some, in the presence of a regularity, it will be possible to calculate the necessary ones.

The countries' ratings on the e-intensity index for the most recent reporting period are shown in Figure 1.



Note - compiled by the authors on the basis of source [10]

Figure 1 - The e-intensity index for 2015.

It can be seen from the figure that the most active users of information technologies are enterprises and population of Northern and Western Europe, as well as the United States and South Korea. Together with significant investments in innovation and information technology, this creates a significant basis for strengthening the competitiveness of national economies, as well as providing a cycle of self-reproduction of technologies that will ensure a stable or exponential development of digitalization.

There are several scenarios for predicting the dynamics of the national economies digitalization. Each of these scenarios is based on a certain assumption regarding the structure of the digital economy and its share in the national economy.

The first scenario is considered evolutionary. It is named because of the nature of the digitalization dynamics - the absence of significant changes in the short-term period, the chaotic adaptation of changes with an unknown result in the subsequent selection of the most effective. There are no changes in the structure of the digital economy and its share in the national economy at such scenario. It is most typical for the countries of Latin America, in particular, Venezuela.

The scenario of moderate growth introduces the following assumptions - the main growth due to the consumption of products of the digital economy by the population, while public spending and private investment remain unchanged. This scenario is most typical for the countries of the Middle East.

The latter scenario supposes intensive digitalization, involving foreign investment, government support, and intensive consumption of relevant products by the population. This scenario is most applicable to the countries of East and South-East Asia.

As for the direct analysis of digitalization in Kazakhstan, one of the most relevant methods is presented in the State Program "Digital Kazakhstan" for 2017-2020 (hereinafter referred to as the Program), developed on the basis of the Decree of the President of the Republic of Kazakhstan dated February 1, 2010 "On the Strategic Development Plan Republic of Kazakhstan until 2020".

In this Program, a set of indicators is used for analysis, among which:

[1] The proportion of Internet users among the population,

[2] Coverage of the broadcasting of the population of Kazakhstan,

3) The level of digital literacy of the population,

4) The share of the ICT sector in GDP,

5) Growth in labor productivity in ICT,

6) The level of satisfaction of the population with the quality of services received in electronic form [11].

This approach is based on the use of macroeconomic statistics to determine the involvement of economic agents in the use of digital products and the use of digital information technology. With this approach, the level of digitalization can be calculated both directly in the share ratio, and in absolute (in particular, the number of repeated uses of the same service). It is possible to use indexes to sum up the results. The advantage of this approach is the specialization precisely on the needs of a particular country, since it is possible to select critical indicators. However, there are many inaccuracies and shortcomings. First, it is difficult to combine existing indicators into one index, since some of them reflect purely quantitative, and others - qualitative indicators, differing in the same, low accuracy and complexity of information collection. In addition, one of the shortcomings of the approach can be considered insufficient coverage of the commercial sector of the economy, in particular, small and medium-sized businesses that use information technology in their activities. In addition, the development of the information technologies and software development sector is not taken into account. However, given that the method is purely targeted, these minuses are not critical.

Conclusions

To optimize and ensure the development of the digital economy, many different methods of digitalization analysis are used. Despite the fact that there is still no consensus on what a "digital economy" is and what key characteristics it should have, they all agree that the most important role in it should be played by information technologies such as the Internet and telecommunications, and services. In view of this difference in interpretation, there are many ways to determine the development of the digital economy, i.e. digitization depending on the approach.

For example, the approach of Microsoft experts implies the definition of digitalization as the availability of special "technological platforms" for the country's economic agents - complexes of creating, processing and transmitting information, i.e., implies the dominant role of information in digitalization, and under the degree of digitalization - the prevalence of these platforms.

This approach implies the allocation of the most significant factors in the development of the "digital economy", but does not take into account a multitude of less significant separately, but comprehensively significant parameters. In addition, such a method does not imply the use of any mathematical apparatus, since the statistics are quite primitive.

K.A. Semyachkov proposed an approach that implies the interconnectedness of the economy and digitalization through the development of information and communication technologies. In addition, the analysis of the dynamics of digitalization of one country is impossible without taking into account the economic and technological relationship of this country with its neighbors or trading partners.

This approach has a significant advantage in comparison with the previous one, since it also introduces dynamic indicators and indicators of the dependence of one economy on another.

The most developed way to determine digitalization today is the digitalization index e-Intensity - it is calculated on the basis of three sub-indices, each of which is responsible for a certain industry. This index has several sources of data, developed methodological apparatus, tested for falsifiability and the influence of third-party random variables. The downside of this index is only the periodicity of the calculation - at the time of writing the last data of this index were announced in 2015.

In Kazakhstan, the problems of digitalization have been bewildered relatively recently, as evidenced by the Program, which also aims to analyze the degree of digitalization of the economy. The given indicators to some extent reflect the degree of digitalization, but they are incomplete, because they do not take into account the participation of enterprises and their involvement in the digital economy, and does not take into account the degree of development of the software development sector.

In addition, a fairly extensive list of indicators for analysis is used by the experts from the Higher School of Economics of the Russian Federation, but they are not included in the indices and therefore do not reflect the integral picture of digitalization.

In general, for today the toolkit of digitalization analysis is developed enough to make effective decisions regarding the digital economy sector, but still do not have enough factual basis for reliable forecasts.

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А.Ж. Панзабекова, Д.М. Мұсаева

ҚР БҒМ ҒК «Экономика институты» РМҚК, Алматы қ., Қазақстан

ЭКОНОМИКАНЫ ЦИФРЛАНДЫРУДЫ ТАЛДАУДЫҢ ӘДІСНАМАЛЫҚ АСПЕКТІЛЕРІ

Аннотация. Мақаланың мақсаты экономиканы цифрландырудың қолданыстағы әдістерін зерттеу болып табылады. Аталмыш мақсатқа қол жеткізу мынадай міндеттер қойылды: өзара тікелей байланысты цифрландыру мен цифрлы экономиканың қолданыстағы анықтамаларын қарастыру, әртүрлі топтар мен ғалымдардың цифрландыруды талдау үшін ұсынған әдістерін талдау, әр әдіс бойынша негізгі әдіснамалық аспектілерді келтіру. Мақала барысында Microsoft сарапшыларының, ғалым К.А. Семячковтың әдістері, Бостон консалтингтік тобының цифрландыру индексі, ЭЫДҰ индекстер тобы және Қазақстанда қолданылатын индекстер сипатталып, талданды. Зерттеу әдістері ретінде статистикалық талдау, графикалық талдау, ғылыми талдау және синтез әдістері пайдаланылды. Қорытындылай келе, әрбір әдістің артықшылықтары мен кемшіліктері туралы тұжырымдар ұсынылып, содан кейін e-Intensity индексінің барынша қолайлы болып табылатындығы туралы қорытынды жасалынды.

Түйін сөздер: цифрландыру, цифрлы экономика, ақпараттық технологиялар, әдістер, индекстеу.

А.Ж. Панзабекова [1], Д.М. Мусаева[2]

[1]РГКП «Институт экономики» КН МОН РК, Алматы, Казахстан
[2]РГКП «Институт экономики» КН МОН РК, Алматы, Казахстан

МЕТОДОЛОГИЧЕСКИЕ АСПЕКТЫ АНАЛИЗА ЦИФРОВИЗАЦИИ ЭКОНОМИКИ

Аннотация. Целью данной статьи является изучение существующих методов анализа цифровизации экономики. Для достижения этой цели были поставлены следующие задачи: рассмотреть имеющиеся определения цифровизации и цифровой экономики, как непосредственно связанных, проанализировать методы различных групп и ученых, предложенные для анализа цифровизации, привести основные методологические аспекты каждого метода. В ходе статьи были описаны и проанализированы методы экспертов корпорации Microsoft, ученого Семячкого К.А., индекс цифровизации Бостонской консалтинговой группы, группа индексов ОЭСР и индексы, применяемые в Казахстане. В качестве методов исследования используются статистический анализ, графический анализ, методы научного анализа и синтеза. В заключении представлены выводы о положительных моментах и недостатках каждого метода, после чего сделан вывод о том, что индекс e-Intensity является наиболее разработанным.

Ключевые слова: цифровизация, цифровая экономика, информационные технологии, методы, индексация.

Information about authors:

Aksana Zh. Panzabekova, Institute of Economics CS MES RK, Candidate of Economic Sciences, associate professor, aksanat@mail.ru;

Dinara M. Mussayeva, Institute of Economics CS MES RK, PhD student, d_i_n_mus@mail.ru

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Z.K. Chulanova

Institute of Economics, Almaty, Kazakhstan
zaure.ch@mail.ru

ROAD MAP OF FORMATION OF AN EFFECTIVE MODEL OF SOCIAL AND LABOR RELATIONS

Abstract. The article discusses the formation of an effective model of social and labor relations, which is developing at the present stage of development of society. Taking into account the interrelation and interaction of all constituent factors and labor market participants, proposals were developed on improving organizational and legal support for the long-term model of social and labor relations in the Republic of Kazakhstan. The most effective forms and organizational and legal mechanisms that facilitate resolution of contradictions in the sphere of labor relations are substantiated. The main principles and stages of the implementation of the Roadmap for the formation of the model of social and labor relations are defined, with the definition as its conceptual framework the development and implementation of professional standards that are the key mechanism for self-regulation of the labor market. In the course of the research, methods of scientific classification and systematization, statistical and comparative analysis, sociological research, taking into account the context of global factors, expert assessments were used. In view of its interdisciplinarity, the research was carried out on the basis of a holistic (holistic) approach, proceeding from the unity of the economic, social, cultural spheres in which an economic agent lives and operates.

Keywords: social and labor relations, social partnership, labor legislation, model, organizational, economic and institutional mechanisms.

Introduction

The modern evolution of the world economy along the path of innovative development is accompanied by the modernization of the economy and the social sphere. The global trend is for the emergence of new enterprises and high-tech jobs, with which development the content and nature of labor change. This inevitably generates problematic issues in the development of the labor sphere and requires an appropriate modernization of the systems of payment and labor incentives; the development of new professional standards and the formation of a modern system of labor protection. Simultaneously, both the system of social partnership and the role of the main partners are being transformed. The ongoing processes go beyond the existing models of social and labor relations and accordingly set new tasks for the scientific (economic) community in the need to comprehend a whole range of theoretical and practical directions of development (institutional, legal, organizational, psychological) that are interdisciplinary.

Deep sociocultural changes occurring in the global economy are undoubtedly transforming the essential characteristics of labor activity. Naturally, the state of social and labor relations largely depends on the social and psychological connection between individuals. In this case, it is necessary to emphasize the importance of the psychological aspect of the ongoing modernization.

It should be noted that such factors as a new incentivization to work, responsibility not only personal but also collective, coherent interaction of social partners, a sense of ownership and collectivism, have not yet been properly developed in the practice of Kazakhstan. Of course, these parameters are necessary to solve the problem of training employees for work activity in the new model.

Main part

Methods

The creation of an effective model of social and labor relations should proceed from the multifaceted nature of their manifestation. The formation of social and labor relations takes place on the basis of the interaction of a whole set of factors, including the historical, economic and political conditions of a particular country.

Speaking about approaches to the formation of social and labor relations, the author shares the opinion of the American professor F. Herzberg that the field of studying social and labor relations, less than any other field of research, contains a universal model that would be suitable for all situations and would provide a reliable explanation and reliable solution. This is evident from an analysis showing the dependence of any model on various factors, in particular, market economy, globalization, etc. *[1].*

At the same time, an important role belongs to socio-cultural factors determined by national traditions and labor values [2]. Reflecting the basic principles of people's lives in the social and labor sphere, they further form the criteria, rules of behavior and stereotypes of labor morality. This means that the theoretical and methodological basis for their formation should be a comprehensive approach to solving the problems of transformation and interaction, not only of the social and economic components but in this case, it is necessary to emphasize the importance of the psychological aspect of modernization.

In the model of social and labor relations developed by Harvard University Professor G. Dunlop, the key participants - the workers (their trade unions representatives), the enterprise management (employers) and the state cannot act autonomously or independently. Moreover, their relationships are determined by the existing market, the technological environment and the political context [3]. In this environment, participants interact with each other, negotiate, use economic and/or political power in the process of determining labor rules that constitute the output of social and labor relations.

In view of its interdisciplinarity, the research of social relations and their actors was carried out on the basis of a holistic approach, proceeding from the unity of the economic, social, cultural spheres in which an economic agent lives and operates. According to this approach, each subject of social and labor relations is investigated in close relationship with the environment and other factors that influence its behavior.

Results

In the context of globalization, trends in the global economy go beyond the prevailing models. Modern innovative development coupled with ongoing economic, technological and social evolution with the emergence of new enterprises, changes in the content and nature of the work invariably brings to the fore current issues. Crucially giving social diagnostics companies, determining the well-being and quality of life of the population.

The formation of labor relations between employers and employees begins with the negotiation and establishment of agreements about the workplace in which the employee must perform certain functions. In order to occupy this place, the employee, on the one hand, must have professional qualifications and competence, personal qualities necessary to carry out this work. At the same time, in the process of labor, it will be interconnected with the means and tools of production, which provided by the employer, must be safe and comfortable for the implementation of the labor process. The work of an employee and work performed by him must appropriately be paid.

For workplace and its compliance with all the requirements influenced by three major actors of social and labor relations, setting regulatory rules and conditions of interaction (figure 1).

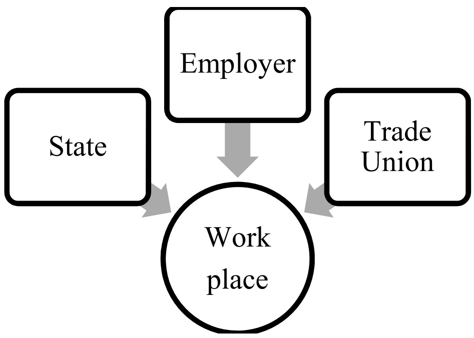

Figure 1 - Subjects of social and labor relations affecting the workplace

Modernization as a process of change of system properties of a society presupposes the transformation of its most important areas and institutions. One of the important institutional mechanisms contributing to the formation of social and labor relations *is the social partnership*, which is a system of relations in society between representatives of workers, employers and public authorities. This system aimed at harmonizing interests of the parties of the employment contract on the regulation of labor relations, establishing a higher level of social guarantees for workers. Thus, the main principles of interaction of the parties are voluntariness, equality, responsibility, self-restraint and mutual concessions during the negotiations in the framework of existing laws and agreed rules.

Today's Kazakhstan practice shows that the level of development of partner relations of different social groups depends largely on the ability of the state to regulate the process of formation of a system of social partnership. In the context of Kazakhstan in the process of development of market relations, it is necessary the stimulation of the social activity of legal entities for the development of production and branch infrastructure, awareness among the citizens of the need to meet their legal and social needs that determine the success in implementing democratic reforms in the Republic. In connection with this trend, the need arises in the collective associations of citizens.

Today, the most important collective entity, allowing many problems in the labor market, is the collective work associations - professional unions (Trade Union). This component of the political system of a society enables employees to build a harmonious partnership with the employer based on interaction in the framework of signing of the collective agreement (contract).

We identified four main functions of collective agreement in the harmonization of relations between the employer and the employee, in the person of its representative. This includes, collective agreement – the main instrument of implementation of protective function of trade unions and the efficiency of work of the union; sets out the rights and guarantees, improving position of workers in comparison with the legislation; provides an effective mechanism for the regulation of social, labor and relevant economic relations; collective agreement can be developed specific mechanism for the implementation of the legitimate rights of the trade union to facilitate the activities of organization. The study allowed to identify the structural features of social partnership, presented in table 1.

Table 1 - Structure of social partnership

Participants in the social partnership	Mechanism for regulating labor relations	The range of critical issues	Indicators for the development of social partnership
Employers (employers' representatives) Employees (representatives of employees) State (including local government)	Collective agreement Industry tariff agreements Regional agreements General Agreements	Remuneration of labor, allowances and rewards Working time and rest time Special benefits, guarantees and compensations Guarantees of employment Occupational Safety and Health	Quantitative indicators Expert-reference Information-analytical

From January 1, 2016, it was introduced a new Labor Code of the Republic of Kazakhstan [4], aimed at forming, in fact, a new model of social-labor relations based on the support of entrepreneurship taking into account the interests of employees, social responsibility of the state, employers and employees. Analysis of the innovations shows that the Labor code, defining the boundaries of state intervention, minimum standards of labor relations and basic guarantees for employees, aimed at liberalization of labor relations. At first glance, the impression, as repeatedly discussed in the discussion of the new Labor code in media, while minimizing the rights of the employee expanded the power of the employer. Indeed, some facilitation of recruitment, personnel transfer, dismissal, etc., on the one hand, facilitate opportunities employer. However, on the other hand, the document provides for the possibility of extensions provides for the basic labor guarantees and rights of workers through negotiated individual and collective contracts, agreements, and negotiations. This means that under the new code, the labor relations of employers and employees should base on the principle of self-regulation, in which an important role was given to collective contractual relations.

The positive aspect of the development of the Labor Code is the use of the elements of the Anglo-Saxon model, regulating methods and standards of social partnership to ensure the rights of both workers and employers. Implementing them is promising, because in essence and in content, they fit in with the tasks Kazakhstan is facing, that is of democratization and improvement of legal regulation of labor relations. Analysis of provisions shows that the effectiveness of the implementation of social and labor relations in the big degree will depend on the activity of trade unions and their ability to defend the interests of the employees before the employer, to take collective action in case of violations, in accordance with the powers defined in the Law “On trade unions”.

However, as practice shows, in the conditions of transformation and establishment of a new order, the state should not confine the role of passive observer for the state and development of relations between the employer and the employee. Giving flexibility to employers in determining conditions of employment and dismissal the labor force and the corresponding extension of private funds by reducing the volume of means of state control requires the formation of effective mechanisms of protection of labor rights at the institutional level. Organization and legal support workers should take the form of trade unions and other public organizations. The function of the state is to get a clear definition of the extent of social and economic power of the employer over its employees in all its manifestations.

In these conditions, the most important task is the development of an effective institution of social partnership at the enterprises of the republic. According to a sociological survey, two-thirds of the interviewed workers (64.3%) note a slow but growing influence of workers on social and labor relations. However, it is also noted inefficient work of trade unions, which is 51.2% explain the personal qualities of the Union and of Union members, such as passivity, lack of initiative and weak responsibility, lack of competence and qualification. The remaining 48.8% believe that the ineffectiveness of the trade union is linked to the factors affecting their activity, such as the dependence of the chairman of the trade union on the employer, his ignoring the suggestions and opinions of trade union members and the lack of support for the actions of the trade union committee [5].

Among main priorities of trade union, respondents noted such areas of labor relations regulation: solution of issues of decent wages for employees; control over observance of labor legislation; addressing issues of improving working conditions, monitoring compliance with labor protection requirements; organization of cultural and mass, physical and health work, promotion of sanatorium and cultural treatment and recreation of members of the trade union and others. Despite the fact that a collective agreement is concluded only in half of the considered companies, the workers noted the importance of collective agreements to solve problems such as: social security, labor laws, wages, improvement of conditions and labour protection [5]. This demonstrates the importance and urgent need of civilized social and labour relations in enterprises, based on negotiations and consideration of the interests of all their members, and which should facilitate the adoption of new Labour Code.

For these purposes, it is extremely important the involvement of the whole complex of institutional, organizational, economic and other activities, optimizing the relationship between employers and employees directly at the production level, provide a balance of their interests, contributing to solving disputes and preventing conflict situations.

Study and analysis of a large spectrum of institutional and organizational mechanisms of regulation of social and labor relations that are used in a socially oriented market economy, allowed to divide them *in normative and legal, administrative and organization mechanisms of regulation* used in the relevant industrial and social problems

Among the mechanisms aimed at preventing labor conflicts and settling them without social shocks, one can distinguish between *conciliatory and arbitration, mediation, and conciliation* mechanisms. In our opinion, the most important aspect in this regard belongs to the *contractual mechanisms* for consultations, negotiations between social partners and the conclusion of a system of agreements and contracts at various levels of social and labor relations, and is the basis for the functioning of social partnership. The experience of developed countries shows that the positive results on the formation of a social dialogue between employees and employers in a market economy achieved only under the condition that the social partners, as stakeholders, take upon themselves and bear equal responsibility for the formulation and execution of mutually acceptable decisions and maintaining social harmony.

In the context of establishing civilized relations in the country, it is extremely important to operating within the Kazakhstan laws, in particular, “On collective agreements”, “On trade unions”, “About collective labor disputes and strikes” adopted as a single package. At the same time, they must be conceptually and procedurally interrelated.

In addition, as social and labor relations closely interconnected with the relations of the frontier sectors, modernization of organization and legal provision of labor relations, in order to be successful, requires parallel implementation of the necessary changes in related areas of legislation: vocational education, tax, pension, legal provision of HCS, and health care.

Modern concepts of the organization of personnel management in developed countries attach great importance to enhance the personal factor of the worker. In this way, conditions created for the democratization of the interaction of workers and employers, in the social and labor sectors, filling them with new content. This is all the more relevant for Kazakhstan, as this process is aimed at improving social and labor relations, which elements are priority for the formation of a conceptual Kazakhstan model of the Society of universal Labor.

For these purposes, it seems advisable, by *participatory mechanisms*, to develop the modern forms of participation of employees in the management of production through the adoption and implementation of organizational and managerial innovations. In this context, of great practical interest for Kazakhstan is the experience of developed countries. In particular, the USA, where the system of workers' participation in production management and product quality is carried out through the creation of working councils or joint committees of workers and managers; the development of systems for participation in profits, the involvement of employees in the boards of directors. In Germany - includes the joint participation of representatives of capital and wage labor in the Supervisory boards of the firms are assigned a “working Director” for a production boards of the company. In UK and Italy, the participation of workers in enterprise management implemented through collective agreements. In this case, the collective agreements in Italy include quite a wide range of issues, including the participation of workers in formulating the strategy and tactics of production management [6].

As an effective tool for the formation of an effective model of social and labor relations, it seems advisable to use the Roadmap, which is a "soft" instrument of state management of social and economic development. Priority in its development should be labor law regulations implemented within the framework of individual and collective agreements. These exert influence on participants in social and labor relations with the help of legal means, in order to ensure conditions most favorable for economic, labor and related types of people's activities. The means of organizational and legal regulation should be differentiated into certain types: by categories of employees, their labor conditions, economic sectors, geographical areas of employment, gender and age characteristics. The proposed roadmap is built on the principle of the phased implementation of tasks.

The conceptual basis of the Roadmap for the formation of the effective model of social-labor relations defines the development and implementation of professional standards, as a key mechanism for self-regulation of the labor market. They contain the basic information and requirements for the content of work at a specific workplace, the level of qualifications and accordingly, the process and results of education.

At *the first stage* of the Roadmap, a multifunctional normative document is being developed that is established within the framework of a specific type (sphere) of professional activity: requirements for content and quality of work; requirements for working conditions; skill level of the employee; requirements for vocational education and training necessary to meet this qualification. At *the second stage*, in accordance with the specific labor functions described in the trade standards and the corresponding labor actions, the conditions necessary for organizing comfortable and efficient work at each workplace, are determined. *At the third stage*, after determining all the characteristics of this workplace, the necessary costs for its maintenance, etc. for each branch and sphere of activity, then wages for the employee are determined in accordance with their qualifications. The formation mechanism of the model is presented at figure 2.

Participants in the Roadmap are employers, employees represented by trade unions, the state an instrument for its implementation - collective agreements.

Subjects, for the advancement that aims of the event are employees of different professions and having different skills qualification; graduates of professional educational institutions, self-employed, unemployed.

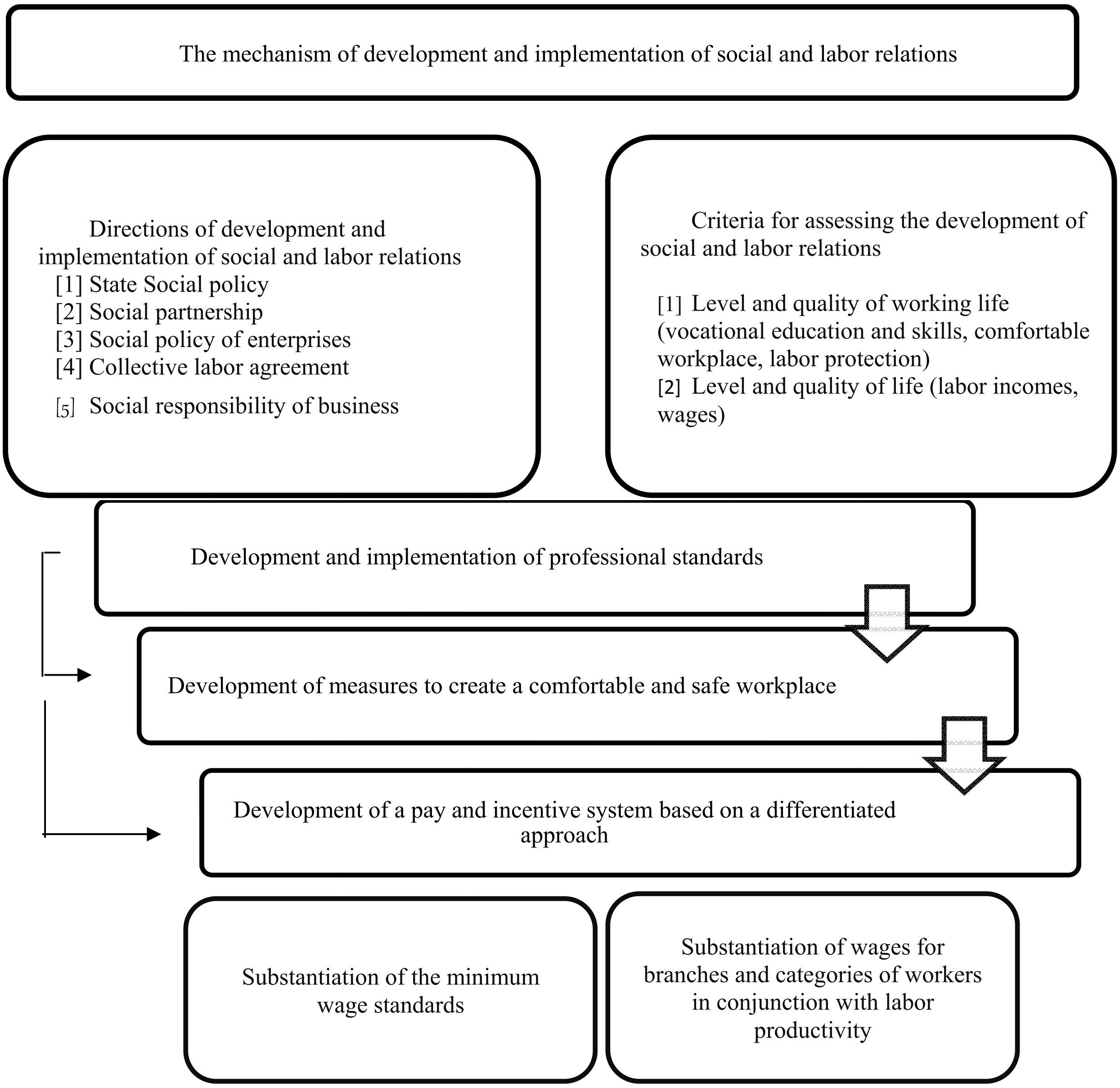

Figure 2 - Roadmap for the formation of the model of social and labor relations

The goal of implementing “Road map” is improving system of social and labor relations, providing decent jobs and wages for different groups of workers taking into account specifics of Kazakhstan market of labor and labor values; the creation of favorable working conditions, including legislation on labor protection; transition to partner interaction of all subjects of labor relations with the state.

Priority for the development of Roadmap of the Universal Labor Society should be labor and legal regulation implemented within the framework of individual and collective agreements that exert influence on participants in social and labor relations through legal means to ensure conditions most favorable for economic, labor and related with it the types of life of people. It should be designed to achieve certain positive effects in social and economic spheres of the state and society as a whole in the region, location in a particular organization or group of employees, the parties of the employment contract, etc.

CONCLUSION

The most important results of the implementation of the roadmap will be:

Economic effect, consisting in improving the system of social and labor relations; ensuring full employment; introduction of new incentives to the labor activities; formation of the qualifications system connects the educational and the professional sphere; reduction of unemployment, including the youth; increase of professional competence of employees in terms of matching their skills to the job, increasing productivity; increasing responsibility as an individual worker and the business for the products, reduction of industrial injuries and, ultimately, improving the welfare of the population.

Social effect as an element of social modernization of society, including: changing relationship of man to labor; raising the prestige of real labor; formation of business culture in enterprises; implementation of a social partnership and a contractual relationship, which would correspond to modern standards of social and labor relations, characteristic for developed countries to ensure genuine guarantees of the rights and opportunities of citizens to participate in the resolution of labor conflicts. It is expected that the state will gradually give way to market forces with an emphasis on civil society in many areas of production, promotion and sale of goods and services. Giving more confidence to the private sector the private sector will contribute to the development of public-private partnership in Kazakhstan.

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З.К. Чуланова

Институт экономики КН МОН РК, Алматы

ДОРОЖНАЯ КАРТА ФОРМИРОВАНИЯ ЭФФЕКТИВНОЙ МОДЕЛИ СОЦИАЛЬНО-ТРУДОВЫХ ОТНОШЕНИЙ

Аннотация. В статье рассматриваются вопросы формирования эффективной модели социально-трудовых отношений, складывающейся на современном этапе развития общества. С учетом взаимосвязи и взаимодействия всех составляющих факторов и участников рынка труда обоснованы предложения по совершенствованию организационно-правового обеспечения перспективной модели социально-трудовых отношений в РК; наиболее эффективные формы и организационно-правовые механизмы, способствующие решению противоречий в сфере трудовых отношений; определены основные принципы и этапы реализации Дорожной карты формирования эффективной модели социально-трудовых отношений с определением в качестве ее концептуальной основы разработки и внедрения профессиональных стандартов. В ходе выполнения исследования использовались методы научной классификации и систематизации, статистического и сравнительного анализа, социологического исследования, учета контекста глобальных факторов, экспертных оценок. С учетом его междисциплинарности исследование осуществлено на основе холистического (целостного) подхода, исходящего из единства экономической, социальной, культурной сфер, в которых живет и действует экономический агент.

Ключевые слова: социально-трудовые отношения, социальное партнерство, трудовое законодательство, модель, организационно-экономические и институциональные механизмы.

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S.S. Ydyrys[1], M.E. Munassipova[1], M.S. Ydyrys[2]

[1]Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkistan
[2]Nazarbayev University, Astana

ECONOMETRIC ANALYSIS ON CHARITY DONATIONS IN THE USA

Abstract. This research project conducts econometric analysis on determinants of charity donations in the US taking into account the following years 2002, 2004, 2012 and 2014. Total giving comprised around 2% of the US GDP in 2009, 2010 and 2011. Although charitable giving declined dramatically as a result of the 2008 Great Recession from $326.6 billion to $298 billion in 2011, Americans are still giving at high levels and nearly the same proportion of total dollars as before the crisis. This paper mainly focuses on determining the effect of age, income and education of individual on the frequency of volunteering and giving. We found that income and education levels are positively related to the likelihood of making donations. Also, elder people prefer more than younger generation to make donations. The total number of observations is equal to 3283. As the sample is obtained randomly from the same population during the given period of time, it is a pooled cross section dataset, logit and probit regression analysis were employed to the econometric model.
Key Words: charity donations, econometric analysis, USA.

Introduction

One of the modern representations of altruistic behavior in humans is charity donation. Charity donations play a prominent role in bridging different parts of community and enhancing civic engagement. Moreover, recent studies revealed that it significantly contributed to the country's overall economic output. For time and money donated add to labor and capital inputs of the economy. Huge benefits that charitable giving generate motivated psychologists, sociologists and economists to study them extensively. Most scholars focused their research on defining who donates and why they donate. Conclusions they came up with disagree in many ways. In addition, as time passes, scholars see considerable changes in people's behavior and incentives. Therefore, although literature on these subjects is rich and substantial, studying them is still relevant. This particular research paper will aim to identify sociodemographic profiles of donators and the reasons that motivate them to donate. Specifically, the paper will examine social and demographic factors that can affect people's decision to engage in charitable giving using econometric models. Furthermore, the paper will discuss some of the motivations that induce people to donate.

Firstly, this paper will give a brief on history and scope of charitable giving. Secondly, it will go through relevant literature written previously. Finally, it will discuss the methodology of the study and results of logit and probit regression analysis.

Americans have been and still are a prominently charitable people. As Peter Hall points out, the bequests of John Harvard to the colony towards initiating a College in 1638 and of Robert Keayne to the town of Boston towards developing the city infrastructure in 1656 indicate that charitable giving existed even in colonial America and that government was its primary recipient more than any other private entity (Hall, 2006). Although philanthropic giving began to appear in urban areas as Boston and Philadelphia in the late 1600s and early 1700s, rural areas also experienced changes due to economic growth, and subsequently, the Great Awakening fueled political engagement and communal activity (ibid). Unlike other countries, the United States was able to adopt a new approach to meet social needs. It relied less on direct government spending and taxation and more on voluntary provision (Clotfelter in Fack and Landais, 2012). In 2007, the government spent 16.2% of its GDP on social needs, while in France and Germany this ratio equaled to 28.4% and 25.2% respectively (ibid). The scope of giving market is huge. Total giving comprised around 2% of the US GDP in 2009, 2010 and 2011 (Reich, Wimer, 2012). Although charitable giving declined dramatically as a result of the 2008 Great Recession from $326.6 billion to $298 billion in 2011, Americans are still giving at high levels and nearly the same proportion of total dollars as before the crisis (ibid).

One of the first pioneers researching charity donations, Orley Amos (1982), researched direct and indirect motives of people to engage in charity donations. His theory behind states that people are more inclined to have 'Kantian' motives, meaning that people donate with truly philanthropic motives. However, his study does not exclude the presence of personal benefits while donating such as condition-of-employment, income and social pressure motives. More recent research findings by professor of developmental economics Steven Yen, who wrote several research articles on charity donations, show that income, age, and education are contributing factors of donation, regardless of whether it is to charity, religious organizations, or other organizations (Yen, 2002). Education is positively correlated with the amount people give to charity, the same can be observed with income level (ibid.). It estimates a censored system of donation equations, using data from the 1995 Consumer Expenditure Survey. Not only this research is beneficial in terms of focus on particular case of the US, but also it supports our hypothesis number three showing positive correlation between education and charity donations; as well as income and charity donations.

Other large-scaled research studies such as telephone survey, where overall 730 interviews, were performed in Taiwan in 2005 also tend to demonstrate that people donating to charity are more or less motivated by extrinsic factors such as demographics and labor force participation variables (Lee and Chun-Tuan, 2007). Logistic regression analysis was the main methodology of this research, which also shows its relevance to the analysis of our project. Speaking about extrinsic variables, the recent study conducted by Yen et al., provides very comprehensive analysis of charity donations with emphasis on the roles of political ideology, religiosity, political and social involvement, and diversity in personal relationships while controlling for other factors commonly identified. They propose that political conservatives are more inclined to donate than political liberals. However, in terms of volunteering political liberals have more active role than political conservatives. Religious faith also significantly influences on people's decision to donate and volunteer (Yen and Zampelli, 2014).

Several research articles focus on the relationship between charity donations and gender differences. According to Willer et al., the gender gap in charity donations can be explained by empathy. Specifically, the authors suggest that men are less willing to contribute to poverty relief than women are; partly because of different levels of empathy. One of the limitations of this study is that it relies on self-reported behavioral intentions of the respondents. Intentions may be different from the actual behavior (Willer et al., 2015). Another interesting study examined how marriage affects volunteering and charitable giving, using longitudinal data from the 2001 to 2009 waves of the Panel Study of Income Dynamics (Einolf and Philbrick, 2014). The results of this study show that newly married women tend to volunteer less after marriage, while men tend to donate more after marriage. However, researchers have found that religion also plays a significant role, meaning that there is a positive effect of marriage on religious women to donating. There are also differences between women and men in donating and participating charity activities: women being more inclined to donate, and donate to various charity activities, while men donate less (but they have higher income) and donate to particular organizations. All of the above-mentioned studies conclude that individuals act on self-interest rather than altruistic impulse and were more motivated when they expected rewards. Yet, the nature of rewards differ across studies. Moreover, people's motivations to volunteer are susceptive to changes in response to social, economic and political changes in society. Therefore, studies on motivation need to be constantly updated.

Hypotheses

After conducting a literature review and observing different models, we came up with two hypotheses.

Hypothesis number one focuses on age and its relationship with volunteering and donations. We plan to analyze the relationship of four age groups with respect to charity donations. We suggest that older generation prefers to donate to charity. Therefore, it is expected to observe a positive relationship between age groups and charity donations.

In the second hypothesis, income and education are considered to be main variables of interest. We state that there is a positive relationship between income level and the frequency of charity donations, and education level and the frequency of charity donations.

Methodology

There are several data sets, which would be analyzed throughout the research project. The first dataset is obtained from the surveys conducted in 2002-2004 and 2012-2014 by the General Social Survey. GSS is a national resource, studying social changes of American society since 1972. The total number of observations is equal to 3283. As the sample is obtained randomly from the same population during the given period of time, it is a pooled cross section dataset. The second dataset was retrieved from the Roper center databases. It is one of the largest archives focusing on the social science data, founded in 1947. The overall sample size is 1002 respondents. The study was conducted in 2012 through bulletin polls and includes 92 variables such as important reasons to volunteer and volunteering hours. The third dataset was accessed from the Roper centre databases too. It is a telephone survey, which includes both sampling using landline telephones and cellular phones. The data was collected in September 2008 with 994 total amount of observations. The last two samples are very useful while analyzing the motivations leading people to donate or volunteer.

We run several econometric models with dependent variables: frequency of charity donations within one year. In order to explain these dependent variables, probit and logit methods will be applied. We set dependent variables as dummy variables (taking the value of 0 or 1) and use probit and logit models to predict individual's likelihood of making charitable donation and volunteering. Two donation behaviours are dichotomous variables: whether or not donated within the last 12 months. In order to correctly interpret the magnitude of coefficients, we applied marginal effect at the means of variables. We also used command mfx to determine whether we obtain the same results. In the regression models, there are 21 variables in total.

There are overall 2924 observations. The data included responses such as "don't know", "no answer", "not applicable", "refused". Such responses had to be dropped in order to prevent biased outcomes.

The variable *donat* is the dependent variable which determines whether an individual had given money to charity during the past 12 months. It is a dummy variable, 1 indicating donation made, 0 otherwise. The variable was created based on *charity* variable, which demonstrates the frequency of donation to charity in the past year. It was determined by answering the question "During the past 12 months, how often have you given money to charity?" Provided answer options and categorizing it for a dummy variable are similar to volunteering variable.

The variable *labor* is an independent variable which determines whether a respondent is working full-time or not. It is a dummy variable, indicating working full-time condition as 1, while all other labor force status, such as temporarily not working, unemployed, retired, working part-time as 0.

The variable *marit* is an independent variable which states the marital status of a respondent. It is a dummy variable, indicating married respondents as 1, while widowed, divorced, separated and never married status as 0.

The variable *race* is an independent variable which determines the race of respondent. It is a dummy variable, 1 for belonging to black race, and 0 otherwise.

The variable *happ* is an independent variable, which defines the level of happiness of a respondent. Respondents had to determine their general condition on the scale from 1 till 3, "not too happy" to "very happy" accordingly. The variable *health* is an independent variable which describes the overall health state of a respondent. Respondent had to answer how healthy they feel themselves in general. The variable of health placed on the scale from 1 to 4 for answers "poor" to "excellent", accordingly.

The variable *gender* is an independent variable, which indicates gender of a respondent. This is a dummy variable, indicating female as 1, male as 0.

The variables *flowinc, favginc and fhighinc* are independent variables and they define whether the family income is in the category of low family income, average family income or high family income. These are dummy variables, 1 indicating positive answer, 0 otherwise. These variables are created on the basis of *finc* variable, which determines overall family income before taxes and deductions. Respondents were given 12 answer options with range of income and had to choose in which group earnings for the last year they fall. Having divided family income variable into three groups, answers from 0 to 10.000$ were counted as low income; answers above 10.000$ till 25.000$ were counted as average income; answer above 25.000$ fell under high income variable.

The variables *rlowinc, ravging, rhighinc* are independent variables and they define whether a respondent is in the category of people with low income, average income, or high income. These are dummy variables, 1 indicating a positive answer, 0 otherwise. The scale for dividing respondent income is similar to family income.

The variable *heduc* is an independent variable and determines the highest year of school completed. The variable spreads and takes value from 0 to 20 years of education.

The variable *childr* is an independent variable, indicating if a respondent has children or not. It is a new variable generated on the basis of original *child* variable, which stated a number of children. It is a dummy variable, 1 for positive answer, 0 itherwise.

The variable *age* is an independent variable which defines the age of an individual. Respondents' age varies and limits between 18 and 86.

The variables *young, youngadt, midage and elder* are generated based on the age variable and determine the age group a respondent belongs to. These are dummy variables, 1 indicating positive answer, 0 otherwise. The age variable was divided into four groups: group of young people which covers respondents from 18 to 24; people between 25 and 39 are included into young adult category; 40 to 63 years old respondents fall into middle age category; elder group includes retired people between 64 and 86 years.

The variable *relgn* is an independent variable and determines whether the respondent belongs to any religion or not. It originates from *relig* variable which determines respondent's affiliation to a particular religion by listing them. The *relgn* variable is a dummy variable, 1 indicating acceptance of religion thus assuming them more religious, 0 otherwise.

Variables *year2002, year2004, year2012, year2014* are independent variables which indicate the time period, year. These are dummy variables which take options of 0 or 1. These variables are new and based on the original *year* variable, which specifies the date of an interview.

Results and discussion

Hypothesis 1

The first hypothesis examines how age is related to donations. To prove this hypothesis we need to run regression on a model. To have a better understanding of the donation activities that people engage in certain periods of their lifetime, we decided to use four different age categories. Having limited dependent variable encourages us to run logit and probit regression analysis for the model. Additionally, in order to see magnitude of "likelihood" or magnitude of probability we have conducted marginal effects analysis (.mfx). Taking group *young* as a base group, we obtain quite significant results for all other three age groups. The regression analysis for hypothesis one includes determining relationship between donations and age. According to Table 1, we can see that while taking *midage* group as a base, we get significant numbers for *young*, *youngadult* and *elder* groups. The results for *young** are statistically significant with p-value being less than 10%, and coefficient equals to -0.061. Coefficient for *youngadult** (p-value~0) equals to -0.096 and for *elder** equals to 0.108 (p-value~0). The same as volunteering, interpretation for donations explains likelihood of an individual to donate or not. Young and *youngadults* are less likely to donate by 6.1% and 9.6% respectively, while probability of making donations for elder people equals to 10.8%.

Table 1 - Regressing donations on age groups by controlling for other factors (midage as a base group)

quietly logit donat labor marit race happ health gender ravginc rhighinc favginc fhighinc heduc childr year2012 year2014 relgn year2004 young youngadt elder
margins, dydx(*) atmeans

Conditional marginal effects   Number of obs   =   2,919
Model VCE   : OIM
Expression   : Pr(donat), predict()
dy/dx w.r.t. : labor marit race happ health gender ravginc rhighinc favginc fhighinc heduc childr year2012 year2014 relgn year2004 young youngadt elder

at : labor = .7194245 (mean)	heduc = 14.08153 (mean)
marit = .4922919 (mean)	childr = .6875642 (mean)
race = .1291538 (mean)	year2012 = .315519 (mean)
happ = 2.211716 (mean)	year2014 = .2905104 (mean)
health = 3.101747 (mean)	relgn = .9181226 (mean)
gender = .3991093 (mean)	year2004 = .1682083 (mean)
ravginc = .2487153 (mean)	young = .0746831 (mean)
rhighinc = .5947242 (mean)	youngadt = .3535457 (mean)
favginc = .1634121 (mean)	elder = .0698869 (mean)
fhighinc = .7872559 (mean)	

	dy/dx	Std. Err.	z	P>|z|	[95% Conf.	Interval]
labor	.0137461	.0187737	0.73	0.464	-.0230496	.0505419
marit	.0786233	.0178	4.42	0.000	.043736	.1135106
race	-.0323394	.0214464	-1.51	0.132	-.0743735	.0096948
happ	-.0068681	.0126848	-0.54	0.588	-.0317298	.0179937
health	.0268556	.0106734	2.52	0.012	.005936	.0477752
gender	.0545453	.0161381	3.38	0.001	.0229153	.0861753
ravginc	-.0337958	.0259559	-1.30	0.193	-.0846684	.0170767
rhighinc	.0624082	.0289263	2.16	0.031	.0057136	.1191028
favginc	.1192416	.0373886	3.19	0.001	.0459613	.192522
fhighinc	.1395765	.0369506	3.78	0.000	.0671545	.2119984
heduc	.0204705	.0028597	7.16	0.000	.0148656	.0260754
childr	-.004852	.0182215	-0.27	0.790	-.0405656	.0308616
year2012	-.0585001	.0213485	-2.74	0.006	-.1003424	-.0166579
year2014	-.11119	.0215413	-5.16	0.000	-.1534102	-.0689699
relgn	.0146618	.0265937	0.55	0.581	-.037461	.0667846
year2004	-.0145373	.025704	-0.57	0.572	-.0649161	.0358416
young	-.0557168	.0301751	-1.85	0.065	-.114859	.0034253
youngadt	-.0913188	.0166563	-5.48	0.000	-.1239645	-.058673
elder	.137013	.0388578	3.53	0.000	.0608531	.2131728

. mfx

Marginal effects after logit
y = Pr(donat) (predict)
= .80146898

variable	dy/dx	Std. Err.	z	P>|z|	[95% C.I.	]	X
labor*	.0139035	.0192	0.72	0.469	-.023735	.051542	.719424
marit*	.0784789	.01774	4.42	0.000	.043705	.113252	.492292
race*	-.033812	.0234	-1.45	0.148	-.079672	.012048	.129154
happ	-.0068681	.01268	-0.54	0.588	-.03173	.017994	2.21172
health	.0268556	.01067	2.52	0.012	.005936	.047775	3.10175
gender*	.0534264	.01548	3.45	0.001	.023077	.083775	.399109
ravginc*	-.034886	.02763	-1.26	0.207	-.089039	.019268	.248715
rhighinc*	.0638171	.03023	2.11	0.035	.004563	.123072	.594724
favginc*	.1018702	.02692	3.78	0.000	.049106	.154635	.163412
fhighinc*	.1602262	.04734	3.38	0.001	.067447	.253006	.787256
heduc	.0204705	.00286	7.16	0.000	.014866	.026075	14.0815

childr*	-.0048353	.0181	-0.27	0.789	-.040303	.030632	.687564
year2012*	-.0608986	.02309	-2.64	0.008	-.10616	-.015637	.315519
year2014*	-.1209195	.02523	-4.79	0.000	-.170364	-.071475	.29051
relgn*	.015003	.02783	0.54	0.590	-.039546	.069552	.918123
year2004*	-.0148034	.02665	-0.56	0.579	-.067028	.037421	.168208
young*	-.0607175	.03556	-1.71	0.088	-.130415	.00898	.074683
youngadt*	-.0959484	.01832	-5.24	0.000	-.131856	-.060041	.353546
elder*	.1082069	.02329	4.65	0.000	.062553	.153861	.069887

(*) dy/dx is for discrete change of dummy variable from 0 to 1
Source: Authors calculations according to data of GSS

From these results, we can observe a hypothesized pattern that older people are more likely to make donations than younger ones. Therefore, we can conclude that the first hypothesis is supported by statistically significant results.

Hypothesis 2

The second hypothesis focuses on the relationships of charity donations with education and income levels. We predict that there must be a positive relationship between these variables. To analyze the relationships we can use logit regression for donations, which we have already run in hypothesis 1. By looking at Table 1, we can clearly observe statistically significant results for both average and high family income, while taking low family income as a base group. People with average family income *(favginc*)* are more likely to donate by 10.1%, while people from very affluent families *(fhighinc*)* are more likely to donate by 16.01%. Therefore, it seems that the probability of engaging in charitable donations increases as individual's family income gets higher. This is similar to what Hypothesis 2 suggests.

Speaking about the relationship between education level and donations, from the same Table 1, we can see that education is positively related with donations with p-value being almost equal to zero. The coefficient 0.0204 can be interpreted as one more year of schooling increases probability of donations by 2.4%. Overall, the third hypothesis was proved by the statistically significant results demonstrating positive relationship between family income and probability of making donations, as well as the relationship between education level and donations.

Discussion of Motivations for Donating

Motivation to donate is a complex subject to study. This complexity comes from difficulties in generating comprehensive reliable data and transforming collected data into measurable variables for further analysis. Despite these difficulties, research on motivation has identified a number of motivations that include but not limited to altruistic inducement, personal interest, responding to a direct request, religious concerns, and/or experience relevant to education or work. This paper examined datasets accessed from the Roper Center for Public Opinion Research, University of Connecticut, each studying charitable giving.

This paper plotted a contingency table for motivations to donate to charity (see *Table 3*). The dataset on charitable giving is also based on telephone interviews with 994 adults. The survey was conducted by Gallup Organization/USA Today on September, 2008. Questions asked respondents to assess influence of each motivation on their decision to give as either *major* influence or *no* influence. It is important to note that this survey questions give some inside of respondents' reactive behavior to an external force, while respondents' proactive behavior, in terms of intrinsic motivations, are omitted. As a result, the survey results do a poor job in differentiating between people's willingness to donate from their inability to refuse the external force. Moreover, as the numbers presented in *Table 2* indicate, motivations suggested to respondents seem to have little influence on their decisions. Nevertheless, the table shows that an invitation to donate from a friend or family member has quite significant influence. Sixty seven percent of respondents are inclined to donate when asked by a friend or family member. Within this group, young adults (aged between 18 and 34) tend to be more receptive to invitation to give. In contrast, only 55% of people aged 55 and above feel friends or family members have an influence on their decision to donate.

The two datasets and the results they present include subjectivity of respondents' assessment of motivations, and thus do a poor job in determining people's true incentive. Nonetheless, they emphasize importance and relevance of studying motivation to donate in more depth and adopting new approaches to deal with highly biased self-reported data.

Table 2 - Cross-Tabulation of motives to donate with respect to age, income and education level
Question asked: For each of the following, please say if it has ever been a major influence on your decision to give to a charity, or not.
Source: Authors calculations according to data of GSS

	Influence	Total	Age			Education			
			18-34	35-54	55+	H.S	S.C.	Coll	Coll Post
A friend or family member asked you to give	Major	67	79	72	55	63	69	75	70
	No	32	21	27	43	36	31	25	30
A celebrity or other well-known person endorsed a charity	Major	9	10	11	6	6	5	10	8
	No	91	88	89	93	93	95	90	92
A religious leader endorsed a charity	Major	23	21	23	25	26	23	21	24
	No	75	76	77	72	72	77	78	75
Someone you did not know contacted you on behalf of a charity and persuaded you to give	Major	24	26	23	23	28	22	23	24
	No	76	74	77	75	72	77	77	76
A commercial for a charity made you want to give	Major	26	29	30	20	20	29	26	24
	No	74	71	70	78	78	71	74	76
Your personal financial situation	Major	87	90	89	82	85	88	93	91
	No	12	10	11	14	13	12	7	9

CONCLUSION

This project has analyzed determinants of donations in the US for 2002, 2004, 2012 and 2014 years. The main objective of this paper was to test two hypotheses related to age, income and education levels. Hypothesis 1 looked at the variable *age* in relation to both volunteering and charitable giving. It suggested that older generation are more likely to give to charities. Hypothesis 1 appeared to be consistent with the results of two regression models. The second hypothesis stated that education level and charity donation as well as income level and charity donation are positively related. Hypothesis 2 was also proven right by statistically significant results of the logit regression. In addition, having compared margins and mfx during the research, we conclude that the results are very similar. The qualitative part of this paper discussed some of the motivations that could potentially induce people to donate through cross-tabulation analysis. This part of the study has emphasized further need to research the question of motivations. For, survey-based datasets are highly subjective and thus contain significant bias.

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С.С.Ыдырыс[1], М.Е. Мунасипова [1], М. С.Ыдырыс [2]

[1]Қ.А. Яссауи атындағы халықаралық қазақ-түрік университеті, Түркістан қ., Қазақстан;
[2]Назарбаев Университет

АҚШ-ТАҒЫ ҚАЙЫРЫМДЫЛЫҚҚА БЕРІЛГЕН КАРАЖАТТЫ ЭКОНОМЕТРИЯЛЫҚ ТАЛДАУ

Аннотация. Бұл зерттеу жұмысында АҚШ-та 2002, 2004, 2012 және 2014 жылдардағы қайырымдылық детерминаторларына арналған эконометрикалық талдау жүргізілді. 2009, 2010 және 2011 жылдары АҚШ-та қайырымдылыққа берілген қаражаты ЖІӨ-нің 2% -н құрады. 2008 жылғы үлкен құлдыраудың кезінде қайырымдылық беру айтарлықтай төмендеді. Нәтижесінде 326,6 миллиард доллардан 2011 жылы 298 миллиард долларға дейін азайды. Бұл мақала негізінен қайырымдылық беру жиілігіне жасы, кірісі мен білім денгейінің әсері анықтауға бағытталған. Біз табыстың және білім беру деңгейінің қайырымдылық жасаудың ықтималдылығымен байланысты екендігін анықтадық. Сондай-ақ, ақсақалдар қайырымдылық жасау үшін жас ұрпақтан көп артық көреді. Бақылаудың жалпы саны 3283-ге тең - ол біріктірілген көлденең қима деректер жиынтығы болып табылады. Logit және probit регрессиялық талдау эконометриялық модельге қолданылды.

Түйін сөздер: қайырымдылық, эконометрикалық талдау, АҚШ.

С. С.Ыдырыс[1], М. Е.Мунасипова[1], М. С. Ыдырыс [2]

[1]Международный казахско-турецкий университет Им. Кожа Ахмеда Ясави;
[2]Назарбаев Университет

ЭКОНОМЕТРИЧЕСКИЙ АНАЛИЗ БЛАГОТВОРИТЕЛЬНЫХ ПОЖЕРТВОВАНИЙ В США

Аннотация. В данном исследовании проводится эконометрический анализ детерминант благотворительных пожертвований в США в 2002, 2004, 2012 и 2014 годах. В 2009, 2010 и 2011 годах общая сумма отданных средств для благотворительных целей составляла около 2% ВВП США, хотя благотворительная помощь в годы великой рецессии 2008 года резко сократилась с 326,6 млрд. долл. США до 298 млрд. долл. США. В 2011 году американцы по-прежнему находятся в числе первых стран, приносящих пожертвования на благотворительные цели. В этой статье основное внимание уделяется определению влияния возраста, дохода и образования человека на частоту волонтерства и предоставления финансовой помощи. Мы обнаружили, что уровень доходов и образования положительно связан с вероятностью внесения пожертвований. Кроме того, пожилые люди предпочитают больше делать пожертвования, чем молодое поколение. Общее количество наблюдений равно 3283 - это совокупный набор данных поперечного сечения. Logit и probit -регрессионный анализ были использованы для построения эконометрической модели.

Information about authors:
Ydyrys Serikbay Saduakasuly - PhD (Economics), Associate Professor, Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkistan, 29 Bekzat Sattarkhanov, 161200, Serikbay-s@mail.ru, 87014289044;
Munassipova Malike Erekhankyzy - Phd (Economics), Senior Lecturer, Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkistan, 29 Bekzat Sattarkhanov, 161200, munasipova62@mail.ru, 87014332736;
Ydyrys Mariyam Serikbaykyzy - Master in Public Policy, Nazarbayev University, Astana, 53 Kabanbay Batyr ave., 010000, mariyam.ydyrys@gmail.com, 87750005794

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Yuliya Deister[1], Ehsanullah Rahmatullah[2]

[1]Al-Farabi Kazakh National University;
[2]Deutsch Kazakhische Universität
yuliya_sl@bk.ru yasin28@mail.ru

USING SIMULATION MODELING IN ECONOMY OF KAZAKHSTAN IN THE CONTEXT OF STATE SUPPORT FOR DEVELOPMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE REPUBLIC

Abstract. Using modern information and communication technologies in entrepreneurial activities brings a number of benefits associated with the optimization of business processes, cost reduction, and management efficiency. That is why one of the priorities of Kazakhstan's development is the introduction of digital technologies. Simulation modeling allows to analyze any process on its model and obtain data, which provide an opportunity to evaluate the projections of certain decisions and reforms. Despite the practical importance of this IT solution, the issue of the concept and content of simulation modeling is rather controversial in the research environment. This article attempts to analyze the definitions of this concept, as well as to identify the prospects for its application in the economy of Kazakhstan in the context of state support for the development of digital technologies in the Republic.

Keywords: Information and communication technologies, digital Kazakhstan, simulation modeling, application of IT-solutions in the economy, measures to stimulate the growth of the information and communication technologies sector, legal regulation of public relations in the field of informatization

Modern information technologies have been widely using in entrepreneurship to ensure its profitability while reducing unnecessary costs and streamlining business processes in the developed countries of the world. For example, a lot of the European Union countries use online procedure for registering and liquidating organizations. To make this procedure more attractive for entrepreneurs, various measures have been taken - from reducing the time for processing applications in online mode and providing a response to them to a reduced amount of compulsory payments collected for the registration of legal entities. So, in Croatia in 2008 - 2009 a 24-hour time limit was established for responding on an electronic application for company registration, while the response time for an application submitted in paper-based form was up to 14 days. Speaking about the cost of registering an organization, it is interesting to consider the experience of Belgium where online registration of a legal entity costs about 140 Euros, while documents submitted for this procedure on paper - 2004 euro. In 2009-2010 the business registration procedure took on average 14 days and cost about 5.34% of per capita income in the most developed EU member countries.[1]

That is why the governments of the EU countries have decided to actively promote information technologies in order to support the development of business and, in particular, micro, small and medium-sized entrepreneurship.

The EU is currently implementing the Single Digital Market Strategy covering the period 2014 - 2019, within which three main policy areas are identified: 1) Better access for consumers and business to online goods; 2) The right environment for digital networks and services; 3) Economy and society. The implementing digital policy of the EU and its targeted support are aimed at transforming from eHealth to eCommerce, from digital skills to the digitization of industries, from smart cities to the shared economy.[2]

Speaking about the current process of registration of legal entities in the Republic of Kazakhstan, it should be noted that according to the Doing Business data, the country is ranked 41 out of 190 countries in the global ranking by the "Enterprise registration" indicator.[3] The report provides that in order to establish a company in Kazakhstan, it is required to pass an average of 5.4 procedures, spend 9.3 days, and to incur expenses of just 0.76% of average per capita income. The process of establishing legal entities in the Republic of Kazakhstan is comparable in costs to both global and regional indicators, although the reserves remain to make it even faster and less burdensome. For these purposes, the World Bank experts recommend focusing on simplifying the process by combining several procedural steps on registration into the one on the e-government website.[4]

The implementation of digital technologies is also relevant for our country in the framework of the current policy in the fight against corruption, as the processes of interaction of individuals and legal entities with state bodies become more transparent within using informational systems. The current e-government system has already shown many advantages of its implementation in action, and its potential needs to be developed.

It should be noted that the elaboration of domestic information technologies is not developed in Kazakhstan. At the same time, it is possible to ascertain the ever increasing needs in the use of information and communication technologies in the Republic, which are clearly demonstrated by the increased share of imports of goods related to information and communication technologies to Kazakhstan. However, the share of exports is very low. This is evidenced by the data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan (see Table "Export and Import of Goods related to Information and Communication Technologies"), according to which the export of information and communication technology products from Kazakhstan was only about 5% of the total turnover of such products in 2016.

Table "Export and Import of Goods related to Information and Communication Technologies"
in bln.USA dollar

	2007		**2008**		**2009**		**2010**		**2011**		**2012**		**2013**		**2014**		**2015**		**2016**	
	Export	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**	**Export**	**Import**
Totally in the sector of information and communication technologies	28,6	1465,1	47,8	1484,5	52,4	1494,8	48,2	1502,9	84,6	2 367,7	171,8	2 574,0	159,4	2 896,2	401,6	2 990,2	104,3	1 938,1	76,9	1 651,5

In order to support the domestic development of modern information technologies, the Republic has taken a course to support projects implementing in this field. Thus, the introduction of digital technologies is designated as one of the priorities of the development of the country. The President of Kazakhstan N. Nazarbayev in his Address to the Nation in 2018 noted the need to develop and test **new instruments** aimed at modernizing and digitizing Kazakhstan enterprises with a focus on exporting products, they should primarily stimulate **the transfer of technology**. The most important issue is the development of **our own ecosystem of developers** of digital and other innovative solutions. It should take shape around **innovation centers**, such as the Nazarbayev University, the Astana International Financial Centre (AIFC) and the International Technology Park of IT Startups. A serious revision is required of the organization of the activities of the Alatau Park of Innovative Technologies. The main factors for the success of the innovative ecosystem are **stimulation of the demand** for new technologies by the real sector and the functioning of the private venture financing market. This requires appropriate **legislation**.

According to the development directions of the country determined by the leader of the nation, it is necessary to ensure the large-scale introduction of digital technologies such as **blockchain**, to track the movement of goods online and to ensure **their unhindered transit**, as well as to simplify customs operations. Modern solutions allow to organize the interactions of all links of the logistics, and the use of "**big data**" will help provide high-quality analytics, identify areas of **growth** and reduce **excess costs.** To achieve this, it is necessary to introduce **an Intelligent Transport System.[5]**

The mentioned above directions of application of information technologies in business are realized by means of using the method of simulation modeling, in particular. This allows to determine the efficiency of those or other business processes throughout their modeling, to find more optimum ways of the solution of the certain problems, and, as a result, to avoid unnecessary costs. Simulation modeling in solving problems of planning and production management allows to take into account the set of variables that characterize constantly changing market conditions. This IT - solution allows to get both qualitative and quantitative assessments of the possible consequences of managed solutions.[6]

Almost all companies use experimentation to develop and test new products and series. But in an increasingly turbulent business environment, strategies - as well as products and services - can become obsolete quickly and unpredictably. Therefore companies must broaden the arena of experimentation to include business models and strategies. A growing number of adaptive competitors are using an array of new approaches and technologies to expand the scope and impact of experimentation in their businesses. In doing so, they are creating a "simulation advantage" by achieving superior "economics of experimentation". In other words, these companies are able to generate, test, and replicate a large number of innovative ideas more quickly, at low cost, and with less risk than their rivals can. Companies implementing the new approaches including the use of modern information technologies in a volatile business environment will be winners in the market.[7]

As is known, at present the State Program "Digital Kazakhstan" approved by the Decree of the Government of the Republic of Kazakhstan dated 12.12.2017 is being implemented in the Republic. It involves four key areas:

- Implementation of the digital Silk Road;
- Development of creative society;
- Digital transformations in economic sectors;
- Transition to a proactive state.

The implementation of the Program will require allocation of about 141 billion tenge from the republican budget, at the same time it is expected to attract 169 billion tenge of funds from the subjects of the quasi-public sector. According to preliminary estimates, the direct effect of the digitalization of the economy will create an additional value of 1.7 to 2.2 trillion. tenge by 2025. It will ensure a return of investment in 4.8 - 6.4 times to the total investment volume including private investment by 2025.

Nowadays, simulation modeling has a relatively wide range of application in various areas of human activity including industry, economics, information security, biology and chemistry, transport, ecology, etc. It has a very wide range of tasks to be solved either. Scientific research (planning experiments, determining the statistical characteristics of random factors, checking statistical hypotheses), automatic design, working out of operating modes of pilot facilities, automatic control, organization, assessment, planning and forecasting of human relations, educational activities, playing game situations are among them.

The objects of simulation modeling are production, IT infrastructure, business processes, service, market and competition, project management, logistics, road, air, and sea traffic, ecology, population growth dynamics, historical processes, information security, fighting, etc. [8]

Simulation modeling began to perform this role since the time of the spreading the use of computers around the 1960s. At the same time, in the specialized literature on computer modeling and one of its types - simulation modeling it is provided a brief notion of this definition as a rule. Most authors do not analyze this term in detail from the viewpoint of its theoretical nature, the characteristic features inherent to it. On the one hand, it is justified by the applied nature of modeling, its practical application in many spheres of life activity, as well as the growing needs in resolving, simplifying and optimizing the solution of every day increasing tasks, which depends on the level of economic development and scientific and technological progress of modern society. On the other hand, the filling of the excising theoretical gap in defining this term would contribute to the systematization of the knowledge in the field of simulation modeling available in science, to an integrated understanding of this tool, and to expanding scope of its using on the basis of an interdisciplinary approach in areas where it does not apply currently.

So, what is simulation modeling? Akopov, A.S. believes that modeling is the study of objects of cognition indirectly, by analyzing some other auxiliary objects (so-called models). In this regard, he defines simulation modeling as the reproduction on the computer (simulation) of the process of functioning of the system under study, which allows to study the state of the system and its individual elements at certain moments of model time [9]. The position expressed by the researcher, in our opinion, is inconsistent in some sense, since the definition of simulation modeling should logically follow from the defining term "modeling". It cannot be that the generic term (simulation modeling) does not coincide with the defining one (modeling), but the author narrows the concept of simulation modeling by reproduction. Without contesting the fact that simulation is reproduction, nevertheless, following the author's logic, this type of modeling is the study of objects of cognition by reproduction on the computer (simulation) of the process of functioning of the model. Thus, simulation modeling is research through reproduction, and only through this statement the nature of this term and the method of simulation modeling can be understood.

A similar position is expressed by Luzina, L.I. In her opinion, simulation modeling is a kind of computer modeling, reproducing the process of functioning of the system under investigation on the computer (simulation). In this case, the elementary phenomena, which make up the process are simulated. They keep their logical structure, the sequence of flowing in time, and this process allows to obtain the information about the state of the system at specified times [10].

Some researchers consider simulation modeling only as a "method of investigating complex systems, based on the creation of a computer model that reproduces the structure and processes of functioning of a real system, as well as on carrying out computational experiments on this model" [11]. At the same time, it should be noted the consistency, simplicity and laconism of the formulated concept, which, undoubtedly, are its merit.

Economist Lychkina, N.N. considers simulation modeling solely as a method. In her opinion, the method of simulation modeling is an experimental method of investigating a real system on its simulation model that combines the features of the experimental approach and the specific conditions for using computer technology [12].

This definition suffers from obvious tautology, as the concept of a method is revealed through the same word (i.e. method is a method). Secondly, a method is the way or approach of the surrounding reality cognition, i.e. if to interpret literally the concept proposed by the author, simulation modeling is an "experimental method ... that combines the features of the experimental approach" (method) ... In fact, according to Lychkina, N. (excepted the above-mentioned illogicality of the definition of this term), simulation modeling is an experimental method of investigating an object, which is a simulation model of a real system, using computer technology. Thus, it is possible to conclude that if to define simulation modeling method solely as an experimental method of investigation, then simulation modeling method doesn't exist. This question, indeed, can be considered as debatable in the theory, since various understandings can be found if to the study the methods of scientific cognition and their classification giving by different researchers-philosophers in this field. At the same time, recognizing the rapid development of know-how, the results of innovation and technological development, including the advanced development of computer technologies and their applications in all spheres of human life, the modeling method is mainly considered as a universal method of understanding the surrounding reality, at that time as an experiment is included in a group of empirical scientific methods. [13]

There is also a position on existence of the so-called model experiment, which is understood as the method of simulation modeling, an "indirect" method, because it has a difference with "ordinary, direct experimental methods", since "when it is used, the object is not tested itself, but the created by a computer virtual model of the object is studied with this method. The manipulation with the simulation model is carried out in the same way as it would be done (even if purely speculative) with the object under study; the results of the modeling are processed and interpreted in the same way as if the data were received from the real tests of the object. In the study of the simulation model, well-developed methods for planning experiments and processing experimental data can be applied. "[14]

A model experiment, under the opinion of some researchers, is characterized by the presence of certain operations:

- transition from a natural object of research to its model, i.e. the creation of such a model;
- experimental study of the created model;
- reverse process - transition from a model to a natural object, consisting in transferring the results obtained as a result of studying the model to this object.

The usual experiment presupposes the presence of a theoretical moment at the initial moment of the research - at the stage of hypothesis advancement, its evaluation, when theoretical considerations associate with the design of the facility, etc., and also at the final stage - the stage of discussion and interpretation of the obtained data, their generalization; in the model experiment it is also necessary to justify the similarity relation between the model and the natural object and the possibility to extrapolate the obtained data to this object. [15]

In the research environment, the modeling method is also considered as the general method of cognition [16] (i.e., as the method of cognition of the surrounding reality both at the theoretical level and empirically) and justified its close similarity to the analogy method, recognizing the essence of the modeling method "in the reproduction of the properties of the object of cognition on a specially constructed analogue of the model. The modeling method is very similar to the analogy method. The logical structure of inference by analogy is the organizing factor that unites all the moments of modeling into a single purposeful process. It is possible can even state that the modeling is a kind of analogy. "[17]

We believe that the study of this issue will continue by researchers due to the increasing relevance of the scope of application of this method, and the inclusion of the modeling method in one or another group of methods of scientific cognition depends on the method classification chosen by a researcher. At the same time, we would like to express only a position that in our opinion characterizes this method in a determinant way. This position is as follows. There is no doubt that the main feature of the modeling is in using a prototype or a substitute (i.e. model) of the studied object created by the researcher. This model occupies an intermediate state between the researcher and the object in kind, since there is no direct impact on the object under study. This is the way this method is applied. It is used in cases when the use of the original object is impossible due to a number of reasons (e.g. for the purposes of ensuring the safety of society, moral and ethical considerations, etc.) or the original object is too expensive (i.e. high cost of research) or the manipulations with the original object are simply impossible due to certain factors (e.g. space-time factors, lack of necessary equipment), etc.

Talking about simulation modeling we should remember that its implementation is carried out by means of computer technologies. This is its characteristic feature, since it is possible to simulate and simply using a piece of paper. The obtained data as a result of carrying out simulation modeling are made out in the form of tables and schedules, which contain informative indicators of the parameters set by the researcher for study that characterize the object. Through simulation modeling, it is possible to conduct repeated tests of the model with the required input parameters in order to establish their dependence on the results obtained from the model test. This type of modeling by using a computer technologies allows to provide a numerical characteristic of the model by performing tests of the model with the given parameters, and on the basis of the data obtained, to calculate the characteristics applicable to the object.

Returning to the concept of simulation modeling it should be noted that some authors when defining this concept do not disclose the function of this tool, its essence, preferring exclusively description of its applied role as practical mechanism for implementing the study. This approach can be clearly observed in the following definition: "Simulation modeling is a creating a computer program (or software package), which simulates the behavior of a complex technical, economic or other system on a computer with the required accuracy" [18].

Such a position is in the thoughts of Astanina, L.A. about the nature of simulation modeling: "The nature of simulation modeling is to build a computer model that uses computer technology to reproduce the formalized process of functioning of a complex system. During this process a complex system is divided into separate elements, the functioning of which is modeled by the simulator program, taking into account their coherence, interaction and the possibility of uniting into a single process of the system as a whole. In this process, a systematic approach appears both to the study of complex systems, and to the construction of a computer model, i.e. - simulation modeling ".[19]

The analogous position: "Simulation modeling assumes the representation of the model in the form of some algorithm - a computer program - the execution of which simulates the sequence of state changes in the system and thus represents the behavior of the modeled system." [20]

We believe that the content of the concepts above is not sufficiently informative, and therefore they are incomplete, since they do not describe the research process, but reduce the concept to the use of a computer program.

In our opinion, simulation modeling can be defined as the study of the object of cognition (the original) by reproducing the process of functioning of its model (prototype) , which has the similarity properties to the studied original, in a given period of time and the conditions on the computer (simulation), and the results of this study designates the object itself, its interaction with the external environment, and meet the criteria of accuracy and reliability either.

Having defined the concept and applied importance of simulation modeling in various areas, let's consider what measures stimulate elaboration, development and implementation of domestic software IT products offering effective solutions in the field of simulation modeling within the framework of the policy on implementing modern information and communication technologies in Kazakhstan. First of all, it should be noted that the field of domestic software is not developed in Kazakhstan. The vast majority of software is bought from foreign companies. According to the preamble of the Law of the Republic of Kazakhstan dated 24.11.2015. "On Informatization", this law regulates public relations in the field of informatization arising in the territory of the Republic of Kazakhstan between state bodies, individuals and legal entities in the creation, development and operation of informatization facilities, as well as state support for the development of the information and communication technologies industry. Under Article 61 of this Law, state support for the development of the information and communication technologies industry is carried out by authorized state bodies, the national institute of development in the field of information and communication technologies and other national development institutions with a view to stimulating the development of the information and communication technologies industry in the Republic of Kazakhstan.

The main principles of state support for the development of the information and communication technologies industry in accordance with the Law "On Informatization" are:

1) development of the information and communication technologies industry based on private entrepreneurship and public-private partnership;

2) the priority of domestic legal entities in obtaining orders for the development of information and communication technologies, information systems;

3) stimulation of development of production of domestic software, software products and production of technical means;

4) development of the market structure of information and communication technologies;

5) support of fair competition in the market of information and communication technologies.

In accordance with the principles of state support, the legislation provides for the measures to stimulate the growth of the information and communication technologies industry stipulated in the mentioned Law "On Informatization", as well as in the Entrepreneurship Code of the Republic of Kazakhstan.

According to paragraph 4 of Article 61 of the Law of the Republic of Kazakhstan "On Informatization" such measures include:

1) the formation and development of the regulatory and methodological framework for activities in the field of information and communication technologies, including the introduction of international standards;

2) implementation and improvement of the system of state (quasi-public) orders for the development and supply of innovative software, software products with a high share of local content;

3) extra-budgetary paid and gratuitous financing of projects in the field of information and communication technologies aimed at increasing the share of local content;

3) extra-budgetary paid and gratuitous financing of projects in the field of information and communication technologies aimed at increasing the share of local content;

4) harmonization of the cost structure for informatization of state legal entities and subjects of the quasi-public sector, aimed at increasing the share of services in the field of informatization;

5) creation of conditions for the venture and other extrabudgetary compensated financing of projects in the field of information and communication technologies; 6) development of proposals to stimulate development and increase of the investment attractiveness of the information and communication technologies industry.

The Entrepreneurship Code of the Republic of Kazakhstan dated of 29.12.2015 contains the provisions concerning promotion of entrepreneurial activities as whole, ensuring its protection and support (Article 16), the support of domestic producers of goods, works and services (Article 17), as well as special provisions stipulating measures of state support to the subjects of industrial and innovative activity supporting the subject industry.

First of all, it should be noted that the Code defines the industrial-innovative activity as activities of individuals or legal entities related to the implementation of industrial and innovative projects, taking into account the provision of environmental safety in order to increase labor productivity and to stimulate the development of priority sectors of the economy or the promotion of domestic processed goods, works and services for internal and (or) foreign markets.

Priority sectors of the economy are the sectors of the national economy that can influence the dynamics and quality of the state's economic development.

Information and communication technologies is one of the directions for the development of domestic innovations under the State Program of Industrial and Innovative Development of the Republic of Kazakhstan for 2015 - 2019 approved by the Decree of the President of the Republic of Kazakhstan dated 01.08.2014.

Article 257 of the Entrepreneurship Code of the Republic of Kazakhstan provides for measures of state support for the subjects of industrial and innovative activity, which include:

1) financing, including co-financing of projects, leasing financing;

2) provision of guarantees and guarantees for loans;

3) lending through financial institutions;

4) subsidizing the interest rate on loans issued by financial institutions and coupon interest on bonds;

5) investment in authorized capital;

6) guaranteed order;

7) provision of innovative grants;

8) provision of qualified human resources;

9) provision of engineering and communication infrastructure;

10) provision of land and subsoil use rights;

11) support in the domestic market;

12) attraction of foreign investments;

13) development and promotion of exports of domestic processed goods and services;

14) support for improving labor productivity and the development of territorial clusters;

15) debt restructuring within the framework of financial and economic recovery.

At the same time, in paragraph 6 of the article 257 of this Code, there is a provision that the authorized body in the field of state support of industrial innovation activity, other state bodies, as well as local executive bodies of oblasts, cities of republican importance, the capital when reviewing, agreeing and providing state support measures to the subjects of industrial and innovative activity are obliged to be guided by one of the following criteria:

1) innovation - the focus on increasing the economic efficiency of activities by creating new or improved productions, technologies, goods, works and services, taking into account the provision of environmental safety;

2) competitiveness - an advantage in comparison with similar industrial-innovative projects, manifested in the level of achieved economic and social efficiency, defined as the ratio of the effect achieved to the cost of obtaining it;

3) scale - the significance of the implementation of an industrial and innovative project for industrial and innovative development of the Republic of Kazakhstan.

As it was already noted in this article, the Head of the State has identified the directions for further development of the legislation of the Republic of Kazakhstan in order to stimulate the development of information and communication technologies in the Republic. In addition, it should be also noted the need to revise certain provisions of the existing legislative acts, which need further development and improvement.

Thus, the Law of the Republic of Kazakhstan "On Informatization" is a fundamental act in regulating relations in the field of application of information and communication technologies. According to Article 4 of this Law, the scope of its application is public relations in the field of informatization arising in the territory of the Republic of Kazakhstan between state bodies, individuals and legal entities when creating, developing, maintaining, operating informatization facilities, as well as when state support for the development of the information and communication technologies industry. At the same time, taking into account the diversity and development of public relations, it is completely incorrect to limit the scope of this Law solely by the emergence of the public relations in the field of information and communication technologies. In this regard, the scope of regulation of the Law should also be extended to public relations both at the stage of their emergence and at the stages of change and termination. At the same time, the provisions of this Law cover all above-named relations in many aspects. In this regard, it is possible to state the internal inconsistency of the norms of this Law.

In conclusion, we would like to note the relevance of the application of IT solutions using the simulation modeling method within the framework of identifying the risks of the development of integration processes of the Eurasian Union. Thus, by the example of the European Union, one can observe that not all member countries of this regional association have economically benefited from joining this Union. At present, in the context of active integration interactions in the structure of the Eurasian Economic Union, it is important to determine the economic risks that the Republic may face and develop a set of measures that would facilitate mutually beneficial cooperation within the framework of this regional association. Some initiatives to digitize certain processes of economic cooperation in the Eurasian Economic Union have already been voiced by the representatives of the member countries. Nevertheless, using the experience of developed countries, it should be also noted the need to develop an international legal base for regulating civil relations based on the application, recognition and protection of electronic digital signatures and the development and implementation of appropriate technological solutions for these purposes in the framework of the Eurasian Union.

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Ю. С. Дайстер [1], Эхсанулла Рахматулла[2]

[1]Казахский национальный университет им. аль-Фараби;
[2]Казахско-Немецкий университет

ПРИМЕНЕНИЕ ИМИТАЦИОННОГО МОДЕЛИРОВАНИЯ В ЭКОНОМИКЕ КАЗАХСТАНА В КОНТЕКСТЕ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ РАЗВИТИЯ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ В РЕСПУБЛИКЕ

Аннотация. Внедрение современных информационно - коммуникационных технологий в предпринима-тельской деятельности несет ряд выгод, связанных с оптимизацией бизнес- процессов, сокращением издержек, эффективностью управления. Именно поэтому, одним из приоритетов развития Казахстана определено внедрение цифровых технологий. Имитационное моделирование позволяет рассмотреть любой процесс на ее модели и получить данные, которые дадут возможность оценить прогнозы тех или иных решений и реформ. Несмотря на очевидность назначения данного ИТ-решения, вопрос понятия и содержания имитационного моделирования является достаточно дискуссионным в научной среде. В настоящей статье предпринята попытка проанализировать определения данному понятию, а также выявить перспективы его применения в экономике Казахстана в контексте государственной поддержки развития цифровых технологий в Республике.

Ключевые слова: информационно-коммуникационные технологии, цифровой Казахстан, имитационное моделирование, применение ИТ -решений в экономике, меры стимулирования роста отрасли информационно-коммуникационных технологий, правовое регулирование общественных отношений в сфере информатизации

Ю. С. Дайсер[1], Эхсанулла Рахматулла[2]

[1]әл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан;
[2]Неміс-Қазақ университеті, Алматы қ., Қазақстан

РЕСПУБЛИКАДАҒЫ АҚПАРАТТЫҚ-КОММУНИКАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАРДЫ ДАМЫТУДЫ МЕМЛЕКЕТТІК ҚОЛДАУ АЯСЫНДА ҚАЗАҚСТАН ЭКОНОМИКАСЫНДА ИМИТАЦИЯЛЫҚ МОДЕЛЬДЕУДІ ҚОЛДАНУ

Аннотация. Қазіргі заманғы ақпараттық-коммуникациялық технологияларды кәсіпкерлік қызметте енгізудің шығындарын қысқарту, басқару тиімділігін арттыру, бизнес-процестерді оңтайландыруға байланысты бірқатар артықшылықтар бар. Сондықтан Қазақстанның дамуының басымдықтарының бірі болып цифрлық технологияларды енгізу болып табылады. Имитациялық модельдеу бізге кез келген процесті оның үлгісінде қарастыру, кейбір шешімдер мен реформаларды қабылдау үшін және болжау мен бағалауға мүмкіндік беретін деректерді алуға болады. Осы IT шешімнің айқын мақсатына қарамастан, модельдеу тұжырымдамасы мен мазмұны туралы мәселе ғылыми қоғамдастықта өте даулы мәселе болып отыр. Бұл мақалада осы тұжырымдаманың анықтамасын талданады, сондай-ақ Қазақстан Республикасында сандық технологияларды дамыту үшін мемлекеттік қолдау тұрғысында Қазақстан экономикасында оны дұрыс пайдаланудың перспективалары анықталды.

Түйін сөздер: ақпараттық және коммуникациялық технологиялар, цифрлық Қазақстан, имитациялық модельдеу, экономикадағы IT-шешімдерді қолдану, ақпараттық-коммуникациялық технологиялар секторының өсуін ынталандыру шаралары, информатизация саласындағы қоғамдық қатынастарды құқықтық реттеу.

Information about authors:

Yuliya Deister - PhD in Law, Dr.jur., Deputy Director, Institute of State and Law, Al-Farabi Kazakh National University, Almaty, Kazakhstan. e-mail:yuliya_sl@bk.ru;

Ehsanullah Rahmatullah - Master student, German - Kazakh University, Almaty, Kazakhstan. e-mail: yasin28@mail.ru

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S.Zh. Intykbaeva, A.A.Belgibayev

Narxoz University, Almaty, Kazakhstan

ANALYSIS OF DYNAMICS AND STRUCTURE OF THE ENTERPRISE CAPITAL

Abstract. In this article, dynamics and also structure of assets and liabilities of the enterprise are analyzed, an assessment of rationality of their placement is given. Therefore, it is possible to draw conclusions on a role of each type of an asset and a liability in formation of financial performance of the enterprise. Emergence of disproportions in composition and structure of financial resources involves emergence of negative tendencies in functioning of the company that can turn back deterioration in a financial state subsequently.

When carrying out researches, the following methods are used: statistical-economic, analysis and synthesis, monographic.

Keywords: finance, stability, balance, structure, asset, passive, dynamics

Since the financial stability of an enterprise primarily depends on the structure of assets and liabilities, it is necessary to analyze their state and relationships. The growth of assets provides information on the existence of conditions for the formation of their own financial resources and incomes.

As a rule, when analyzing assets and liabilities, their dynamics, composition, structure and trends of change are investigated. Analysis of the structure of assets, both in general and in groups, makes it possible to draw the appropriate conclusions about the rationality of their placement.

Just before proceeding to the analysis of assets, it is expedient firstly to compare the growth rates of assets with the growth rates of financial results (for example, revenues from sales of products and profits from sales).

Table 1 - Comparison of the dynamics of assets and financial results of Rakhat OJSC, thousand tenge

Indicators	2014	2015	2016	Changes in 2016 (+,-) to the level	
				2014 г.	2015
Assets value	21665330	27162594	32953801	11288471	5791207
Sales revenues	36178314	34037922	49771082	13592768	15733160
Profit on sales	7900196	7577942	10345170	2444974	2767228
Source: 12,13,14					

In case where the growth rate of revenue and profit is greater than the growth rate of assets, it can be concluded that the use of assets in the reporting period was more effective than in the previous period. If the growth rate of profit is higher than the growth rate of assets, and the growth rate of revenue is smaller, then the increase in the efficiency of the use of assets was achieved only at the expense of rising prices for products. If the growth rate of financial results (revenues and profits) is less than the growth rate of assets, this indicates a decrease in the efficiency of the company's operations [1-7].

It should be noted that the analysis of the dynamics and structure of capital is important, as it allows to take appropriate measures to improve the financial condition of the enterprise through the use of such an innovative tool as the system of balanced indicators and the development of financing strategy [8-11].

According to Table 1, it is evident that in 2016, the assets of Rakhat OJSC increased on 5791207 thousand tenge in comparison with 2015, and on 11288471 thousand tenge in 2014. Sales revenues in

2016 compared to 2015 also increased on 15733160 thousand tenge, compared to 2014 - on 13592768 thousand tenge. The profit increased for the analyzed period on 2767228 thousand tenge and on 2444974 thousand tenge, respectively.

According to calculations, it is possible to find that profits have increased more rapidly than growth rates of assets. The revenues growth rate was also higher than the growth rate of assets. Hence, the enterprise worked more efficiently and improved its financial results.

As the assets of the enterprise are formed from long-term and short-term assets, then, according to the logic of scientific research, it is recommended to proceed to the identification of their ratio in the overall structure of assets. In 2016, long-term assets amounted to 11859096 thousand tenge, which is more than the level of 2015 - on 1021647 thousand tenge and the level of 2014 - on 3552608 thousand tenge. Short-term assets in 2016 were equal to 2094705 thousand tenge or increased compared to 2015 on 4769560 thousand tenge, compared to 2014 on 7735863 thousand tenge, respectively. The ratio of short-term to long-term assets in 2014 was 1.61; in 2015 - 1.51 and in 2016 - 1.78.

Then, after revealing the ratio of short-term to long-term assets, it is necessary to proceed to a more detailed analysis of their composition and structure separately for each studied type. In the course of the analysis, it is possible to detect changes in the direction of increase or decrease in the share of each asset in the overall structure of short-term and long-term assets.

Table 2 - Analysis of the dynamics and structure of the sources of capital formation of Rakhat OJSC, thousand tenge

Indicator	Amount, thousand tenge			Capital structure, %		
	2014	2015	2016	2014	2015	2016
Equity capital	19286767	22870866	27837223	89,02	84,19	84,47
Borrowed capital	2378563	4291728	5116578	10,98	15,81	15,53
Total	21665330	27162594	32953801	100,0	100,0	100,0
Source: 12,13,14						

After the analysis of assets, it is also necessary to investigate the dynamics, structure and trends of changes in liabilities. At Rakhat OJSC, the equity capital in 2016 amounted to 27837223 thousand tenge or 84.47% in the capital structure. The share of borrowed capital is small and equaled only 15.53% in 2016. The share of borrowed capital in 2016 compared to the previous year decreased by 0.28%, and compared to 2014 increased by 4.55%.

By analogy with assets, it is recommended to analyze the dynamics and structure of borrowed capital. Between the assets and liabilities, it is recommended to observe certain proportions. Especially, when it comes to the system of balanced indicators.

Table 3 - Analysis of the dynamics and structure of borrowed capital of Rakhat OJSC, thousand tenge

Indicator	Amount, thousand tenge			Capital structure, %		
	2014	2015	2016	2014.	2015	2016
Borrowed funds, total	2378563	4291728	5116578	100,0	100,0	100,0
including						
Short-term obligations	1535025	2357187	3262629	64,53	54,93	63,76
Long-term obligations	843538	1934541	1853949	35,47	45,07	36,24
Source: 12,13,14						

In 2016, the amount of borrowed capital was 5116578 thousand tenge, which is more than the level of the previous year on 824.85 million tenge. Short-term obligations, compared to 2014, increased on 1,727,604 thousand tenge, and compared to 2015, on 905442 thousand tenge, respectively.

In 2016, long-term obligations were equal to 1853949 thousand tenge, which is less than the level of the previous year on 80592 thousand tenge. The share of short-term obligations in 2016 was 63.76% and long-term obligations - 36.24%, respectively.

To calculate the ratio of asset turnover, revenues should be divided by the amount of assets. By analogy, we determine the coefficient of equity capital turnover. Thus, at Rakhat OJSC, in 2016, the asset turnover ratio was 1.51. In comparison with the previous year, the tendency of growth is noticeable. The coefficient of turnover of equity capital has changed from 1.87 in 2014 to 1.49 in 2015 and to 1.79 in 2016.

Thus, we can draw a conclusion about the rational structure of equity and borrowed capital, which has established at Rakhat OJSC. The enterprise approaches to questions of borrowing very scrupulously and tries to make do mainly with its sources.

Rakhat OJSC, in its production and economic activities, seeks to increase its equity capital, which is a prerequisite for the implementation of the principle of self-financing. The more the company has its own resources, the better its financial condition is, the less dependence on credit institutions is.

Any enterprise in the process of entrepreneurial activities tends to maximize profits, and hence its own sources of financial resources. To achieve this goal, it should systematically maintain the optimal financial structure between assets and liabilities.

The balance sheet is the central form and the basis of financial reporting. It allows to analyze the composition and structure of the property, as well as sources of property on a certain date. On the basis of horizontal and vertical analysis, the relationship between them is analyzed, and "sick" articles are identified, on which it is necessary to pay attention and to develop measures for bringing them to a normal value.

In crisis conditions, the problem of the provision of financial resources becomes aggravated. At the same time, as a result, there are problems with the financing of current activities, with the capital formation. The availability of financial resources and the structure of capital have a direct impact on the financial position of the firm.

Because of the imbalance, the disproportion between assets and sources of their financing for temporary, quantitative and qualitative parameters, the efficiency of the use of financial resources is decreasing. In this connection, it is necessary to pay special attention to the planning of financial resources.

To make competent managerial decisions, financiers should possess various tools, be able to plan scientifically grounded proportions in the formation and use of financial resources in order to take into account in advance the influence of factors of external and internal environment on the company operations.

Thus, a comprehensive assessment of the financial condition is based on a whole system of indicators that characterize the formation of both assets and liabilities, as well as the results of their use. On the basis of all the above calculations, it is possible to draw a final conclusion that the financial condition of the enterprise systematically improves. The growth rates of revenues, balance sheet and net profit increased. The results of the analysis of assets turnover showed that Rakhat OJSC expanded its business activity, which affected the growth of the return on capital.

The considered indicators characterizing the financial condition of the enterprise are higher than the average industry values. To improve the return on capital, the competently constructed financial policy of the managers of the enterprise affected the constant monitoring of the financial condition of the firm, they try to observe the recommended values of the financial analysis indicators, prevent the appearance of disproportions and negative trends in the capital structure.

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С.Ж. Интыкбаева, А.А. Белгібаев

Нархоз университеті, Алматы қ., Қазақстан

КӘСІПОРЫННЫҢ КАПИТАЛЫНЫҢ ДИНАМИКАСЫ МЕН ҚҰРЫЛЫМЫН ТАЛДАУ

Аннотация. Бұл бапта кәсіпорынның активтердің және пассивтердің құрылымы, динамикасы талданған, оларды орналастырудың ұтымдылығына баға беріледі. Оның нәтижесінде кәсіпорынның қаржылық көрсеткіштердің қалыптастыруында активтердің және пассивтердің әр бір түрінің рөлі туралы қорытындыларды жасауға болады. Қаржылық ресурстардың құрамында мен құрылымында сәйкессіздіктердің пайда болуы компанияның жұмыс істеуінде жағымсыз тенденциялардың пайда болуына, содан кейіннен қаржылық жағдайның нашарлауына әкелуі мүмкін.

Зерттеу жүргізу кезінде келесі әдістер пайдаланылған: статистикалық - экономикалық, монографиялық анализ және синтез.

Түйін сөздер: қаржы, тұрақтылық, баланс, құрылымы, актив, пассив, динамика

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С.Ж. Интыкбаева, А.А. Бельгибаев

Университет «Нархоз», Алматы, Казахстан

АНАЛИЗ ДИНАМИКИ И СТРУКТУРЫ КАПИТАЛА ПРЕДПРИЯТИЯ

Аннотация. В данной статье анализируется динамика, а также структура активов и пассивов предприятия, дается оценка рациональности их размещения, в результате чего можно сделать выводы о роли каждого вида актива и пассива в формировании финансовых показателей предприятия. Возникновение диспропорций в составе и структуре финансовых ресурсов влечет за собой появление негативных тенденций в функционировании компании, что может обернуться впоследствии ухудшением финансового состояния.

При проведении исследований использованы следующие методы: статистико- экономический, анализа и синтеза, монографический.

Ключевые слова: финансы, устойчивость, баланс, структура, актив, пассив, динамика.

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Zh. K.Dyusembina, S. Halelova

[1]Eurasian national university named after L. N. Gumilev, Astana;

ECOLOGIZATION OF EDUCATION AS A BASIS FOR THE FORMATION OF ECOLOGICAL COMPETENCE IN STUDENTS

Abstract. The experience of recent decades indicates that attempts to stop the onset of the global environmental crisis using economic measures do not succeed for the reason that the mass the consciousness of mankind is based on consumer attitude towards nature. Therefore, without a new system of views on the world and human's place in it, the future generations, as a species are doomed to physical and spiritual destruction. Solutions to environmental and social issues, both global and regional nature are possible only if a new type of ecological culture, ecologization of education in accordance with the relevant needs of the individual and civil society.A significant role in education which is associated with the problems of environment belongs to a secondary school where the principles of science are studied, on the basis of this higher culture of relationships with nature is formed. At the present stage, the main task of environmental education and education of pupils is to overcome students' utilitarian consumer attitude towards nature, in the formation of responsible attitude to it in connection with all aspects of consciousness: scientific, ideological, artistic, aesthetic, moral, legal, which form the basis of scientific worldview. Nowadays the formation of ecological culture of pupils faces a number of difficulties. As at the school ecology is interdisciplinary science therefore teachers of basic sciences often do not pay enough attention to it, considering ecological material in their lessons as additional, illustrative, and as the result is not obligatory and of minor importance

Keywords: global environmental challenges; ecologization of education; environmental disaster zone; critical condition; formation of ecological competence.

Problems of ecology in the modern era take on greater and greater importance. The relationship between society and nature is complex and contradictory. The development of the productive forces of society, technologies of various industries, knowledge and skills of people has led to an increase in their influence on nature. However, over time, humankind increasingly became dependent on natural resources, which intensified with the development of industrial production.In turn, this entailed a number of global environmental problems: the overuse of the primary product led to the emergence of mankind beyond the boundaries of its ecological niche; production of materials with the use of temperatures and pressures, much higher than existing in nature, gave rise to mountains of undecomposable wastes; fragmentation of landscapes caused a disturbance in habitat of animals and plants; the reduction of species diversity has reduced the sustainability of the ecosystem. All these problems are caused by human interference in natural processes, which would be impossible without the use of technical means [3].

The zones of ecological disaster in the Republic of Kazakhstan are still the Aral Sea and Semipalatinsk regions, where the destruction of natural ecological systems, the degradation of flora and fauna and due to unfavorable environmental conditions caused significant damage to the health of the population. At present, in the regions adjacent to the former Semipalatinsk test site, there is a high level of cancer morbidity and mortality, circulatory system diseases, malformations among newborns and the effects of premature aging.In the zone of ecological disaster in the Aral Sea region, a high level of gastrointestinal diseases and anemia is observed, especially among women and children, infant mortality and congenital pathology. Depletion and pollution of water resources, as well as problems associated with the intensive development of the resources of the Caspian Sea shelf. Kazakhstan belongs to the category of countries with a large deficit of water resources. Currently, water bodies are intensively contaminated by mining, metallurgical and chemical industries, municipal services of cities and represent a real environmental threat [2].

The most acute problems in the field of waste management are "historical pollutions". Today they negatively affect not only the health, the environment, but also the sustainable development of the country as a whole. One of the types of "historical pollutions" is persistent organic pollutants (hereinafter - POPs).

Kazakhstan, thanks to internationally recognized environmental initiatives on the problems of the Aral Sea, the Semipalatinsk nuclear test site, is widely known and supported by the international community. It is also important for the international community to harmonize the policies and approaches of the European and Asian regions through the transboundary and regional programs, harmonize environmental and other standards that play an ever-increasing role in international trade, energy, transport, tourism and other.[6].

The problem of the relationship between society and nature - is a global human problem, therefore, without a new system of views on the world and the place of human in it, future generations, like a biological species, are doomed to physical and spiritual destruction. The solution of environmental and social problems, both global and regional, is possible only if a new type of ecological culture is created, the ecologizationof education in accordance with the actual needs of the individual and civil society.The need for environmental education is determined by the need to provide an enabling environment for human life, since the destruction of the system of ecological relations and the lack of responsibility for future generations are one of the components of a crisis ecological situation.

To solve environmental problems in Kazakhstan, it is necessary to form ecological competence among different social strata of the population, and first of all, among students. The urgency of this issue is caused by the fact that any professional activity currently depends on the influence (to a greater or lesser extent) of ecosystems of different levels. In modern conditions, the culture of professional activity includes the human solution of any production and environmental problems, taking into account the priority of natural factors, taking into account their particular importance for preserving people's living conditions, that is, the culture of production processes is enriched by the ecological culture, and in particular environmental competence.

The formation of environmental competence is a social problem, involving members of society of all ages and social groups, because it is society that should create certain conditions for this process - the developed social institutions, existing public organizations of the environmental orientation, the possibility of free implementation of environmental knowledge and skills, participation in environmental practices [5].

As N.M. Mamedov notes, the ecologization of the education system, is a characteristic of the trends of penetration of ecological ideas, concepts, principles, transitions to other disciplines, as well as the preparation of environmentally literate specialists of a very diverse profile. It is in our days that the ecologization of the entire system of education and upbringing is required. The final goal of this transformation is the penetration of modern ecological ideas and values into all spheres of society. For only this way, through the ecologization of the whole social life, it is possible to save mankind from the ecological catastrophe..

Despite the fact that in the last decade, there has been some ecologization of school subjects, and in schools the experience of students ecological education has been accumulated, the formation of ecological culture among schoolchildren encounters a number of difficulties. Since environmental education in the school is interdisciplinary, the teachers of the basic sciences often do not pay proper attention to it, considering the environmental material in their lessons as additional, illustrative, and therefore optional, secondary. But environmental education should be a priority area for improving general education systems, since the ecologization of education is one of the most important conditions for reducing the technogenic burden on the biosphere [4].

For purposes of ecologization of education, we propose to introduce an optional course in mathematics, in which students will learn the ecology, through the solution of various kinds of mathematical tasks and exercises with ecological content.

The objectives of the environmental focus will be developed on the basis of the following topics in mathematics:

1. Hundred. Additionand subtraction.

TaskNo1: the life expectancy of the snow leopard recorded in the red book of Kazakhstan is 13 years, and the lifespan of the gray monitor, also included in the red book, is 5 years less. What is the life expectancy of a gray monitor?

Kilogram. Liter. Meter.

TaskNo2: The average weight of an argali is 70 kg, and the weight of a manul is 4 kg. How much kg does Argali weighs more than a manul?

2. Problems on difference comparison of numbers.

TaskNo3: Aspen drinks 66 liters of water per day, and birch - 60 liters. How many liters does aspen drink water more than birch?

3. Table multiplication and division.

TaskNo4: The fly has 2 wings, and the dragonfly, the bumblebee, and the bee are 2 times more. How many wings do a dragonfly, a bumblebee and a bee have?

4. Problems on percentage.

TaskNo5: Of Kazakhstan's 105 water bodies, only 18 are classified as clean. How many percent of all water bodies in Kazakhstan are clean rivers?

5. Addition and subtraction of multiplace numbers.

TaskNo6: the total amount of harmful emissions from motor vehicles was 528,336 tons in 2006, and by 2010, the amount of emissions is increasing to 1179235 tons. How many tons more was the amount of emissions from vehicles in 2010 compared to 2006?

Other topics on mathematics will also be considered: problems on difference and multiple comparison of numbers; out of the table multiplication and division; time units: year, month; numbers from 100 to 1000; methods of written calculations; actions over quantities, the relationship between them; multiplication and division of multiplace numbers; speed, time, distance; area, unit area; division and multiplication by numbers ending in zeros, and so on.

At the elective course there will be studied ecology and environmental problems, as well as the skill of solving various problems and tasks in mathematics will be practiced. The interdisciplinary approach in environmental education encourages the search for methods and forms of learning that require the interaction of the contents of various academic subjects. And also, it is possible to achieve good results in environmental education and upbrining of schoolchildren on an interdisciplinary basis (in such subjects as learning the world, biology, chemistry) in the process of using teaching in practice, tasks and problems in mathematics of ecological orientation.

The effective system of environmental education is one of the main tools for ensuring sustainable development of the economy and society. The current trend in the development of the economy of advanced countries is to achieve an everincreasing value added with a gradual decrease in the level of consumable resources, the introduction of resource-saving technologies, waste recycling and pollution prevention. The principles of sustainable development stipulate the preservation and transfer to future generations of certain stocks of ecological capital: a fertile soil layer, clean air, ozone layer, genetic biodiversity.This is possible with the worldwide stimulation of effective high-tech industries, which is largely determined by the quality of environmental training of specialists in all areas of environmental management and administration. The importance of environmental education aimed at the formation of a person capable of creative activity with a high ecological culture was emphasized at many conferences devoted to the problems of modern education. First of all, it was pointed out that environmental education should contribute to the formation of a constructive approach to the environment, both philosophically and pragmatically, not only giving specific knowledge to students, but also developing their ability to see and assess complex problems in the field of environmental protection, which can be political, economic, philosophical, technical and others.Environmental education should deal with the human attitude to its natural and artificial environment, it should cover the problems of the population, pollution, use and depletion of resources, conservation of nature, transport, technology, urban and rural planning in conjunction with the human environment.

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Ж. К. Дюсембина, С. Халелова

Л. Н. Гумилев атындағы Еуразия Ұлттық Университеті, Астана

ОҚУШЫЛАРҒА ЭКОЛОГИЯЛЫҚ САУАТТЫЛЫҚТЫ КАЛЫПТАСТЫРУДАҒЫ ЖӘНЕ ТӘРБИЕЛЕУДЕГІ ПӘНАРАЛЫҚ ТӘСІЛДІҢ ҚҰЗЫРЕТІ

Аннотация. Соңғы онжылдықтар тәжірибесі көрсеткендей, жаһандық экономикалық дағдарыс болуын тоқтату шаралары мен әрекеттері экологиялық табысқа жетпеуінің себебі, адамзат, бар болғанытұруға бұқаралық сана емес,табиғатқа деген тұтынушынегізіндегіқатысының әсері. Сондықтан, болашақ ұрпаққа биологиялық түр ретінде бекітілді, ол жерде жеке адамға орын жоқ,бұл көзқарастардың жаңа жүйесін бейбітшілік және рухани жою.Экологиялық және әлеуметтік проблемалардың шешімі ретінде,экологиялық мәдениет жаңа түрді жасау, жаһандық және аймақтық сипаттағы жағдайда ғана мүмкін болады да, жеке тұлғаны және азаматтық қоғамның өзектібілім мәселесін, сәйкесінше экологияландыруға келіп соғады. Қоршаған орта проблемалары, білім беретін мектептерге жүктеледі, мектепте ғылымның негізі салынады, соның арқасында қазіргі таңның өзекті мәселесі-табиғатқа деген көзқарастың жоғары мәдениеті қалыптасады. Оқушыны экологиялық білім берумен тәрбиелеудің басты міндеті – қазіргі заман талабына сай, оқушының табиғатқа деген көзқарасы, тек жек басына пайда көрушілік пен тұтыншылық қалыпта емес, ғылыми көзқарстың негізі болатын сананың барлық: ғылыми, идеалогиялық, көркемдік, эстетикалық, адамгершілік, құқықтық бағыттарын қамтитын отандық көзқарсты қалыптастыру. Қазіргі күні оқушыға экологиялық мәдениетті қалыптастыруда бірқатар қиындықтар кездеседі. Себебі, мектепте экология сабағы тек пәнарлық сипатта, сондықтан негізгі пәннің мұғалімдері сабақтарында экологиялық материалдарды қосымша және көрініс үшін деп санап, міндетті, қажетті мөлшерде көңіл бөлмейді.

Түйін сөздер: ғаламдық экологиялық проблемалар; білім берудегіэкологияландыру; экологиялық апат аймақтары; дағдарыстық жай-күйі; экологиялық құзыреттілігін қалыптастыру.

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Ж. К. Дюсембина, С. Халелова

Евразийский Национальный Университет имени Л. Н. Гумилева, Астана

МЕЖПРЕДМЕТНЫЙ ПОДХОД В ЭКОЛОГИЧЕСКОМ ОБРАЗОВАНИИ И ВОСПИТАНИИ УЧАЩИХСЯ

Аннотация. Опыт последних десятилетий показывает, что попытки приостановить наступление глобального экологического кризиса экономическими мерами не приносят успеха по той причине, что массовое сознание человечества имеет в своей основе потребительское отношение к природе. Поэтому без новой системы взглядов на мир и место человека в нем будущие поколения, как биологический вид, обречены на физическое и духовное уничтожение. Решение экологических и социальных проблем как глобального, так и регионального характера возможно только при условии создания нового типа экологической культуры, экологизации образования в соответствии с актуальными нуждами личности и гражданского общества.Значительная роль в просвещении, связанном с проблемами окружающей природной среды, принадлежит общеобразовательной школе, именно в ней изучаются основы наук, на базе которых формируется высокая культура отношения к природе. Главная задача– экологического образования и воспитания учащихся на современном этапе состоит в преодолении у учащихся утилитарно-потребительского отношения к природе, в формировании ответственного отношения к ней в связи со всеми сферами сознания: научной, идеологической, художественной, эстетической, нравственной, правовой, которые составляют основу научного мировоззрения. На сегодняшний день формирование экологической культуры у школьников встречает ряд трудностей. Так как в школе экология носит междисциплинарный характер, и поэтому учителя основных наук, зачастую, не уделяют ему должного внимания, считая экологический материал на своих уроках дополнительным, иллюстративным, а значит, необязательным, второстепенным.

Ключевые слова: глобальные экологические проблемы; экологизация образования; зоны экологического бедствия; критическое состояние; формирование экологической компетентности.

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G.Z. Begembetova

Kazakh National Conservatory named after Kurmangazy, (Kazakhstan, Almaty)
begembetova@mail.ru

VOCAL PERFORMANCE ART OF KAZAKHSTAN: ADDRESSING THE CHALLENGE OF HISTORICAL SIGNIFICANCE WITHIN THE FRAMEWORK OF CONTEMPORARY CULTURE

Abstract. The article outlines the features of vocal performance as a special kind of musical art. In particular, the general picture of the genre of opera in Kazakhstan is presented and important prerequisites for its successful dynamic development at the beginning of the 20th century are considered. As one of the important factors, the author defines the high level of the traditional singing school in Kazakh culture, which has developed its own musical language, characterized by a high level of organization, brightness, relief and author's individuality. At the same time, the author points to the historical period of the 1930s, when new genres and forms of creativity arise in Central Asia and Kazakhstan, and academic vocal art takes its leading place as an original phenomenon in the national musical culture.

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Keywords. Music, Kazakh culture, opera, singing, singing, traditional music, composer, vocal interpretation.

Execution as an independent kind of activity contains a number of the most complex aspects, the disclosure of which requires active involvement of the potential not only of musical and theoretical disciplines, but also of such sciences as aesthetics, ethics, sociology, psychology, and cultural studies, since musical performance, as a form of artistic activity, corresponds to two levels : in a broad sense, this is a phenomenon of the sociocultural order, in the narrow sense it is the activity of the individual, which is characterized by very characteristic features.

Every musical work needs a performer: it is an essential condition for its existence in time and space. A communicative triad "composer-performer-listener" (B. Asafiev) inevitably arises. They are united by the common task of comprehending and transmitting content, and the multiplicity of meanings of one musical text created by them increases the depth of interpretation. However, the central link of direct musical communication is the performer, who in his activity combines two different functions: embodies the musical-artistic image in sound and interprets the sound created by plasticity, gestures, facial expressions and even appearance. An important component of the performance interpretation is the force of the artist's psychological impact on the audience, which L. Tolstoy called "infectiousness", and is now often called "charisma." History knows the bright examples of literally fascinating action, in which the actual artistic side of the performed is perceived less active and vividly compared with the effect that the person's personality itself has.

In the process of musical performance, not only the composer, not only the performer, but also the listener is significant: he is an active participant in the process of musical communication, he determines the degree of his emotio-nal-psychological tension. This idea was emphasized by B. V. Asafiev, the development of the thesis that the listener "passes the path passed by the composer, and introduces his ideas, views, tastes, habits, and even just his mental position when he perceives the composition"[1, 84].

Thus, the author puts in one line all the participants in the musical process, substantiating his thesis by the fact that the writing of original compositions is essentially an interpretation of reality, as the subjects and collisions are taken by the authors from life and are an artistic treatment of reality, and the artist and listeners learn this reality in the act of fulfillment and perception. For a sensitive performer, tuned to an active dialogue with the audience, the reaction of the auditorium is extremely important. The meaning of performing activities is largely based on contact with the listener, his emotional assessment of what is happening on the stage. Thus, Stanislavsky wrote: "The sensation of the response of thousands of human souls, coming from the overflowing auditorium, brings us the highest joy that is only available to man." [2, 57].

Starting from the origination time of opera and opera artistic performance at the turn of XVI - XVII centuries up to nowadays this genre had been causing controversy in terms of its viability and areas of development. Attitude towards opera varied during different historical eras. Opera may be considered as fine art for aristocracy and high life and a relatively popular genre among ordinary people. Almost dark oblivion and seemly coming death of this genre as it is was replaced by its renaissance and appearing its new scenic forms.

Opera accommodated many art types: music, singing, drama, dancing, visual arts. There is no other genre in the scenic art which could has so many aspects in terms of emotional and aesthetic impact on the spectators. Literally it can be said without prejudice that that today opera is the most demanded way of presenting classic art. Despite the changes occurred with opera art in the XX century, this genre remains almost unchanged in its basic characteristics and did not undergo any significant transformations. As for the system of vocal performance principles and pedagogic methods, this system is formed in musical culture of nations from different countries. Indeed, the national signing school reflects peculiarities of the nation’s psychological nature, its music, poetry, language, performance traditions. Thus, national vocalic schools in the countries of West Europe began forming at the same time with the origination of national composer’s schools challenging the singers with their artistic and performance requirements. For instance, Italian singing school which is characterized with distinct articulation, singing in cantillation, virtuosity, skill at improvisation, coloratura, wide range, distinguished dynamics and timbre diversity is different from the French school having affected declamatory style, consonant singing technique. German school is characterized in its turn, as a “primary tone school” considering specific peculiarities of German operatic music and language phonetics [1]. European vocalic schools developing during XVIII-XX centuries were not isolated from each other and this brought to their mutual enrichment and formation of a unified reference vocalic art school.

Russian vocalic art school is originated from creativity of M.I. Glinka. This school is formed as a unique national phenomenon based on folk-song performance. Taught by foreign pedagogues and affected by influence of other national singing schools (first of all Italian singing school), Russian singers managed to preserve their individuality. They skillfully show their national performance style including mastership of dramatic game, simplicity and sincerity of singing using perfect vocalic technique, ability to combine vocal mastership and emotionally colored living word.

Modern academic vocal music of Kazakhstan is a very interesting and unique phenomenon in the national musical culture. In the XX century this music was based on the traditional poetry, melodics, subjects of Kazakh folkloric pieces of art. In the second half of the XX century unlike the previous decades focused on traditions of mass songs and art, significant changes took place: a semantic field of poetic texts was expanded, mode-vocal utterance was updated, new writing techniques were mastered. Kazak music was actively involved in the common world musical process and this widened the limits of chamber-vocal art, enriching its containment area and drew a deep interest to language means. All these no doubt had impact on the performance art of Kazakhstani singers of opera and chamber genres.

History of Kazakh vocal signing art had not well studied in musicological literature up to now. Thus, we are aware of works done by Bisenova G., “National traditions in opera art of Kazakhstan”, Goncharova L. “Regarding the issue of 3 versions of opera “Kyz-Zhibek””, Ye. Brusilovskiy, Kuzembaeva S. “Sing of the beautiful”, Abdulgazina G.K. “Kazakh epic opera of the seventies”, Djumalieva T.K. “National singing tradition in the opera of M. Tulebaev “Birzhan and Sara”, which in their majority show the challenges of composer’s activity in the opera genre. However, performance as the area of musical culture of Kazakhstan is one of the components in the modern musical culture and its multi aspect development is "able to enrich our views with regard to the in-depth layers and modern developing trends of the performance culture".

Especially significant in the history of vocal art was the XX century being the time of global changes not only in political but also is social and cultural areas. Exactly during this period dramatic shifts occurred in many areas and in musical activity of the country in particular. A new phenomenon revealing in various art types was interaction of different traditions which influenced the creation of new expressive means, forms, techniques and on the whole expansion of musical space. The second half of the century also is characterized with development of communication opportunities such as radio, television, Internet. Therefore, study of the history of the national culture during this period becomes the most important area of modern musicology conducive to enrichment of various areas of interest.

Music-social life became more intense to a significant extent: amateur theatric and music societies, choral teams appeared at that time, the most talented singers and musicians were attracted to active professional activity. Large scale activity for recording and studying musical folklore was deployed. Contests among singers, Kazakh bards and musicians were organized more often than it was before, especially in terms of creating and performing artistic works dedicated to contemporary topics.

As one of the important factors conducive to the emersion of a whole bunch of brilliant performers – first opera singers, we outline the high culture of the traditional singing school since artistic performance takes lead in the system of Oriental traditional cultures. Within the resiliency of song's layer as well as instrument layer the decisive factor over the centuries was the closest contact of the musician and the listener. Since the nature of this original-national phenomenon itself caused creation of specific forms of its functioning and aesthetic influence. During the process of describing the performer's role as a specifically significant and individual in the culture of Kazakh nation, we reveal also peculiarities of vocal art of native-professional singers: this is a specific technical maneuverability, "flying ability", large provident breath, originality of music tone and singing manners. Exactly folk singing creativity thanks to sustainable performing traditions designed its own musical language characterized with a high organization level, brilliance, prominency and authorial individuality.

Nominally dividing the XX century into certain stages, the scientists outline the period of 1920-30th as the time of reinterpretation of national music culture on the whole, due to influence of West European music of the writing tradition. Particularity of this period as regards the national culture reflected in the process of complete re-orientation of public awareness, life activity of the whole nation, creation of new genres and forms in the music art. Taken from European philharmonic art, types of composer's and performance expertise were planted in the breeding ground of rich multi-genre traditional culture of Kazakh people. Such openness of traditions, its ability not only to saturate whatever new but also keep its ethnical features brightly reflected in the activity of original singers of Kazakh stage. В целін its entirety, destiny of national opera art is inseparably associated with the Russian masters developing advanced traditions of the world performance. Fruitful influence, the organizing role of representatives of Russian vocal and scenic art assisted in forming a new artistic performance form in Kazakh singing culture closely related to the genre features of opera [3, 74].

To this extent interrelation of the common and special appeared so vividly where any national music school is affected by the couture of the nations. However these borrowed elements peculiarly refracting through the specifics of national aspect are ever changing and enriched with new distinctive features keep on developing, acting as the original demonstration of a new artistic value. The most noticeable example of interaction of artistic traditions of the national ethnos with the European one is activity of creative artists – writers and composers as well as artists – performers, in particular, singers of Kazakh opera – Kurmanbek Djandarbekov, Kulyash Baiseitova, Kanabek Baiseitov, Manarbek Yerzhanov, Uriya Turdukulova and their followers. These performers getting hold on opera genre absolutely new for Kazakh national art, achieved high professional goals thanks to their natural talent, hardworking, learning from experienced teachers, producers, band-masters of Russian theatre staff, concertmasters. Obviously such interaction of various singing traditions was very favorable for the history of opera school of Kazakhstan.

Specific terms of the 30th preconditioned emersion of completely new combination of performing traditions. As a result of social and cultural transformation a new combination of performing traditions emerged. The following classification of the carriers of folk-professional tradition based on their activity profile has been formed:

1. Singers keeping continuance of tradition of folk-professional performing school though remaining on the concert performance level. These are Gabbas Aitpaev, Amre Kashaubaev, Kuan Lekerov, Ali Kurmanov, Zhusupbek Yelebekov.
2. We refer singers – successors of the above mentioned tradition to the second type. But unlike the first type, they started to develop performing culture in music-drama and early opera stage plays of the Kazakh theatre. These are such prominent people of art as: Manarbek Yerzhanov, Garifolla Kurmangaliev, Zhamal Omarova, Rabiga Yesimzhanova.
3. singers – the original participants involved in not only plays of Kazakh composers but also in spectacles of classic opera (Russian, European) achieving a higher level of vocal performance - Kurmanbek Jandarbekov, Kulyash and Kanabek Baiseitov, Uriya Turdukulova.

The above mentioned typology of native singers gives a clear vision on opportunities of involving individual performers to various plays, first in musical drama and then in the first operas. On the whole, favorable conditions existed for creation and executing the original operas in Kazakhstan as well as in other republics of the Soviet East. Since olden times oral type professional music culture had been flourishing in this region in which composing activity emerged in unity with performing culture. This culture formed its own type of professional singer with vocal and artistic capabilities ideally matched for involving in a theatric spectacle, its own type of listener capable of perceiving of a complicated music and its own system of active interaction of the listeners with the performer.

Talking about establishment of performing art in the Republic, it should not go unspoken about history of the theatre and, of course, composition activity of that time. Thus, in 1933 State music studio was organized in Alma-Ata; in 1934 the studio was renamed into Kazakh State Music Theatre. The first spectacle “Aiman and Sholpan” scored a great success. Traditional folklore was taken as musical basis of the spectacle. Composers I. Kotsyk and S. Shabelskiy processed folk songs into instrumental music. This was one of the most important moments in the spectacle’s success, in which for the first time ever the samples of the folk song united with a stage image, and they to find a new lease of life. However the theatre had some problems, insufficient professional personnel, practically nobody in the troupe had a professional musical education. Assistance in working over the repertoire and musical inheritance of Kazakh people was provided by Ye. Brusilovskiy, a graduate of Leningrad conservatory. From 1934 through 1938 Ye. Brusilovskiy was an artistic administrator and composer of the theatre. During this period he wrote the first plays for the theatre – “Kyz Zhibek” (1934), “Zhalbyr” (1935), “Yer-Targyn” (1936) and the second version of “Aiman and Sholpan” play (1938). The mentioned plays were not operas as much as musical dramas, with dialogues and as such received public recognition. Inasmuch as opera is a rather complicated musically synthesized genre, it was impossible to show all its peculiarities in the Kazakh culture at once and this was connected to not only deficit of professional musicians but primarily with the fact that the listeners were not ready to perceive genres of West-European music. All the plays were built in the national color, the Kazakh folklore which was habitual and well known for the public. As noted by B. Yerzakovich and A. Zhubanov, the basic target pursued by Ye. Brusilovskiy was to show beauty of Kazakh national songs combining this beauty with the harmony of European culture. The composer was gradually making the forms of musical language more complicated, transforming musical dramas into operas and “namely in the genre of opera art the composer comprehensively realized the opera features underlying in the folklore and the richest artistic traditions of Kazakh people” [3, 79].

The following stage of development is related to the awareness and finding of own national musical language based on European traditions. The theatre was gaining professional competence and this related to sophistication of theatric plays; though first of all the success was acquired due to emersion of professional musicians. The important benchmark in the history of Kazakh opera theatre was 194, when staging of opera “Nargiz” of Z. Paliashvili was launched in a new building (architect A. Prostakov). In the same year the theatre was awarded the honorable Academic title. During this period spectacles of not only Russian classic but also other national cultures were staged. For the first time the singers experienced complications of communicating peculiarities of coloration of the Russian, Azeri and other music. However the spectacles gained a great success which proved creative potential of the vocal school of that time. This is confirmed by the fact that in 1944 during the contest of the first decade of Soviet music of Central Asia Kazakh singers won the top prizes.

A great influence in forming academic style in performance art of Kazakhstan during that period was provided by pedagogues of the vocal faculty of Almaty state conservatory after Kurmangazy. Teaching techniques of teachers-vocalists contained the best traditions of the Russian signing school: a wide free audio unlike external affectation, sincerity and naturality of performance were promoted. Psychological coloring of the words, skills in producing various timbre tones, combining expressive singing with a dramatic game were given much attention.

1944 was a significant benchmark for the vocal art – “Abai” opera was written. Creating “Abai” opera written by the national composers A. Zhubanov and L. Khamidi (1944) required the singers to use their professional skills since opera parts were featured with complexity not only in the melodic respect but also in psychological content of the character. In place of folk songs, song recitals such as arias, ariosos, deployed recitative sketches came to the light. The first performers of the Abai’s part were R. Abdullin and Ye. Serkebaev.

In two years is equally well known opera “Birzhan and Sara” by M. Tulebaev was written and included in the national inheritance of Kazakh culture. Particularly, researchers studying opera art highlighted Aytys episode which is deemed to be one of the most complicated in the vocal opera performance. The premier was so successful and the original performers surprised the listeners with their vocal art in playing main characters to such an extent that in 1948 K. Baiseitova, A. Umbetbaev, B. Dosymzhanov and Sh. Baisekova were awarded Stalin’s premium.

Specific parts of vocal art in this opera were demonstrated by famous Kazakh singers – A. Umbetbaev, B. Dosymzhanov. Anauarbek Umbetbaev was recognized as one of the best performers of Birzhan’s part and was casted in history of vocal art as one of the pioneers. This performer lived over 40 years in Birzhan’s character. In his interpretation of this personage, highlighting particularly heroic features of the principal character was of interest. B. Dosymzhanov with his soft melodious tenor conquered the audience in Birzhan’s character. Researcher S. Kuzembaeva in her book “Sing of the beautiful” noted: “soft lyric tenor of the singer was carrying warmth and sincerity, showing new attractive features of the hero. Peculiarity of the created image of the native singer revealed in his emotional singing; smoothness and levity of sound, its length, meaningfulness and sophistication of musical phrase” [5, 28]. Indeed, creation of a well-rounded image is characterized with the right interpretation of Birzhan’s figure.

As the time goes the style of Kazakh operas became more complicated, especially beginning from the 1960th, when a new generation of composers emerged using elements of European composing techniques of the XX century. This period is highlighted not only by maturity of composer’s works but also highly qualified performers with professional education in the conservatory. Each performer is characterized with his own oval school, performance individuality, vocal art style. However all of them and this is the most important, are successors to traditions of people’s folklore. Among them: S. Kurmangalieva, R. Zhubaturova, A. Ospanova, T. Adetbekova, B. Ashimova, K. Baktaev, K. Kulumzhanov, H. Yesimov, N. Karazhigitov, R. Jamanova.

The 1960th were particular because of continuous involvement of professionally trained youth in the operations of the opera theater. Among the brilliant plays of that time operas “Kamar-Sulu” by Ye. Rahmadiev and “Aisulu” by S. Muhamedzhanova are noticed. During this period names of such famous singers as: A. Dnishev, B. Tulegenova and R. Zhubaturova became familiar to everybody.

Today singers N. Usenbaeva, D. Baspakova, M. Muhademkyzy keeping the rich traditions of vocal school are very popular at the stage of the famous theatre. Also other principal performers such as K. Halilambekova, S. Ishanova, G. Daurbaeva, D. Dyutmagambetova, T. Kuzembaev, T. Musabaev, M. Chotabaev, M. Baineshev as well as others are very successful.

The challenge of the contemporary vocal art according to the famous musicians is in increasing the vocal art level to the world standard; continuing traditions tracing back to the first masters of opera stage expressed in synthesis of two performance branches – native and European as well as in identifying a system of voice training of each of the performers.

Opera art of Kazakhstan in the XXI century became a cultural phenomenon of the world significance. Evaluating this phenomenon from the historic retrospective view, we may definitely state that this art had not been at such a high development level ever before. Opera theatre became different in terms of quality, its aesthetics dramatically changed, its audience also evolved. But creativity of prominent performers continues to enrich our emotional universe at all times, making us significantly more mature and insightful.

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Г.З. Бегембетова

Құрманғазы атындағы Қазақ ұлттық консерваториясы (Алматы, Қазақстан)

ҚАЗАҚСТАН ВОКАЛДЫҚ ОРЫНДАУШЫЛЫҒЫ: ЗАМАНАУИ МӘДЕНИЕТ КОНТЕКСТІНДЕГІ ТАРИХИ ҚҰНДЫЛЫҚТАР МӘСЕЛЕСІ

Аннотация. Мақалада вокал өнімділігінің ерекшеліктері музыкалық өнердің ерекше түрі ретінде сипатталады. Атап айтқанда, Қазақстандағы опера жанрының жалпы көрінісі ұсынылып, XX ғасырдың басында табысты қарқынды дамуы үшін маңызды алғышарттар қарастырылған. Маңызды факторлардың бірі ретінде, автор қазақ мәдениетіндегі дәстүрлі ән мектебінің жоғары деңгейін анықтайды, ол өзінің жоғары деңгейлі ұйымы, жарықтығы, жеңілдету және авторлық даралығымен ерекшеленетін өзіндік музыкалық тілін қалыптастырды. Сонымен қатар, автор Орталық Азия мен Қазақстанда шығармашылықтың жаңа жанрлары мен формалары пайда болған 1930-шы жылдардағы тарихи кезеңге тоқталды және академиялық вокалдық өнер ұлттық музыкалық мәдениетте өзіндік құбылыс ретінде көш бастады.

Мақала Қазақстан Республикасы Білім және ғылым министрлігінің 2018-2020 жылдарға арналған ғылыми-зерттеу жобасын қаржыландыру негізінде дайындалды. AR 05135997 «Қазақстан өнерін орындау: ұлттық стиль, дәстүр және қоғамды трансформациялаудағы рөлі».

Түйін сөздер. Музыка, қазақ мәдениеті, опера, ән айту, ән айту, дәстүрлі музыка, композитор, вокалды түсіндіру.

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Г.З. Бегембетова

Казахская национальная консерватория имени Курмангазы, (Алматы, Казахстан)

ВОКАЛЬНОЕ ИСПОЛНИТЕЛЬСКОЕ ИСКУССТВО КАЗАХСТАНА: К ПРОБЛЕМЕ ИСТОРИЧЕСКОЙ ЦЕННОСТИ В КОНТЕКСТЕ СОВРЕМЕННОЙ КУЛЬТУРЫ

Аннотация. В статье обозначены особенности вокального исполнительства как особого вида музыкального искусства. В частности, представлена общая картина становления оперного жанра в Казахстане и рассмотрены важные предпосылки для его успешного динамичного развития в начале XX столетия. Как одним из важных факторов, автором определен существующий в казахской культуре высокий уровень традиционной певческой школы, выработавший свой собственный музыкальный язык, отличающийся высоким уровнем организации, яркостью, рельефностью и авторской индивидуальностью. Вместе с тем, автор указывает на исторический период 1930-х годов, когда в Средней Азии и Казахстане возникают новые жанры и формы творчества, и академическое вокальное искусство занимает свое ведущее место как самобытное явление в отечественной музыкальной культуре.

Статья подготовлена по материалам выполненных работ в рамках проекта грантового финансирования научных исследований Министерства образования и науки РК на 2018-2020 г.г. №АР 05135997 «Исполнительское искусство Казахстана: национальный стиль, традиции и роль в трансформации общества».

Ключевые слова. Музыка, казахская культура, опера, исполнительство, певческое искусство, традиционная музыка, композитор, вокальная интерпретация.

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Zh.K. Malgaraeva[1], A.S. Darmenova[2]

[1, 2] Narxoz University, Almaty, Kazakhstan
Email: zhanat.malgaraeva@narxoz.kz, aida.darmenova@narxoz.kz

PRINCIPAL DEFINITIONS AND INDICATORS FOR SUSTAINABLE DEVELOPMENT OF TRANSPORTATION SYSTEM: PRELIMINARY APPLICATION FOR ALMATY CITY PUBLIC TRANSPORT

Abstract. Almaty city is the largest city of Kazakhstan, the core of Almaty agglomeration, the key donor of republican budget. Despite economic success, the city ecosystem is exposed to serious pressure, including transportation problems. An average traffic speed in Almaty is 17-19 km/h, decreasing to 12-15km/h during peak hours. Due to traffic congestions, the city economics loses 210 million tenge per day, or 60 billion tenge per year. In terms of ecological economics, the city transportation system should be cardinally transformed, to correspond to the challenge of sustainable development in aim to preserve Almaty ecosystem in due conditions for future generations. The author reviewed modern conceptual framework and definitions of 'sustainable development', 'sustainable cities', 'sustainable development of transportation system', 'sustainable mode of transportation'. Articulated principles of ecological economics and sustainable transportation system, introduced indicators for evaluating transport efficiency. Given preliminary analysis to compare current state of Almaty public transport with principal indicators for sustainable transport. Suggested approach can be applied while evaluating public transport in other cities of Kazakhstan.

Key words: sustainable development, ecological economics, transportation system, sustainable transport, sustainable modes of transportation, public transport, indicators for sustainable development of transportation system.

A concept of sustainable development, covering all aspect of modern human society, was presented in *'Our Common Future'* report delivered by World Commission on Environment and Development at the UN General Assembly on 4 August 1987. According to Brundtland Commission, "humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs". This could be achieved through certain limitations for exploitation of natural resources, the latter should be controlled, regenerated or replaced with alternative sources. A new era of economic growth will become possible with the development of new technologies, social self-organization of human society and capability of biosphere to absorb the effects of human activities. Alongside, a driving force for sustainable development in any country, on any given continent will be a political goodwill [1]. In other words, sustainable development represents a symbiosis of economic, political, social and environmental development. Following that, UN organizations, while evaluating a well-being in a given region, apply an index of human development which counts social and environmental values higher than economic. Following that, economics of sustainable development, more known as ecological economics, focuses on values of social welfare rather than material wealth. It questions common economic indicators such as gross domestic product, which measures the quantity of market activities and consumption level, but not the quality of people's lives.

Ecological economics covers three major spheres of human activities: allocation of resources, distribution of income and scale of economy relative to surrounding ecosystem. 'Allocation' and 'distribution' are well-known concepts in traditional economics: for any given distribution of income there is a different optimal allocation of resources with its corresponding optimal set of prices (Pareto-optimum). The third concept – 'scale'– concerns physical limitations of economic development within our

Earth's ecosystem and has, therefore, become the differentiator of ecological economics. Ecological economists consider economy as a sub-system of the major ecosystem that is finite, non-growing and has limited material resources. In regard to such limitations, questions arise: what is the correlation of current economy sub-system with the Earth's ecosystem? Is there an optimum level of economic development (less than bio-physical maximum) beyond which physical growth of the economy sub-system begins to cost more than it worth to the humanity? In today's world, remaining natural capital has become the limitation, not manmade capital. For example, level of fishing depends on the current population of fish left in seas and oceans, not on the number of fishing boats. Similarly, production from irrigated agriculture does not depend on water-pumps and irrigating systems, but on available water resources. Therefore, ecological economics researches distribution of natural capital in the future (what will remain to next generations) and in the space (between humans and other spices of the biosphere) [2].

The concept of sustainable development has also produced concepts of 'sustainable cities', 'sustainable transport' or, in other words, 'sustainable modes of transportation'.

Sustainable Development Goals adopted by world leaders for 2015-2030, define sustainable cities as 'inclusive, safe, resilient and sustainable' [3]. Today half of humanity – 3.5 billion – lives in cities, level of urbanization will certainly grow up. Therefore, it is becoming vital for a modern sustainable city be capable to provide enough food for its citizens with a minimum dependence from environment, and to generate power from renewable resources. Aspirations of sustainable city residents should be aimed at reduction of carbon emissions. To reach that, a city transportation system and public transport in particular play a significant role.

Sustainable urban transport is a system that provides long-term and continuous mobility and accessibility for all members of the society, while positively contributing to its environmental, social and economic sustainability. Sustainable modes of transportation include public transport, walking and cycling [4]. A concept of sustainable transport has been developing for over 30 years, alongside with the concepts of sustainable development and ecological economics. Sustainable transport concept promotes a shift from universal car ownership, highways and multi-level junctions towards the primary development of pollution-free public transport, cycling and walking infrastructure.

During automobilization boom many economists assumed that despite social or ecological losses, increased mobility of population provides economic benefits. But later researches indicated that beyond an optimal level, increased motor vehicle travel has an overall negative economic impact, because the marginal productivity of increased travel is declining while expenses on car ownership are increasing, eliminating economic gains. Thus at the turn of XXI century experts in transport industry had come to the understanding that sustainable planning of transportation system should not oppose economic objectives to social and environmental – for example, expansion of roadway network leads to increase of transport flow and air pollution. On contrary, transport planning managers should develop compromising strategies, to account all challenges ahead while increasing overall transport system efficiency: "sustainability is not about threat analysis; sustainability is about systems analysis. Specifically, it is about how environmental, economic, and social systems interact to their mutual advantage or disadvantage at various space-based scales of operation" [5].

Evolutionary development of sustainable transport system has been changing indicators for measuring the system's efficiency.

Conventional indicators. In the second half of XX century development of transportation system had been evaluated with indicators measuring mostly process intensity – kilometers of built roads, volume of produced or purchased automobiles, gained profit, utilization level of loans or budget funds for transport infrastructure. While applying conventional indicators, decision-makers are mostly driven by industry objectives, forgetting about overall goal to serve wellbeing of the society. For example, the major transportation objective is to provide citizens with access to goods and services. However, the level of access is difficult to measure, thus transport planning focuses on measuring intensity of movement of cars, people and goods. Such approach does not count after-effects: a strategy to increase traffic capacity and traffic flow may decrease freedom of movement for pedestrians and lead to inappropriate land use. Alternative strategy may suggest improvement of pedestrian and cycling infrastructure alongside with increased level of works via Internet – by this keeping intensity level of economic relations and reducing land use for transport needs. Quality conventional indicators for transport system also measure conditions for motor vehicles: quality of road pavement (higher is better), average speed (higher is better), availability of parking slots and its price (increased slots and lower price is better). These indicators promote the increase of traffic flow and therefore conflict with objectives of the sustainable transportation system – the indicators justify expansion of roadways and parking network and decrease space for public transport, pedestrians and cyclists. This, in turn, leads to increased consumption of non-renewable resources and pollution emissions, and exacerbate transport problems for non-drivers.

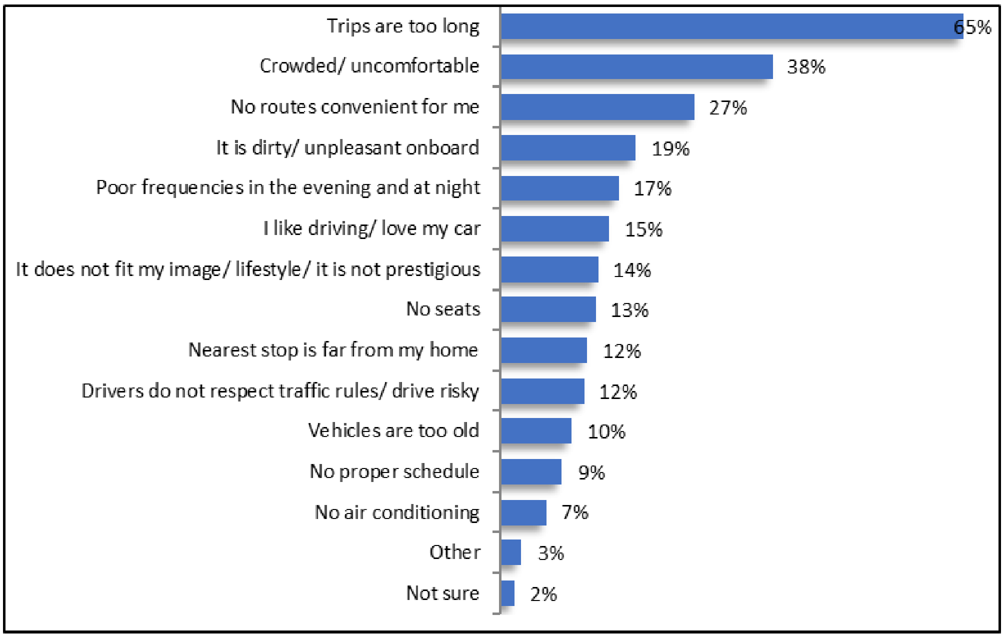
Simple sustainability indicators. To facilitate sustainable transportation analysis, some evaluations apply simple indicators and easily available data: fossil fuel consumption and CO2 emissions (less is better), vehicle pollution emissions (less is better), per capita motor vehicle kilometers (less is better), number of traffic crash injuries and deaths (less is better), transport land consumption (less is better). However, it is important to remember that simple sustainable indicators address one or two specific objectives and may be insufficient during complex planning. For example, the shift from fossil fuel cars to electro-cars will definitely reduce pollution emissions but will not solve congestion problems and related losses of man-hours.

Comprehensive sustainable transport indicators reflect a full range of transport impact in accordance with sustainable development goals. Todd Litman and David Burwell in 2006 introduced a wide spectrum of indicators in 3 groups: economic, social and environmental. In the article *'Issues in Sustainable Transportation,'* the authors prove that transportation system has a direct influence on the sustainable development of the society. For example, traffic congestions lead not only to environmental pollution, but also limit citizen's access to society's welfare. Furthermore, associated mobility barriers weaken community interaction and people's communication [5]. Selected indicators of Litman and Burwell are placed in the table below.

Objective	**Indicator**	**Direction**
Economic		
Accessibility – commuting	Average commute travel time	Less is better
Accessibility – land use mix	Number of job opportunities and commercial services within 30-minute travel distance of residents	Higher is better
Transport diversity	Mode split: portion of travel made by public transit, cycling or walking; rideshare	Higher is better
Affordability	Portion of household expenditures devoted to transport	Less is better
Facility costs	Per capita expenditures on roads, parking facilities and traffic services	Less is better
Social		
Equity - fairness	Degree to which prices reflect full costs	Higher is better
Equity – non-drivers	Quality of accessibility and transport services for non-drivers	Higher is better
Equity – disabilities	Quality of transport facilities and services for people with disabilities	Higher is better
Environment		
Climate change emissions	Per capita fossil fuel consumption, and emissions of CO2 and other climate change emissions	Less is better
Noise pollution	Portion of population exposed to high levels of traffic noise	Less is better
Land use impacts	Per capita land devoted to transportation facilities	Less is better
Habitat protection	Preservation of wildlife habitat	Higher is better

Sustainable public transport indicators. *'Global Mobility Report 2017'* also sets indicators for sustainable transport development, public transport in particular. According to the report, it is no longer enough that transport just provides access to jobs, markets and opportunities. Mobility should have four attributes: it should be equitable, efficient, safe and climate responsive [6]. Further review of indicators will be based on the example of Almaty public transport:

Universal access. Almaty public transport network is formed unequally, more concentrated in the city center, leaving remote districts and adjacent agglomerations without a regular connection. Apart, public transport rarely functions in late evening hours [7]. In such conditions, low-income families, which mostly use public transport and live far from city center, become under-privileged in their right to universal access to transport services and, therefore, to jobs and leisure, to education and healthcare. Inclusivity is the key criteria of universal access – for all social groups regardless of social status, residence, sex or age, especially for people with limited mobility (people with physical or visual disabilities, passengers with children, elders). It should be admitted that Almaty ground public transport does not correspond to inclusivity criteria: researches report that the fleet rarely equipped with working equipment for people with physical disabilities (special ramps, straps for wheelchairs). Furthermore, bus and trolleybus drivers often prefer to pass by a stop if they see someone in a wheelchair or with a white cane [4, 8]. Among other indicators of universal access, it is worth to underline: access to a stop less than in 500 meters from residence; access to jobs in less than 60-minute travel by public transport; timetable keeping; quality of service onboard, including to passengers with limited mobility; fast and convenient transfer from one type of public transport to another without additional payment. According to *'Transport Habits and Mobility of Almaty Residents'* research undertaken in 2016, five main reasons to refuse travel by public transport are: trips are too long; crowded buses/trolleybuses; no convenient routes; unpleasant onboard; poor frequencies in evening and night hours (fig.1). The research identifies that Almaty public transport does not meet criteria of universal access, as well as criteria for safe driving, technical and environmental standards.



Question: *Please specify, why do you not use public transport?*
Multiple answers allowed.

Figure 1 – Reasons to refuse travel by public transport [9]

System efficiency indicators review if public transport demand is met effectively at the least possible cost: shift to alternative sources of energy, application of information technologies, convenient transit from private to public transport. The principle component of system efficiency is an evaluation of economic after-effects: for example, public bus that transits 10-20 times more people than a single car, still has to compete with private motor vehicles for a space on the road and to lose time in traffic congestions, that minimizes economic effect of mass public transit. An average traffic speed in Almaty is 17-19 km/h, decreasing to 12-15km/h during peak hours. Due to traffic congestions, the city economics loses 210 million tenge per day, or 60 billion tenge per year. It is expected that in 2023 economics losses will reach 480 million tenge per day, or 140 billion tenge per year [7]. Therefore, sustainable city transport planning should be aimed at priority development of public transport, to reduce losses both of car drivers and public transport passengers.

Safety. The major safety objective is to reduce fatalities, injuries, and crashes from transport mishaps across all modes of transport. A fatality risk for motorcyclists is 20 times higher than for car occupants, followed by cycling and walking, with 7 and 9 times higher risk than car travel. In comparison, bus passengers are 10 times safer than car occupants [6]. First of all, road safety is provisioned by reducing traffic speeds in city boundaries: there is a 10% potential for death if a pedestrian is hit by a speeding vehicle at 30 km/h, while at 50 km/h speed the likelihood of death increases to 85% (fig. 2).

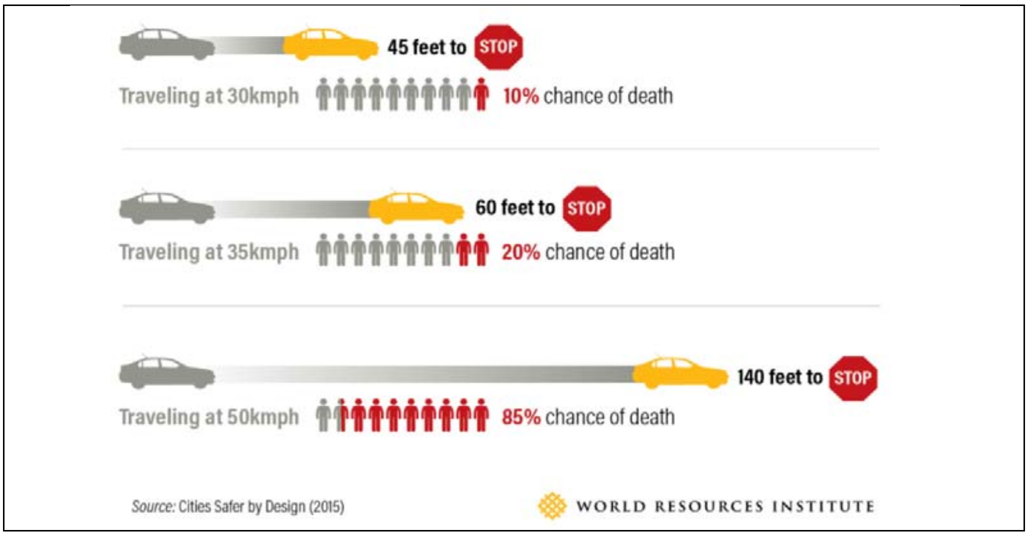


Figure 2 – Higher speed means higher risk of death for pedestrians [10]

Another significant measure to increase road safety is proper planning of transport infrastructure, where public transport moves by dedicated lanes, pedestrian sidewalks and cycling lanes are separated from main roadway, intersections and pedestrian crossings have special traffic calming zones. Almaty transport infrastructure has been undergoing partial reconstruction, however, low level of driving culture and regular break of speed limits by car drivers represent high risk for all road users, in particular for pedestrians and cyclists.

Green mobility. Pollution emissions negatively impact population health, increasing risks for cancer and heart diseases. In this regard, emissions from motor vehicles may produce a substantial share – for example, various sources claim that transport emissions in Almaty make over 70% out of overall air pollution. Therefore, principle indicators on improving Almaty transport system may include a ban on entering to and exploiting in the city motor vehicles, which do not meet ecological requirements (for example, permit exploitation of cars corresponding to Euro-4 standard and higher). Equal requirements should apply to public transport – fleet renew according to requirements on emission pollutions and noise level, conversion to clear fuels and soonest introduction and development of modern public transport for mass rapid transit: light rail transit, metro network, commuter trains and electro-buses.

To continue analysis of Almaty transport system, let's compare just two more parameters of public transport and its correspondence to indicators of sustainable development. The main document setting requirements for public transport ground fleet is the Order of Minister-in-Charge on Investments and Development of the Republic of Kazakhstan № 348 dated 26 March 2015 [11]. According to the order, an operator of public transport may have in its fleet 50% and more buses older than 7 years, in addition to that at least every fourth bus may not meet Euro-4 standards. Another clause of the order requires an operator to assure at least 70% regularity of trips en-route per month. If we take for analysis data from bus trackers, monitored by Almaty Transport Holding (fig.3), it is clear that an actual number of trips en-route in 2013-2016 varied from 54.25% to 66.58% accordingly, by no means exceeding minimum requirement of 70%. Therefore, the data proves that Almaty operators do not fully deliver their commitments on passengers' transit.

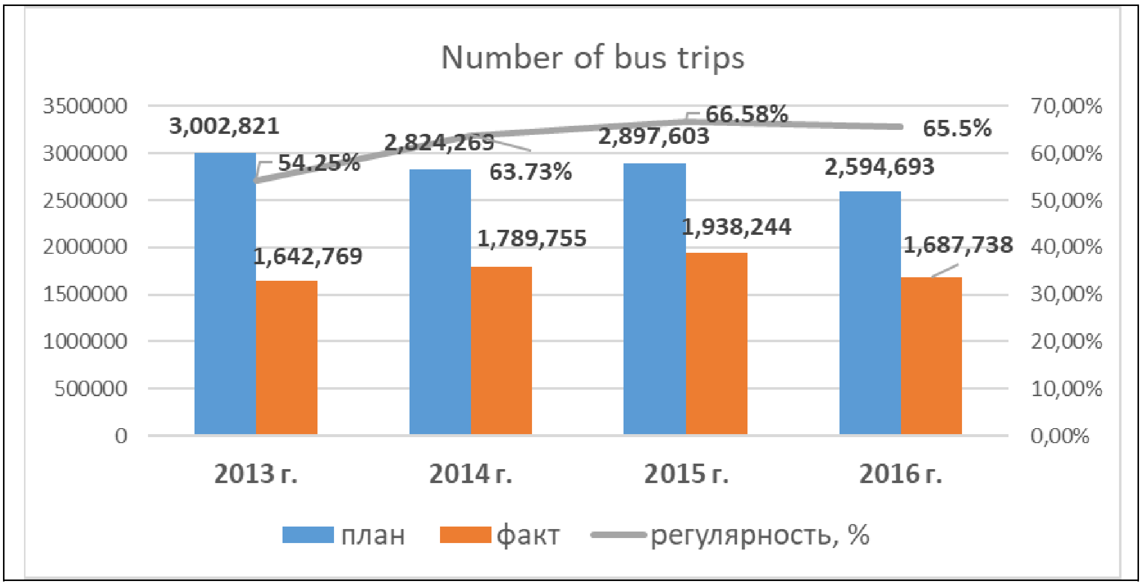


Figure 3 – Number of bus trips: planned, actual, compliance % [4]

International and national experts on sustainable transport development has been advocating several years for fundamental changes of Almaty transport system, that require amendments in national legislation and consequent revision of contact conditions with operators. For example, Almaty city authorities may delegate some rights to an organization, which will have the authority to develop routes according to passenger's needs; to plan, distribute and monitor the schedule of operators, combing profitable and non-profitable routes; and finally, control contract delivery. Important influence in contract evaluation should play sustainable public transport indicators such as quality of service onboard, driving culture, fleet compliance to modern technical requirements (low-flow buses, climate control). Passengers themselves may form an additional monitoring power through IT-applications, where they will be able to evaluate work of a single driver as well as the performance of an operator. Passengers' evaluations should be transformed into economic evaluation of operators' contract delivery, following consequent bonuses or penalties.

Closing review of principle indicators for sustainable transport development and their potential application for Almaty public transport, it is important to underline that decision-makers of transport industry have at their fingertips a wide range of various scenarios and tools for development of sustainable transport system and its effective evaluation. Yet in the end, it is worth to come back to Brundtland Commission's report to remind that "sustainable development is not a fixed state of harmony, but rather a process of change… in the final analysis, sustainable development must rest on political will" [1].

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Ж.К. Малгараева[1], А.С. Дарменова[2]

[1, 2] Университет Нархоз, Алматы, Казахстан

ОСНОВНЫЕ ПОНЯТИЯ И ИНДИКАТОРЫ УСТОЙЧИВОГО РАЗВИТИЯ ТРАНСПОРТНОЙ СИСТЕМЫ НА ПРИМЕРЕ ОБЩЕСТВЕННОГО ТРАНСПОРТА ГОРОДА АЛМАТЫ

Аннотация. Город Алматы является крупнейшим городом Казахстана, ядром Алматинской агломерации, донором республиканского бюджета. Несмотря на экономические успехи, экосистема города подвергается серьезным испытаниям на прочность, в том числе из-за транспортных проблем. Средняя скорость передвижения по городу сейчас составляет 17-19 км/час, падая до 12-15 км/час в часы пик, а экономика города за счет уже существующих заторов несет убытки в размере 210 млн. тенге ежедневно, или 60 млрд. тенге в год. С точки зрения экологической экономики, транспортная система города должна претерпеть ряд коренных изменений, чтобы соответствовать вектору устойчивого развития и сохранить биосферу мегаполиса в надлежащем виде для будущих поколений. В статье рассматривается современный понятийно-категорийный аппарат, определяющий термины «устойчивое развитие», «устойчивые города», «устойчивое развитие транспортной системы», «устойчивые виды передвижений». Изложен взгляд на основные положения экологической экономики и устойчивой транспортной системы, приведены индикаторы по оценке эффективности транспорта. Проведен предварительный анализ текущего состояния общественного транспорта города Алматы на предмет соответствия основным индикаторам устойчивого развития транспортной системы. Результаты могут быть применены при оценке работы общественного транспорта в городах Казахстана.

Ключевые слова: устойчивое развитие, экологическая экономика, транспортная система, устойчивое развитие транспорта, устойчивые виды передвижений, общественный транспорт, индикаторы устойчивого развития транспортной системы.

Ж.К. Малгараева, А.С. Дарменова

Нархоз университеті, Алматы қ., Қазақстан

КӨЛІК ЖҮЙЕСІНІҢ ТҰРАҚТЫ ДАМУЫНЫҢ НЕГІЗГІ КОНЦЕПЦИЯЛАРЫ ЖӘНЕ КӨРСЕТКІШТЕРІ АЛМАТЫ ҚАЛАСЫНЫҢ ҚОҒАМДЫҚ КӨЛІГІ МЫСАЛЫНДА

Аннотация. Алматы – Қазақстанның ең ірі қаласы, агломерациясының негізі, республикалық бюджеттің басты доноры. Экономикалық жетістіктерге қарамастан, қаланың экожүйесі көлік проблемаларына байланысты елеулі сынақтарға ұшырайды. Қаланың айналасындағы орташа қозғалыс жылдамдығы 17-19 км/сағ, қарбалас сәтте 12-15 км/сағ, ал қаланың экономикасы қазірдің өзінде кептеліс арқасында тәулігіне 210 миллион теңге немесе жылына 60 миллиард теңге шығынға ұшырауда. Экологиялық экономика тұрғысынан алғанда, қалалық көліктік жүйе тұрақты дамудың векторына сәйкес және болашақ ұрпақтар үшін мегаполис биосферасын тиісті түрде сақтау үшін бірқатар түбегейлі өзгерістер қажет. Бұл мақалада «тұрақты даму», «тұрақты қалалар», «көлік жүйесінің тұрақты дамуы», «қозғалыстың тұрақты түрлері» терминдерін анықтайтын заманауи тұжырымдамалық санатты аппараттар қарастырылған. Экологиялық экономиканың және тұрақты көлік жүйесінің негізгі ережелеріне қатысты көзқарасты баяндап, көлік тиімділігін бағалау көрсеткіштері келтірілген. Көлік жүйесінің тұрақты дамуының негізгі көрсеткіштеріне сәйкестігі үшін Алматы қаласындағы қоғамдық көліктің ағымдағы жағдайына алдын ала талдау жүргізілді. Мақаладағы нәтижелер Қазақстан Республикасының қалаларында қоғамдық көліктің тиімділігін бағалау кезінде қолданылуы мүмкін.

Түйін сөздер: тұрақты даму, экологиялық экономика, көлік жүйесі, көліктің тұрақты дамуы, қозғалыстың тұрақты түрлері, қоғамдық көлік, көлік жүйесінің тұрақты даму көрсеткіштері.

Information about authors:

Zhanat Malgaraeva, Narxoz University, candidate of economic sciences, docent, zhanat.malgaraeva@narxoz.kz;
Aida Darmenova, Narxoz University, master's student, aida.darmenova@narxoz.kz.

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A.M. Nyssanbayeva

International Kazakh-Turkish University n.a.H.A.Yassawi
alya77@bk.ru

ACTUAL ASPECTS OF ASSESSING THE LEVEL OF SOCIAL EFFECTIVENESS OF NGO PARTICIPATION IN REALIZATION OF THE STATE SOCIAL ORDER IN KAZAKHSTAN

Abstract. The article shows actual aspects of the level of social effectiveness of NGO participation in the implementation of the state social order in the Republic of Kazakhstan. While writing the article, the method of comparative analysis, the study of expert opinions, questionnaires were used.

For now, the problem of assessing the level of social effectiveness of NGO participation in the implementation of the state social order in the Republic of Kazakhstan is becoming one of the important tasks of the country's leadership in the social sphere. In this regard, the searching for new methods for assessing the level of social effectiveness of NGO participation in the implementation of the state social order in the Republic of Kazakhstan can improve the current difficult situation in the sphere of intersectoral interaction. The article is addressed to scientific workers, state bodies for assessing the level of efficiency of the implementation of the state social order.

Keywords: non-governmental organizations, state social order, interaction between different sectors.

Introduction. Intersectoral cooperation in Kazakhstan has become more active since 2005. During this period the top leaders of the country made a decision on the introduction and implementation of the state social order, adopted the law of the same name, which was designed to regulate the legal side of state social order process. In the first years of the implementation of the state social order, there was a certain distrust in the possibility of realization of the state order in the social sphere by the non-governmental organizations from the government side. But now doing the state order is practicing by carrying out in the form of electronic purchases.

According to the data of the Ministry of Finance of the Republic of Kazakhstan, “the volume of financing of social projects of NGOs in the republic within the framework of the state social order in 2016 was 9441.1 million tenge” [1, 12].

The main problem of the implementation of the state order is the unevenness, non-transparency of its distribution among non-governmental organizations in the conduct of tenders for public electronic procurement. In general, the very idea of holding such contests through e-procurement is dictated by the determination of the country's top leaders to speedily liberalize the social sphere, accompanied by its simultaneous demonopolization, the withdrawal of the state as a direct participant in the social sphere, with the transfer to the state sector of the functions of a mediated government order operator. However, this reform on the ground is accompanied by a number of obstacles.

Of course, this innovation in the center and in the localities, both from non-governmental organizations and state bodies, was met ambiguously, because of the shortage of specialists in the field of public procurement affects, the inadequate elaboration of the mechanism for implementing the state social order in the form of electronic purchases. However, the idea itself is quite progressive, contributes to the renewal of the social sphere.

Moreover, the main weakness of the procedure of public electronic procurement is the inefficiency of the implementation of the public controlling procedure. The tenders are declared electronically, held and assessed by the state organs, and also are controlled by the state sector. It creates a problem for corruptions. So, in order to prevent the corrupt practices in the state sector, the procedure of public electronic procurement have to be given the possibility of imposition of public control by the high qualified experts in tender commissions.

Apart from other tenders, to state social orders the non-governmental organizations participate for free.

From the other side, it's difficult to monitor the statistics of tenders of state social orders on public electronic procurement site. However, there are a few sites of the Civil Society Forum and other organizations, that are reporting this information officially. Although, in this connection, there is a question about the objectivity of the information given by that non-governmental organizations. Thereby, the analysis of the public electronic procurement site shows a lot of defects and obstacles, that obstruct non-governmental organizations to submit applications for participation in the state social orders and to use funds for their implementation.

The degree of topic development. Researching and evaluating the activities of NGOs was carried out earlier by researchers in the following areas:

- from the point of view of measuring the effectiveness of economic activities of the non-governmental sector subjects (Afonso A., Schuknecht L., Tanzi V., Dixit A., Lillis C., Shaffer P., Murillo-Zamorano L., Rojas R., Roos P., Rose-Ackerman S., Rotschild M., White L.) [2], [3], [4], [5], [6], [7], [8], [9];
- from positions of an estimation of social efficiency of subjects of enterprise sector (Price J.) [10];
- assessing the comparative effectiveness of public actors (Athanassopoulos A. D., Shale E.) [11];
- from positions of management and measuring the organizational effectiveness of subjects' activity (Borisova E.I., Polishuk L.I., Cameron K., Charnes A., Cooper W., Rhodes E., Connolly T., Conlon E., Deutsh S., Glisson C., Martin P., Hayes T.) [12], [13], [14], [15], [16], [17], [18];
- from the position of contributions of civil society actors to the social development of society through the implementation of social capital (Durlauf S., Franke S.) [19], [20];
- assessing the effectiveness of inter-sectoral interaction between the state and the non-governmental sector in the framework of the implementation of the state social order (Gusarova A.) [21].

Researching methods. To study the participation of NGOs in the implementation of state social order, researchers use the following quantitative (questionnaires) and qualitative (focus groups) methods of sociological research.

In addition, to determine the level of social effectiveness of NGO's participation in the implementation of state social order, researchers use the Western methodology for the analysis of Kazakhstan's specifics: "Weisbrod's social indicator is the social efficiency index, can be included in social profitability indicators. The social index (literally the index of the publicness) PI (publicness index) was introduced by the American scientist Weisbrod to determine the level of production of social effects in non-commercial organizations" [22, 147].

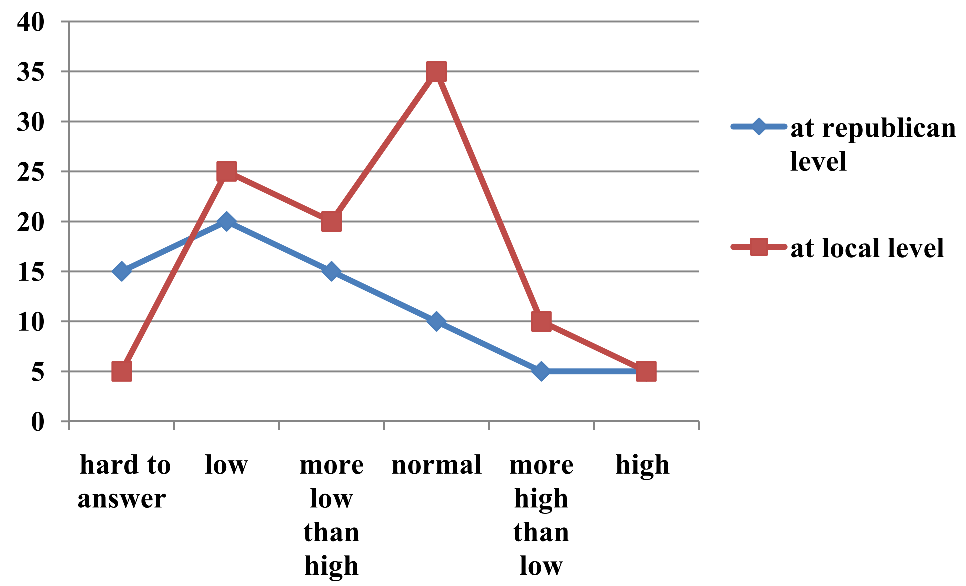
The results of the study. In order to identify the attitude of NGOs to the conduct of the state social order in December 2016, the author of this article conducted a survey among experts-representatives of different NGOs in Kazakhstan on the evaluation of the social effectiveness of the participation of non-governmental organizations in the state social order. The expert survey was conducted using the e-mail questionnaire among experts - NGO representatives. 40 experts were interviewed. During the processing of the questionnaires, the following results were obtained.

To the question of NGO participation in the state social order, 55% of respondents gave a positive answer, 35% of respondents answered negatively, 10% had difficulty with answering. Among those who participated in the contest, 40% of winners were constantly winning, 15% were rejected, the other 45% who did not participate also had difficulty with answering. This may indicate that out of the majority of participating NGOs (55%), only 30% of participants become winners of the competition, 10% become winners less often, 15% of respondents who rejected, most likely have a negative opinion about the competition.

During the survey, three groups were identified: pro-government (40% of respondents), opposition (15%) and a group of passive observers. Among the reasons obstruct the participation of NGOs in electronic procurement, the following were named:

- A shortage of specialists who is able to formalize an NGO application for participation in electronic procurement (25%);
- Inadequate knowledge of the legal framework for electronic procurement (15%);
- High competition among NGOs for receiving state social order (15%),
- Corruption (15%),
- Lack of regular financing (10%),
- Lack of permanent premises (10%),
- Localism (5%),
- Insufficient awareness of the activities of NGOs in the field (5%).
-

Diagram 1. Assessment of the level of social effectiveness of NGO participation in the implementation of the state social order



As can be seen from the Diagram 1, experts tend to assess the efficiency of NGO participation at the local level (from 25 to 35%) much higher than at the republican (20%). Perhaps, this is due to the localness and smaller coverage of target groups on the ground in certain regions, it is easier to organize and implement such social projects than in the whole country. But, it can be assumed that representatives of the opposition bloc will have the low level of social effectiveness of participation, and the representatives of the pro-government bloc will have higher level of social effectiveness of participation. The main reason of inefficiency is the reluctance to sacrifice own principles, accept the rules of the game created by public sector. Another reason is the passiveness of intersectoral interaction and passiveness of NGOs and governments dialogue, and also a low level of public sectors trust in NGOs.

Representatives of the non-governmental sector were inclined to identify the following types of funding:

- state social order (20%),
- state grants (5%),
- grants of international funds (15%),
- sponsorship (20%),

● charitable contributions, donations (15%),
● own contributions (15%),
● membership fees (5%),
● entrepreneurial activity of NGOs (5%).

In attempting an approximate calculation of the Weisbrod social index, which reveals the level of NGO self-financing, it should be noted that self-financing items include the last 3 positions on this list (own contributions, membership fees, entrepreneurial activities of NGOs), and do not exceed 25%. This allows NGOs to finance only a quarter of own annual budget, which, naturally, can not cover all expenses of NGOs. However, they can testify to the attempts of non-governmental organizations to gain financial independence.

The social index of Weisbrod "is calculated as the ratio of financial income from the creation of public goods to income from the release of private goods" [22, 147].

Accordingly, the social index of Weisbrod is the ratio of the top items of public revenues (state orders, state grants, sponsorship, charity) to the lower income items. In this case, the social index of Weisbrod is 3. The growth of this index may indicate the loss of the NGO's ability to self-finance its activities. All the top items of public revenues are not permanent and stable and cannot bring financial stability to NGOs, and therefore cannot ensure the possibility of implementing long-term socially significant activities of NGOs.

Forecasting future prospects for the development of the level of social effectiveness of NGO participation in the implementation of the state social order in Kazakhstan, experts are inclined to single out the following trends:

● the participation of NGOs remains at the same level, without much success (35%),
● the level of NGO participation will noticeably decrease, and NGOs will be on the brink of survival (30%),
● it is difficult to say unequivocally, everything will depend on politics and authorities, on increasing zero tolerance for corruption (20%),
● NGOs will achieve a higher level of participation and will function successfully (10%),
● it is difficult to say unequivocally, everything depends on the activity of society (5%).

The discussion of the results. According to the results of the survey, three groups were identified: pro-government (40% of respondents), opposition (15%) and a block of passive observers (45%).

The representatives of the pro-government bloc (NGOs with extensive experience in providing social services and a loyal position towards the public sector) are most actively choosing to participate in contests. Representatives of the opposition bloc participated in the contest, but were rejected. Perhaps the lowest level of confidence in state bodies - among representatives of the opposition bloc, the highest level of confidence - among representatives of the pro-government bloc. Representatives of the block of passive observers prefer to ignore and not participate in the competition.

Expert A.Gusarova in her study of state support for NGOs in Kazakhstan conducted a SWOT-analysis of inter-sectoral interaction between the state and the non-governmental sector, where the main reasons that hampered the growth of efficiency of intersectoral interaction were identified [21; 42,46,49]. In this study, the main attention was paid to assessing the level of social effectiveness of NGO participation in the implementation of state social order at the local and national level, identified the reasons for the decrease in the level of efficiency of intersectoral interaction within the framework of the state social order, and as well as for determining the level of self-financing of NGOs was made an attempt to calculate the Weisbrod's social index.

Conclusions. Summarizing the results of the survey, several groups of respondents were identified: pro-government (40% of respondents), opposition (15%) and a block of passive observers (45%).

In addition, predictive assessments of experts may indicate the preservation of the state monopoly in the social sphere, the NGO sector will be forced to give up its positions to the public sector, intersectoral interaction will remain on the principle of vertical patron-client relations while maintaining state dominance.

In turn, only the development of social entrepreneurship in Kazakhstan can provide a stable basis for the activities of NGOs in the long term. In this regard, the creation of necessary legal framework by the state, effective socio-economic mechanisms for the development of social entrepreneurship would make it possible to turn the third sector into a sustainable partner in the intersectoral interaction, and would help to overcome the protracted systemic crisis in the social sphere.

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А.М. Нысанбаева

Қ.А. Яссауи атындағы Халықаралық қазақ-түрік университеті, Түркістан қ., Қазақстан

ҚАЗАҚСТАНДА МЕМЛЕКЕТТІК ӘЛЕУМЕТТІК ТАПСЫРЫСТЫ ЖҮЗЕГЕ АСЫРУҒА ҮКІМЕТТІК ЕМЕС ҰЙЫМДАРЫ ҚАТЫСУЫНЫҢ ӘЛЕУМЕТТІК ТИІМДІЛІК ДЕҢГЕЙІНІҢ НАҚТЫ АСПЕКТІЛЕРІ

Аннотация. Мақалада Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-ы әлеуметтік тиімділік деңгейінің нақты аспектілері көрсетеді. Мақала жазу барысында салыстырмалы талдау, сараптамалық пікірлерді зерттеу, сауалнама әдістері қолданды.

Қазіргі кезде Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-дың әлеуметтік тиімділігі деңгейін бағалау мәселесі әлеуметтік салада ел басшылығының ең маңызды міндеттерінің бірі болып табылады. Осыған байланысты, Қазақстанда мемлекеттік әлеуметтік тапсырысты іске асыруға ҮЕҰ-дың қатысуының әлеуметтік тиімділігін бағалауды жаңа әдістерін іздестіру секторaралық өзара әрекеттесу саласындағы қазіргі күрделі ахуалды жақсартуы мүмкін. Мақала мемлекеттік әлеуметтік тапсырыстың әлеуметтік тиімділік деңгейін бағалау үшін ғылыми кызметкерлер, мемлекеттік органдарға арналған.

Түйін сөздер: үкіметтік емес ұйымдар, мемлекеттік әлеуметтік тапсырыс, секторaралық өзара әрекеттесу.

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А.М. Нысанбаева

Международный казахско-турецкий университет имени Х.А. Ясави

АКТУАЛЬНЫЕ АСПЕКТЫ УРОВНЯ СОЦИАЛЬНОЙ ЭФФЕКТИВНОСТИ УЧАСТИЯ НЕПРАВИТЕЛЬСТВЕННЫХ ОРГАНИЗАЦИЙ В РЕАЛИЗАЦИИ ГОСУДАРСТВЕННОГО СОЦИАЛЬНОГО ЗАКАЗА В КАЗАХСТАНЕ

Аннотация. В статье показаны актуальные аспекты уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК. При написании статьи были использованы метод компаративистского анализа, изучение экспертных мнений, анкетирование.

В настоящее время проблема оценки уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК становится одной из немаловажных задач руководства страны в социальной сфере. В этой связи поиск новых методов оценки уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК может улучшить сложившуюся непростую ситуацию в сфере межсекторного взаимодействия. Статья адресована научным работникам, государственным органам для оценки уровня социальной эффективности реализации государственного социального заказа.

Ключевые слова: неправительственные организации, государственный социальный заказ, межсекторное взаимодействие.

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Zh.Sh.Kydyrova[1], E.Z.Onlasynov[1], A.U.Abishova[2], G.Zh.Urazbaeva[2]

[1]M.Saparbaev South Kazakhstan Humanitarian Institute;
[2]M.Auezov South Kazakhstan State University, Shymkent, Kazakhstan
ms.zhamilya@mail.ru, gazi_toychibekova@mail.ru

ASSESSMENT OF CONSUMER PREFERENCES IN THE MARKET OF DAIRY PRODUCTS OF THE SOUTH KAZAKHSTAN AREA

Abstract. The materials presented in the article are the result of a field study in order to identify the consumer preferences of the population with respect to dairy products sold in retail outlets of the South Kazakhstan region. Particular attention is paid to new opportunities for producers in the use of marketing tools to improve the competitiveness of domestic dairy products compared with analogues from other countries. The results of the survey of consumers, identified weaknesses and strengths of the market participants, as well as analyzed the main components of the market of dairy products in the region using the matrix BKG.

The study found that the economic value of the food market is determined by its social value, since the health of the nation depends on the degree of filling the market with food resources of a certain quality and the ability to meet consumer demand.

Keywords: research, consumer, marketing, dairy products, questioning, preferences, brand.

The mechanism of formation and functioning of the food market, in particular, the market of milk and dairy products is represented as interaction of objectively operating factors, the phenomena and processes in the sphere of production of raw materials, distribution, processing, realization and consumption of food products. Functioning of this market is defined by a ratio of needs of the population, internal production capabilities and development of interregional connections. Accounting of all these factors – a difficult, but necessary task of research of this problem.

The future of the overworking organizations – behind development and realization of the competent marketing strategy directed to creation and advance of own brand or brand within a certain region. This way of development, certainly, is rather difficult and expensive, but it opens broad prospects for development of the consumer market.

Today, to develop the milk and dairy products market, to retain existing consumers and attract new ones, measures are needed to "rejuvenate" the product itself through the use of trends in design, communications; acquaint consumers with innovations in the dairy industry and, of course, provide information on the benefits of milk and dairy products not only for children, but also for people of other age categories.

The second direction of work – "rejuvenation" of brands, overcoming stereotypes in design, realization of communication strategy, introducing into dairy products of new energy and inspiration.

The third strategy of growth in the market – development of sales of high-marginal assortment positions.

Now in the market of dairy products for the small milk-processing organizations are underutilized the following opportunities of marketing tools of work with the market:

- the strong, actualy brand creating a certain navigation for consumers and forming strong loyalty;
- differentiation of a product in the competitive environment through creation of "technological myths" and other examples of positioning of competitive advantages;

- increase in value of dairy products as necessary product, his embedding in modern culture and lifestyle for giving of relevance and involvement of consumers;
- use of novelties as a brand drivers, the attracting low-active consumers, the rejuvenating brand and stimulating sale of high-marginal positions;
- attraction "conscious" and ready to new the consumers focused on a brand with low sensitivity to the price, such consumers, who are not indifferent to quality of dairy products.

Expansion of the range and improvement of quality of production by introduction of innovations, modernization and technical re-equipment of the operating enterprises, transition to the new resource-saving technologies capable to provide deep processing of raw materials have to become the main directions of development of dairy branch of processing industry.

For the last decade the range of dairy products has considerably extended, and as result, active development was gained by a yogurt and dessert segment of the market. At the same time, there is a tendency to reduce the consumption of thermized products in favor of natural products. So, natural yoghurts without additives are in high demand. In accordance with the "Technical Regulations of the Customs Union on the safety of milk and dairy products (TR TC 033/2013)" the whole variety of dairy products can be divided into four groups (Table 1).

The most capacious and various of these four groups – dairy products in which structure are included milk, fermented milk products, cottage cheese products and milk drinks.

Goods in the market of purchase of dairy raw materials by processing enterprises is cow's raw milk. The sphere of circulation of this product consists of certain stages: the production of dairy raw materials by agricultural producers - the sale of milk by them - the purchase of milk by processing enterprises. The purchase of milk is the last stage of the circulation of this product in the analyzed market is defined as raw milk for subsequent processing.

Table 1 - Classification of dairy products

Dairy product	Dairy compound products	Milk-containing products	By-products of processing of milk
- The milk which has undergone processing (pasteurized sour milk); - Fermented milk product (kefir from Fudmaster of 1-2,5%); - Cottage cheese product (suzbeshe) - Milk drink (sour milk drink)	- Curd mass (clabber) - Frozen cheese (cheerful milkman), etc.	- Milk dessert (miracle); - cottage cheese two-layer (Agusha); - Fruit cottage cheese (zdrayver), etc.	- Secondary dairy raw materials; - Mlk whey with fruit juice (berries) (actual, jussi)

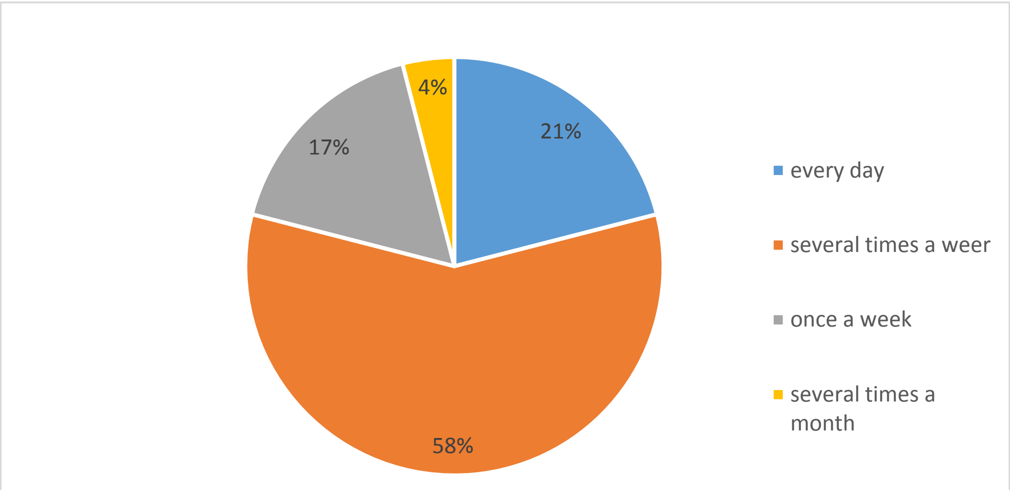

Figure 1 - Distribution of answers to the question "How often you consume dairy products?"

For assessment of consumer preferences of population of the city agglomeration and the rural population of the South Kazakhstan region, a survey was conducted of a sample of respondents living in the territory of the region. The survey has revealed differences of demand for dairy products of the specified groups of the population. Less often than once a week dairy products consume the few – only 4% of respondents; 0% claim that in their family dairy products don't eat at all (Fig. 1).

During the research it has been revealed that the rural population give preferences to traditional dairy products, such as sour cream, milk, kefir while inhabitants of city agglomeration are adherents of dietary dairy products, products with use of various additives, yogurts, cheeses, etc.

According to data of questioning, milk and dairy products – one of the main components of a diet of southern Kazakhstan citizens. In the overwhelming majority of families (96%) dairy products use, at least, 2 times a week – and, as a rule, these products are present on the table or every day (every fifth of respondents of-21% says), or at least several times in a week (about this every second says – 58%). Most often from dairy products buy milk (31% of respondents) and yogurt (21%), is less often kefir (12%), sour cream (10%), cottage cheese and cottage cheese products (10%). Respondents, in whose families they eat dairy products (4% of the sample as a whole), stated that they are forced to limit themselves in their consumption; most of this group of respondents claim that they do so because of savings or because of low adherence to dairy products (Fig. 2).

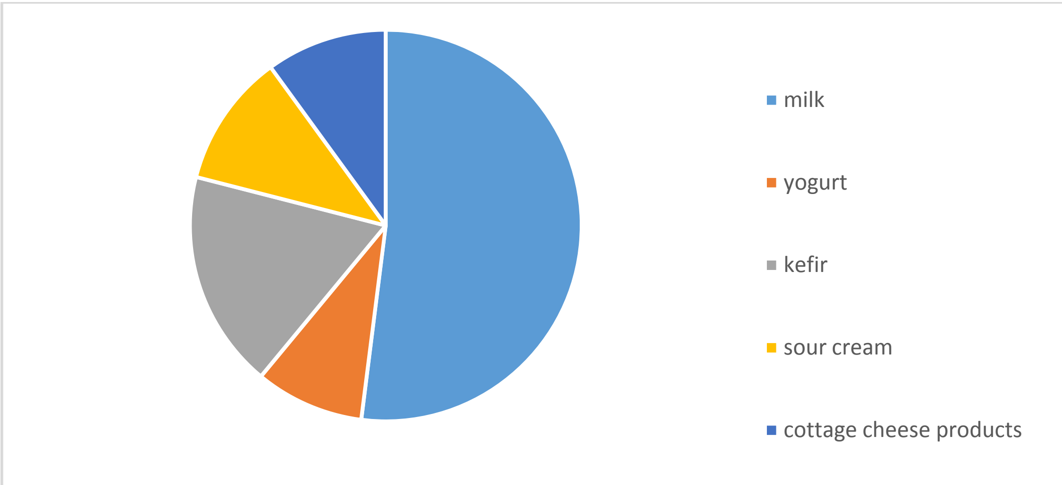

Figure 2- Distribution of answers to the question "Which dairy products do you buy more often?"

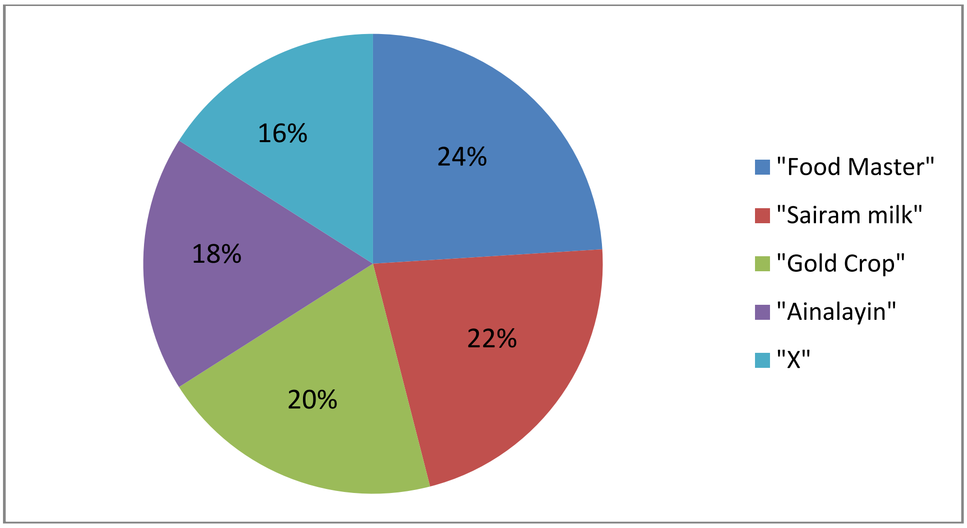

Figure 3 - Distribution of answers to the questionnaire question "What kind of milk do you prefer?"

Most of respondents buy dairy products from milk sellers with home delivery, in the markets, on the street (47%), 40% of those surveyed in the store "from the house", 13% of respondents prefer to buy dairy products in supermarkets. If to consider the fat content of the bought milk, then a half of respondents (50%) give preference to milk with the fat content of 2,5%, 35% of respondents – to milk with the fat content of 3,5%. Respondents give the greatest preference to milk to the following brands: "Food Master" - 24%, "Sayram sut" - 22%, "Altyn Dan"- 20%, "Ainalayin"- 18%, "Moye" 16% (Fig. 3).

On one of the questionnaire questions was an attempt to find out whether, in the respondents' opinion, prices for dairy products are growing in the last month or two. The majority of respondents (62% on sample) say that in the SKR, prices for dairy products actually increased, with 22% of respondents saying that prices have risen substantially.

Only 2% of respondents said that in South Kazakhstan region the prices for dairy products remained at the previous level. The considerable number of respondents (36%) were at a loss with the answer to this question at all.

Those respondents who have noted increase in prices for dairy products, asked to specify why in their opinion, it occurs. As a rule, participants of survey connected the rise in prices or with the general increase in cost of life, or with a specific situation in the Kazakhstan livestock production.

The prevailing weaknesses of production and realization of dairy products are production and marketing positions, they demand more investment investments and development of economic incentives for attraction of external investments, hence low positions on financial indicators.

According to M. Porter's "web" (Fig. 4), a position of a dairy and grocery subcomplex are moderate, the main threat is the high level of occurrence of competitors on the market of dairy products with the known brands ("A lodge in the village" (Domic v derevne), Danone, "The cheerful milk seller"(Veselyi molochnic), Wimm-Bill-Dann, "Hochland", "Fud Master", etc.).

Weak position is the low level of appeal of dairy cattle breeding therefore reduction of the offer of raw milk leads to decrease in volume of production of dairy products by local processors that allows stronger competitors to occupy the freed niche in the market of dairy products.

In the regional market of dairy products, marketing positions are considered to be more moderate, therefore, in order to maintain market share and competitive advantages, it is necessary to intensify work on branding of regional brands of dairy products, taking into account differentiation of prices by market segments (rural, urban, suburban population).

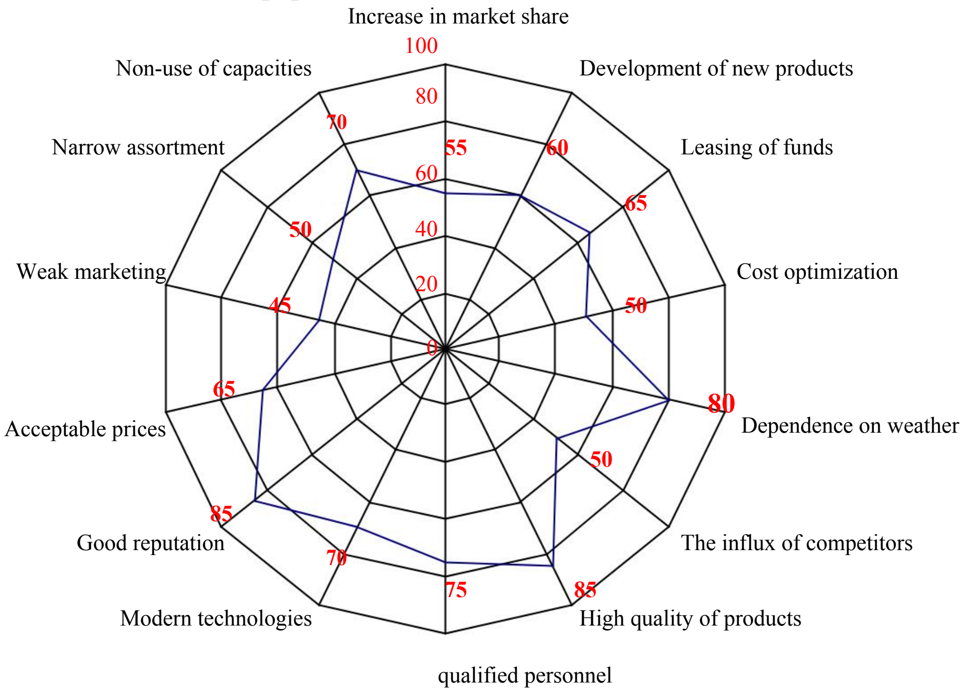

Figure 4 - Main positions of SWOT analysis market of milk and dairy products

To analyze the product portfolio, the main components of the dairy products market of the region were analyzed using the BKG matrix (Table 2).

Table 2 - Matrix BKG of dairy products of own production

Growth rate of the market	Relative market share	
	High	Low
High	«Stars» 25-35% Group of products: 4, 5	«Difficult children» 10-15% Group of products: 6, 7
Low	«Cash Cows» 45-65% Group of products: 2, 3	«Dogs» 5-10% Group of products: 1, 8

Matrix Boston Consulting Group (BKG) allows you to segment products by market share and growth rates of demand for this type of dairy products. Dairy products are divided into groups: whole milk products, cheese products, butter, sour-milk products, canned milk, baby food, dietary dairy products, cottage cheese products, ice cream.

Relatively low share of the market and low rates of demand characterize children's, dietary and cottage cheese production - up to 15% sales volume. These products have a relatively high price and competition from imported (Germany, Poland, Latvia, Russia) and imported domestic products (Almaty, Taldykurgan, Taraz, etc.). Its promotion in the market requires significant marketing costs.

The most popular dairy products include sour-milk products - up to 35% of the market share. It is available at a price is a product of secondary processing), is useful for all categories of consumers, is diverse in its assortment.

Products with a high share of sales include cheese of various varieties and butter - up to 65%, buyers prefer butter of Kazakhstan production as the most qualitative and inexpensive.

Whole-milk products and ice-cream are traditional products for the regional consumer due to the limitation in terms of implementation and the pronounced seasonality of consumption (ice cream). This product occupies up to 95% of the market share and is least influenced by competitors.

The nutrition value of drinking milk and its derivative products (cream, sour cream) is various (depending on the level of milk fat) therefore retail prices are differentiated especially as marketing of these perishable goods is more expensive, than processing products.

The conducted research has allowed to establish that the economic value of the food market (at any level) is defined, first of all, by its social value because health of the nation depend on degree of fullness of the market food resources of a certain quality and a possibility of an udovletovoreniye of consumer demand. A regional approach to the study of the food market made it possible to determine that demand in the food market is formed primarily at the macro level, that is, it is set by the external environment, although it is always personified by market participants, and the supply is influenced by the internal environment, although the external environment, certainly, exerts a certain impact on him. The internal environment of the food market as a micro system is formed in the region and determines the specificity of the existence of the regional food market as an important element of the regional system.

The research of the dairy market with the help of regional marketing convinces us that both the studied markets in general and their individual segments break up structurally into two parts: for one of them there is really a weak concentration and monopolistic competition, and for another - a high or moderate degree of concentration and oligopoly (rigid or vague).

Also, besides state regulation it is necessary to develop and introduce correction methods capable to influence at the same time supply and demand in separate segments for the purpose of their increase.

Such economic methods include stimulating the creation of vertical-horizontal marketing systems. Vertical marketing systems, freed from the shortcomings of their modern use, capable of uniting manufacturers - processors, buyers, sellers, investors into a single value chain and jointly withstand seasonality and cyclicality in agricultural production, as well as negative natural and climatic phenomena which objectively is development of agriculture.

Horizontal marketing systems promote association of the sellers of food working directly with consumers and the promoting domestic food products on the market. They minimize trade expenses, accelerate turnover of the capital and, at last, vopolnyat social function, influencing tastes of consumers, their variety, promotes maintaining demand even in the conditions of fall of income of the population.

Creation of uniform vertically horizontal marketing system allows to develop the modern mechanism of a funkionirovaniye of the food market, not subject market elements and ensuring food security of the country. Thus, the mechanism of improvement of formation and management of consumer demand in the market of dairy products has to be based on a combination of interests of all subjects of activity of this market.

In this regard, it is necessary to increase the number of the enterprises of the dairy industry and to increase the production capacity of the overworking dairy industry of the South Kazakhstan region (production of the milk processed liquid and cream, butter, cottage cheese) around the city and districts, to consider the possibility production of milk in a firm form.

At the moment, the state carries out the programs "DKB-2020", "Agrobusiness-2020", "Exporter-2020", "Employment 2020", "Productivity-2020", therefore it is necessary to use tools to increase the number of cattle, dairy farms, using modern machinery and increasing production capacity by modernizing the equipment of the operating enterprises of the dairy industry of the southern region.

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Ж.Ш. Кыдырова[1], Е.З. Онласынов[1], А.У. Абишова[2], Г.Ж. Уразбаева[2]

[1]Южно-Казахстанский гуманитарный институт им.М.Сапарбаева,
[2]Южно-Казахстанский государственный университет им.М.Ауэзова, г.Шымкент, Казахстан

ОЦЕНКА ПОТРЕБИТЕЛЬСКИХ ПРЕДПОЧТЕНИЙ НА РЫНКЕ МОЛОЧНОЙ ПРОДУКЦИИ ЮЖНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация. Представленные в статье материалы являются результатом проведенного полевого исследования с целью выявления потребительских предпочтений населения относительно молочной продукции реализуемой в торговых точках Южно-Казахстанской области. Особое внимание уделено новым возможностям для товаропроизводителей в части использования инструментов маркетинга для повышения конкурентоспособности отечественной молочной продукции по сравнению с аналогами из других стран. Приведены результаты опроса потребителей, выявлены слабые и сильные стороны участников данного рынка, а также проанализированы основные составляющие рынка молочной продукции региона с использованием матрицы BKG.

Проведенное исследование позволило установить, что экономическое значение продовольственного рынка определяется его социальным значением, так как здоровье нации зависят от степени наполняемости

рынка продовольственными ресурсами определенного качества и возможностью удовлетворения потребительского спроса.

Ключевые слова: исследование, потребитель, маркетинг, молочная продукция, анкетирование, предпочтения, бренд.

Ж.Ш. Кыдырова[1], Е.З. Онласынов[1], А.У.Абишова[2], Г.Ж.Уразбаева[2]

[1] М.Сапарбаев ат.Оңтүстік Қазақстан гуманитарлық институты;
[2] М.Ауэзов ат. Оңтүстік Қазақстан мемлекеттік университеті, Шымкент, Қазақстан

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫ СҮТ ӨНІМДЕРІ НАРЫҒЫНДА ТҰТЫНУШЫЛАРДЫҢ ҚАЛАУЫН БАҒАЛАУ

Аннотация. Мақалада ұсынылған материалдар Оңтүстік Қазақстан облысы сауда орындарында өткізілетін сүт өнімдеріне қатысты тұтынушылардың қалауын анықтау мақсатында жүргізілген далалық зерттеудің нәтижелері болып табылады. Басқа елдердің аналогтарымен салыстырғанда отандық сүт өнімдерінің бәсекеге қабілеттілігін арттыру үшін маркетинг құралдарын пайдалану жағынан тауар өндіру-шілерге жаңа мүмкіндіктердің туындағанына ерекше назар аударылған. Тұтынушылардың сауалнамаға қатысу нәтижелері, бұл нарыққа қатысушылардың күшті және әлсіз жақтары келтірілген, сонымен қатар BKG матрицасы пайдалану арқылы аймақтағы сүт өнімдері нарығының негізгі құраушылары талдаудан өткізілді.

Жүргізілген зерттеу азық-түлік нарығының экономикалық маңызы оның әлеуметтік маңызымен анықталатының айқындады, өйткені ұлт денсаулығы нарықтың белгілі сападағы азық-түлік ресурстарымен толықтыру дәрежесіне және тұтынушы сұранысын қанағаттандыру мүмкіндігіне байланысты.

Түйін сөздер: зерттеу, тұтынушы, маркетинг, сүт өнімдері, сауалнама, қалаулар, бренд.

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R.A. Aikenova, B.T. Aitkazinova

"Turan-Astana" university, Astana, Kazakstan
E-mail: bayaan@mail.ru

THE CHALLENGE OF WORKING WITH GIFTED CHILDREN IN PSYCHOLOGICAL AND PEDAGOGICAL STUDIES OF RESEARCHERS IN WESTERN EUROPE COUNTRIES

Abstract. The manuscript clarifies the problem of creation of conditions for gifted children in Western countries, which is presented from different positions. The urgency of the study of psychological and pedagogical work with gifted children is determined by several circumstances: the state's awareness of "human potential" as the main resource of its development; increase in information and emotional loads per person by a lot of problems, the solution of which requires huge intellectual efforts; requirements of the society to the professionalism of the individual, which must be creative, active, socially responsible, with developed intellect, educated, etc. Among the global trends of the world education system in the 21st century, scientists stand out the orientation toward the "average student", increased interest in gifted children, to the specifics of the disclosure and development of their abilities in the process and the means of education. In this regard, the task of the pedagogical community is to direct all efforts to identify gifted children and create conditions for their successful development.

Key words*:* Giftedness, specialized school, creativity, intellect, method of gifted children teaching, socialization of gifted children, acceleration, intensification, individualization, differentiation.

In the Renaissance, a study of the nature of giftedness was carried out by the Spanish scientist Juan Huarte, who considered individual differences in abilities for the purpose of further professional selection.

The representative of the era of enlightenment, the English educator John Locke put forward the theoretical position "the process of cognition arises in experience and on the basis of experience, the human mind is a" pure board". Most scientists of the era of enlightenment insisted on the idea that "each person can be developed to the highest degree of genius, it's all in the conditions in which he turned out to be."

At the end of the nineteenth century, an empirical approach to the study of giftedness made it possible for the English scientist Francis Galton to put forward the idea that "outstanding abilities are the result of the action of hereditary factors [1, 2].

At the beginning of the 20th century, the term "intellectual giftedness" was introduced in psychology and then in pedagogy, it was associated with the name of the French psychologist A. Binet [3,4]. Such followers of A. Binet as L.Terman [1916], R.Maylee [1928], J.Raven, R.Amthauer [1936], R.Kettel [1958] improved the techniques, created new test tasks for the definitions of the "intelligence coefficient".

V. Stern gave a broad definition of intellectual giftedness, which distinguishes the orientation of thinking by the distinctive features of intellectual giftedness [5]. In the presentation of V. Shtern, the concept of giftedness is not limited only to the intellect and distinguishes the general giftedness. He gave the following definition of giftedness: "Mental giftedness is the general ability to consciously direct your thinking to new demands, there is a general mental ability to adapt to new tasks and conditions of life." This characteristic of giftedness contributed to the development of levels of differentiation of giftedness.

L.Termen put forward the idea that in different spheres of activity it is not the intellect of IQ that is required, but the more complex qualitative peculiarity of the psyche that is capable of generating original ideas, that is, "creativity". The study of problems of productive thinking in Western European and American psychology dealt with J. Gilford [6], K. Dunker [7], V. Keller [8], C. Koffka [9], P.Torrance [10] and others.

The model of the structure of intelligence developed by J.Gilford has created the possibility of a new understanding of creativity as a universal, cognitive ability. The key moment for the psychology of giftedness was the difference he introduced between two types of thinking: convergent and divergent. As a result of this study, J. Gilford's ability to converge thinking began to be identified with the test intelligence measured by the IQ system, and the ability for divergent thinking - with creativity. Therefore, testing of the main parameters of divergent thinking can be considered as a way of diagnosing creativity.

Testing creativity has created a desire to determine whether there is a connection between intelligence and creativity. In the studies of J.Gilford and E.T. Torrens, a high positive correlation between the level of IQ and the level of creativity was revealed, the higher the level of intelligence, the higher the probability that the subject will demonstrate high rates in creativity tests. At the same time, it was revealed that some respondents may have low rates for creativity tests, but it is especially interesting that at low IQ values, high divergent productivity is not observed.

Different concepts were developed by foreign researchers who formulated their approaches to the definition of giftedness and, consequently, to the identification and teaching of gifted children, B. Bloom, J. Gallagher, G. Gardner, J. Davidson, B. Clark, R. Cattel, G. Passow, J.Renzulli, R.Sternberg, J. Stanley, L.Terman, L.Terstone and others.

Based on the ideas of psychologists J. Carroll and B. Bloom, a methodology for teaching gifted children was developed. The study of specially gifted children was done by J. Bruno [11] ("Gifted children: psychological and pedagogical research and practice"). He believed that "averaging" of a gifted child, a decrease in the overall intellectual and creative potential is accompanied by the presence of pronounced neurotic phenomena. In his opinion, the feeling of creative insolvency is the reason for neurotic and even psychopathic personality development.

J.Gilford, P.Torrens, F. Barron, K.Taylor and others contributed to the unification of theoretical studies on the psychology of individual differences and practical work on the development of curricula in the field of differential education. In his studies, J. Gilford pointed out that many gifted children sometimes experience severe depression, hide from peers and adult soviets, experience "discrimination" due to the lack of differentiated education, because of the school's orientation toward the average student, due to the excessive unification of programs (S. Marland, 1972).

Research P. Of Torrensa showed that gifted children quickly pass the initial levels of intelligence development and resist all types of uncreative work. Insufficient psychological level of teachers for working with children leads to a conflict of children with teachers, causes them hysteria, inability to follow the accepted patterns. The complexity of communicating with gifted children, according to P. Torrance was the low level of training teachers who are not able to work with gifted children.

To better understand the problems of socialization of gifted children, a great contribution was made by L. Hollingworth, who identified the following problems of gifted children:

- Negative attitude, dislike for the school is manifested by the fact that the curriculum is boring and uninteresting for gifted children, the curriculum does not correspond to their abilities.
- The dissatisfaction of gaming interests leads to the isolation of the child, who withdraws into himself. As a gifted child expects complex games.
- Gifted children are not prone to conformism, especially when the proposed standards are contrary to their interests.
- Gifted children are immersed in philosophical problems. They are characterized by such phenomena as the study of such phenomena as death, life, religious beliefs and philosophical problems.
- Mismatch between physical, intellectual and social development. Gifted children often prefer to communicate with older children. Because of this, it is sometimes difficult for them to become leaders.
- For gifted children, there is an inherent need for perfection. Hence the feeling of dissatisfaction, own inadequacy and low self-esteem.
- Need for attention of adults. They can repel others with remarks expressing contempt or impatience.

Scientists cannot give a single definition of the phenomenon of giftedness, because the indicators are different and they are complex, versatile and multilevel.

The science data leave no doubt that the level and character of the development of giftedness is the result of a complex interaction in the process of cognitive and practical activity of many factors: heredity (natural makings), social conditions, personal qualities of students.

Gifted children from an early age have a high level of self-learning ability, so they need not so much targeted training as to create a varied, enriched and individualized educational environment.

Specialized, integrated curricula for working with gifted children are being developed in specialized schools. Within the framework of these programs, students "move" freely than in the ordinary program. Schools in many countries are rebuilt in the direction of differentiated education. They practice individualized ways of working on "training contracts", they allow the teacher to save time, and students - to work at an individual pace. At the same time, the high structuredness of the lesson, the ability to see the subjects studied in a system of various connections, helps a gifted child to see the whole picture of the studied world.

A number of principles are considered in the construction of the content of teaching gifted children [12, p.27-30]:

1. Acceleration is a strategy to increase the pace of the training material. Within the framework of this strategy, gifted children are trained in accelerated classes, and they can pass, for example, from the first grade to the third or fifth year, etc., during one academic year.

2. Intensification - this strategy involves increasing the amount of learning material, increasing the intensity of training and is considered an alternative to the acceleration strategy.

3. Individualization of teaching is considered as the main strategy for developing the content of education of gifted children. Within the framework of individualization programs for gifted, talented children are considered.

4. Development of social competence - the development of programs aimed at developing the emotional and behavioral sphere of the child.

5. Research training is the main task to intensify learning, giving it a research, creative character and transferring the initiative to the student in organizing his cognitive activity. Independent research practice is the main factor in the development of children's creative abilities.

6. Differentiation of education is based on the main, leading characteristics of a gifted child: the development of productive thinking, independence, independence, a propensity for leadership, intellectual and creative abilities, mental abilities, etc.

7. Separate education is a conditional name of the path, which implies the creation of social schools for gifted and talented children, built on different approaches to the problem of differentiation of education, for example, physical and mathematical schools, linguistic schools, etc.

8. Co-separate education - the availability of classes of different levels of education.

9. Co-education - teaching gifted children in conjunction with their "normal" peers.

Let’s consider the different programs for gifted children in which author's approaches to the implementation of psychological and pedagogical support programs for gifted children in the context of specialized schools are presented. Within the framework of differentiated education, the most famous programs for working with gifted children are the method of complete assimilation of J. Carroll and B. Bloom, the S. Kaplan program, the pedagogy of individualization R. Cousine, the "Free class of Guildford", "Three types of enrichment of the curriculum" by Renzulli and " Taxonomy of learning objectives »Bloom.

In the opinion of S. Kaplan (USA) it is necessary to withstand the following requirements: the global, fundamental nature of topics and problems studied by students; interdisciplinary approach in the formulation of problems; Integration of topics and problems related to different fields of knowledge; content saturation; focus on the development of productive, critical thinking. Particular attention is paid to the development of personal interests and the preference of children, the creation of conditions for independent choice of learning problems. In the curriculum of S. Kaplan there are 2 basic methods of teaching gifted children: deductive and problem research. In deductive research, the main task is to help gifted children move from a review, remember the studied, stimulate the interest of children to study information, to get acquainted with the general hypothesis.

At the initial stage, the teacher presents the general idea (problem) that is to be studied, while the students put forward their own hypotheses and ideas, conduct research, gather information to prove or disprove the hypothesis, summarize and plan further work.

Consider the curricula developed on the basis of the "methodology of full assimilation" by J. Carroll, B. Bloom. Scientists have proposed to record the results of training. In this case, the lessons create conditions for students to achieve the expected result. This approach was developed and developed by B. Bloom. He proposed a system of instruction where each student, according to his individual characteristics, will move a certain pace of learning, not with averaged, but with conditions that are optimally matched for a given student. Thus, B. Bloom's method presupposed studying the ability of students in conditions when the time for studying the material is not limited. B. Bloom singled out the following categories of students:

- inadequate students who are not able to reach the intended level of knowledge and skills, even at high educational costs;
- talented students (about 5%) who perform tasks in a high tempo and difficulty level;
- ordinary students (about 90%), whose ability to absorb knowledge and skills are determined by the costs of study time.

According to the method of B. Bloom, 95% of students will be executed when removing rigid time frames. So most students can fully understand the entire content of the training. On the basis of a model for the full assimilation of the content of instruction, students at a sufficiently high level must achieve the learning outcomes of the majority of students. Implementing this theoretical approach, J. Bloch, L. Anderson, and others developed a teaching methodology based on the complete assimilation of the content of instruction. To implement this technique, the following steps were supposed to be performed:

1. Introduction - the orientation of students in the work on the teaching method based on complete assimilation;
2. Training for each of the training units in the direction of full assimilation;
3. An estimation of completeness of mastering of a material as a whole at each of pupils; clarification of the value of the assessment for each student.

When implementing the technique of B. Bloom, the learning process is divided into blocks. A special feature of the technique is the precise definition and formulation of the criterion for complete assimilation. The basis of the criterion is the specific goals of the course. The criterion is expressed in two ways:

- through a clearly defined description of the student's actions;
- through an indication, the required number of correct answers.

As studies have shown, fixing this level gives stable positive results; most students retain the interest in the subject and the positive attitude towards learning.

Thus, most foreign researchers tend to maximally individualize the child's educational activity in one way: to develop individual curricula and educational programs for each student, based on his individual capabilities and characteristics.

American psychologist J. Renzulli describes the algorithm of the teacher's activity in an individual approach. The teacher [13, p.287]:

- determines the level of development of the child (including its quality and ability);
- outlines long-term and short-term goals and ways to achieve them;
- determines the time that the child should spend on mastering a standard and special program;
- provides for the participation of parents;
- determines ways of assessing the child's success.

He points out the directions of pedagogical work on the development of giftedness as a combination of three characteristics: intellectual abilities (exceeding the average level of intelligence), creativity and perseverance (motivation, task-oriented). According to Renzulli's "Three Types of Enrichment of the Curriculum," the thesis is rejected that the potential of gifted children can be realized by simply intensifying the assimilation of the same material that is intended for children with average abilities. The program is aimed at achieving two main goals: the curriculum allows students to devote most of the time to those activities that are of greatest interest to them, and the main task of the teacher is to help each student to set themselves feasible tasks that meet his interests, and master the methods and research skills necessary to solve these problems. Renzulli suggested working on an "enriched teaching method" as "going beyond the established curriculum and outstripping it."

The Bloom model of education "Taxonomy of Learning Goals" focuses on the cognitive functions of gifted children. Comparing the goals in the curriculum with the expected results, teachers can determine the types of assignments and additional objectives for inclusion in their curriculum. The main feature of the model is to ensure the effectiveness of training. The analysis of this model allowed to reveal that training on this model, promotes the development in children of the abilities to memorize, comprehend and solve problems.

In specialized schools, working with gifted children is a long and complex process. Teachers and psychologists need perfection of mastery, self-education, creativity, mobility. To ensure the effectiveness of psychological and pedagogical support of the process of working with gifted children, teachers need to constantly improve their qualifications in the subject taught, as well as in psychology, physiology and pedagogy, and participate in long-term seminars on giftedness issues.

The problem of working with gifted children is examined in several psychological and pedagogical aspects:

- development of conceptual psychological and pedagogical approaches to the organization of work with gifted children;
- studying the strategy, content, forms and methods of working with gifted children;
- identification, diagnosis, prognosis, formation, training and development of gifted and talented children;
- ensuring the formation and development of professional and personal readiness of teachers and psychologists to work with gifted children in the context of specialized schools;
- developing programs of work with gifted children;
- creation of an innovative educational environment for the development of children's giftedness.

Thus, in the modern psycho-pedagogical science, prerequisites for the scientific and practical solution of the problems of ensuring the effectiveness of psychological and pedagogical support for gifted children have developed. It is very important to create a favorable psychological environment for the gifted child, which will help to bridge the gap between intellectual and personal development and will contribute to their development. Teachers and psychologists need to work with gifted children in three ways:

- development of the child's intellectual abilities;
- formation of adequate self-perception;
- assistance in the adaptation of the child and the acquisition of constructive forms of communication with peers and adults. It is necessary to help parents and the child correctly organize educational activities.

At the same time, it should be noted that the issues of ensuring conditions for the development of gifted children, taking into account individual characteristics, taking into account different types and levels of giftedness, remain poorly studied, and at the same time, an important task in the study of giftedness is to study the problem of working with gifted children in specialized schools.

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Р.А. Айкенова, Б.Т. Айтказинова

Тұран-Астана университеті, Астана қ., Қазақстан

БАТЫС ЕЛДЕРІ ҒАЛЫМДАРЫНЫҢ ПСИХОЛОГИЯЛЫҚ-ПЕДАГОГИКАЛЫҚ ЗЕРТТЕУЛЕРІНДЕ ДАРЫНДЫ БАЛАЛАРМЕН ЖҰМЫС ЖАСАУДЫҢ МӘСЕЛЕСІ

Аннотация. Мақалада дарынды балаларды зерттеу және оларға жағдайлар жасау проблемасы түрлі позиялар тұрғысынан қарастырылады. Дарынды балалармен психологиялық-педагогикалық жұмыс жасау мәселесін зерттеудің өзектілігі бірнеше жағдайларға байланысты: өз дамуының негізгі ресурстары ретінде «адами әлеуетті» мемлекеттің саналы түрде ұғынуымен; адамға ақпараттық және эмоциялық әсер ету жүктемелерінің артуымен, үлкен зияткерлік күшті қажет ететін шешімдерді қабылдау мәселелердің көп болуымен; шығармашыл, белсенді, әлеуметтік жауапкершілігі бар, интеллектісі дамыған тұлғаның кәсібилігіне әлеуметтің талаптарымен және т.б. байланысты. XXI ғасырда әлемдік білім беру жүйесінің жаһандық басылымдар арасында «орта оқушыға» бағдарланған бағдарламалардан ғалымдардың бас тарту, дарынды балаларға жоғары қызығушылық таныту, білім беру үрдісі барысында олардың ерекшеліктері мен даму қабілеттеріне жүгіну басылымдықтары байқалады. Осыған орай, педагогикалық қауымдастықтың міндеті – дарынды балаларды анықтау және олардың жетістікпен дамуына жағдайлар жасау.

Түйін сөздер: дарындылық, арнаулы мектеп, креативтілік, интеллект, дарынды балаларды оқыту әдістемесі, дарынды балаларды әлеуметтендіру, жеделдету, қарқындату, даралау, саралау.

Р.А. Айкенова, Б.Т. Айтказинова

Университет «Туран-Астана», Астана, Казахстан

ПРОБЛЕМА РАБОТЫ С ОДАРЕННЫМИ ДЕТЬМИ В ПСИХОЛОГО-ПЕДАГОГИЧЕСКИХ ИССЛЕДОВАНИЯХ УЧЕНЫХ ЗАПАДНЫХ СТРАН

Аннотация. В статье раскрывается проблема исследования и создания условий для одаренных детей в западных странах, которая представлена с разных позиций. Актуальность исследования психолого-педагогической работы с одаренными детьми определяется несколькими обстоятельствами: осознанием государством «человеческого потенциала» как основного ресурса своего развития; увеличением информационной и эмоциональной нагрузок на человека, множеством проблем, решение которых требует огромных интеллектуальных усилий; требованиями социума к профессионализму личности, которая должна быть творческой, активной, социально ответственной, с развитым интеллектом, образованной и др. Среди глобальных тенденций мировой системы образования в XXI веке учеными выделяется отход от ориентации на «среднего ученика», повышенный интерес к одаренным детям, к особенностям раскрытия и развития их способностей в процессе и средствами образования. В этой связи, задача педагогической общественности заключается в направлении всех усилий на то, чтобы выявить одаренных детей и создать условия для их успешного развития.

Ключевые слова: одаренность, специализированная школа, креативность, интеллект, методика обучения одаренных, социализация одаренных детей, ускорение, интенсификация, индивидуализация, дифференциация.

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P.T. Baineeva, A.S. Tulemetova, A.U. Abishova

M. Auezov South Kazakhstan State University, Shymkent
aygul.tulemetova@mail.ru, gazi_toychibekova@mail.ru

ANALYSIS OF SOCIAL DEVELOPMENT IN SOUTHERN – KAZAKHSTAN AREA

Abstract: The population of the Republic of Kazakhstan is important criterion of sustainable development. In spite of the fact that the considerable part of the territory of the country, it is difficult for economic development and it is impossible to set the task of proportional settling of all regions of Kazakhstan. Nevertheless the population should be maintained at the certain level, increasing thereby economic opportunities (first of all, solving labor market problems), keeping the genetic and cultural potential of Kazakhstan citizens among the adjoining world nations, overcoming the undesirable differentiation between regions caused, in particular, by weakness of infrastructure and demographic disproportions.

Key words: number of population, dynamic of growth, process of urbanization, migration, movement of population

Introduction. The Southern Kazakhstan area belongs to densely populated regions with high degree of birth rate. Here is about 15% of the population of Kazakhstan live. For the last five years (2012 - 2016) the population of the area has increased by 199,9 thousand people, or for 7,5% and has made 2878,6 thousand people. Annual increase in population has averaged 1,9%. Dynamics of population of area is presented in the figure 1[1]. The southern Kazakhstan area among other RK areas is in the lead not only on population, but also on rates of his gain as the average rate of a gain of population across Kazakhstan is 1,3%

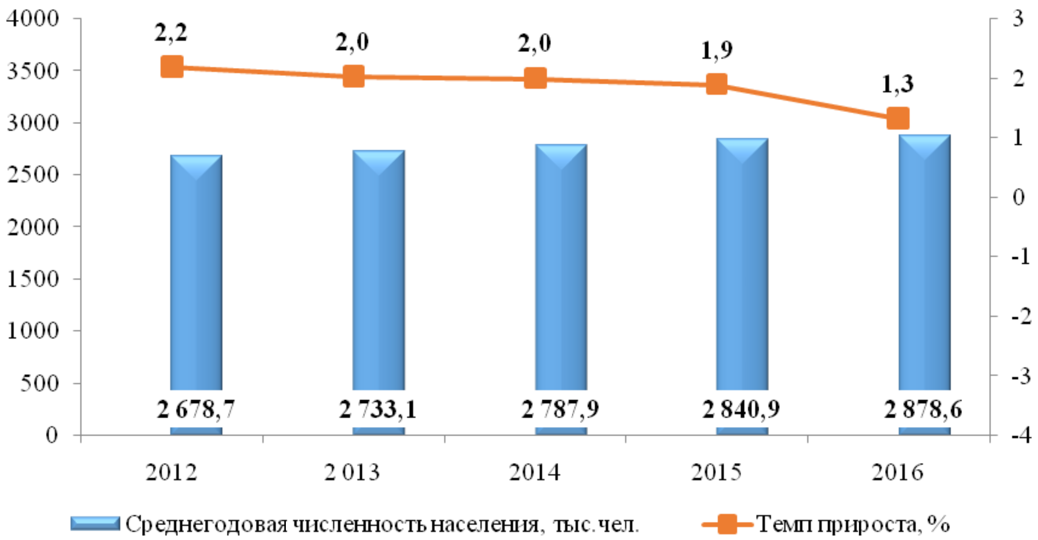

Figure 1- Dynamics of population of SKA
Note: according to Department of statistics of the Southern Kazakhstan area

The urban population makes 45,1% of total (1289,9 thousand people), rural – 54,9% (1569,8 thousand people). The share of urban population has increased from 39,1% to 45,1%, the share of country people has respectively decreased from 60,9% to 54,9%, it demonstrates strengthening of process of an urbanization of the population. In 2016 year in Shymkent there were 899,3 thousand people, or 31,4% of the population of the area lived, 305,8 thousand people (10,7%) and 323,0 thousand people (11,3%) respectively lived in Makhtaral and Saryagash districts. Less populated districts of the area are Baidibek and Otirar districts, 55,2 thousand people (1,93%) and 54,4 thousand people (1,9%) respectively. There is 49,7% of the population of the area were men, 50,3% - women.

Growth of the population provided mainly due to growth of birth rate and a natural increase. On the contrary, there is a reduction of population due to mechanical motion, in the area steadily negative balance of migration.

Analysis the main of indicators of demographic development of the region

Table 1 - Key demographic indicators of the Southern Kazakhstan area

Indicators	2012	2013	2014	2015	2016	Growth rate, 2016 to 2012, %
Population, one thousand people.	2678,7	2733,1	2787,9	2840,9	2878,6	107,5
In % of republican value	15,8	15,9	16,0	16,1	16,1	+0,3%
Share of urban population, %	39,1	39,1	42,0	44,9	45,1	+6%
Number been born, one thousand persons.	80,1	80,1	82,0	81,7	81,5	101,7
Coefficient of birth rate, per mille	30,22	29,60	29,70	29,03	28,48	94,2
Number of the dead, one thousand persons	15,3	15,1	14,9	14,8	14,7	96,1
Mortality rate, per mille	5,79	5,59	5,41	5,27	5,13	88,6
Natural increase, one thousand persons.	64,8	65,0	67,1	66,9	66,8	103,1
Coefficient of a natural increase, per mille	24,43	24,01	24,29	23,76	23,36	95,6
The share of the population is younger than working-age, %	33,9	34,3	34,8	35,3	35,7	+1,8%
The share of the population is more senior than working-age, %	4,1	4,1	4,2	4,3	4,4	+0,3%
The expected life expectancy at the birth, years	70,55	71,11	71,61	72,14	72,58	102,9
Has arrived, one thousand persons.	35,3	30,6	42,9	48,7	56,7	160,6
Has left, one thousand persons.	42,8	41,2	55,1	62,6	85,7	В 2 раза
Balance of migration, one thousand persons.	-7,5	-10,6	-12,2	-13,9	-29,0	В 3,9 раз

For the last five years, the average annual number of the born children has exceeded 81,1thousand people; the birth rate coefficient in 2012-2016 has averaged 29,4 per milles.

For 2012-2016, the age structure of the population has positively changed:

1) the share more young than working-age has increased from 33,9% to 35,7%;

2) the share of persons is more senior than working-age has increased from 4,1% to 4,4% of the total number of the population.

On improvement of a demographic situation, a certain impact was exerted by development of system of social support of families with children. Since 2003 are step by step entered widespread in the international practice (the USA, EU countries, Russia, Republic of Belarus, etc.):

1) lump social benefits for the child's birth in sizes from 30 MAI (on the birth of the first, second and third child) to 50 MAI (on the birth of the fourth and the subsequent children), paid to families from the republican budget regardless of income;

2) a child care allowance till 1 year. It is paid to unemployed mothers from the republican budget regardless of income in the amount of 5,5 to 8,5 MAI (depending on the number of children born and raised in family). The working mothers (or family members are participants of system of social insurance) receive social payments from joint-stock company "public foundation of social insurance" of 40% of their average salary for the last 24 months;

3) a grant to the parents, trustees who are bringing up disabled children (it is entered since 2010) of minimum wage;

4) the child allowance up to 18 years granted and paid to needy families which income is lower than a food basket, from the local budget at a rate of one MAI. [2]

Despite decrease, the general death rate, level of maternal and child mortality on the Southern Kazakhstan area exceeds the republican level (figure 2). [3]

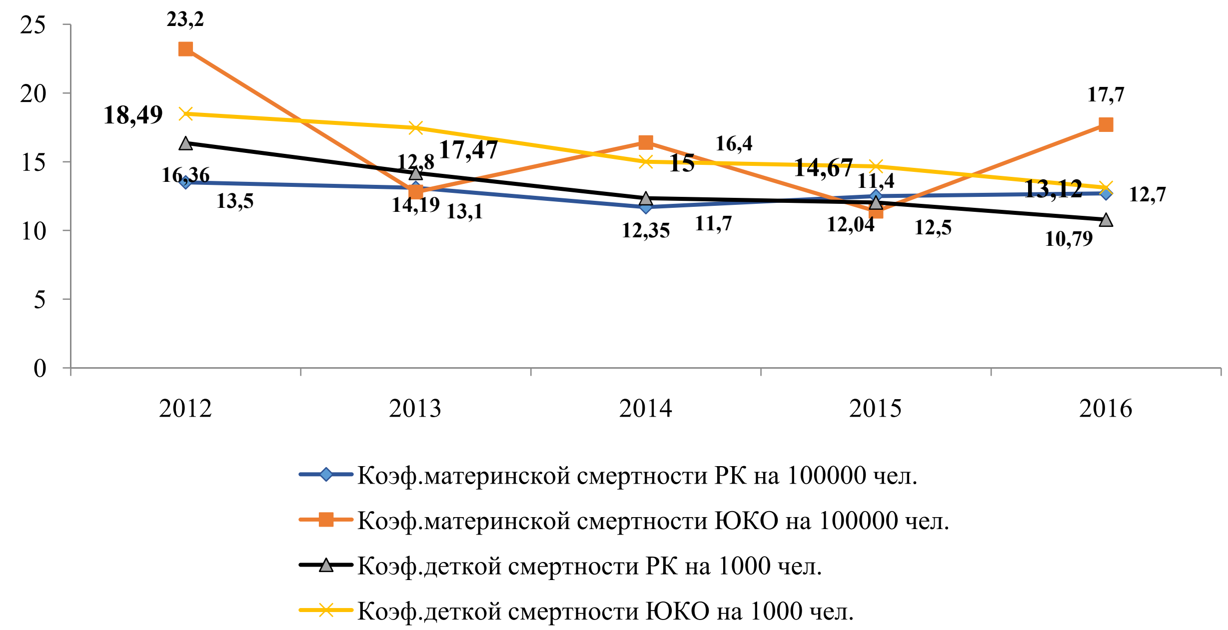

Figure 2- Private mortality rates the population on RK and SKR

Note: according to Committee on MSE RK statistics

The population leading causes of death in SKR are blood circulatory system diseases (40, 6% of cases), oncological diseases (15, 1%), accidents, poisonings and injuries (14, 9%) and diseases of digestive organs (14, 3%). In general, the average expected life expectancy of the population in the Southern Kazakhstan area has increased by 2,9%, having made 72,58 years in 2016 that in turn above republican level for 0,2%.

At the same time, steadily negative balance of migration is characteristic of the Southern Kazakhstan area. Over the last ten years the bigger number of people, than comes leaves the area. The quantity left for 2012-2016 has increased twice, having been 85689 people in 2016. The condition of the social sphere of society is in many respects caused also by a condition of labor market.

Transition to industrial innovative development [4] and structural changes in economy assume corresponding changes in labor market. In this regard for ensuring needs of economy for a work force, assistance of balance of supply and demand in labor market the Ministry together with the central and local executive bodies has to provide the implementation of the Program of employment-2020[5] providing decrease in unemployment rate.

Intensive processes of redistribution of labor on the status of employment. In the Southern Kazakhstan area, there are intensive processes of redistribution of labor on the status of employment. In rural labor markets the labor demand has fallen. The peasants who have lost work are forced to conduct subsidiary farm, an extensive way to make products for themselves and for sale. It has predetermined a high share of the independently employed people in rural areas. Migration outflow of a part of peasants to the cities is observed. Unemployment and backwardness of social infrastructure is the reason of migration: educational, medical, cultural institutions, problem with drinking water. The key indicators characterizing labor market of SKR for 2012-2016 are presented in table 2. [6]

Structure occupied in SKR. Apparently from data of table 2, during 2012-2016 the number of the busy population was reduced with 1173,7 thousand the person to 1147,3chelovek or for 2,2%. The employment rate has increased by 0,4%, having been 94,8% in 2016. Decrease in unemployment rate is at the same time observed if in 2012 this indicator was 5,6%, then in 2016 have decreased to 5,2% that in turn demonstrates some increase in the standard of living of the population. In structure of the occupied 57,3% women, 42,7% - men make, the main share – 46,5% made faces aged – 35-54 years, 36,6% of 25-34 years, 11,9% - youth of 16-24 years and 5,1% - 55-64 years. 38% busy have the higher education, 26% - secondary professional education, 30, 8% - the secondary general education. If in 2012 47,6% 39,9% - in agriculture, 12,5% in the industry and construction have been engaged in a services sector, then in 2016 67,8% 15,3% - in agriculture, 16,9% in the industry and construction have been engaged in a services sector, that once again confirms existence of unemployment in rural areas.

Table 2 - The main indicators of labor market of SKR for 2012-2016y

Indicators	2012	2013	2014	2015	2016	Growth rate, 2016 to 2012, %
Economically active population, one thousand persons.	1 243,4	1 255,2	1229,9	1216,6	1210,0	97,3
Level of economic activity of the population. %	71,2	70,9	68,6	66,9	66,3	-4,9%
Busy population, one thousand persons.	1 173,7	1 185,7	1163,2	1152,7	1147,3	97,8
Employment rate of the population, %	94,4	94,5	94,6	94,7	94,8	+0,4%
Jobless population, thousand people.	67,2	67,0	64,9	63,4	62,9	93,6
Unemployment rate, %	5,6	5,5	5,4	5,3	5,2	-0,4%
Share of registered the unemployed in the worker's number forces *, %	0,6	0,5	0,6	0,5	0,5	-0,1%

56, 7% of the unemployed live in rural areas, the unemployed among women (54, 0%) also prevail. Level of youth unemployment has grown from 0,9% in 2012 to 1,9% in 2016.

In general, unemployment rate in the Southern Kazakhstan area exceeds an all-republican indicator (figure 3).

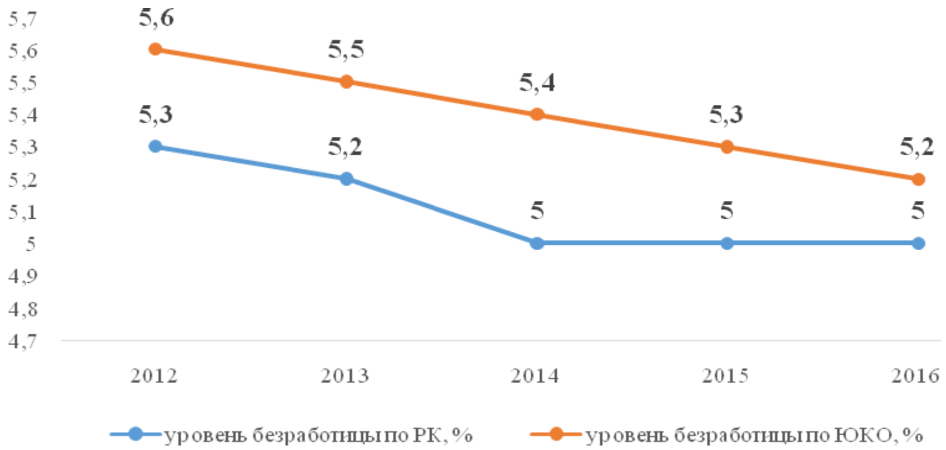

Figure 3 - Unemployment rate in RK and SKR

For prevention of rise in unemployment and assistance of regional employment by the Government of the Republic of Kazakhstan and local authorities' special crisis response measures "The road map of business" have been developed and realized. [8]

At the same time, development of regional labor market faces certain problems and difficulties.

1) Regional labor market is not balanced. Unemployment remains, her level among women is especially high. The latent form of unemployment extends. With unemployment at the enterprises and in the organizations the blank jobs (vacancies) remain. Demand for workers of mass working professions and highly skilled workers is not satisfied.

2) The informal sector of economy continues to occupy a considerable part of economically active population deprived of social protection. More than 43, 8% of the working population are self-employed.

3) The quality of a labor does not meet requirements of innovative economy (about a third of the busy population has no professional education).

Economic development of the region directly influences the standard of living of the population. The main indicators of the standard of living of the population of the Southern Kazakhstan area are presented in table 3. [9,10]

Average nominal monetary per capita income of the population in 2016 has made 43103 tenges, having increased in comparison with 2012 by 36,4%. Nevertheless the size of the average per capita income of the population on SKR in 2016 was 56,3% of national average level.

The leading positions on the sizes of average monetary per capita income in 2016 are still taken by the Atyrau region, the cities of Almaty and Astana where this indicator has exceeded national average level by 2,1-1,9 times. The southern Kazakhstan area is among the most low-profitable regions along with the Jambil and Kyzilorda regions, in the specified areas the size of income of the population was according to 56,3%, 62,8% and 73,5% of republican level. [11]

The ratio between the maximum and minimum sizes of nominal monetary income on regions in 2016 has made 3,3 times. The main part of income of the population is formed at the expense of the salary. The average monthly salary of the population on SKR in 2016 has made 99182 tenges. For the considered period the average monthly salary has increased by 31,4%. The index of the nominal salary by 2016 in relation to 2015 has made 115,7%, real – 100,8%. Owing to growth in incomes the standard of living of the population raises constantly, reduced the population share having incomes below the poverty line. In 2016 on SKR the share of the population having incomes below the poverty line has made 5,1% whereas in 2012 – 7,9%. Nevertheless, this indicator exceeds republican level almost twice. The quality of life of the population is defined by development of objects of social infrastructure.

In the area the number of preschool institutions has increased since 1011 to 1568 institutions or for 55,1% which in 2016 went 162,9 one thousand children.

Table 3 - Main social and economic indicators of the standard of living of the population of the Southern Kazakhstan area

Indicators	2012	2013	2014	2015	2016
Nominal monetary income of the population (assessment) on average on soul in a month, tenge	31 600	33 807	34 688	35 830	43 103
Change of nominal monetary income, in % to previous year	117,1	107,0	102,6	103,3	120,3
Index of real monetary income of the population, %	111,9	101,5	96,3	96,8	104,8
Average monthly salary, tenge	75 467	78 705	84 550	85 693	99182
Index of the nominal salary, %	111,4	104,3	107,4	101,2	115,7
Index of the real wage, %	106,4	98,9	100,9	94,8	100,8
Share of the population having incomes below the poverty line, %	7,9	5,9	6,1	5,3	5,1
Cash expenditures of the population on average on soul in a year, tenge	245 750	271 552	291 520	317 893	351 890
Cash expenditures in % to national average level	64,2	65,0	65,4	68,8	70,1
Note: according to Department of statistics of SKR					

The coverage of children preschool education (from 1 year to 6 years) is 44,0%. For 2016-2017 academic year 1045 comprehensive schools with the contingent of 615,0 thousand pupils worked in the area.

Training of specialists carry out 91 colleges (from them 42 – state) with the contingent of 70,8 thousand pupils (including in the state colleges – 34,6 thousand people).

12 higher educational institutions (from them 3 – state) carry out training of the top skills. In them 71,3 thousand students, including in state universities – 21,2 thousand people study.

In the area 728 objects of culture and art function, including 424 libraries, 29 museums, 255 club institutions, 8 theaters, 11 parks of rest, 1 circus and other objects.

5023 sports constructions, including 22 stadiums, 3656-plane constructions work in the area that allows carrying out sports and mass and improving work among the population, including the studying youth. The population, playing sports, was 556,1 thousand people or 20,0% of the total number of the population.

Conclusion. Thus, the carried-out analysis is shown improvement of a demographic situation and the standard of living of the population in the region. Nevertheless, despite the taken measures, the standard of living in the region in general lags behind all-republican level.

In compensation regional and branch differentiation remains, the salary of workers of the budgetary sphere considerably lags behind her level on economy in general. Standards minimum of the salary are imperfect. The dependence of compensation on results is broken – growth rates of the salary of labor productivity.

As a result – in the region poverty remains. Large families, villagers are subject to the first; the working poor remains.

Existence of the specified problems is connected with various reasons. Objectively they are caused by a macroeconomic situation, financial and economic opportunities and priorities of nation-wide and regional scale. Subjectively – with imperfection of the mechanism of rendering the social help, low labor motivation at a considerable part of target groups of the population and limited opportunities of an independent exit from a poverty circle.

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П.Т. Байнеева, А.С. Тулеметова, А.У. Абишова

Южно-Казахстанский государственный университет им. М.Ауезова, Шымкент

АНАЛИЗ СОЦИАЛЬНОГО РАЗВИТИЯ ЮЖНО – КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация: Население Республики Казахстан - важный критерий устойчивого развития. Несмотря на то, что значительная часть территории страны трудная для экономического развития, и невозможно поставить задачу пропорционального урегулирования всех областей Казахстана, тем не менее население должно сохраняться на определенном уровне, увеличивая, таким образом, экономические возможности (в первую очередь, решая проблемы рынка труда), держа генетический и культурный потенциал Казахстанских граждан среди смежных мировых стран, преодолевая нежелательное дифференцирование между вызванными регионами, в частности, слабостью инфраструктуры и демографической непропорциональности.

Ключевые слова: количество населения, динамичный рост, процесс урбанизации, миграция, движение населения.

П.Т. Байнеева, А.С. Тулеметова, А.У.Абишова

М. Ауезов атындағы Оңтүстік Қазақстан мемлекеттік университеті, Шымкент

ОҢТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫН ӘЛЕУМЕТТІК ДАМУ ТАЛДАУ

Аннотация. Қазақстан - орнықты даму өлшемі республика жұртшылығы маңызды. Ел аумағының едәуір бөлігі болғанына қарамастан, экономикалық даму үшін барабар реттеу қиын міндет қою мүмкін емес, дегенмен де сақталуы тиіс және Қазақстанның барлық облыстарындағы тұрғындарының белгілі бір деңгейде үстап отырып, осылайша, экономикалық мүмкіндіктерін (бірінші кезекте, еңбек нарығының проблемаларын шешу) генетикалық әлеуеті әлемдік елдердің арасында туындаған өлімге жеңіп шығып, атап айтқанда, инфрақұрылым мен демографиялық саралау өңірлер арасындағы сабақтас және мәдени қазақстандық азаматтардың ұнамсыз бұны пропорционал еместікке.

Түйін сөздер: халық саны, көші-қон, қалаға шоғырлануға процесі қарқынды өсуі, халықтың қозғалысы

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Zh. Dulatbekova[1], M. Tursumbayeva[2], S. Kapysheva[2], M.Sh. Kushenova[3], Sh.A. Kapanova[3]

[1] L.N.Gumilyov Eurasian National University, Astana, Kazakhstan;
[2]Kazakh university of Economics, Finance and International Trade, Astana, Kazakhstan;
[3] Korkyt Ata Kyzylorda State University, Kyzylorda, Kazakhstan
d_jann@mail.ru; tursumbaeva_m@mail.ru; saltik_ksk@mail.ru; maira77@mail.ru; sholpan_dar@mail.ru

IMPROVEMENT OF TAXATION IN DEVELOPMENT OF AGRICULTURE OF THE REPUBLIC OF KAZAKHSTAN

Abstract. The paper researched and identified the methodological basis for formation of a land tax in Kazakhstan, estimated a functioning mechanism of land taxation of legal entities and individuals using agricultural-use lands, substantiated recommendations for improving methodology of calculating land tax for agricultural-use land by types of land based on their zoning and economic evaluation.

Methodological basis for formation of the land tax in Kazakhstan are investigated and revealed; the functioning mechanism of the land taxation of the legal entities and individuals using agricultural lands is estimated; recommendations on improvement of calculation technique for the land tax on agricultural lands by types of land on the basis of their zoning and economic assessment are proved in the article.

Keywords: land tax, land rent, estimated value of agricultural land.

The entry into the market economy, the adoption of regulations concerning the development of the agrarian reform and land relations fundamentally alter the role of land and its functioning in economic relations. Law "On Land" declared paid land use, which is regulated by the Tax Code of the Republic of Kazakhstan. Forms of payment for the use of land resources recognized land tax, determined by the score soil fertility, and a single land tax, which is calculated as a percentage of the appraised value of the land. However, the tax is levied not based on land rent, the objective of monetary evaluation of land, does not take into account the profitability of agricultural production and its dependence on climatic conditions. For these and other reasons, the current system of land taxation does not fulfill the basic functions - fiscal and incentive. For the vast majority of taxpayers' land tax is unhindered and does not encourage the efficient use of land resources.

Development of the agrarian reform in Kazakhstan implies improvement of payment for the land which to date are set according to the procedure that does not meet the requirements of the present stage of development of market relations: the enforced payments are not equivalent to an objective financial assessment of land, do not account for return on production and its dependence on climatic conditions. Therefore, the land tax does not play a regulatory role. It has little effect on the level and nature of the use of land, does not encourage the use of the most efficient methods of farming. Differentiation of land tax does not fully reflect the differences in the location and fertility of land, even within the same district or area.

The destructive effects of the alleged flaws reduced the financial impact resulting in a fact that a share of land tax on the revenue part of the Kyzylorda region budget usually does not exceed 1.1%. And even this small amount of revenue is not fully utilized for the restoration of land and resource potential. In this regard, we can say that modern land tax legislation is not an effective ecological and economic incentive for rational land use, on one hand, and an essential source for accumulation of a state budget - on the other, one that requires finding solutions to methodological problems of land taxation and its further improvement.

This determined the choice of the subject for this study, its purpose and objectives.

Significant contribution to the development of the theoretical aspects of taxes and taxation was made by the scientists of the world thought and the distinguished works of Adam Smith and David Ricardo are among them. Subsequently the research of this economic category was continued by outstanding individuals of the 19-20 centuries - E.J. Dolan, M. Keynes, K.R. McConnell, A. Laffer, K.Marx (1938), S.L. Brue. In Russia, the theoretical, methodological and practical problems of taxation are studied by A.E. Sagaydak, A.V. Siginevich, D.G. Chernik and other scientists. In Kazakhstan the papers of V.A. Bobrov, V.D. Melnikov, N.E. Nauryzbayev, M.T. Ospanov are dedicated to taxation. Problems of taxation of the agricultural sector of economy associated with the agrarian and land reforms in the Republic are considered in the research papers of R.R. Autov, V.V. Grigoruk, Z.D. Dyussenbekov, G.A. Kaliyev, L.I. Podolsky, A.A. Satybaldin, E.M. Upushev, A.D.Umbitaliev and others.

However, the issues of developing new assessment methods for land tax and its impact on agricultural production has not received adequate research as an independent object of study of the RK economists. Problems of land taxation require regional and integrated scientific and practical approach to its improvement. Thus, based on the urgency of the problem, insufficiency of the research and high-level priority of improving land taxation, there is a need for more in-depth research in this direction.

Basic objective of the research is to investigate the specificity of the existing order of land taxation for subjects of economics, the development of proposals for improvement of methods for determining base rates of land tax on the basis of zoning and the estimated value of agricultural land.

Categories of land tax and land rent are closely related. At that, the starting points are the rent relations defining the functions of land tax based on which, in turn, set the amount of taxes and take other decisions[1,p. 40].

The founders of the theory of land rent are classics of political economy B. Petty (1993), K. Marx (1938).

"Mysterious nature" of money rent of lands is explained by B. Petty(1993): "Let's say that someone can cultivate their own hands, dig in, plow, harrow, sow, compress a surface and, as required by agriculture, take away, thresh, winnow bread grew up on land. If he will deduct from the harvest grain used by him for planting, as well as all that he consumed and gave the others to meet their needs, the rest of bread is the true land rent of the year " [2, p.28].

K. Marx (1938) devoted chapter 6 of the III volume of "Capital" to research of land rent. He defines the process of its formation as follows: "The assumption of the capitalist mode of production is as follows: the real farmers get the job from the capitalist-tenant who is farming only as a special area of operation of capital, as the application of his capital to a particular sphere of production. During certain periods this capitalist farmer pays the landlord an amount of money specified by the contract for permission to use his capital in this industry. This sum of money is called a land rent. It is paid for the entire time that the landlord lent or rented land to the tenant by agreement. Consequently, the land rent here is that economic form in which the ownership of land is economically implemented, delivers value" [3, p.546].

Economic theory distinguishes differential rent I and II. The first one deals with unequal quality of land sections and its location, the second one - with the unequal efficiency of supplementary labor and capital costs. However, in practice, it is very difficult to separate them [4, p.42].

In agriculture, during the Soviet period, the removal of differential rent was carried out by zonal differentiation of purchase prices. This mechanism was imperfect and criticized [5, p.161]. Since gaining independence, a law "On Land Tax" has been developed the republic. In the process of its arrangement, the methodological problems of land taxation have been subjected to debatable discussion. One group of researchers proposed taking a rent payment as a basis of land tax, the other one - its modern natural fertility expressed by score of site quality class of soil [6, p.7]. Due to lack of methodology for calculating rent payment, the scores of site quality class of soil were taken as a basis for identifying the basic tax rate.

When using the score of site quality class of soil in land taxation, a land is seen as a natural resource out of business. Site quality scores are based on the natural properties of soils characterized by the composition of humus, nitrogen, phosphorus, sodium, magnesium, salt, physical clay, humus horizon amount. The Republican method is based on the principle: the more humus, the higher the rate of soil site quality. In practice, a high score of site quality is not a guarantee of high yield, as well as a low site quality of soil is not an indication of its poor fertility. These shortcomings of soil evaluation methods do not provide the leveling of the economy and do not create conditions for sustainable land use.

In many countries of the world there is a single standard on methods of tax assessment: availability of land cadastre which includes the qualitative and quantitative account of land and the economic evaluation of land, based on which, the value of land tax per unit of taxable area is determined by using different correction factors and tax rate. The laws of some countries the land tax are aimed at encouraging the rational use and protection of land resources, the regulation of ecological balance and the income of agricultural producers.

Currently, the system of land taxation is regulated by Section 14 of the Tax Code of the Republic of Kazakhstan [7]. In contrast to their previous counterparts, recorded in the laws "On land tax" and "On taxes and other obligatory payments to the budget," the section on land tax is undergoing significant change; there is a replacement of concepts, names, introducing new elements of tax, detailing methods for calculation of basic tax rates, etc. However, the law did not reflect the fundamentally new methods to resolve tax issues.

For agricultural land, the lowest rates are set on a comparable unit of land area. Minimum basic rate of land tax on the land valued at 1 point of site quality is only 0.48 KZT per 1 ha, i.e. a purely symbolic value. The maximum basic rate of land tax on the land with site quality score over 100, depending on the zone is 202.65 and 50.18 KZT per hectare.

The main purpose of introduction of two special tax treatments is to create a favorable institutional and economic conditions for increasing the actual receipt of funds in the budget, enhancing production volume, processing its performance and implementation. The above modes are applied along with the conventional system of taxation under the laws of the RK.

To determine the tax burden, the cost of a patent for a production cooperative (Table 1).

Table 1 - Calculation of a patent value of the JSC "Shamenov" in 2015, thous. KZT

№	Key Indicators	Monetary Indicator, KZT
1	Total area (ha)	16797
2	Average annual payroll	11000
3	Total annual income including VAT	54832
4	including VAT	4985
5	Costs of obtaining income, VAT included	29061
6	including VAT	3301
7	Amount of VAT payable (p. 4- p. 6)	1684
8	Land tax	49,8
9	Property tax	207,7
10	Vehicle tax	193,7
11	Social security tax (p.2*11%)	1210
12	Taxable income (to deduct the amount of lines (5,7,8,9,10,11) from p. 3	20743,8
13	Corporate Income Tax (p. 12*10%)	2074,4
14	Total tax amount to privileges (amount of lines: 7,8,9,10,11,13)	5419,6
15	Due to the amount of taxes paid (p. 14 ~ 30%)	1625,88
16	Cost of patent - a fixed amount of total tax of peasant entities and farms (p.15)	1625,88
	Tax of 1ha, KZT	96,8
* Note - calculated by the author using data from the financial statements of JSC "Shamenov" for 2015, thous.KZT		

Under the activity of agricultural businesses in the simplified taxation mode, the entities shall pay taxes, fees and charges other than the cost of a patent and not included in the calculation of the total tax in accordance with the laws of the Republic of Kazakhstan. The main ones are the individual income tax, mandatory pension contributions, payment for water.

The patent system is the result of government measures aimed at improving the efficiency of agricultural production. Therefore today there is a need for economic evaluation of land considering the production results.

In the development of the methodological basis of the economic evaluation of land resources can be identified 4 concepts by analyzing that we adhere to the rental [8, p.398]. This concept formed the basis of

"Guidelines for the calculation of base rates assessed value of agricultural land", developed GosNPTszem [9]. Coauthor Kushenova M.Sh. among the developers of this technique. New base rates represent the estimated value of capitalized land rent, and are set as fixed parameters by type of farmland on soil types differentiated for each administrative region of the Republic.

In determining the base rates of the assessed value of arable land, the key indicators per 1 hectare are adopted as follows:

- yield of agricultural products;
- selling price of agricultural products;
- gross output value of 1 hectare;
- production costs for 1 ha;
- estimated rental income and capitalization rate (8%).

With an average yield of major crop rotation and crop structure cultures of the sown areas, the productivity of the area is determined by the main soil types and soil subtypes accordingly to the formula:

$$Y=Y_1 * Y_{B1}+Y_2 * Y_{B2}+Y_n * Y_{Bn}, \quad (1)$$

where Y - the average weighted yield on the basic types and subtypes of soils in the area, hwt / ha; $Y_{1,2,\ldots,n}$ - crop yields, hwt / ha; $Y_{B1,2,\ldots,n}$ - share of the agricultural areas in the structure of user groups of soil, (fraction).

At that, a transfer of crop rotation cultures and yield calculation in the rice-growing area are performed accordingly to a leading culture, i.e. to rice.

The gross output value of arable land is defined as a multiplication of the average yield on cost of sales by the formula:

$$VPs = Y * Pp, \quad (2)$$

where VPs - gross output value; Y - average yield, hwt / ha; Pp - cost of production sales.

Ground rent (rental income) is determined by subtracting costs for its production from the gross output value:

$$R_L = VPs – Zp, \quad (3)$$

where R_L - land rent; VPs - gross output value; Zp- costs of production.

Base rates for the estimated value of arable land area by major types and subtypes of soils are determined by dividing a rental income into the capitalization rate.

$$B = Rz : K, \quad (4)$$

where: BS - base rate fee; R_L - land rent; K - capitalization rate of land rent.

In assessing the arable land where the object is the soil contour or field of crop rotation, there is a need to take into account the properties of soil that impact on the productive capacity of cultivated crops, i.e. on their productivity. These expressed differentiating properties have a salinity and a texture of the root thickness. Therefore, payments for land should be supplemented with correction factors on the natural properties of soil, as the most land areas are characterized by not only a great variety of soil, but a variety of field contour.

Price zoning for identifying the estimated value of agricultural land with objects of irrigated cropland, natural hayfields and pastures is made in the Zhalagash area of the Kyzylorda region based on primary materials of soil and geo-botanical research, climate indicators, the data of the Department of Agriculture in the area.

In the process of calculating the estimated value of the basic rates of price, there were allocated 205 cost circuits with a price range from 61.4 to 87.7 thousand KZT; the price circuits are combined into 5 classes of price with the price range in 5 thousand KZT.

As the basis of the methodical approach for determining base rates of the estimated value of natural grassland yield are adopted a profitability of lands of varying quality defined in terms of productivity, cost of production on land use in order to obtain the products and selling price. It is fixed an average crop yield in centners of fodder units and the value of the land per 1 ha in KZT is determined for each circuit. In assessing natural grassland by the largest assessed value it is allocated 4 price class in pastures and 2 price class on hay with a price range of 1 thousand KZT/ha; at that the price of 1 ha of pasture ranges from 1.5 to 4.6 thousand KZT and hay - from 7.5 to 15.6 thousand KZT.

Price zoning and the estimated value of agricultural land are real basic criteria for establishing land taxation for agro formations directly related to the use of land for agricultural production.

Taking into account the low rate for the land resources, it is proposed to set a new model of determining a land tax on agricultural land for all legal and physical entities by 0,1% rate of estimated value of agricultural land.

Example: The JSC "Shamenov" fulfilling its obligations to the state budget on the basis of a patent, in 2011 it accrued 49.8 thousand KZT on payment account of land tax that compiles 3 KZT per 1 ha of agricultural land in average.

The table of the proposed estimated value of land tax on the base rates of payment for land shows that the amount of land tax will be 226.2 thousand KZT, i.e. will be increased by 4.5 times. However, for companies that operate on the basis of the patent, this innovation will not be burdensome, as the land tax included in the patent cost is subjected to 70% of privileges. Then the production cooperative "Shamenov" should pay 68 thousand KZT instead of 15 thousand KZT to the budget.

Table 3 - The assessed value of land tax on the agricultural land in the JSC "Shamenov"

Objects taxable by score of site quality of soil	Area, ha	Score of site quality of soil	Rate of tax, KZT per 1 ha	Amount of land tax, KZT	Objects taxable by land tax on mechanical composition of soil	Area of agricultural land, ha	Rate of land payment, thousand KZT per 1 ha	Tax rate, %	Tax amount, KZT
Existing procedure					Proposed procedure				
Arable land	357	32	15.5	7076	*land:*				
	1165	30	9.65	11242	Heavy- clayey	690	70.2	0.1	48438
					Clayey	475	78.9		37477
					Easy-clayey	205	83.4		17097
					Heavy-moderately clayey	152	87.7		13330
Arable land	14261	8	1.93	27524	*Pastures* with an average yield of 3.2 f.un/ ha	14261	6.8		97718
Hay-fields	1014	16	3.86	3914	*Hay-fields* with an average yield of 5,6 f.un/ ha	1014	12.0		12185
Total	16797			49756	Total	16797			226245
* Note - the table is calculated by the authors									

Recommended methodological framework for improvement of land tax is aimed at overcoming nature-gluttony character of modern agricultural production and reduction of land losses, as well as an increase in local budget revenues.

Fee-paying environmental management necessitates the development of theoretical, methodological and practical provisions of charging for the use of natural, in particular, land resources.

Study of foreign experience taxation shows that the land tax in these countries is based on rent - a part of income from the land which determines the price of land. The regulatory framework for calculating land tax rates are the data on the appraised value of land and its profitability. The information base for calculation of these ratios is the land cadastre including data of qualitative and quantitative data of land account and the economic evaluation of land. The objective assessment of the land is of great importance. Legislation of foreign countries provides a long list of benefits aimed at implementation of various social and environmental programs.

The first and main form of land tax on agricultural land introduced in independent Kazakhstan was the tax based on site quality scores of soils, established by humus content in the soil and degree of a number of other soil properties and features that affect soil fertility. In this case, too much meaning, not peculiar to them are practice given to site quality scores. Soil rating for its natural properties does not replace the economic assessment of land and has the optional value. Therefore, the tax rate set according to soil rating data, has numerous contradictions which has not been given much importance to, because of a low value of own rates. Law on land tax was developed at a time when most farms for various reasons (price disparity, etc.) formed not yield differential, and the differential loss - that is, a rent with negative sign. Low tax rate in these conditions was a desperate measure.

Research and practical work on the economic assessment of land have been developed in the framework of several concepts, including the author's one - conception of rate. Capitalized land rent is the basis of "Method for calculating the base rate of the assessed value of agricultural land" which provides a framework to improve the land taxation.

Determination of land tax only on the basis of qualitative characteristics of soil in the market economy is not enough. When calculating the land tax, not only natural factors, but economic conditions should be implemented: cost of production, income (rent) recorded in the "Method for determining the base rate of assessed value for the agricultural land" developed by the State Scientific and Production Center of Land Resources and land management of Kazakhstan where the calculation of price of land by type of land is made by the method of capitalization of land rent. Discounted present value of future payments of rent is a modern interpretation of the ideas of D. Ricardo, who had concluded in the early 19th century: if the total supply of land is fixed, it will always be rented for a fee, which is set during the competition and, consequently, the value of land is completely determined by cost of grown production and not vice versa.

In order to better account the quality of agricultural land, it is proposed to introduce to the base rates of the land price the adjustment factors on the natural properties of soil that affect fertility. In particular, for the land rice massifs it is necessary to enter them on the texture of the soil, with the greatest impact on their productive capacity under the given usage.

It is proposed to establish the mechanism of calculation of land tax for agricultural enterprises in the amount of 0.1% of the assessed value of the assigned arable land.

Calculations made by the example of farms of the Zhalagash area of the Kyzylorda region showed that compared to the land tax on scores of site quality of land tax rate, calculated by the proposed method are increased by 4 and more times, and compared to the rate of the single land tax determined on the basis of base rates for land approved by the Government - are reduced by 1.5-2 times. In this case, the land tax is linked not only with quality but also with a yield of land, i.e. is more objective.

The proposed improvement of the methods for calculation of land tax would promote an overcome of nature-gluttony character of modern agricultural production and reduction of land losses, as well as an increase in local budget revenue.

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Ж. Дулатбекова[1], М. Тұрсымбаева[2], С. Қапышева[2], М. Күшенова[3], Ш. Қапанова[3]

[1]Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана қ., Қазақстан;
[2]Казақ экономика, қаржы және халықаралық сауда университеті, Астана қ., Қазақстан;
[3] Қорқыт ата атындағы Қызылорда мемлекеттік университеті, Қызылорда қ., Қазақстан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ АУЫЛ ШАРУАШЫЛЫҒЫН ДАМЫТУДА САЛЫҚ САЛУДЫ ЖЕТІЛДІРУ

Аннотация. Мақалада Қазақстанда жер салығын қалыптастырудың әдістемелік негіздері зерттелді және анықталды, ауыл шаруашылығы алқаптарын пайдалану заңды және жеке тұлғаларға жер салығын салудың қазіргі жұмыс істеушi механизмі бағаланды, олардың аймақтарға бөлу және экономикалық бағалау негізінде жер түрлері бойынша ауыл шаруашылығы мақсатындағы жер бойынша жер салығын есептеу әдіснамасын жетілдіру бойынша ұсыныстар негізделген.

Түйін сөздер: жер салығы, жер рентасы, ауыл шаруашылығы мақсатындағы жер бағалау құны.

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Ж. Дулатбекова[1], М. Турсумбаева[2], С. Капышева[2], М. Кушенова[3], Ш. Капанова[3]

[1] Евразийский национальный университет им. Л.Н.Гумилева, Астана, Казахстан;
[2] Казахский университет экономики, финансов и международной торговли, Астана, Казахстан;
[3] Кызылординский государственный университет им. Коркыт-Ата, Кызылорда, Казахстан

СОВЕРШЕНСТВОВАНИЕ НАЛОГООБЛОЖЕНИЯ В РАЗВИТИИ СЕЛЬСКОГО ХОЗЯЙСТВА РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье исследованы и выявлены методологические основы формирования земельного налога в Казахстане, оценен функционирующий механизм земельного налогообложения юридических и физических лиц, использующих земли сельскохозяйственного назначения, обоснованы рекомендации по совершенствованию методики исчисления земельного налога с земель сельскохозяйственного назначения по видам угодий на основе их зонирования и экономической оценки.

Ключевые слова: земельный налог, земельная рента, оценочная стоимость сельскохозяйственных угодий.

Information about authors:

Zhanar Dulatbekova - Acting associate professor, Department of tourism, L.N.Gumilyov Eurasian National University; Address: K. Munaitpasova St 5, Astana 010000, E-mail: d_jann@mail.ru, mobile 8 701 301 68 17;

Madina Tursumbayeva - Acting associate professor, Department of Management and marketing, Kazakh University of Economics, Finance and International Trade. Address: Akhmet Zhubanov St 7, Astana 020000, E-mail: tursumbaeva_m@mail.ru, mobile 8 701 743 20 11;

Saltanat Kapysheva - Associate professor, Department of Management and marketing, Kazakh University of Economics, Finance and International Trade. Address: Akhmet Zhubanov St 7, Astana 020000, E-mail: saltik_ksk@mail.ru, mobile 8 778 778 95 73

Maira Kushenova – master of Economics, Department of Finance, Korkyt Ata Kyzylorda State University, Address:Aiteke Bi St 29A Kyzylorda, E-mail: maira77@mail.ru, mobile 8 778 721 25 22

Sholpan Kapanova - master of Economics,Department of Finance, Korkyt Ata Kyzylorda State University, Kyzylorda, Kazakhstan, Address:Aiteke Bi St 29A Kyzylorda, E-mail: sholpan_dar@mail.ru, mobile 8 777 455 19 12.

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B.Zh. Ermekbaeva, A.N. Mussabekova

Al-Farabi Kazakh National University, Almaty, Kazakhstan
E-mail:bayan.ermekbaeva@kaznu.kz, mussabekova.alua@yandex.ru

WAYS TO IMPROVE TAX MANAGEMENT SYSTEM IN THE REPUBLIC OF KAZAKHSTAN (EXPERIENCE OF RUSSIA)

Abstract. One of the key tasks of the state is to bring fiscal policy to new economic realities. All the objectives of this policy can be achieved only through the creation of sound tax management, based on a clear state and corporate tax strategy. The article considers tax management as an activity to manage taxes at the macro and micro levels and describes its structural elements. The Russian experience of applying tax management at macro and micro levels is analyzed, and on the basis of the analysis, ways of improving tax management in the Republic of Kazakhstan are suggested. The purpose of the study is the development and scientific substantiation of a set of theoretical provisions and practical applications of tax management at the macro- and micro-level in Kazakhstan, taking into account the positive experience of Russia.
Keywords: tax management, state tax management, corporate tax management, tax control, tax burden

In modern society, taxes play a crucial role in ensuring the functions of the state, the fulfillment of which is conditioned by tax relations arising between subjects and objects of tax relations and requiring clear regulation by the tax legislation.

Due to the fact that participants in tax legal relations in various ways try to manage tax payments, it becomes necessary to use various management methods that in the marketplace take the form of tax management: state and corporate.

As everyone knows, tax management is not just new theoretical field of knowledge that has not been sufficiently mastered for Kazakhstan, so studying foreign experience in applying tax management at macro- and micro levels is necessary.

Considering the fact that:

– Kazakhstan has close economic and political relations with Russia;

– Kazakhstan adopts experience in different spheres of the Russian Federation;

– In modern Russia, as well as in Kazakhstan, market relations and institutions have not yet fully developed in their developed form;

– The new Tax Code of the Republic of Kazakhstan, adopted in 2018, refers not only to its own country-specified reseraches but also studies foreign countries' experience

the study of the experience of the Russian Federation in the sphere of tax management, in our opinion, is interesting and useful for the Republic of Kazakhstan.

Taking into account the experience of Russia, the purpose of this work is the development and scientific substantiation of a set of theoretical provisions and practical applications of tax management at the macro- and micro-level in the Republic of Kazakhstan.

The realization of this goal demanded the solution of the following task: after analyzing the current condition of state and corporate tax management in the Republic of Kazkahstan and Russia, suggest ways for improving tax management in Kazakhstan.

The object of the study is tax management as an important element of the tax system of the state.

The subject of the study is the content and practice of state and corporate tax management.

In this paper the works of S.V. Barulin, E.A. Ermakova, D.Rodionov, L.S.Kirina, N.A Gorokhova, V.V.Stepanenko, O.A.Ivleva, O.M.Nikulina, Y.Y.Kosenkova, N.M.Turbina and others were studied.

As everyone knows, tax management is a specific form of tax administration [1]. Currently, the tax management system in Russia has already developed. It is a multi-level and multi-aspect system with not entirely real relations of subordination between executive and legislative bodies of different levels of state structure [2]. At the same time, in the Republic of Kazakhstan tax management system is just going to be formed.

It is necessary to give importance to tax management at the macro level, since with its help effective work of tax management at the micro level can be carried out.

Tax management at the macro level is carried out by state bodies throughout the state, which implies the development of a tax policy in general, the organization and functioning of the entire tax system, the development of key priorities for long and short periods, tax administration and tax control. This work on the territory of the Russian Federation is carried out by the Federal Tax Service, the Federal Customs Service, the Ministry of Finance of the Russian Federation and other public authorities. The purpose of such management is to ensure the maximum possible provision of revenue by the authorities.

Table 1 shows the main indicators of the Federal Tax Service of Russia, concerning tax control, in the period from 2014-2016 [3]. The source of information for determining the value are:

1) the results of the sociological survey of the Federal Tax Service, which is conducted annually and the results of the previous year are published this year in April, and

2) static data of the Federal Tax Service, placed in the public domain on the official website.

The results of the survey, obtained from the latest data of the Federal Tax Service of Russia.

Table 1

Activities	2014	2015	2016
The proportion of taxpayers that satisfactorily assess the quality of the work of tax authorities	79,3%	83,8%	86,9%
The proportion of taxpayers that satisfactorily assess the work of the Federal Tax Service of Russia on combating corruption	83%	76%	86%
Number of field tax audits	36 000 units	31 000 units	26 000 units
Number of packages of electronic documents aimed at state registration via the Internet	90,5 thousand units	181,6 thousand units	408,5 thousand units

The main indicators of the Federal Tax Service of Russia in the period from 2014-2016 [3]

As we see in this table:

- The proportion of taxpayers that satisfactorily assess the quality of the work of tax authorities is growing every year.
- The proportion of taxpayers that satisfactorily assess the work of the Federal Tax Service of Russia on countering corruption also increases, which indicates the effective work of tax services to counter corruption.
- The number of field tax audits is decreasing
- The use of electronic resources is growing in large numbers. Especially from 2015 to 2016. This suggests that people give more preference to computer technology.

All these data indicate a gradual improvement in tax control from 2014 to 2016. in the territory of the Russian Federation.

In the main directions of the tax policy of the Russian Federation for 2016-2018 great attention is paid to the problem of reducing the tax burden and changing the structure of tax revenues, which can be achieved only through the construction of competent state tax management, based on a clear state tax strategy. One of the directions of this policy is the introduction of the institute of preliminary tax control (clarification) of the Federal Tax Service (Federal Law No. 130-FL of 01.05.16) which, in the opinion of the Government of the Russian Federation[4]:

+ improve tax administration ;

+ taxpayers will have an opportunity to learn about the tax consequences of the planned transaction, which will reduce tax risks;

+ the tax authorities will reduce the costs of subsequent inspections and the fight against tax evasion;

+ improve the investment climate in the country

Speaking about tax risks, back in 2007, the Concept of a system for planning on-site tax inspections was developed, which established certain generally available criteria for an *independent assessment of the risks of taxpayers*. It means that any organization, based on the above list of criteria, may know for sure that soon whether will come to it with a tax audit or not. All this indicates the self-control of the taxpayer. These criteria include such as [5]:

– the tax burden of this taxpayer is lower than its average level for business entities in a particular industry;

– reflection of losses for several tax periods in the accounting or tax reports;

– payment of average monthly wages per employee below the average level by type of economic activity in the subject of the Russian Federation; and etc.

Speaking about Kazakhstan, in 2009 in the Tax Code of the Republic of Kazakhstan a new concept was introduced - the Risk Management System (RMS), where the criteria for risk assessment were defined. But the advantage of the Russian concept is that it allows self-monitoring

When analyzing risks, an important role is played by the tax burden. At the same time, the calculation of the tax burden is carried out not only in the whole country, but also in individual sectors, that is, the calculation of the sectoral tax burden. Table 2 presents a comparative analysis of the level of the tax burden in the Russian Federation and the Republic of Kazakhstan by industry for 2014-2016.

Table 2

Economic activity	2014		2015		2016	
	RF	RK	RF	RK	RF	RK
Agriculture	2,9	3,6	3,4	6,4	3,2	5,9
Mining	35,7	32,6	38,5	15,2	39,1	12,8
Manufacturing processes	7,2	8,0	7,1	8,1	7,3	8,0
Production and distribution of electricity, gas and water	4,6	6,9	4,8	7,0	4,7	9,2
Building	12,0	5,2	12,3	7,7	12,6	8,6
Wholesale and retail trade	2,6	3,5	2,6	4,8	2,7	5,9
Hotels and restaurants	8,9	8,9	9,0	8,4	9,2	8,4
Transport and communication	7,5	8,5	7,8	9,0	7,9	9,7
Real estate	17,9	8,1	17,5	8,7	18,1	9,8

Comparative analysis of the tax burden of the Russian Federation and the Republic of Kazakhstan for certain sectors of the economy for 2014-2016, % [6]

The inequality of the tax burden in various sectors is one of the topical issues in the modern economy. Based on the calculations performed, it can be concluded that the tax burden in the Russian Federation and the Republic of Kazakhstan is differentiated for enterprises of various types of economic activity.

For example, in Kazakhstan in the sphere of mining operations, the average tax burden for 2014-2016 was 20.3%; in construction - 7.5%; for companies carrying out transactions with real estate, the tax burden was 8.5%; at agricultural enterprises - 5.5%; in the wholesale and retail trade - 4.5%.

At the same time, in Russia in the sphere of mining operations, the tax burden averaged 37.1%; companies engaged in real estate transactions have a tax burden of 18%, in construction - 12.5%; at agricultural enterprises - 3.1%; in the sphere of wholesale and retail trade - 2.7%.

Based on the data obtained, we can conclude that the oil sector is overtaxed than other industries. Strengthening tax pressure on the oil and gas industry, which is the main donor of the Russian Federation, can seriously slow down its development in order to expand budget problems [8]. The tax burden in other industries is much lower. The reason for the dissonance of tax pressure in the economy is hidden in the difference in costs and profitability of industries [9].

To optimize the tax burden of the Russian Federation, it is necessary to *find ways to increase tax revenues without increasing the tax burden*. It is possible:

1. By increasing the tax base (for example, through the application of fiscal incentives or a more efficient allocation of authority in the sphere of tax incentives between the center and the region)
2. By increasing the collection of taxes, that is, in quality tax administration. One of the ways is the implementation of new computer technologies.

The increase in the tax base is the potential in the sphere of capital legalization or the return of capital from the offshore to Russia. The resistance to avoid tax evasion through the withdrawal of its capital to overseas offshore zones should be facilitated by the Multilateral Cooperation Convention signed on May 12, 2016, between the competent authorities on the automatic exchange of information on the CRS standard. By signing the MCAA Multilateral Agreement, Russia has taken the first and most important step for the implementation of the OECD Standard for the Automatic Exchange of Financial Information in Russia.

As a result of accession to the Standard, Russian tax authorities will be able to obtain information about the accounts of individuals and legal entities - Russian tax residents, who are open in foreign countries, also being parties to the Agreement. The exchange of tax information will occur on an automatic basis, and not on demand. In practice, such an exchange in automatic mode will mean that Russian tax authorities will receive information about Russian taxpayers from foreign banks, depositories, brokers and some insurance companies. In other words, this means that it will be much more difficult to hide your income from Russian tax authorities in foreign countries [10].

At the same time, the standard provides for the possibility of not checking and exchanging information about the accounts of foreign residents - legal entities, if their balance does not exceed 250 thousand US dollars, and for individuals' accounts, if their balance does not exceed 1 million US dollars. [11]

In addition to Russia, currently, 82 countries are participants in this agreement, including offshore zones such as the British Virgin Islands, Belize, Bermuda, Maine, Seychelles, and others [12].

The problem of the return of finance to the country, both in Russia and in Kazakhstan, is one of the serious for the economy. According to the data published in the media, the amount of money transferred from Kazakhstan over the past 10 years to offshore zones amounted to 58.5 billion US dollars [13]

Considering the introduction of new computer technologies for improving tax administration, and in general tax management, it is possible to identify world trends in the context of the development of personnel and information technology support, such as:

– Continuing professional education system;

– Cloud computing. Models for providing convenient network access on demand to general computing resources. These models are used as online accounting, not only for accounting purposes, but also for providing additional services for personnel management, sales, purchases.Мобильное обучение

– Mass open distance (online) courses, which serve for retraining of specialists [14]

– Smart-structure. Smart-education implies flexibility, involving a large number of sources, a variety of multimedia and so on.

In this regard, in 2013, the Strategy for the development of the information technology industry in the Russian Federation for 2014-2020 and for the future until 2025 was adopted. All the world trends, according to the adopted programs are gradually being implemented. For example, Russia was only 34th in the world in implementing cloud technologies in 2014. A year later she was on the 16th place among 24 countries in the rating of state regulation, which influences the growth of cloud computing [15].

Dmitry Medvedev speaking at the Moscow financial forum held on September 8, 2017, attached importance to the new program "Digital Economy" which is aimed at all spheres of life, in particular, tax administration. According to him, this program allows to facilitate administrative procedures at the macro and micro level and to increase revenues to the budget due to the transparency of the tax policy [16].

Also, the head of the Federal Tax Service of Russia, Mishustin, at the Moscow financial forum draws a line between "new" taxpayers who have "digital maturity" and what he calls "natural environment". In his opinion, public services should join this natural environment, use new digital technologies, starting from gadgets, because the new generation of taxpayers already uses gadgets [16].

Speaking about the relevance of the problem of monitoring taxpayers in the modern world, in Russia in particular for VAT, as the most significant budget-forming tax, which forms about a third of the federal budget, the Federal Tax Service of Russia developed an automated risk management system for tax control of VAT refunds. – «VAT ASC». Head of the Federal Tax Service Mishustin, at the Moscow financial forum, also said about the stupendous achievements of VAT ASC, that is [16]:

– In the tax sphere, the system for the return of value-added tax has been optimized. - this is 6 million VAT declarations.

– Today, 2000 tax inspections in 7 time zones online monitor virtually all the chains of VAT

All this contributes to the growth of tax revenues only through the implementation of new technologies.

Analyzing the state of tax management in Russia, we can say that Russia is striving to improve the tax system and all these actions are aimed at the main goal - reducing the tax burden on the economy of the country, reducing tax deficiency and other mandatory payments to the state budget and developing tax literacy among the population

Based on the experience of the Russian Federation, we can suggest ways to improve tax management in Kazakhstan, such as:

– - According to the New Tax Code of the Republic of Kazakhstan, adopted from 01.01.2018, certain aspects of tax policy and tax administration in the RK are close to OECD standards [17]. In this regard, we would like to pay special attention to the introduction of the OECD Standard on the automatic exchange of financial information on individuals and legal entities in the Republic of Kazakhstan, which will help prevent tax evasion by withdrawing its capital to foreign offshore zones, and thereby increase the flow taxes to the state treasury, which is the main goal of state tax management

– Speaking about the improvement of tax management, it is impossible not to mention the importance of introducing a new mechanism for the formation of human resources. The current problem of the current society of taxpayers is incompetence of different taxation processes, and the personnel themselves. As it was said earlier, there are global trends in the development of human resources and information technology support, such as the system of continuous education, cloud computing and others. These new digital technologies, projects and services are not yet in the focus of attention of tax scientists in many CIS countries, including Kazakhstan.

Despite the fact that in order to reduce administrative barriers:

- from May 1, 2017, registration for VAT is registered in electronic form [18],
- electronic invoices are used.

In our country, little effort is being made to adapt tax specialists to the rapidly changing demands of the 21st century. There is no systematic and complete management of new IT technologies.

Today, technologies form a new specialist in the field of taxation, and not vice versa. A specialist without skills in social services and networked communities is already ineffective and not in demand. The solution of the complex problem of information technology and human resources is unthinkable without appropriate scientific and practical research within the framework of network interaction, without the creation of an association of continuing professional education, the organization of the work of methodical and training centers of the tax profile. All these actions will increase the literacy of taxpayers, first of all, at the level of the organization, thereby ensuring effective tax planning and self-control.

– It's no secret that while there is a weak explanatory work on the part of the tax authorities to check and explain to the taxpayer all the uncertainties and inaccuracies. The introduction of the Institute of Preliminary Tax Control, as in the case of Russia, will reduce risks if the organization will find out and eliminate tax errors in advance before checking the tax authorities. This will reduce the costs of tax authorities in subsequent inspections, and most importantly - improve the investment climate in the country, which is one of the main priorities of the policy of Kazakhstan

– - Effective allocation of powers in the sphere of tax privileges between the center and the region. Presence of stable and relatively independent tax authorities in regional authorities is a prerequisite for an effective policy of granting regional tax benefits. With the help of a preferential mechanism, it is possible to integrate public and private interests, solve particular problems of the public sector. Thus, if we improve the mechanism of relations between budgets of different levels, and thus increase the interest of regional authorities in increasing tax revenues of the region, including modern methods of tax administration, it is possible to achieve a significant increase in the region's own security and budget autonomy of territorial authorities.

– It is necessary to raise tax literacy among the population. The President of the Republic of Kazakhstan N.Nazarbayev pointed out the importance of increasing financial literacy in the fourth priority of the Message to the People of January 31, 2017, "The Third Modernization of Kazakhstan: Global Competitiveness" [19]. In many developed countries, as already in some Russian cities, tax literacy is taught from the school bench [20]. To increase the tax and financial literacy among the population of Kazakhstan, it is necessary to introduce the subject of taxation in high school students.

Summing all of the above, it can be concluded that tax management is a necessary element of government at the level of the state and economic entities. Without a coherent tax management system, one cannot talk about improving the tax policy. As we know, in the Message of the President of the Republic of Kazakhstan dated January 31, 2017, "The Third Modernization of Kazakhstan: Global Competitiveness," one of the key tasks is to bring the fiscal policy to new economic realities. All the goals of this policy, in our opinion, can be achieved only through the creation of a proper tax management, based on a clear state and corporate tax strategy.

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Б.Ж. Ермекбаева, А.Н. Мусабекова

әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ САЛЫҚ МЕНЕДЖМЕНТІН ЖЕТІЛДІРУ ЖОЛДАРЫ (РЕСЕЙ ТӘЖІРИБЕСІ)

Аннотация. Мемлекеттің негізгі міндеттерінің бірі - бюджет-салық саясатын жаңа экономикалық шындыққа келтіру. Бұл саясаттың барлық мақсаттары айқын мемлекеттік және корпоративтік салық стратегиясына негізделген жақсы салық менеджментін құру арқылы орындалуы мүмкін. Мақалада салық менеджменті макро- және микродеңгейде салықтарды басқару қызметі ретінде қарастырылады және оның құрылымдық элементтері сипатталады. Макро- және микродеңгейде салық менеджментінің қолданылуының ресейлік тәжірибесі талданды. Талдау нәтижесінде Қазақстанның салық менеджментін жетілдіру жолдары ұсынылды. Зерттеу мақсаты - Ресейдің оң тәжірибесін есепке ала отырып, Қазақстандағы макро- және микродеңгейдегі салық менеджментінің теориялық жайттар мен практикалық қолданулар кешенін өңдеу мен ғылыми негіздеу.

Түйін сөздер: салық менеджменті, мемлекеттік салық менеджменті, корпоративтік салық менеджменті, салықтық бақылау, салықтық жүктеме.

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Б.Ж. Ермекбаева, А.Н. Мусабекова

Казахский национальный университет им. аль-Фараби, г.Алматы, Казахстан

ПУТИ СОВЕРШЕНСТВОВАНИЯ НАЛОГОВОГО МЕНЕДЖМЕНТА В РЕСПУБЛИКЕ КАЗАХСТАН (ОПЫТ РОССИИ)

Аннотация. Одной из ключевых задач государства является приведение налогово-бюджетной политики к новым экономическим реалиям. Все цели данной политики могут быть достигнуты только за счет построения грамотного налогового менеджмента, базирующегося на четкой государственной и корпоративной налоговой стратегии. В статье рассматривается налоговый менеджмент как деятельность по управлению налогами на макро- и микроуровне и описываются его структурные элементы. Проанализирован российский опыт применения налогового менеджмента на макро- и микроуровне и на основе проведенного анализа предложены пути совершенствования налогового менеджмента в Республике Казахстан. Основной целью исследования является разработка и научное обоснование комплекса теоретических положений и практических применений налогового менеджмента на макро- и микроуровне в Казахстане с учетом положительного опыта России

Ключевые слова: налоговый менеджмент, государственный налоговый менеджмент, корпоративный налоговый менеджмент, налоговый контроль, налоговая нагрузка.

Information about authors:

Ermekbaeva Bayan - PhD (Candidate of Economic Sciences), Department of Finance, Al-Farabi Kazakh National University, Almaty, the Republic of Kazakhstan, e-mail: bayan.ermekbaeva@kaznu.kz;

Mussabekova Alua - Second-Year master student, Department of Finance, Al-Farabi Kazakh National Unviersity, Almaty, the Republic of Kazakhstan, e-mail: mussabekova.alua@yandex.ru

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R.N. Zharymbetova, E.O. Artykova

Senior teachers of Foreign Language Department
Kazakh National University named after al-Farabi, Almaty, Kazakhstan
raihanbakok@gmail.com; erkesh_d@mail.ru

THE EFFECTIVENESS OF USING TESTS IN ASSESSMENT

Abstract: This article discusses the issues of test items for students to determine their learning outcomes. Learning outcomes of students are the knowledge, skills, attitudes and values that students receive from the learning experience. The purpose of training of students is to determine what students know and can do, and to assess until the end of the learning experience. The single most important aspect of assessment is that the assessments match the intended outcomes of the class. To do this, there is a number of tests used in the students training. The development of test use has a very long history, since there was always a need for usage and practical learning of a foreign language. In the article, the author mentioned the most widely used test types in English language teaching.

Keywords: assessment, learning outcomes, learning objective, the test task, critical thinking, assessment practice, empirical investigations, curriculum.

Tests are usually used in an assessment intended to measure a test-taker's knowledge, skill, and aptitude. A test may be administered verbally, on paper, on a computer. Tests vary in style, rigor and requirements. For example, in a closed book test, a test taker is often required to rely upon memory to respond to specific items, whereas in an open book test, a test taker may use one or more supplementary tools such as a reference book or calculator when responding to an item. Learning outcomes of students are the knowledge, skills, attitudes and values that students receive from the learning experience. The purpose of training of students is to determine what students know and can do and to assess till the end of the learning experience. The single most important aspect of assessment is that the assessments match the intended outcomes of the class. To do this, there are a number of tests used in the students training.

Several tests exist that assess student-learning outcomes. Here are the most common national tests. By specifying the intended uses for language tests, language teachers should be able to make well-motivated and purposeful selections of language testing instruments and procedures. However, regardless of how carefully we select and use language-testing tools, we can never predict exactly what the outcomes of the assessment process will be. To keep our language assessment practice purposeful, we, therefore, need to evaluate the extent to which our language testing tools are actually helping to accomplish the jobs of language assessment in our classrooms and programs. The in-depth evaluation of test use may involve a number of approaches and methods, including empirical investigations and observations. Did the testing tools provide the appropriate amount and type of information to support these interpretations? Were test-based decisions accurate and test-based actions appropriate? Were the intended classroom, curriculum, and program purposes fulfilled by using the language test? Finally, and perhaps most importantly, what were the actual positive and negative consequences of using the language test? Based on the answers to these questions, we may decide that language testing tools are appropriate for our language assessment need. Thus, to choose and use the language testing alternatives most appropriate for their language education contexts, language teachers need to keep in mind the purposeful nature of language assessment.

Student earning outcomes are the knowledge, skills, attitudes, and values that students gain from a learning experience.

Student learning objectives define what students know, are able to do, and value by the end of a learning experience.

What is the difference between student learning outcomes and objectives?

•Student Learning Outcomes (SLOs) are program-level statements describing the knowledge, skills, attitudes, and values that students gain from the program.

They are more overarching and often encompass multiple courses.

•Learning Objectives are course-level statements describing the knowledge, skills, attitudes, and values that students gain from a course.

They are more detailed and course content-specific.

Where does one find learning objectives?

The basis for the minimum learning objectives a course should address can be found in the course content summaries. Textbooks often provide learning objectives for each chapter.

Learning Objectives should be SMART:

•Specific;

•Measurable;

•Attainable;

•Results-oriented;

•Time-bound.

Refer to Bloom's taxonomy of educational objectives as a resource to help ensure that the learning objectives are observable and measurable. In other words, what must the students do to demonstrate that they have achieved a learning objective?

Bloom's taxonomy (or hierarchy) identifies three learning domains:

- Cognitive (knowing);
- Affective(feeling);
- Psychomotor(doing).

Choosing Appropriate Testing FormatsTypes of Testing Items Limited-Choice: Students choose from alternatives provided:

- True/False;
- Multiple Choice;
- Matching.

Open-Ended: Students formulate their own answers:

- Fill-in-the-blank/Completion;
- Short Answers;
- Essays;
- Problem solving. Performance test items

Limited-Choice: Students choose from alternatives provided:

- True/False;
- Multiple Choice;
- Matching.
- Open-Ended: Students formulate their own answers:
- Fill-in-the-blank/Completion;
- Short Answers;
- Essays;
- Problem solving.

Choosing Appropriate Type of Test Item.Certain types of exam items (limited-choice vs. open-ended) are better suited than others for measuring different types of learning objectives. The verb in the learning objective can often limit the type of item that can be used.

Table 1 - Learning Objectives

Learning Objectives	Most suitable test item
The student will be able to Name the parts of the human skeletal system	Limited-choice
The student will be able to identify common characteristics of various genres of literature.	Limited-choice
The student will explain the processes and outcomes of communication and miscommunication within groups, teams, and leadership.	Open-ended
The student will describe the differences between translating, transliterating, and interpreting.	Open-ended
The student will demonstrate appropriate laboratory safety skills	Open-ended

Table 2Choosing Appropriate Types of Activities

LearningObjectives	MostSuitableTestItem	TypeofActivity
The student will be able to name the parts of the human skeletal system	Limited-choice	Fill in the blanks
The student will be able to identify common characteristics of various genres of literature.	Limited-choice	Matching
The student will explain the processes and outcomes of communication and miscommunication within groups, teams, and leadership	Open-ended	Essay
The student will describe the differences between translating, transliterating, and interpreting	Open-ended	Short answers
The student will demonstrate appropriate laboratory safety skills	Open-ended	Performance

Several tests exist that assess student learning outcomes. Here are the most common national tests.

1.Collegiate Assessment of Academic Proficiency (CAAP)

2.Critical Thinking Assessment Test (CAT)

3.Collegiate Learning Assessment (CLA)

4.ETS Proficiency Profile: Formally known as Measure of Academic Proficiency and Progress (MAPP)

5.Work Keys

The Collegiate Assessment of Academic Proficiency (CAAP) is a nationally-normed assessment program from ACT which measures outcomes of the general education programs at the end of the first 2 years of college.

Critical Thinking Assessment Test

The CAT Instrument is a unique tool designed to assess and promote the improvement of critical thinking and real-world problem solving skills. The instrument is the product of extensive development, testing, and refinement with a broad range of institutions, faculty, and students

Collegiate Learning Assessment (CLA)

The Collegiate Learning Assessment(CLA) is a test of reasoning and communication skills at the institutional level to determine how the institution as a whole contributes to student development. It focuses on the value-added of attending the institution through assessing performance tasks and analytic writing tasks covering critical thinking, analytic reasoning, written communication, and problem solving. Additional information on the Council for Aid to Education website includes institutional reports, FAQs, test measures, across the country.

Work Keys is a job skills assessment system developed by ACT. It includes a job analysis to identify required skills needed to be successful at work and then assess the current skill levels of individuals in order to determine gaps. It assesses 10 foundational workplace skills, which are listed in their FAQ section of the website.

The single most important aspect of assessment is that the assessments match the intended outcomes of the class.

Students determine what you value and what the field values by what you grade, not by what you say.

The purpose of the test:

Just as we need to specify what information testing instruments and procedures should give us, we also need to make explicit exactly what purposes we have for using tests. Once we have administered language tests, we use the resulting information to inform various decisions and actions, that is, to accomplish the jobs of assessment. It will prove helpful to give further consideration to just how we intend to use language assessment; that is, how we intend to use language tests to contribute to our overall classroom and program goals and our curricular objectives. What kinds of language testing tools will reflect the values underlying our program? Does our intended use of language tests contribute to accomplishing the curricular objectives in a manner that is consonant with our values and with the values of our students? How does language assessment in general fit into the big picture that we want our language program to portray? Answers to these questions should help us develop a better understanding of the overall purpose of using language tests within our language education contexts. Given the explicit specification of exactly why we are engaging in assessment in the first place, we will be much better able to select and use language tests appropriate to our purposes.

By specifying the intended uses for language tests, language teachers should be able to make well-motivated and purposeful selections of language testing instruments and procedures. However, regardless of how carefully we select and use language-testing tools, we can never predict exactly what the outcomes of the assessment process will be. To keep our language assessment practice purposeful, we, therefore, need to evaluate the extent to which our language testing tools are actually helping to accomplish the jobs of language assessment in our classrooms and programs. The in-depth evaluation of test use may involve a number of approaches and methods, including empirical investigations and observations (Mesick 1989; Shepard 1997). Fundamentally, to evaluate how well our language testing tools are functioning, we need to reflect on the extent to which our use of language tests helps us to make the decisions and take the actions concerning the jobs of language assessment. Thorough specifications of intended test use will provide a valuable resource. In evaluating the outcomes of language test use, teachers should first reflect on the specifications of intended use, then decide the following: Were all of the actual test users identified? What range of interpretations did the test users actually make based on information provided by the language test? Did the testing tools provide the appropriate amount and type of information to support these interpretations? Were test-based decisions accurate and test-based action appropriate? Finally, and perhaps most importantly, what were the actual positive and negative consequences of using the language test? Based on the answers to these questions, we may decide that language-testing tools are appropriate for our language assessment need. Alternatively, we may decide that test instruments and procedures need to be slightly revised, thoroughly overhauled, or thrown out.

In summary, purposeful language assessment involves the cyclical process of focusing on the jobs to be accomplished by language assessment. Specifying the intended uses of language tests in accomplishing these jobs, selecting the appropriate language testing tools and designating how they are to be used, and evaluating the extent to which the jobs of language assessment are being accomplished with the help of language tests. Thus, to choose and use the language e testing alternatives most appropriate for their language education contexts, language teachers need to keep in mind the purposeful nature of language assessment.

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Р.Н. Жаримбетова, Е.О. Артыкова

әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

БІЛІМДІ БАҒАЛАУДАҒЫ ТЕСТ ПАЙДАЛАНУДЫҢ ТИІМДІЛІГІ

Аннотация. Бұл мақалада оқушылардың оқу нәтижелерін анықтауға арналған тест тапсырмаларының мәселелері қарастырылады. Студенттердің оқу нәтижесі дегеніміз оқушылардың оқу тәжірибесінен алатын білімдері, дағдылары, көзқарастары мен құндылықтары болып табылады. Оқытудың мақсаты білім алушылардың білімін және біліктілігін анықтау және оны оқу жылының соңына дейін бағалау. Бағалау үміт күткен нәтиже бағасына сәйкес келуі өте маңызды. Бұл үшін білім беру процесінде әртүрлі тест тапсырмалары бар. Тілге арналған тесттердің мақсатын көрсете отырып, тіл окытушысы жоғары дәлелді және нысаналы тест тапсырмалары мен тілдің ретін дұрыс тандай алу керек. Шет тілін оқытуда және оны іс жүзінде пайдалануда тесттерді қолданудың рөлі өте маңызды, сондықтан оның дамуының өте ұзақ тарихы бар. Мақалада автор ағылшын тілін оқытуда кеңінен қолданылатын тест түрлерін атап көрсетеді.

Түйін сөздер: бағалау, оқытудың нәтижесі, оқыту мақсаты, тест тапсырмасы, сыни ойлау, бағалау тәжірибесі, эмпирикалық зерттеулер, оқу жоспары.

Р.Н. Жаримбетова, Е.О. Артыкова

Ст. преподаватели кафедры иностранных языков
Казахский национальный университет имени аль Фараби, г. Алматы, Казахстан

ЭФФЕКТИВНОСТЬ ИСПОЛЬЗОВАНИЯ ТЕСТОВ В ОЦЕНКЕ ЗНАНИЙ

Аннотация. В этой статье обсуждаются вопросы тестирования предметов для студентов, чтобы определить их результаты обучения. Результаты обучения студентов - это знания, навыки, отношения и ценности, которые студенты получают от учебного опыта. Цель обучения студентов - определить, что студенты знают и могут делать, и оценивать это до конца учебного опыта. Единственным важным аспектом оценки является то, что оценки соответствуют ожидаемым результатам класса. Для этого существует ряд тестов, используемых в обучении студентов. Разработка тестового использования имеет очень долгую историю, поскольку всегда существовала необходимость использования и практического изучения иностранного языка. В статье автор упомянул наиболее широко используемые типы тестов в преподавании английского языка.

Ключевые слова: оценивание, результат учебной деятельности, цель обучения, тестовое задание, критическое мышление, практика оценивания, эмпирические исследования, учебная программа.

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R.S. Ismagulova[1], A.E. Zhumabaeva[1], A.K. Ozhikenova[2]

[1]Kazakh National Pedagogical University named after Abay, Almaty, Kazakhstan
[2]Al-Farabi Kazakh National University, Almaty, Kazakhstan
E-mail: irauzya@mail.ru, aiman84@mail.ru

SPECIFICS AND NEW PEDAGOGICAL APPROACHES IN ORGANIZATION OF THE PROCESS OF STUDY IN NEW CURRICULUM

Abstract. Nowadays any country is evaluated with regard to its achievements in educational system, the goals and results of educational process and the technologies used, the level of economic development. Teaching the young generation to be able to face global challenges, developing their individual, social and professional competences by enhancing their knowledge, skills and working efficiency will ensure the bright future for our country. By means of different kind of activities, the students learn how to self-study, develop their knowledge on subject, social and communicative skills. To enhance the quality of individually oriented educational process we need to use interactive methods that include creative approaches and collaboration during the educational process. Updated teaching programs are aimed at implementing the policy of teaching in three languages (Kazakh, Russian and English).

When teaching the linguistic subjects, these teaching programs are aimed at developing the students' skills of communication, their ability to acquire the content of the subject, and at achieving educational goals by teaching them the proper use of linguistic and speech norms through different methods and information and communication technologies. The concept of "pedagogical approach" that is provided in updated curriculum is used in a wide sense and covers teaching strategies, technologies and methods.

Keywords: program, competence, skill, technology, pedagogical approach, teaching strategies.

Introduction

Specifics and new pedagogical approaches in organization of the process of study in new curriculum.

According to the Message of the President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan as of January 18, 2014 «Kazakhstan Way – 2050: One goal, One Interest and One Future»: «The process of achieving the goals for 2050 will proceed against the background of intense global competition. We have a great deal of work to do to improve the quality of all parts of national education» [1].

Nowadays any country is evaluated with regard to its achievements in the educational system, the goals and results of the educational process and the technologies used, the level of economic development. Teaching the young generation to be able to face global challenges, developing their individual, social and professional competence by enhancing their knowledge, skills and working efficiency will ensure the bright future for our country.

According to State mandatory standard for primary education, the students' level of training is determined through results expected from the process of training that takes into account the peculiarities of each educational field that covers different subjects like «Language and literature», «Mathematics and IT», «Natural science», «People and society», «Technology and art», «Physical training». In this regard, the main aim of primary education includes teaching to functionally and creatively apply the knowledge; teaching critical thinking, teaching students to be able to carry out investigations; to use information and communication technologies; teaching different types of communication, including language skills; to create convenient educational space for appropriate development and formation of the student's personality who has acquired the skills of individual and group work [2].

According to the updated curriculum developed in line with State mandatory standard for secondary education (primary, basic secondary, general secondary education) approved by the decree #1080 of the government of the Republic of Kazakhstan dated August 23, 2012: “The institutions of general education (school, gymnasium, lyceum) adhere to the position of «learning to learn» and according to this position it is aimed at formation of motivated, confident and intelligent individuals with a strong interest and a strong sense of responsibility who strive for self-education. In order to develop these properties in students, teachers are expected to use different technologies and methods» [3].

When determining the content of each subject in an updated curriculum a special attention is paid to students’ age peculiarities and the methodology of teaching the subject is developed taking into account the students’ knowledge and skills. Moreover, this methodology helps the students apply and bring the knowledge and skills that they acquired from each subject into life, and also it helps them use different methods of learning and investigation. To increase the efficiency of systematic teaching methods and learning process, innovative approaches, i.e. communicative methods aimed at values, actions, individuality are the main methods in organization of educational process. By means of different kinds of activities, the students learn how to self-study, develop their knowledge on subject, social and communicative skills. To enhance the quality of individually oriented educational process we need to use interactive methods that include creative approaches and collaboration during the educational process.

Updated curricula are aimed at implementing the policy of teaching in three languages (Kazakh, Russian and English). When teaching the linguistic subjects, these teaching programs are aimed at developing the students’ skills of communication, their ability to acquire the content of the subject, and at achieving educational goals by teaching them the proper use of linguistic and speech norms through different methods and information and communication technologies. The main peculiarity of the updated curricula is that they form vast knowledge and different skills on the subject.

Development of a wide spectrum of skills enhances the students’ knowledge, factors into the achievement of their aims, motivates them for life-long education in order to form sustainability and personal qualities and infusing the main values like patriotism, sense of responsibility, respect, reverence, peace, diligence, creativity and frankness ensures the growth of achievement-oriented generation who meets the requirements of the modern time. The curriculum specifies the importance of the development of a wide spectrum of skills such as functional and creative application of the knowledge, critical thinking, conducting investigation works, using ICT, using different approaches to building relationship, the ability to work individually and in group, resolving the issues and decision-making skills.

The updated curricula are added with a part called «Pedagogical approaches to organization of teaching process». The concept of «pedagogical approach» provided in the updated curricula is used in a wide sense and covers teaching strategies, technologies and methods.

1. Strategies:
- self-control
- experimental
- critical thinking
- communicative

2. Technologies:
- working in a small group (team)
- case study (analyzing specific situations)
- role and business plays
- modular training

3. Methods:
- individual training
- problem-based learning

In pedagogical dictionaries, the concept of *training strategy* is explained as the most appropriate teaching method selected for its efficiency based on the terms, context and the aims set for a specific period of study. Self-control, experimental method, critical thinking, communicative approaches are the main teaching strategies. Specification of the educational goals in this direction and building the training system to systematically realize them are considered as a backbone for training technology. The concept of *training technology* is explained as a training system based on general education at school, training goals and content and a system that ensures good results. *Pedagogical technology* covers the conception and strategy of the educational system. As a project of pedagogical system, it determines the objectives, processes and their interrelation. It builds the teaching process that ensures the achievement of aims set on *the technology of teaching process* [4].

Method is a set of techniques, operations aimed at resolving a specific task from a practical or theoretical perspective. In Pedagogics the issue of development and classification of training methods is one of the main methods. Method (the word is derived from the Greek word methodos - the way of studying and perception) is a set of techniques. In pedagogical literature method is explained as a technique. In pedagogical encyclopedia, it is written that "Teaching methods" are the techniques for the cooperation of a teacher and a student, and with the help of these methods the students acquire knowledge, learn different skills, enrich their worldview, and develop different abilities.

The concept of *technique* in pedagogics is defined as the comparative final element of educative technology given in general and individual pedagogical culture; as a method for pedagogical activities in specific situation, methodic element, its component, a step to implement the method [5].

These technologies and techniques include:

1. research technique
2. active technique
3. teaching while developing
4. motivating
5. organizing the learning activity of students in individual, group and collective form
6. selective training.

These technologies and techniques teach students to analyze and understand own actions from the perspective of the question «What do I know? What do I want to know? What have I learned?», and the technique of «evaluating for teaching» help improve the students' individual, group and collective forms of activities by increasing their interest in the learning process, supporting them, helping each other to learn, evaluating, exchanging opinions. To enhance the training quality it is very important to apply the method of work in small groups, case study, role and business plays, modular training technologies, individual training and problem-based learning.

Michael Clarke points out that technology is not a new concept in the system of education, and it is involved when new teaching methods are revealed. Further, he defines the pedagogical technologies as "the system of monitoring that let's check the quality of education" and "the method of evaluating the knowledge and skills".

P.Buga and V.Karpov define training technology as systematic practical use of scientifically organized knowledge when resolving practical tasks and a scientific basis for using different methods of teaching training technologies.

According to the description of Japanese pedagogical scientist T.Sakamoto, the pedagogical technology covers all these components:

- knowledge, explanation, application, evaluation, comprehension, creation, specification, etc.
- reconstruction, prediction, questioning, reorganization, grouping, systematization, facilitation, etc.
- marking, drawing conclusion, expressive reading, speaking, etc.
- expressing opinions, supporting, cooperation, etc.

The logical result of the technology of specifying the goals of teaching process (based on B.Bloom's taxonomy) comes out in the form of the teacher's course schedule and everyday lesson plan [6].

The main attention should be paid not to knowledge, but the competence of using this knowledge, i.e. the aim is to develop the students' communicative skills. One of the aims of the curriculum is to teach students to express their own opinions, feelings, to remember the new things that they have learned, to exchange opinions, to exchange the ideas about their new experience with their friends and adults, to be able to express their thoughts about their dreams and goals using languages, to teach with the help of reproductive, productive, problem-based, creative exercises. Moreover, it is aimed at resolving and bringing the tasks that factor into the development of listening, speaking, reading and writing skills. The students' creative activity, the ability to work individually are studied in philosophical, pedagogical, psychological literature.

However, as these scientific results are implemented in connection with the traditional system of education, individual work is aimed at developing the knowledge and competence on the specific subject [7].

The updated content of education requires from the teachers to organize the activities that ensure the development of each student's personal abilities and creative attitude by introducing the technologies, implementing the policy of human attitude to children. The modern teacher should have an extensive toolkit to use all the possibilities of teaching strategy and to combine different pedagogical techniques. Teaching strategy covers the feedback from all the students, the group work and individual work. The teacher should improve his/her ability to establish professional cooperation within the frames of professional association, during coaching and mentoring processes in primary school. In resolving the pedagogical tasks and teaching process the teacher should eliminate the stereotypes, improve own personal and professional qualities. For that purpose, it is recommended to use the teachers' professional networking association for active exchange of experiences with the colleagues in online and offline modes, for discussion and cooperation, for resolving common issues and introducing innovations [8].

Conclusions

In conclusion, as it is specified in Article-8 of the law "On education" of the Republic of Kazakhstan: «The tasks of educational system shall be: introduction of the new technologies of education, informational support of education, application of international communicative networks, creation of necessary atmosphere for the development and professional growth of an individual person on the basis of national and universal values, science and practice», one of the main tasks of the modern teachers is the constant improvement of teaching methods and acquisition of new pedagogical technologies [9].

The efficiency of innovative technologies depends only on teachers' mastership and the enhancement of this mastership. Therefore, the system of methodological tools, methods and techniques aimed at increasing the students' interest and motivation require the knowledge of these techniques from the teacher and his/her competence and knowledge when applying them.

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Р.С. Исмагулова[1], А.Е. Жұмабаева[1], А.К. Ожикенова[2]

[1]Абай атындағы Қазақ ұлттық педагогикалық университеті, Алматы қ., Қазақстан;
[2]әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

ЖАҢА ОҚУ БАҒДАРЛАМАСЫНДАҒЫ ОҚЫТУ ҮДЕРІСІН ҰЙЫМДАСТЫРУДАҒЫ ЕРЕКШЕЛІКТЕР МЕН ЖАҢА ПЕДАГОГИКАЛЫҚ ТӘСІЛДЕМЕЛЕР

Аннотация. Қазіргі таңда кез келген елді білім беру жүйесіндегі жетістіктеріне, білім берудің мақсат-мазмұны мен технологияларының нәтижелеріне, экономикалық даму деңгейлеріне қатысты бағалайды. Жас ұрпақтың білім, білік, дағды мен іскерліктерін дамыту арқылы оларды дербес, әлеуметтік және кәсіби біліктілікке, әлемдік деңгейде бәсекелестікке қабілетті болуға дайындау еліміздің жарқын болашағының кепілі болмақ.

Белсенді іс-әрекеттер арқылы оқушылар өздіктерінен оқып үйренеді, пәндік білімдерін, әлеуметтік және коммуникативтік дағдыларын дамытып ұштайды және тұлғалық-бағдарлық білім берудің сапасын жақсарту үшін оқу үдерісінде сан қырлы шығармашылықты, ынтымақтастықты көздейтін интерактивті әдістерді қолдану қажеттілігі туындайды. Жаңартылған оқу бағдарламалары үш тілде білім беру (қазақ, орыс және ағылшын тілдерінде) саясатын жүзеге асыруды алға қояды.

Тілдік пәндерді оқытуда түрлі әдіс-тәсілдер мен ақпараттық-коммуникациялық технологиялар арқылы оқушыларға тілдік және сөйлеу нормаларын дұрыс қолдануды үйрете отырып, оқушылардың сөйлеу әрекеттерін дамытуды, пән мазмұнын меңгеруді және оқу мақсаттарына қол жеткізуді көздейді. Жаңартылған оқу бағдарламасында берілген «педагогикалық тәсілдеме» ұғымы кең ауқымды мағынада қолданыла отырып, оқыту стратегияларын, технологиялары мен әдістерін қамтиды.

Түйін сөздер: бағдарлама, дағды, технология, педагогикалық тәсілдеме, оқыту стратегиялары.

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Р.С. Исмагулова[1], А.Е. Жумабаева[1], А.К. Ожикенова[2]

1Казахский национальный педагогический университет имени Абая, Алматы, Казахстан
2Казахский национальный университет имени аль-Фараби, Алматы, Казахстан

ОСОБЕННОСТИ И НОВЫЕ ПЕДАГОГИЧЕСКИЕ ПОДХОДЫ В ОРГАНИЗАЦИИ ПРОЦЕССА ИССЛЕДОВАНИЯ В НОВОЙ УЧЕБНОЙ ПРОГРАММЕ

Аннотация. В настоящее время в любой стране оцениваются достижения в системе образования, цели и содержание образования и уровень экономического развития. Подготовка молодого поколения к самостоятельной, социально и профессионально компетентной, конкурентоспособной на мировом уровне за счет развития знании, навыков и компетентности станет гарантией светлого будущего нашей страны.

Благодаря активной деятельности, ученики учатся самостоятельно, развивают предметные знания, социальные и коммуникативные навыки и разрабатывают интерактивные методы совместного сотрудничества в учебном процессе для повышения качества личностно-ориентированного образования. Обновленная учебная программа способствует внедрению трехязычной образовательной политики (казахский, русский и английский).

Используя различные методы и информационно-коммуникационные технологии в преподавании языковых дисциплин, учащимся предлагается развивать языковые навыки, изучать контент и достигать целей обучения, обучая их правильному использованию языка и речи. В обновленной учебной программе понятие «педагогический подход» включает в себя стратегии обучения, технологии и методы с использованием широкого спектра значений.

Ключевые слова: программа, умение, навык, технология, педагогический подход, стратегии обучения.

Information about authors:
Ismagulova R.S. - Kazakh National Pedagogical University named after Abay, Almaty, Kazakhstan, irauzya@mail.ru;
Zhumabaeva A.E. - Kazakh National Pedagogical University named after Abay, Almaty, Kazakhstan, irauzya@mail.ru;
Ozhikenova A.K. - Al-Farabi Kazakh National University, Almaty, Kazakhstan, aiman84@mail.ru.

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G.M. Mukhambetkaliyeva

Kazakh Agro-Technical University named after S. Seifullin, Astana, Kazakhstan,
gulaimmm@inbox.ru

KAZAKHSTAN AND GERMANY: EXPERIENCE OF CULTURAL-HUMANITARIAN COOPERATION AT THE END OF XX-XXI CENTURIES

Abstract: In the contemporary world, cultural and humanitarian interaction remains an important factor in relations between states, and everyday practice shows its enormous role in bringing countries closer together. This circumstance is also relevant for independent Kazakhstan, because the successful implementation of the foreign policy of the Republic of Kazakhstan is impossible without multifaceted ties with foreign countries in the field of culture. In this regard, the most interesting in the Kazakh-German relations, along with cooperation in political, economic and other spheres, is precisely the cultural and humanitarian interaction.

In this context, the study of the role of the cultural and humanitarian relations of the Republic of Kazakhstan with the Federal Republic of Germany seems to be a very important problem, both for practice and science. However, the problems of cultural and humanitarian interaction between Kazakhstan and Germany did not become the subject of independent research. Therefore, insufficient knowledge of the effectiveness and efficiency of bilateral cultural and humanitarian cooperation makes this topic more relevant. The scientific relevance of the problem is complemented by its socio-political significance: the main results and historical information can be used in the development of study guides and R&D; in formulation of a humanitarian cooperation strategy and solving the tasks related to the implementation of foreign policy activities of the Republic of Kazakhstan in the context of globalization.

Keywords: cultural and humanitarian cooperation, interstate relations, the German diaspora, culture, education, science, integration.

Introduction. In the contemporary world, international cooperation is being observed in interstate relations, covering a wide range of issues and problems, including the problems of the humanitarian sphere. The growing role of the humanitarian component of international relations suggests that the concept of "humanitarian cooperation" is quite multifaceted.

The current state of the Kazakh-German relations is at a relatively high level and has a positive momentum. The nature of relations is determined not only by developed economic ties, but also by the existing policy of mutual trust, respectful approach to each other's interests, including in the humanitarian sphere. Today, humanitarian ties play a special role in bringing together and strengthening mutual understanding between the peoples of the two countries, they contribute to the formation of a positive image. The relevance of the topic under consideration is determined by the fact that it covers the general problems of interaction between the state and culture. Culture, influencing public life, has undoubted mobilizing properties and can be used by politicians to achieve their goals, that is why it is so important to analyze the already acquired experience of humanitarian cooperation of Kazakhstan with other states.

The aim of the work is to study the process of cultural and humanitarian cooperation of the Republic of Kazakhstan with the Federal Republic of Germany, to identify promising areas for the development of cultural and humanitarian ties between the states.

In accordance with the aim of the research, the following tasks have been established:

- to study the cultural and humanitarian process of interaction between Kazakhstan and Germany at the present time;

- to generalize experience in the development of cultural and humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany;
- to develop directions and ways to further improvement of cultural and humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany.

Methods. This research is based on the principles of historicism and a system approach. The principle of historicism was used to identify the chronological sequence of events, to consider historical phenomena in interrelation and development, as well as taking into account changes in a specific situation in the countries on the studied historical segment. The system approach allowed to determine the general trends in the development of humanitarian interrelations at the turn of the 20th and 21st centuries. The application of the comparative historical method helped to reveal the degree of influence of certain events on the humanitarian cooperation of the two states.

The theoretical and methodological basis of the research was:

Modern works of leading domestic and foreign scientists; normative legislative and legal acts, treaties and agreements, materials of cultural and educational bodies of the two states, etc.; materials of periodical press, and Internet resources.

As a result of the research, the main data on the state, prospects and specifics of the mechanism for implementing interstate humanitarian cooperation have been systematized.

Research. A detailed consideration of the current interaction of Kazakhstan and Germany in the humanitarian sphere is impossible without the formation of a theoretical basis for research, without updating the basic concepts that will be used in describing cooperation. Special attention should be paid to the term "international humanitarian cooperation" in the context of cooperation of states in the humanitarian field, including the social sphere [1].

The issues of humanitarian interaction are still relevant in the international agenda along with traditional issues of economic and political cooperation, obtaining practical reflection in all documents and development concepts of leading global and regional organizations, as well as conceptual documents on the foreign policy of all active participants of world policy. Strengthening the role of humanitarian aspects in international relations actualized the task of theorizing these issues within the framework of political science [2].

It should be noted that the established and generally accepted definition of the concept of "international humanitarian cooperation" does not exist in political science. This is due to the multiple meaning and multifaceted nature of the humanitarian sphere of interstate interaction. Nevertheless, most researchers, referring to such words as "international humanitarian cooperation", "humanitarian aspects of international relations" in the title of their works, consider such areas as culture, education, science, mass communications in the context of international relations and world policy.

There are occidental and Russian approaches to explain these terms, and their differences influence the foreign policy course of the powers determining the nature of the relationship between the participants in international relations, as well as influencing the actions and reactions to what is happening in the contemporary world of processes, and decision-making [3].

A distinctive feature of the actualization of the issues of humanitarian cooperation in the Russian socio-political discourse is that these aspects initially appeared and continue to prevail in the context of the interaction of the CIS member countries. Russian scientists M.M. Lebedeva, K.P. Boryspolets, considering the issues of humanitarian interaction, explore only one possible direction - the cooperation in the field of culture, education or science [4].

Interaction in the sphere of culture is one of the most important and qualitative indicators of the level of relations between modern states. The Kazakh-German humanitarian cooperation is based on quite old historical traditions. When considering the cultural ties between the two states, it is necessary to outline German scientists from Russia and travelers, statesmen who made a great contribution to the scientific study of the Kazakh territory.

As is known, for a long time the understanding of occidental countries, including Germany, about the socio-cultural life of the Central Asian states were associated with the notions of Soviet culture. Only after gaining independence, becoming members of various occidental and international organizations, these states raised greater interest on the part of European states.

After gaining independence in 1990s, Kazakhstan discovered unprecedented opportunities for an intensive entry into the system of world civilization, study of the history of culture, exchange of spiritual values. Since 1988, members of the European Union have been coordinating on cultural cooperation. The European Cultural Convention and the Committee for Culture were signed. The main program of the Committee is the "European program for the evaluation of cultural policy", the purpose of which is to help the countries to understand their elements, results and possible shortcomings of their cultural policies through the exchange of information between countries.

In Germany, the Federal Foreign Ministry plays a major role in the sphere of foreign cultural policy at the federal level. In 1990, the Ministry of Foreign Affairs of Kazakhstan established in its structure a department for cultural and humanitarian cooperation, whose purpose was to coordinate the activities of republican ministries, departments, creative unions and public organizations in the implementation of foreign cultural ties.

During the official visit to the Federal Republic of Germany in September 1992 the President of the Republic of Kazakhstan N.A. Nazarbayev discussed with the Federal Chancellor G. Kohl the issues of cooperation in science, culture, training of specialists and education. All these aspects are reflected in the Treaty on the development of large-scale cooperation between the two countries.

The humanitarian ties between the two states are represented by classical spheres of cultural cooperation. They are exhibitions, museum and theater performances that develop at the highest level in the Kazakh-German relations and attract the general public interest of both countries.

Obviously, the multifaceted ties between Kazakhstan and Germany in the field of culture at the present stage are not limited to the above-mentioned points. Tendencies to strengthen state sovereignty in contemporary conditions objectively lead countries to expand educational ties. The emergence of new independent states has determined a completely new period in the development of the educational system of the post-Soviet space.

It is known that one of the most important factors for the successful entry of CIS states into the world community of developed countries is the scientific and technical potential. For this, it was necessary to develop international cooperation that would allow the integration of the Kazakhstani education system into the world system, acquaintance with advanced ideas [5]. The need for cooperation in the field of education was also conditioned by the objective processes that took place in the world community, where the need to integrate into the development of large spaces (information, technological, economic) is becoming important for further socio-cultural progress [6].

In accordance with the Treaty of 1992 between the two states, the exchange of scientists, teachers of educational institutions, post-graduate students, students and schoolchildren is carried out. There is an exchange of scientific literature, informational auxiliary materials and educational films, direct contacts are being made between educational institutions and scientific research institutes.

An example of a successful combination of the Kazakhstani and German educational system is the Kazakh-German University, opened in 1999 with an unlimited license from the Ministry of Education and Science. To date, the university is one of the first German higher educational institutions in Central Asia. The initiator of the opening was the public foundation "Kazakhstan-German cooperation in the field of education". The goal of the University is to attract German educational technologies to train qualified specialists in various fields with the application of the German quality standard in education. Also in Kazakhstan, there were opened the representatives of the Goethe Institute in 1994 and the German Academic Exchange Service DAAD in 1989. The German Academic Exchange Service DAAD is the world's largest organization to support the international exchange of students and researchers. DAAD is the mediator of Germany's foreign cultural policy and higher education; organizes an academic exchange of students and scientists; supports German studies and the study of the German language. Also, in connection with the growing number of Kazakh students studying in Germany, in 2009 the office of the Center for International Programs "Bolashak" was opened in Berlin.

Its active work is carried out by the Association of Kazakhstani Youth of German Universities "KazAlliance in Germany". Together with the Embassy, the Association annually organizes various events, thematic meetings, forums, sports events and creative evenings.

Since 2012, the "Nazarbayev-Merkel" initiative is being implemented to introduce the German model of dual vocational education. The aim of the initiative is to use the advanced experience of Germany's craft chambers for the development of professional technical education. Within the framework of this initiative, the program of management training in Kazakhstan is being implemented through the German Society for International Cooperation [7].

In addition, the German government managed to organize a mass return of ethnic Germans to Germany in the first half of the 1990s, and to provide financial, humanitarian and cultural support to those who preferred to stay in the Republic of Kazakhstan. This approach contributed to strengthening bilateral cooperation in the field of science, education and culture in general, because the German funds' representative offices were not limited to working only with the Germans, but actively involved local intelligentsia and youth in cooperation.

An important role in strengthening bilateral Kazakh-German cooperation is played by various German foundations and organizations. The aim of the projects of these organizations is to support democracy and market economy in Kazakhstan. For example, with the participation and with the assistance of the F. Ebert Foundation in the Republic of Kazakhstan various conferences, round tables and seminars were organized, numerous large projects were realized. The German Technical Cooperation (GTZ), in addition to providing assistance in the economic sphere, also assists in carrying out legal reforms in Kazakhstan.

To date, considerable positive experience has been accumulated in the field of humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany. Meanwhile, the potential of interaction between the two countries in this area is far from being exhausted. Back in 2010, the issue of developing a new Concept of Cooperation between the Republic of Kazakhstan and the Federal Republic of Germany in the social and humanitarian sphere was actualized. Its goal is to achieve a qualitatively new level of social and humanitarian cooperation for the more effective use of its capabilities for the benefit of both states and their peoples.

In accordance with the Foreign Policy Concept of the Republic of Kazakhstan, the development of comprehensive cooperation with European countries is of strategic interest for Kazakhstan and is one of the priority areas of foreign policy [8].

The countries of the European Union also pay special attention to cooperation in the humanitarian sphere with the states of Central Asia in general and with Kazakhstan in particular. Their consolidated position is reflected in the document "The EU and Central Asia: the Strategy for a New Partnership" adopted at the EU summit in June 2007 [9, 10].

For the regulatory justification of humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany to achieve a qualitatively new level, there are currently all the necessary political and legal preconditions in the form of a number of bilateral and multilateral interstate treaties.

Among the most important of them are:

• Agreement between the Government of the Republic of Kazakhstan and the Government of the Federal Republic of Germany "On Cultural Cooperation" of 16 December 1994;

• Agreement between the Government of the Republic of Kazakhstan and the Government of the Federal Republic of Germany on cooperation with the support of citizens of the Republic of Kazakhstan of German nationality of May 31, 1996;

• Strategy for a New Partnership between the European Union and Central Asia of June 22, 2007;

• The State Program of the Republic of Kazakhstan "The Way to Europe" dated August 29, 2008;

• Action Programme within the framework of partnership for the future between the Republic of Kazakhstan and the Federal Republic of Germany of May 7, 2009 [11].

The listed and other documents set out the principles, the most important forms, strategic directions and mechanisms for implementing the cooperation between the two countries.

The transition to a qualitatively new level of social and humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany has become a logical development of the efforts of both states aimed at expanding and deepening international contacts in the social sphere.

The main objectives of the cooperation of the Republic of Kazakhstan and the Federal Republic of Germany in the social and humanitarian area are the expansion of opportunities for human development through the coordination of strategic directions for the social and cultural development of the two countries, the creation of a set of conditions for strengthening cooperation and deepening interaction in the social and humanitarian sphere based on the priority of universal human values, guided by generally recognized principles and norms of international law, and taking into account the national interests and the financial and economic capacity of the Parties.

The new stage has actualized the development and implementation of interstate programs and projects in the humanitarian sphere aimed at improving and developing the mechanisms of cooperation between the two countries in the fields of culture, art, education, science, social work, library, museum, publishing and archives, information and mass communications, sports, tourism and work with youth; development and improvement of the legal framework on cooperation in these areas.

A special place in the Kazakh-German cooperation is the development of partnerships between civil society institutions that will facilitate the integration of national civil society institutions with the international community, the implementation of social, cultural, research, educational, information and awareness-raising, and other projects in the context of national interests, the development of the institution of social partnership. In the long term, it is planned to expand contacts through public organizations of the two countries, including ethno-cultural associations, youth organizations, scientific communities and creative unions.

An important direction of humanitarian cooperation of the Republic of Kazakhstan with the Federal Republic of Germany is the exchange of experience in creating effective mechanisms for ensuring inter-ethnic and inter-religious harmony, the formation of a culture of religious tolerance and tolerance. Adoption and implementation of a new strategy for international cooperation in the cultural and humanitarian sphere will ensure the access of the Republic of Kazakhstan to the level of strategic partnership in the humanitarian field with one of the most developed countries of the world community.

Conclusion. An analysis of interstate relations in the humanitarian sphere showed that the forms of cooperation in this area cover various aspects; allowed to reveal the peculiarity of humanitarian cooperation between Kazakhstan and Germany. The presence of a large number of ethnic Germans and German language learners, as well as the promotion of learning German as a foreign language and the cultural support of ethnic Germans, led to the special attention paid by Germany’s foreign policy to Kazakhstan in the field of culture.

It is necessary to note the revealed contradictions in the development of bilateral relations. The potential for humanitarian cooperation is not fully utilized. Assistance in cultural matters to ethnic Germans in Kazakhstan was complicated by the resettlement of Germans to Germany, because emigration reduced the group interested in German, knowledge of the language of the rest of Germans became weaker, despite the large offer of German-funded German courses.

In general, the interaction of Kazakhstan and Germany in the social and humanitarian sphere is based on the following principles:

- priority of the humanitarian direction in the system of bilateral interstate relations;
- the right to a decent life for every citizen of the state;
- equality of citizens' rights to education;
- culture of dialogue, tolerance and compromise, oriented towards reaching agreed decisions;
- respect for the traditions and culture of peoples and all ethnic groups that make up the population of both states;
- expansion of academic mobility and export of educational services;
- coordinated state migration policy on the basis of achieving the correspondence of the volumes, directions and structure of migratory flows to the interests of migrants and the host society;
- ensuring the integration of immigrants into society and the formation of a tolerant attitude towards them;
- monitoring and effective control over the implementation of decisions, agreements, programs, etc., of humanitarian cooperation.

These principles are ensured by the effective development and use of human potential, economic resources, the use of market mechanisms for regulating the economy and democratic principles of social and political governance based on the improvement of social legislation and the use of modern technologies for investing in social capital (programs on education, culture, health, science) aimed at adapting different target groups to the conditions of modern life.

In general, the successful implementation of the program of cultural and humanitarian cooperation between the Republic of Kazakhstan and the Federal Republic of Germany will expand the opportunities for human development and improve the quality of life of citizens of the two states, expand the space of international cultural contacts, and increase mutual understanding and mutual respect between the peoples of both countries.

Thus, it can be concluded that international cultural and humanitarian cooperation is called upon to promote the establishment and maintenance of sustainable and long-term relations between the states, public organizations and people. Their basis is the developed foreign policy of Kazakhstan and Germany in the field of cultural and humanitarian cooperation.

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Г.М. Мухамбетқалиева

С. Сейфуллин атындағы Қазақ агротехникалық университеті, Астана қ., Қазақстан

ҚАЗАҚСТАН ЖӘНЕ ГЕРМАНИЯ: XX-XXI ғғ. АЯСЫНДАҒЫ МӘДЕНИ-ГУМАНИТАРЛЫҚ ЫНТЫМАҚТАСТЫҚ ТӘЖІРИБЕСІ

Аннотация. Мәдени-гуманитарлық қарым-қатынас мемлекеттер арасындағы маңызды фактор болып табылады. Күнделікті тәжірибе де оның айқын дәлелі.

Бұл жағдай тәуелсіз Қазақстан үшін өте маңызды, себебі Қазақстан Республикасының сыртқы саяси бағытының сәтті жүзеге асырылуы - шет елдермен мәдениет саласындағы көпжақты байланысының бірден бір нәтижесі. Сондықтан, қазақстан-герман қарым-қатынасындағы саяси-экономикалық ынтымақтастықпен мәдени-гуманитарлық байланыстарының қатар жүруі өте маңызды. Сондай-ақ, қозғалып отырған тақырыпқа байланысты зерттеулердің жеткіліксіздігі екі ел арасындағы мәдени-гуманитарлық қарым-қатынастардың одан әрі зерттелуіне қажеттілік туындатады. Жаңа ақпараттармен толықтырылған бұл мақала, өз кезегінде оқу-әдістемелік және ғылыми жұмыстар дайындауда, Қазақстан Республикасының сыртқы саясатын іске асыру стратегиясын әзірлеуде қолданылуы мүмкін.

Түйін сөздер: мәдени және гуманитарлық ынтымақтастық, мемлекетаралық қатынастар, неміс диаспорасы, мәдениет, білім беру, ғылым, интеграция.

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Г.М. Мухамбеткалиева

Казахский агротехнический университет им. С. Сейфуллина, г. Астана, Казахстан,

КАЗАХСТАН И ГЕРМАНИЯ: ОПЫТ КУЛЬТУРНО-ГУМАНИТАРНОГО СОТРУДНИЧЕСТВА НА РУБЕЖЕ XX-XXI вв.

Аннотация. В современном мире культурно-гуманитарное взаимодействие остается немаловажным фактором в отношениях между государствами, а повседневная практика показывает, как огромна его роль в сближении стран. Данное обстоятельство является актуальным и для независимого Казахстана, так как успешное осуществление внешнеполитического курса Республики Казахстан, невозможно без многогранных связей с зарубежным странами в области культуры. В связи с этим, наибольший интерес в казахстанско-германских взаимоотношениях, наряду с сотрудничеством в политической, экономической и других сферах, представляет именно культурно-гуманитарное взаимодействие.

В таком контексте изучение роли культурно-гуманитарных взаимоотношений Республики Казахстан с ФРГ представляется весьма важной проблемой как для практики, так и науки. Однако проблемы культурно-гуманитарного взаимодействия Казахстана и Германии не стали предметом самостоятельного исследования. Поэтому недостаточная изученность эффективности и результативности двухстороннего культурно-гуманитарного сотрудничества делает более актуальной данную тему. Научная актуальность проблемы дополняется ее общественно-политической значимостью: основные результаты и конкретно-исторические сведения могут быть использованы при написании учебно-методических пособий и научных разработок; при выработке стратегии гуманитарного сотрудничества и решении задач по осуществлению внешнеполитической деятельности Республики Казахстан в условиях глобализации.

Ключевые слова: культурно-гуманитарное сотрудничество, межгосударственные отношения, немецкая диаспора, культура, образование, наука, интеграция.

Information about authors:

Mukhambetkaliyeva G.M. - Candidate of political science, Senior Lecturer, Kazakh Agro-Technical University named after S. Seifullin, Astana, Kazakhstan, gulaimmm@inbox.ru

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A. M. Nurgaliyeva, A.A. Buhanceva, R.L.Sanchirov, A.Y. Yessembekova

NARXOZ University, Almaty, Kazakhstan
aliya_mn@mail.ru

NECESSITY OF CREATION AND ACCOUNTING OF PROVISIONS (RESERVE) FOR COVERING CREDIT LOSSES IN BANKS

Abstract. Availability of necessary provisions is a predetermining factor and guarantor of activity's development of any organization. The activity of banks is not an exception and the obligation to create provisions is one of the manifestations of the general laws of economic relations. Since 01.01.18 IFRS 9 has come into force, according to which banks evaluate credit losses - expected in the future, instead of actually incurred like in IFRS 39. Thus, domestic banks will face with temporary difficulties, since IFRS 9 requires a completely different format for working with credit risks, nowadays not all banks are actually ready for this.

Keywords: second-tier banks, provisions (reserves), assets, credit, credit risks, international financial reporting standards, impairment, loan portfolio

Banks are obliged to form provisions for covering losses on assets exposed to credit risk, in order to maintain its own liquidity and to ensure stable conditions for normal operation. In crisis conditions, the problems associated with improving the methodology for creating provisions for probable loss on loans acquire special significance. Provisions should reimburse the losses incurred for unreturned loans, it means to minimize credit risks.

Banking practice has developed a unified approach to reduce the risk of credit operations - namely, the formation of reserves (provisions) for possible loan's losses. The difficulty of solving the problem, relatively, how to scientifically justify and manage the reserves (provisions) for possible loan losses are due to many circumstances. It is impossible to solve this problem without researching not only individual, but general risks of credit activity as a whole.

In banking practice, methods of managing credit risk on an individually are theoretically well developed. In the process of review of loan applications banks use multiple methods for assessing the borrower's creditworthiness, the procedure for determining the value of rendering their lending products, etc. In the conditions of various political and financial shocks, studying of issues related to the assessment and accounting's procedure of key factors of credit risk is of great importance and it is necessary to approach them more comprehensively.

O.I. Lavrushin, analyzing them classified into individual and cumulative (total) risk of loan portfolio. The aggregate risk of the loan portfolio is influenced by external factors such as the financial crisis, negative changes in the financial markets, insufficiency of information about the situation on the market, the general state of the market, the region, etc. [1, p.*37]*

In addition, when second-tier banks manage the provisions of the , it is necessary to analyze the interactions between credit risk and the income received. Unreasonable growth in loan risk, which does not correspond to the growth of net income, contributes to the creation of additional provisions, possibly the sale of certain liquid assets.

In I.V. Peshchanskoy opinion, the reserves for depreciation of assets play an important role in the formation of the main indicator of the bank's stability - the sufficiency of its own funds (capital) [2, p. 386].

This point of view is confirmed by other scientists, saying that reserves minimize the amount of profit received by banks by writing off losses on loans, which leads to change in the amount of capital [3, p.140].

Provisions for credit losses are formed by banks within the framework of the laws of the Republic of Kazakhstan "On Accounting and Financial Reporting", "On Banks and Banking Activities", before the transition to IFRS 9 in accordance with IAS 39 "Financial Instruments: Recognition and Measurement" , Rules of the National Bank of the Republic of Kazakhstan "On the creation of provisions (reserves) in accordance with IFRS" No. 65 of 25.02.13 y. [4,5,6,7].

According to the rules of the National Bank of Kazakhstan on the creation of provisions (reserves) for loans issued, the term of provisions is treated as reserves formed for the loan's depreciation. By this document, the amount of banks provisions is presented in the form of the difference between the total balance sheet loan debt and the forthcoming (expected) discounted future cash flows for the loan [8].

Thus, the provision for probable losses on loans granted, in our opinion, is a special reserve of the bank, the creation of which is caused by the risks in the credit activity. A provision for impairment of loans is formed when there is objective evidence that the bank can not receive the amounts due for payment in accordance with the initial terms of the loan agreement. The amount of losses that the bank can establish is recognized as an expense and is deducted from the balance amount of the relevant category of loans, as a provision for covering losses on loans. Thus, the amount of the formed reserve for possible losses is determined by the amount of expected losses that the bank will incur in the future.

At the end of 2017, the total assets of second-tier banks decreased by 1398.9 billion tenge (or 5.5%), reaching 24,157.9 billion tenge (Figure 1).

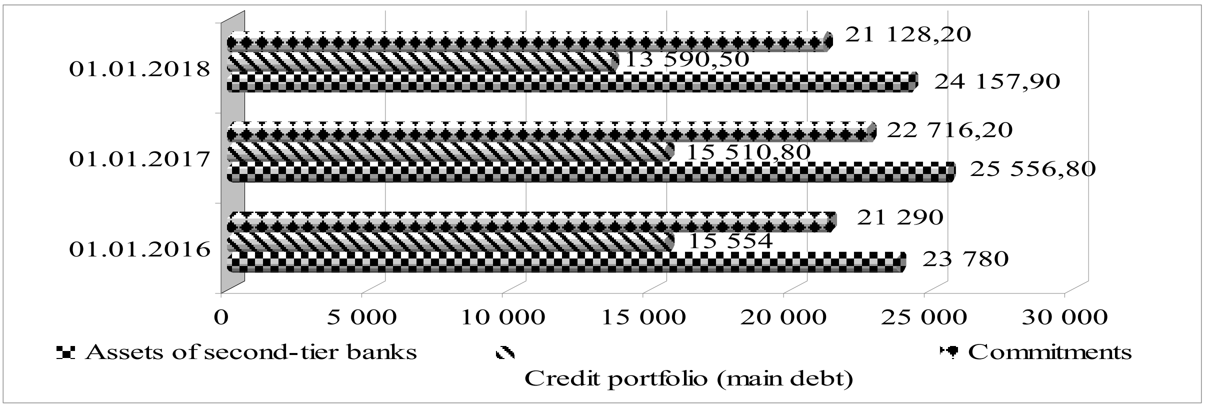

Figure 1 - Assets and loan portfolio (principal) banking sector of the Republic of Kazakhstan for 2015-2017.
Note - composed on source's data [9]

For second-tier banks, it is difficult to call 2017 year a successful , because against the backdrop of cuts in assets, their loan portfolio and liabilities, the volume and share of overdue loans increased. This contributed to the incident, the process of mergers of banks and provided large-scale support from the state. Although the situation has stabilized somewhat by the end of the year, some negative trends remain.

The qualitative composition of the loan portfolio of STB RK is presented in table 1.

Almost two thirds of the problem loans are overdue for more than 90 days, their volume as of 01.01.2018 amounted to1,265.2 billion tenge, which is 223.10 billion tenge more than in 2016 (the specific weight increased from 6.72 % to 9.31%).

Provisions for loan portfolio amounted to 2,126.4 billion tenge or 15.6% of the loan portfolio (at the beginning of 2017 – 1,647. 8 billion tenge or 10.6% of the loan portfolio).

It should be noted, that the provision for losses resulting from non-repayment of loans is formed on the basis of objective evidence that the Bank is unable to receive the amounts due under the initial terms of the loan agreement.

Provisions are formed at the expense of Unallocated net income by assigning them to the expenses of banks. The Bank's provision for probable loan losses is only applicable to compensate of outstanding loans by customers. At the same time, the overdue amount of loan debt, impossible to exact, will be written off from the balance due to provisions for probable credit losses. If there is a shortage of funds in the provisions account, credit debt, reducing the tax base, will be attributed to the losses of the current year.

Table 1 - quality of loan portfolio of STB RK for 2015-2017

Indicators	01.01.2018		01.01.2017		01.01.2016	
	Mln. tenge	specific weight %	Mln. tenge	specifc weight %	Mln. tenge	specific weight %
Banks loans	**13590,5**	**100,0**	15510,8	100,0	15 553,7	**100,0**
Loans for which there is no delinquency on principal and interest	**11600,7**	**85,4**	**13613,1**	87,8	13 436,7	**86,4**
Loans in arrears	**1989,8**	**14,6**	**1897,7**	**12,2**	2217,0	13,6
Loans with overdue from 1-30 days	291,1	2,1	463,8	3,0	477,0	3,1
Loans with overdue from от 31-60 days	309,4	2,3	213,8	1,4	255,7	1,6
Loans with overdue from от 61-90 days	124,0	0,9	178,0	1,1	147,4	0,9
Loans overdue > 90 days	1 265,2	9,3	**1042,1**	**6,7**	**1 236,9**	8,0
Provisions under IFRS	**2 126,4**	**15,6**	**1642,9**	**10,6**	**1647,8**	**10,6**
Provisions for loans with overdue over 90 days	**1128,5**		**751,9**		**819,0**	
The coverage ratio of provisions by IFRS loans with overdue > 90 days	**89,2%**		**72,2%**		**66,2%**	
Note - composed on source's data [9]						

Changes to provisions reflected in the appropriate period in the income statement of the Bank. If, after the debt cancellation at the expense of provisions improving the situation in a positive way, the amount under the impairment decreases, and the amount recovered of provisions is credited to the relevant article of the statement of profit and loss [10, p.*74]*.

According to the standard introduced in late 1990 and early 2000, banks created provisions for incurred costs (model of incurred costs). That is, the Bank created provisions only after the appearance of indisputable facts proving that the loan will not be returned. In practice, in reality, the loss was often regarded in the event of inability to pay debts on loans within the prescribed period (default).

Since January 2018, banks have switched to a different impairment model called the expected loss model. They will have to recognize the expected losses from the moment the loan debt is recorded on the balance sheet of the bank. IASB notes that in the new requirements investors will not be afraid of the fact that recognition of impairment of an asset (loan) will be taken in special order very cautiously and late.

According to the Institute of Chartered Accountants of England and Wales (ICAEW), the reform of IFRS promotes the growth of bank reserves to cover loan losses by an average of 50% [11].

Moving to IFRS 9, banks transform not only the methodology for accounting and disclosure of financial statements, but also the accounting system, business processes.

Thus, recognition of credit losses due to impairment under the previous approach was carried out only when there was objective evidence (significant difficulties of a financial nature for the borrower, failure to comply with the terms of the bank loan agreement).

Therefore, the new approach will be force the recognition of losses of banks for the loans. Banks recognizing the loans in their balance sheets immediately reflect the expected losses, applying a 3-stage model, which is based on the accounting for changes in loan's risk.

The standard has provided a flexible approach to accounting provisions (reserves), as it will significantly show the methods of credit risk management in banks, allowing, at the same time, the application of some aspects of the previous policy on IAS 39.

As stated above, the global financial crisis and its attendant loan crisis forced the banking community to normalize the accounting and credit risk management system to a better way.

As a result, regulators in the banking sector were introduced, requiring banks to have greater transparency in the loan portfolio structure and to monitor the debt structure on an ongoing basis. Banks are required to have full information of the financial position and credit risk of its customers.

Although the size of the banking system of Kazakhstan (in recalculation of total assets to GDP, or total capital to GDP) was almost twice higher than in the Russian banking system, the relative volume of loans in Kazakhstan was significantly higher than in other CIS countries – 61.5% compared to Russia, where this figure was 30.2% [12].

The global financial crisis has exploited this disproportion, as well as other smaller problems.

Before the crisis, Kazakhstan's banks faced two serious problems due to wrong conceived policies:

1) quite impressive amounts of foreign borrowing, which account for more than 50% of the total net borrowing. In particular, during 2006 only, Kazakhstan's banks received international loans worth more than $ 18 billion dollars, and in 2007 - $40 billion dollars [13].

Thus, by the end of 2008, Kazakhstan's external debt had reached 42% of the country's exports (as a large proportion of loans were refinanced at a higher interest rate due to the crisis).

2) the construction sector played an important role in the development of banks (for example, 45% of the ForteBank's loan portfolio consisted of construction loans and mortgages), and therefore banks were severely affected by the crisis.

Basel 3's new rules place an even greater regulatory burden on banks. Moving banks to Basel 3 requirements will force them to increase reserves and reduce the ability to adopt more risky policies. However, as a result, many commercial banks will be less competitive with state-owned banks due to the reduced possibility of attracting funding and lending [14].

Moving to IFRS 9 contributes to the stabilization of the banking system through a significant increase in reserves and, as a consequence, the financial stability of banks. However, banks have faced a number of problems with respect to aggregated calculation systems based on large database, changing the organizational structure of banks, as well as the negative impact of reserve growth on key efficency indicators, etc.

The assessment on banks identifies the following problematic issues related to the accounting of provisions:

- Insufficient preparedness of banks to move to IFRS 9, banks have not developed a methodological framework for accounting for impairment of assets;
- Not adequate risk assessment in selected loan transactions, both on balance sheet and off-balance sheet accounts;
- Lack of proper control by risk managers, as well as inability to create an effective risk control for credit products within the Bank;
- Insufficient quality of key control actions, such as separation of loan decision-making responsibilities, approvals and reviews of the results of accounting and operating activities for the creation of provisions;
- Existing programs of internal audit of credit operations, in particular issues, that reveal the order of creation and use of provisions, as well as other ways of monitoring are not effective.

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А.М. Нургалиева, А.А. Буханцева, Р.И.Санчиров, А.Е. Есембекова

Университет НАРХОЗ, Алматы, Казахстан

НЕОБХОДИМОСТЬ СОЗДАНИЯ И УЧЕТ ПРОВИЗИЙ (РЕЗЕРВА) ДЛЯ ПОКРЫТИЯ КРЕДИТНЫХ ПОТЕРЬ В БАНКАХ ВТОРОГО УРОВНЯ

Аннотация. Наличие необходимых провизий является предопределяющим фактором и гарантом развития деятельности любой организации. Деятельность БВУ не исключение и обязательность создания провизии является одним из проявлений всеобщих закономерностей экономических отношений.

С 01.01.18 г. выступил в силу МСФО 9, согласно чего банки рассчитывают кредитные потери - ожидаемые в будущем, а не фактически понесенные (МСФО 39).

Таким образом, отечественных банков, возможно, ожидают временные трудности, поскольку МСФО (IFRS) 9 требует совершенно иной формат работы с кредитными рисками, в настоящее время не все банки фактически готовы к этому.

Ключевые слова: банки второго уровня, провизия (резервы), активы, кредит, кредитные риски, международные стандарты финансовой отчетности, обесценение, кредитный портфель

А.М. Нургалиева, А.А. Буханцева Р.И.Санчиров, А.Е. Есембекова

НАРХОЗ Университеті, Алматы, Қазақстан

ЕКІНШІ ДЕҢГЕЙДЕГІ БАНКТЕРДЕ НЕСИЕЛІК ЖОҒАЛТУЛАРДЫ ЖАБУҒА ПРОВИЗИЯЛАРДЫҢ (РЕЗЕРВТЕРДІҢ) ҚҰРЫЛУ ҚАЖЕТТІЛІГІ ЖӘНЕ ЕСЕБІ

Аннотация. Қажетті деңгейде провизияның болуы кез келген ұйым қызметінің даму кепілдігі және анықталатын факторына жатқызылады. Провизиялардың құрылуы ЕДБ қызметтерін де қатысты және жалпылама экономикалық қатынастар заңдылығының бір көрінісі болып табылады.

01.01.18 ден бастап күшіне енген ХҚЕС 9 сәйкес банктер несиелік шығынды іс жүзінде келтірілген емес, болашақта күтілетын шығынмен есептейді (ХҚЕС 39).

Осылайша, отандық банктерді қиындықтар күтіп тұр, себебі ХҚЕС (IFRS) 9 несиелік тәуекелмен жұмыстың мүлде басқа форматын талап етеді, бүгінгі таңда кейбір банктер іс жүзінде жеткілікті деңгейде дайын емес.

Түйін сөздер: екінші деңгейлі банктер, провизия (резервтер), активтер, несие, несиелік тәуекелдер, халықаралық қаржылық есеп беру стандарттары, құнсыздану, несиелік қоржын.

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A. S. Nussupova

Kazakh National Conservatory named after Kurmangazy, Almaty, Kazakhstan
nusaiz@mail.ru

CONCERNING THE PROBLEMS OF TYPOLOGY OF SYMPHONIC PICTURE IN THE KAZAKHSTAN COMPOSERS' CREATIVITY

Abstract. The article describes the genre "a symphonic picture" in the works of Kazakhstan composers. The formation of the genre, the singularity of the creative solutions of Kazakhstan authors, a great number of works created in the preferred genre necessitate profound scientific reasoning of the gained achievements.

The comparative characteristic of the symphonic picture genre and the symphonic poem has allowed to define the common and distinctive features of both genres and to reveal the variants. Special attention is paid to the formation of the mixed version.

The symphonic picture genre is examined in the article for the first time. The classification of the symphonic pictures by the Kazakhstan composers under the typology "a landscape-picture", "a musical portrait" and "a crown scene" had been carried out taking into consideration the chronological order and instrumental structure.

Keywords: The Kazakhstan composers' creativity, the symphonic picture genre, formation and genre typology.

The 20th century has come to its end. It was an epoch of numerous discoveries and achievements. The ability to view the multifarious and original musical culture of Kazakhstan in a new way was given after a certain historical distance. It became possible to define the value of certain phenomena and reveal a number of new distinctions cognizing. Nowadays the last century is perceived as a certain formed system with its own regularities. In this regard studying of various art phenomena are represented especially relevant.

As it is generally known, a symphonic picture is a rare phenomenon in the history of musical art. This genre enriched the world music with bright emotional and art range of images. It became a peculiar symbol of romantic style as it arose in line with the program symphonic style in the middle of the 19th century in the works of the Russian composers. The possibilities of orchestral expressiveness novel earlier were revealed in it widely.

This article represents the symphonic picture genre in the creativity of the Kazakhstan composers for the first time in the sphere of musicology in our country. The theme is considered taking into account the formation of all the fundamental types defining the genre path of development and specifying its historical forms. The symphonic pictures created by the Kazakhstan composers are divided into the following types (in accordance with the classification by Endutkina O.): a landscape, a portrait and a crowd scene. This division possesses a conditional character.

The symphonic pictures expressing landscapes represent the certain art space representing, as a rule, a natural landscape, an architectural construction (cultural heritage, buildings) or seasons and natural phenomena. Endutkina O. noted, 'The nature of a landscape representation is concluded in a phenomena spontaneity and freedom the moment of beginning and extinction as well as in flowability and infinity of this process'. [1, p. 11]. The texture and design of a musical composition and the manner of its representation is an important component in this case and their dominating effect is indisputable. The range of colors and brilliance connected with the phonic layer gain their own special sense. The play of timbres possesses the basic value as the conceived image is transmitted by means of the timber combinations or comparisons. The timbre plays a role of an important forming link in a musical picture-landscape. The logic of development is characterized by constancy of incessant movement of the form components, improbable plasticity and softness of the combinations.

A landscape is imaged by means of various figuration expressing panoramic pictures of nature, open spaces. unknown distances and the limitless expanse of the steppe. Various musical instruments convey different repeating melodic or harmonious figurations imaging natural phenomena and their presence is perceived by listeners as inclusions and creates a certain background of sounding. Change of tonality, register and timbre contrasts accompany such moments. Figurationы can dominate over actually themes from time to time.

The following symphonic pictures may be reckoned in this type: “At the alpine meadow” by Mussin K.; “Dala korinistery” (“Steppe pictures”) by Mukhamedzhanov S.; a dance-picture “Planets” by Zhubanova G.; “Auyl” by Kazhgaliyev T.; “A blue minaret” by Erkimbekov S.; “Running onagers” from the ballet “Akssak Kulan” by Serkebayev A.; a symphonic pictures “The Symphony of a Round Star” by Besstybayev A.; a musical transcription of the monument of the Old Turkic writing language “Codex Cumanicus” “Sacrificial offering to the god Tengri” by Bestybayev A.; “Spring waltz” by Zhumanova L.; “Wings in Astana” by Ostankovich D. and others. The community of the program content and dramaturgic approaches allows allocating the listed pictures into a separate group. The specified samples became an important stage to form and develop the symphonic picture genre in Kazakh music.

The following type is a musical portrait. Other principles are used for disclosure of its essence. The main moment is the demonstration of the unique and individual traits of the characters. The equal attention is paid to the external and internal features of the personality. Various means of musical expressiveness visibly and brightly reflect the external traits, physical qualities, the social status and the manner of behavior of the characters as well as their rich inner world – character, state of mind, outlook and the emotional relation to the world around.

The specificity of a musical portrait is connected with the means which are widely functioning in the vocal area. They are speech recitation and expressiveness. Music conveys the movements bearing certain information which can be "read" and deciphered. All the specified means are transferred to the sphere of symphonic music. The Kazakhstan composers used the methods of a figurative antithesis capable to picture even discrepancy and duality of the heroes’ characters.

The entity of a musical portrait consists in not the demonstration of the selected object but in the image unveiled sequentially. Deep tension arises as the element of high-quality and permanent modification and development.

The relief and vividness of musical composition creates a distinct artistic image and forms its visible perception. The characteristic of the characters gives us a close up picture on the minor accompanying background identical to the pictures of artists picturing heroes’ portraits on a neutral basis. The first and second plans are presented to the listeners by expression music means. Thus, it becomes possible to draw a parallel with the visual arts. The main character of any symphonic picture can be interpreted as scenic any such musical composition is perceived as a theatrical performance.

This type is represented with the following impressive symphonic pictures: “Geishas” from the ballet “Hiroshima” by Zhubanova G.; the symphonic poem-picture “Zhalatos the Batyr” by Duissekeyev K.; the symphonic pictures “Shaman”, “Hunters” from the ballet “Akssak kulan” by Serkebayev A. and “Idols’ from the ballet “Frescoes” by Mynbayev T.; the symphonic fresco “The voice of the calling one” (1999) by Khromova O. (the 2nd edition was called “Andrei Rublev”); the symphonic pictures “Murat” by Kydyrbek B.; “Bakssy” by Meirbekov A.; “Argymak” by Bestybayev A.; “Assar” by Raimkulova A.; “Tulpar” by Zhumanova L.; “Dastan” by Sagat A. and others.

The third type widely represents crowd scenes from life of nomads, the Kazakhs and also the mode and ceremonies, patriotic observances, genre and dancing sketches, military scenes, battles and wars. Their essence consists in the picture of a large number of not personified characters but acting in lump.

The mobility, vigor and dynamism of music are peculiar to this type. The figure and wavy sound complexes based on the constant rapid movements (for example, imitating violent galloping) prevail in it. Division of musical structure horizontally and vertically is character to it as well as application of the many-layer structural method, various transformations of the facture and fullness of sounding. The freedom of dynamic and tempo means of expressiveness is noticeable in general. A crowd scene is a large-scale musical picture flexible in its structure. It consists of two different directions based on stopping and renewal of the movement.

The following symphonic pictures belong to this type: “A grand occasion” by Tulebayev M.; “A grand occasion at the collective farm” by Baikadamov B.; “Mashrap” by Kuzhamyarov K.; “Kyz kuu” by Mukhamedzhanov S.; “Tobyk playing” by Kazhgaliyev T.; “Hunting” from the ballet “Akssak Kulan” by Serkebayev A.; “Intervention” from the ballet “Frescoes” by Mynbayev T.; “Kashkyndar” by Kydyrbek B.; “Auyl” and “Nauryz” by Bestybayev A.; and “Nauryz” by Zhumanova L. for a chamber orchestra, etc.

The symphonic poem genre developed in parallel to the examined genre. However, the number of symphonic poems in the creative «receptacle» of the Kazakhstan composers is more than the number of symphonic pictures. This is connected with several reasons.

As a matter of fact, the symphonic poem genre as an independent one appeared earlier than the symphonic picture genre taking into account the world practice as a whole. It is interesting to remember what happened during the epoch of romanticism in Franz Liszt’s creativity. The symphonic picture genre was formed in the creativity of Russian composers at the end of the 19^{th} century. There are a lot of highly artistic samples of this genre in the West European music.

Let us remember the symphonic poems by Liszt F., Wagner R., Smetana B., Saint-Saëns C., Frank S., Wolf H., Strauss R. and others. Enormous interest to the poem becomes clear as the academic composer school of Kazakhstan relied on the achievements of the Western European musical culture along with national traditions.

Both genres appeared in Kazakhstan almost at the same time in the middle of the 20th century. More frequent referencing to the symphonic poem genre by the domestic authors is proved and the second reason becomes clear. The prevalence of the symphonic poem genre is connected with the possibility of broader and multifaced application of the programme structure as a principal component of this genre including its different types and also the aspiration to sequentially develop the plots and use the leitmotif system.

The symphonic poem genre supposes the active use of literary works and poetry as the fundamental principle besides the appeal to the field of painting and sculpture. For example, the romantic poems and ballads synthesize the art traditions of small lyrical forms and the poetic drama. The accent is put on the cogitative activity.

Appolonova I. noticed, ‘The intentional canon of the symphonic poems by Liszt consists of the concrete out-of-music sources including the definite range of ideas and subjects refracted under this genre thanks to the specific “emotion of the author’s empathy’. [2, p. 5]. All the abovementioned is reflected by the Kazakhstan composers.

The third, symphonic poems are rather large-scale in comparison with symphonic pictures. It is conditional on the fact that poems are often created using the sonata form or in the form of rondeau (rondo). This genre is possible to present the object in terms of the epoch. Various periods of the time or somebody’s life, events, etc. show its development.

Finally, the dominance of the symphonic poems is connected with the possibility to use the contrast in corporate. The contrast in this genre may be represented rather strongly than in the sonata-allegro. This feature creates a number of favorable conditions for realization of various program plots and themes.

The first symphonic poems were created in the Kazakh SSR in 1943. The following ones are the most famous and well-known: “A lonely birch” (1943) by Brussilovky E.; “Tulegen Tokhtarov” (1944) by Erzakovich B.; “Amangeldy” (1944) and «The Road of Peace” (1952) by Velikanov V.; a poem for a violin and an orchestra “Kazakhstan” (1943) (1951) and «A lyric poem» (1954) by Tulebayev M.; “Rizvangul” (1950) by Kuzhamyarov K.; “A grand occasion at the collective farm” (1952), “For happiness of the nations” (1954), “A poem-ballade about Saken Seifullin” (1965) by Mussin K.; “The Home of Joy” (1961) and “Mereke” (1982) by Mukhamedzhanov S; “Akssak kulan” (1959) and “The dawn in Temirtau” (1964) by Zhubanova G.; “Amangeldy” (1956) by Rakhmadiyv E.; “Manshuk” (1956) by Koishybayev M.; “The Legend-poem about sincerity” (1967), “Dala syry” (1972), “Farabi-sazy” (1978), “Korkyt Turaly anyz” (1982) by Kumysbekov K.; “Being 16 years old” (1983), “A great grand occasion” (1985), “A lyric poem” (1986) by Tlendiyev N.; “A grand occasion after Nauryz” (1984) by Botpayev D.; “The ballade about Saken” (1963) by Bychkov A.; “Kulager” (1977) by Mangitayev M.; “The Poem dedicated to the memory of Masanchi” (1967) by Bayakhunov B.; a poem-fantasy “Tolgau” by Duissekeyev K.; “Mamayev Kurgan” (1969) by Dastenov Zh.; “Makhambet” (1979) by Mukhamedzhanov T.; “Viy” (1970) by Zhaniyarov O.; “The Zhungarian Gates” (1985) by Kydyrbek B.; “The Poem dedicated to the memory of Abdirov N.” (1977) by Nassipkhanov O.; “Dala syry” (2008) by Umirov E.; “Kultegynin tas khaty” for a baritone and deep-throat singing and and an orchestra of Kazakh Folk Instruments (2007) by Khussainov E.; “Symphonic poem” (1979) by Meirbekov A.; “Ashubassar” dedicated to the memory of the event took place in December of 1986 (1986), “The Great Mogul” (1990) by Bestybayev A.; “Tolgau” (2005), “Dala syry” (2008) by Raimkulova A.; “Gassyr Elessy” (2010) by Uzenbayeva G.; “Kishkentai” (2010) by Zhaim A.; “Victoria” (2014) by Nildikeshev T. and others.

The number of the abovementioned compositions is possible to impress. It is important to point to one of them. Let us to examine some of the peculiarities of the symphonic poem “Rizvangul” by Kuzhamyarov K. dedicated the feat of a young Uighur girl-patriot. The composition is attractive as all the musical characters are concrete, the program plan is accurate and ethnic color is pronounced. The rhythmic and tonal features of the Uighur musical folklore are originally implemented in the poem. The main heroic subject will be heard in the motive of the introduction. The intonations of the Uighur folk song "Dutarimin Tarliri" are heard in it. The dotted rhythm from the motive of the introduction is kept also. It is associated with the rhythm of "galloping". The new direction connected with the lyric-dramatic and heroic themes was gradually formed on the base of the numerous poems by K. Kuzhamyarov.

Taking into consideration the program content of the image-subject line of the symphonic music of Kazakhstan is it possible to say that it is various and multidisciplinary? First of all, the subject matter is historical including epos and legends. The second, the folk legends are presented widely. They glorify the great deeds of the popular heroes and epical batyrs. The third, they include landscape sketches describing the amenity of the nature and the home steppes. The fourth, various phenomena of the up-to-date reality are represented as well.

However, some of the abovementioned symphonic poems may be reckoned among the mixed genres as they meet the genre canons as well as the symphonic pictures. Having created them the composers demonstrated the predilection to the interpretation of this genre along with the music pictorial pictures-frescoes taking into account the corresponding sound and decorative embodiment striving to hold a large-scale form, developed system of leitmotif bonds and logics of the end-to-end conflict expansion. Thus, it becomes reasonable to refer the symphonic poem genre to the type of classification including the symphonic picture genre as both of them represent a mixed genre.

The following compositions represent the first type – a picture-landscape: “Kazakhstan” (1951) by Tulebayev M.; a symphonic poem “My dale” for a chamber orchestra (1982) by Kuzhamyarov K.; “The dawn in Temirtau” (1964) by Zhubanova G.; “Dala syry” (1972) by Kumysbekov K.; a poem-fantasy “Tolgau” by Duissekeyev K.; “Dala syry” (2008) by Umirov E.; “Kultegynin tas khaty” for a baritone and deep-throat singing and and an orchestra of Kazakh Folk Instruments (2007) and “Zhety ozek” (2008) by Khussainov E.; “Dala syry” (2008) by Raimkulova A.; “A night flying” by Mambetov A. and others. The pictures and phenomena of the nature, cultural heritage and various constructions are usually expressed in such compositions.

The second type – a musical portrait – possesses the same content characteristics and means of personification. They are: “Poem-ballade about Saken Seifullin” (1965) by Mussin K.; “The dedication to Mukan Tulebayev” (1983) by Zhubanova G.; “A legend-poem about Ikhalas” (1967), “Farabi-sazy” (1978) and “Korkyt turaly anyz” (1982) by Kumysbekov K.; “Kulager” (1977) by Mangitayev M.; “Mayakovsky” (1969) by Romanov A.; “Makhambet” (1979) by Mukhamedzhanov T.; “Bekbolat Ashekeyev” (1986) by Kydyrbek B.; “The Poem dedicated to the memory of Abdirov N.” (1977) by Nassipkhanov O.; “Koblabdy the Batyr” (1982) by Tezekbayev Zh.; “The Great Mogul” (1990) by Bestybayev A.; “Zhamilya” (2009) by Raimkulova A..

The third type presents the listeners the pictures of crowd scenes. They are the symphonic poems “A grand occasion at the collective farm” (1952) by Mussin K.; “The Home of Joy” (1961), “Meiram” (1972) and “Mereke” (1982) by Mukhamedzhanov S.; “A grand occasion” (1985) by Tlendiyev N.; “A grand occasion after Nauryz” (1984) by Botpayev D.; “Merekelyk kuy” (1988) by Ussenov E; “Dumandy kymyz toi” (1985) by Umirov E. This discrimination is rather relative in respect of the abovementioned compositions as they represent a mixed type.

Thus, creating a great number of compositions originated in the 20th century in the symphonic picture genre was confirmed with the fact of enormous interest of the domestic and foreign composers as well as originating a numerous variety of its types – a vitrage, a fresco, a plate, a watercolor picture, etc., testifying the swift evolution of the genre in Kazakhstan without losing its great depth of meaning. Studying this question allowed revealing the common conformities of developing the symphonic picture genre and opening up the new ways to understand and realize the heritage of the up-to-date composer creativity.

To realize the peculiarities of the symphonic picture genre better all the questions concerning the genre specificity were involved in the search. The process of the symphonic picture genre development in the creativity of the Kazakhstan composers is divided into three stages. The first stage – the end of the 1950s and beginning of the 1970s – the creative searching of the domestic composers was focused upon the quotation of the folk materials. The second stage – since the 1970s till the 1990s – was characterized with indirect attitude toward the Kazakh traditional culture and forthcoming of the original music imbued with ethnic and typical traits. The third stage – since the 1990s up to date – is defined with the interest to the earliest time elucidating the historical and cultural aspects of the Kazakhs way of life. This fact is connected with the independence acquired by Kazakhstan and the new view to the past. The considerable widening of the artistic horizon is obvious as well by reason of the active use of the new composing techniques like pointillism, sonorism, aleatoriality, the creation of new means to convey sounds and enriching the sphere of the program primary sources.

The carried out comparative characteristics of the symphonic picture genre and the symphonic poem genre allowed revealing the general and distinctive features of both genres and outline them as a whole. The special attention of the work is directed to the origination of a mixed type. The classification of the symphonic pictures created by the Kazakhstan composers in line with the typology – a picture-landscape, a musical portrait and a crowd scene in accordance with the chronological order and instrumental structure had been fulfilled at the same time.

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А.С. Нүсіпова

Құрманғазы атындағы Қазақ ұлттық консерваториясы, Алматы қ., Қазақстан

ҚАЗАҚСТАН КОМПОЗИТОРЛАРЫ ШЫҒАРМАШЫЛЫҒЫНДАҒЫ СИМФОНИЯЛЫҚ СУРЕТТЕМЕНІҢ ТҰРПАТТАМАСЫ

Аннотация. Мақала Қазақстан композиторлары шығармашылығындағы симфониялық суреттеме жанрына арналған. Симфониялық суреттеменің қалыптасуы мен даму тарихы, Қазақстан авторларының сонылық шығармашылық шешімдері, аталған жанрда дүниеге келген туындылардың қомақы саны жинақталған жетістіктерге терең ғылыми зерделеуді қажет етеді.

Симфониялық суреттеме мен симфониялық поэмаға жасалған салыстырмалы сипаттама жанрдың жалпылық және айырмашылық келбетін, сонымен бірге олардың әртүрлі нұсқаларын айқындады. Туындаған аралас түрлеріне ерекше назар аударылып, мән берілді.

Мақалада тұңғыш рет симфониялық суреттеме жанры зерттеледі, бұған қоса Қазақстан композиторлары симфониялық суреттемелерін саралау тұрпаттама бойынша (пейзаж-сурет, музыкалық кескіндеме, көпшілік көрініс) хронологиялық ретімен және аспаптық құрамы бойынша жүзеге асырылады.

Түйін сөздер: Қазақстан композиторларының шығармашылығы, симфониялық суреттеме жанры, жанр тұрпаттамасы.

А. С. Нусупова

Казахская национальная консерватория имени Курмангазы, Алматы, Казахстан

К ПРОБЛЕМЕ ТИПОЛОГИИ СИМФОНИЧЕСКОЙ КАРТИНЫ В ТВОРЧЕСТВЕ КОМПОЗИТОРОВ КАЗАХСТАНА

Аннотация. Статья посвящена жанру симфонической картины в творчестве композиторов Казахстана. История формирования и становления симфонической картины, оригинальность творческих решений казахстанских авторов, солидное количество сочинений в избранном жанре вызывают необходимость глубокого научного осмысления накопленных достижений.

Произведенная сравнительная характеристика симфонической картины и симфонической поэмы позволила определить общие и отличительные черты жанров, а также выявить их различные варианты. Особое внимание уделяется появлению смешанной разновидности.

В статье впервые исследуется жанр симфонической картины, а также осуществлена классификация симфонических картин композиторов Казахстана по типологии (пейзаж-картина, музыкальный портрет, массовая сцена), по хронологическому порядку и инструментальному составу.

Ключевые слова: творчество композиторов Казахстана, жанр симфонической картины, формирование, типология жанра.

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S.S. Kairdenov[1], Bartolomé Deyá Tortella[2]

[1]Kokshetau state university named after Sh.Ualikhanov, Kokshetau, Kazakhstan;
[2] University of Balearic Islands, Spain
tolo.deya@mail.ru; s_kairdenov@yandex.ru

THEORETICAL PREREQUISITES OF THE ISLAMIC BANKING SYSTEM AND THE PRINCIPLES OF FUNCTIONING IN THE MARKET OF FINANCIAL SERVICES

Abstract. The basic principles of the organization of the banking system at the present stage of development of banks are the principle of two-level structure of banks and the principle of universality of banks. The two-level structure assumes such divisions of functions of banks,where the Central Bank, making monetary and credit regulation, can’t directly enter the banking market, grant the loans directly the enterprises to the organizations and shouldn’t participate in the competition to commercial banks. Two-level structure assumes the functional capacity of the commercial banks and other credit institutions. The universality of banks means that all banks on the territory of Russia have the right to carry out all short-term and long-term bank operations. One of regularities of the development of the commercial banks is financial mediation, which supplies the financial capital. Essential signs of banks are: double exchange of debt obligations; form own obligations for the sums of deposits; form resources at the expense of borrowed funds. Considerable inflow of oil dollars in the Muslim countriesis provided by huge amount of temporarily free liquidity and growth of quality of the financial infrastructure, stimulating an investment into the different projects of other countries.

Keywords:credit institution, bank operations, bank accounts, financial enterprise, deposits, credits, monetary circulation, mutual payments, calculations of clients, bank percent.

In the former USSR the state credit system included three banks of the monopolist: 1 – State Bank of the USSR; 2 -Stroybank of the USSR; 3 - Bank for Foreign Trade. Stroybank of the USSR was the multilink centralized credit institution, which carried out the financial support by the organization. Bank for Foreign Trade was the bank, which carried out the export-import relations. During the Soviet period banks were created for service of the international financial activity abroad in the form of branches, such as Moscow national bank (London), Commercial bank for Northern Europe -Eurobank (Paris), Ost-vest Handelsbank (Frankfurt am Main), etc.

G.N. Beloglazova and L.P. Krolivetskaya consider bank as the credit institution with the right to carry out the bank operations, consisting in attraction of money, placement them on the terms of recoverability, availability and urgency, opening and maintaining bank accounts both from legal and natural persons [1, P.99]. According to the explanatory dictionary of economic terms bank - the financial enterprise, which has the following characteristics:

- concentration of temporarily free money (deposits);
- granting them in temporary use in type of loan;
- services of mediation in mutual payments and calculations of clients;
- regulation of monetary circulation;
- formation of profit of bank by means of bank percent (percent for the credit);
- the universality of bank is carried out by combination of loan, deposit, investment, issue, settlement and payment, leasing, information, consulting, auditor and other operations [2, P.17].

The history of emergence of banks begins in the 14th and 15th centuries in the conditions of manufactory stage of capitalism in Venice and Genoa (Italy); and has been designed to regulate monetary circulation and expanding credit operations. Some scholarsclaimed that banks have appeared at the time of feudalism, when the need for them as intermediaries in payments has appeared. Thus, the word "bank" comes from Italian "banko" and meansthe table. Why the table?Because the tables were placed into squares, in places, where was the trade in goods. Such table was some kind of center of trade relations, where buyers and sellers exchanged goods. In Ancient Greece such tables were called "trapezida" (from Greek "meal" - the table).In Ancient Rome such tables carried the name of a mensariya (from Latin "mensa" - the table). Later term"bank" as a type of exchange process, meant exchange of money. Of course, modern banks don't identify the activity only with exchange transactions, credit institutions [3, P.58].

The beginning of bank activity in Russia belongs to the middle of the 18th century.The predecessor of the Monetary Office was considered St. Petersburg in 1733. So the bank is an important element of the banking system had patrimonial properties: status, license, ability to self-regulation and interaction with other parts of the banking system [4, P.64].

In 1987 the Concept of reorganization of the banking system has been developed:

- two-level banking system, top of which carries out coordination of activity of banks of the second level;
- self-financing- as a basis of high-quality service of the enterprises of branches of economy;
- inclusion into the banking system new forms and methods of the credit relations.

The second stage of reforming of the banking system is the creation of the commercial banks on share and joint-stock bases. New mechanism of monetary and credit regulation was developed in order to influence to macroeconomic proportions and provide free modulation of the capital.

The basic principles of the organization of banking system at the present stage of development of banks are the principle of two-level structure of banks and the principle of universality of banks. The two-level structure assumes such division of functions of banks at which the Central Bank grants the loans directly to the enterprises and organizations. Two-level structure assumes the functional capacity of commercial banks and other credit institutions. The universality of banks means that all banks, operating in the territory of Russia, have the right to carry out all short-term and long-term bank operations.

One of regularities of the development of commercial banks is financial mediation, which is an intermediary between suppliers and consumers of the financial capital. Essential signs of banks as intermediaries are: double exchange of debt obligations; form own obligations for the sums of deposits; form resources at the expense of borrowed funds.

The principles of activity of commercial bank are:

- work within available resources;
- full economic independence for results of the activity;
- relationship of commercial bank with the clients is based on usual market relations;
- regulation of activity of bank can be carried out only indirect economic methods.

The main of commercial banks consist of obligatory profit. Such risks as credit risks, risk of liquidity and risk of interest rate lead to loss of traditional advantage of bank monopoly. The history of activity of Islamic Banks begins from 60th years of the twentieth century. The organization of the Islamic Development Bank and the Dubai Islamic Bank in 1975 was the beginning of official development of Islamic banking. The principles of Islamic Banking are applied quite successfully not only in the Muslim countries today, but also in the countries of USA and Europe. Some European banks opened special "Islamic windows", such offices of traditional bank, providing services, according to Sharia.The center of Islamic banking in Europe is Great Britain with the system of legislation, diversification of traditional banking. Islamic Bank of Britain is situated in Birmingham.The Islamic bank is the type of financial institution, which activity includes almost all known forms of bank activity, excluding granting and receiving loans. Famous economist E.A.Semak considers that "Islamic Bank and economy don't exist as the independent and isolated systems;they are the part of public system, where the laws have been transmitted to mankind through consecutive chain of prophets - Abraham, Moisey, Jesus and Muhammad [5]. The Islamic economy is closely connected with the term "Islamic civilization". Without understanding of interrelation of this term it is impossible to understand the value of Islamic banking for the Russian economic space.

Some scholars have insisted that the Islamic population endures owing to the amplifying globalization processes, modernization of lifestyle on the basis of growth of urbanity conditions that leads to gradual deleting of cultural differences between the different segments of the population (see Figure 1).

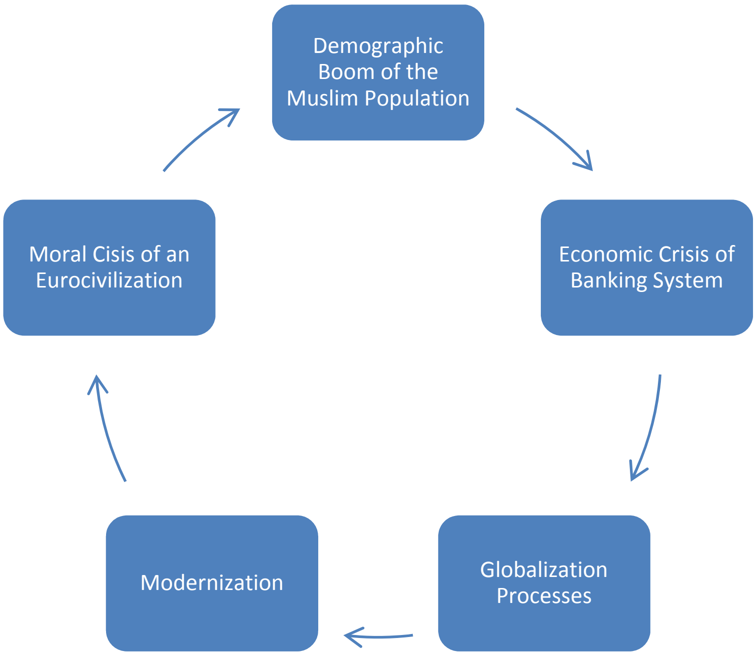


Figure 1 - The Factors Influencing Growth of Islamic Economy.

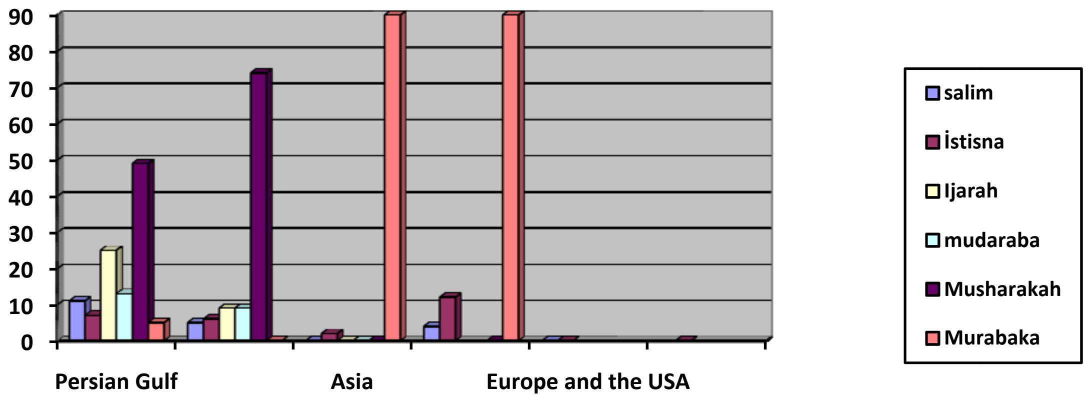
In some Muslim countries, such as Turkey and Malaysia, there is also possible to assume this option.Other Muslim countries are really close to the Westerncountries. The world banking system is forced to accept a segment, absolutely new to itself in the form of Islamic credit and insurance services. Now in more than 40 countries of the world about 200 Islamic financial institutions working with no percentage basis function. Islamic economy is based on own logic of actions, but doesn't come off the universal economic relations. It is known that the cumulative capitals of Islamic banks are estimated in tens of billions of dollars, and total assets in hundreds of billions. The western business recognizes prospects and possibilities of Islamic banking and the number of the known companies and banks of Europe and the USA; already use Islamic banking products and technologies.

Thus, the following conclusion is considered the main postulate of Islamic economic thinking: the fictitious financial resources which aren't passing through process of productive use don't do society richer in real terms.

Now Islamic banks are characterized by innovative approach in the field of passive operations. The client base of the Islamic banks preferring a large income compatible to the moral of Sharia grows. At this stage Islamic investment banks work generally at the market of leasing operations and the risk capital. The sum of the assets operated on bases of the principles of Sharia, according to experts opinion, to 160 billion dollars; that makes less than one asset of large Japanese bank by relative estimates, but the systematic steady growth of dynamics of Islamic banks of 15 percent predicts the big future for development of IBD and its banking products in the world financial market. For example, in Kuwait Islamic banks place thirty percent of the population. In the world market of financial services the Islamic Development Bank functions since October 20, 1975.

The ideas and the purpose of creation of Islamic bank, rendering system, financial support to the Muslim countries in respect of assistance to economic development and social progress to members of the group of shareholders of the Islamic Development Bank is important. Creation of the financial potential in increase the level of savings and investments means the purpose of economic development of the members-countries of IBD (see Chart 1).

Chart 1 – Structure of a financial portfolio of Islamic Bank



As we see from the chart the financial portfolio of Islamic Bank is presented by all its components in varying degree, anyway sufficient to be recognized in world economic and financial community.We will provide the comparative analysis of differences of Activity of Traditional Islamic Banks(see table 2)

Table 2- Comparison of Differences of Activity of Traditional Islamic Banks

	Parameter of the Characteristic of Bank	TraditionalBank	IslamicBank
1	Guaranteed Payments for Deposits Poste Restante	Be Present	Be Present
2	Guaranteed Payments on Investment Deposits	Be Present	Be Absent
3	Rate of Percent on Deposits	Guarantee	Be Absent
4	Mechanism of Rate Percent on Deposits	Doesn't DependonProfitability	DefinedbyProfitability
5	Participation of Clients in Profits of Bank	Be Absent	Be Present
6	Application of Islamic Financial Products	Be Absent	Be Present
7	Requirement of Bank Providing with Pledge	Be Present	Lack of Discrimination of the Client

As we see from table 2, parameters of the characteristic of banks coincide only at the guaranteed payments for deposits, the rate of percent on deposits in the traditional bank is guaranteed by Islamic bank. In Islamic bank the mechanism of rate percent on deposits is defined by profit of the bank. This procedure is corresponded to the ethical principles of Islam, such as the characteristics of participation of clients in bankprofits, application of Islamic financial products and the requirement of bank.

In the conclusion we would like to remind thatthe problem of increase in the competition in the financial world markets is aggravated with the world economic crisis.The Islamic banking system should maintain the interest of the clients, developing new strategic decisions for gaining segments of the financial market the special products.

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С. С. Каирденов, Бартоломью Дейа Тортелла

ИСЛАМ БАНКІ ЖҮЙЕСІНІҢ ТЕОРИЯЛЫҚ АЛҒЫШАРТТАРЫ ЖӘНЕ ҚАРЖЫ ҚЫЗМЕТТЕР НАРЫҒЫНДА ЖҰМЫС ІСТЕУ ПРИНЦИПТЕРІ

Аннотация. Банктерді дамытудың қазіргі кезеңінде банк жүйесін ұйымдастырудың негізгі қағидаттары банктердің екі деңгейлі құрылымы мен банктердің әмбебаптығы қағидаты болып табылады.Екі деңгейлі құрылым банктер функциясының осылай бөлінуін бағамдайды, бұл жерде Орталық банк ақша-кредиттік реттеуді жүзеге асыра отыра, банк нарығына тікелей кіре алмайды, ұйымдардың кәсіпорындарына тікелей несиелер бермейді, және коммерциялық банктермен бәсекеге түспеуі тиіс.Көріп отырғанымыздай, екі деңгейлі құрылым коммерциялық банктердің және басқа да несие мекемелерінің функционалдық мүмкіндіктерін бағамдайды. Банктердің әмбебаптығы Ресейде жұмыс істейтін барлық банктер қысқа мерзімді және ұзақ мерзімді банктік операцияларды жүзеге асыруға құқылы екенін білдіреді.Қаржы капиталын жеткізушілері мен тұтынушылары арасындағы қаржы делдалы коммерциялық банктерді дамытудың заңдылықтарының бірі болып табылады.Банктің делдал ретіндегі негізгі белгілері: борышқорлық міндеттемелермен қос айырбасталуы; салымдар сомасы бойынша өз міндеттемелерін қалыптастырады; қарыз қаражаты есебінен ресурстарды қалыптастыру.Мұсылман елдеріндегі мұнай долларының көлемді ағымы, сарапшылардың пікірінше, басқа елдердің жобаларына инвестициялар тартуды ынталандыратын қаржы инфрақұрылымының сапасын көтеріп, уақытша еркін өтімділіктің ауқымдылығымен қамтамасыз етеді.

Түйін сөздер: кредит ұйымы, банктік операциялар, банктік шоттар, қаржы кәсіпоры, салымдар, кредиттер, ақша айналымы, өзара төлемдер, клиенттер есебі, банктік пайыздар.

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С.С.Каирденов[1], BartoloméDeyáTortella

[1]Кокшетауский государственный университет имени Ш.Уалиханова, Кокшетау, Казахстан;
[2] Университет Балеарских Островов, Испания

ТЕОРЕТИЧЕСКИЕ ПРЕДПОСЫЛКИ ИСЛАМСКОЙ БАНКОВСКОЙ СИСТЕМЫ И ПРИНЦИПЫ ФУНКЦИОНИРОВАНИЯ НА РЫНКЕ ФИНАНСОВЫХ УСЛУГ

Аннотация. Основными принципами организации банковской системы на современном этапе развития банков являются принцип двухуровневой структуры банков и принцип универсальности банков. Двухуровневая структура предполагает такое разделение функций банков, при котором Центральный банк, выполняя задачу денежно-кредитного регулирования не может прямо выходить на банковский рынок, предоставлять кредиты непосредственно предприятиями организациям и не должен участвовать в конкуренции с коммерческими банками.Как видим, двухуровневая структура предполагает функциональную дееспособность коммерческих банков и других кредитных организаций. Универсальность банков означает, что все действующие на территории России банки имеют право осуществлять все краткосрочные и долгосрочные банковские операции. Одной из закономерностей развития коммерческих банков является финансовое посредничество,которое является посредником между поставщиками и потребителями финансового капитала. Существенными признаками банков как посредников являются: двойной обмен долговыми обязательствами; формируют собственные обязательства по суммам вкладов; формируют ресурсы за счет заемных средств. Значительный приток нефтедолларов в мусульманских странах, как считают эксперты, обеспечивают огромное количество временно свободной ликвидности и рост качества финансовой инфраструктуры, стимулирующей вложение инвестиции в проекты других стран.

Ключевые слова: кредитная организация, банковские операции, банковские счета, финансовое предприятие, вклады, кредиты, денежное обращение, взаимные платежи, расчеты клиентов, банковский процент.

Information about authors:

Kairdenov S.S. - Senior teacher, chair of economy andaccounting. Kokshetaustate university named after Sh.Ualikhanov, Kazakhstan, Kokshetau;

Bartolomé Deyá Tortella - PHD in economy, University of Balearic Islands, Department of Business Economics,Spain

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R.S. Abdrakhmanova [1], I.Yu. Rey [2], K.M. Sayabayev [3]

[1]National Academy of Choreography, Kazakhstan, Astana city;
[2]Varna Free University, Bulgaria, Varna;
[3]Kazakh Agrotechnical University named after S.Seifullin, Kazakhstan, Astana city
arsrauana@gmail.com, as_doshan@mail.ru, dokphd.unikum@mail.ru

GREEN ECONOMY IN RURAL TOURISM

Abstract. The development and strengthening of rural areas is one of the basic components of the economic well-being of any state, primarily due to the fact that a sustainable level of development of rural areas is a guarantee of the country's food independence. However, to ensure an adequate standard of living, infrastructure and incomes of the rural population, as well as to minimize the level of unemployment, the development of agriculture alone in rural areas is extremely small. At the same time, under the conditions of the global economic crisis, with the intensification of negative processes in society, it is most expedient to focus on sectors and directions of economic activity with a high level of economic potential and a high level of projected financial returns, but not requiring large initial financial investments.

Keywords: green tourism, agriculture, sustainable development, potential, solar energy, photovoltaic.

Introduction. About 2% of the incoming solar energy is converted into wind energy. The wind is a very large renewable energy source. Its energy can be used in almost all areas of the Earth. This gives grounds to assert that the receipt of electricity from wind power plants is extremely attractive, but at the same time a technically difficult task, the main difficulties, in relation to which are a high degree of dispersion of wind energy and in its inconstancy.

Methods of research. Speaking about the way of realization of solar generation, it should be noted that this is done by means of photoelectric elements. In turn, the main technologies of solar generation, the most widely used in modern practice, are photovoltaic, and solar thermal energy.

The production of electricity by means of the photovoltaic effect is carried out according to the principle of accumulation of sunlight on an installed photocell, whose energy, when reacting, is absorbed by electrons, which leads the electrons into motion, which in turn forms an electrical voltage. Solar panels (batteries) are used as photocells for this technology of solar energy production. Panels are assembled from several elements - modules, which in turn represent a complex of photoelectric converters (FEP) mounted on a reflective material, as the basis of a module between which a polymer film is placed.

The discussion of the results. Visually, the photovoltaic module and its structure are displayed with the help of figure 1.

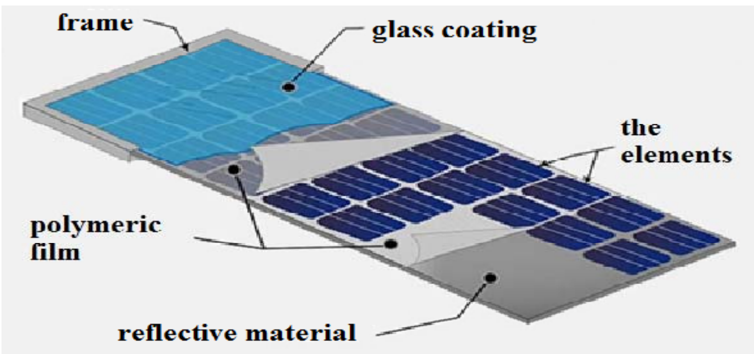

Figure 1 - Structure of the solar panel module

Just in recent years, special popularity is acquired by solar thermal energy. The production of electricity using this technology is based on the use of solar radiation to heat a liquid located in a special vessel of a solar thermal installation. When heated, the liquid is converted into steam by means of which the turbine of the plant is rotated, which leads to the production of electricity. In addition to the tank with water, the installation also includes a complex of thermal solar panels located around the reservoir, which contribute to the heating of water.

Clearly, the principle of using solar energy technology is shown in Figure 2.

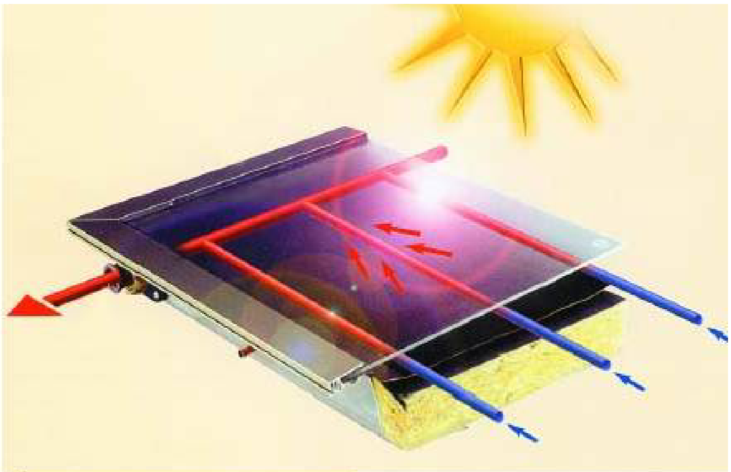

Figure 2 - Principle of operation of a domestic solar thermal installation

Unlike photovoltaic, solar thermal power plants are mainly used for the production of hot water and thermal control of buildings.

The basis for the development of green tourism in Kazakhstan certainly lay the international experience of the initial introduction of this direction. In accordance with this, in the context of the issue under consideration it is advisable to get acquainted with the international experience of introducing green tourism of the leading countries of Europe and the USA.

One of the states is not only the leaders in the implementation of green tourism at this stage of social and economic development, but also the "pioneer" of this type of tourism, particularly in rural areas, is the United States.

In 1987, a long-term strategic goal was announced - "the creation of a network of green routes throughout America". The prototype of direct rural tourism appeared in America during the Great Depression, which is the largest crisis phenomenon in the US economy, which occurred in 1933-1939. Against the backdrop of the active reform of the economic and social spheres of F. Roosevelt's activity, in order to bring the country out of the crisis, there was a powerful leap in the internal migration of the population. Against the background of increased employment of the country's population through implemented anti-crisis projects Roosevelt, who managed to reduce the unemployment rate from 24.9% in 1993 to 17% in 1939. In view of this, a significant stratum of citizens of the state had funds for trips to short-term rest, in which they needed.

To meet the need for short-term rest and healthy nutrition to restore workers' strength, tourism projects were needed that did not require the presence of a large amount of money and potential tourists. The ideal option for meeting the above-mentioned needs, taking into account the economic realities of the time, was recreation in farms. Therefore, families of farmers living along busy main roads were the first to provide services of this nature.

The next significant stage in the development of agro-tourism in the US, as it can be seen at the moment, is the reform of higher education in the 1950s, as a result of which the acquisition of vocational education became more accessible. At the same time, the leading role was played by increasing the availability of vocational education for a part of the population living in rural areas and, accordingly, being part of the country's agro-industrial complex. The result of the reform was an increased interest in outdoor recreation, ecotourism, special offers for rural travel.

Investigating the current state of the Akmola region, one cannot fail to pay attention to the assessment of the investment attractiveness of this region as one of the main aspects of financial well-being and the prospects for further development (Table 6)

Table 1 - Assessment of investment attractiveness and level of development of innovations in the Akmola region for the period 2014 - 2017 (in%)

Index	2014	2015	2016	2017	Absolute. deviation.	Relative deviation.
Rate of investment growth in fixed capital per capita, in% by 2015	-	100,0	102,1	104,7	104,7	-
Share of foreign investments in total investment in fixed assets	4,6	4,8	5,0	5,5	0,9	119,57
Growth of investments in the fixed capital of the non-extractive sector (excluding investments from the state budget), in% by 2015	100,0	100,0	103	105	5	105,00
The share of innovative-active enterprises from the number of operating enterprises	7,3	7,4	7,5	7,7	0,4	105,48
Increase in the share of innovative products in the total volume of gross regional product	3,2	3,0	3,4	3,5	0,3	109,38

Table 2 - Analysis of indicators of employment and social protection of citizens created in the Akmola region for the period 2014 - 2017

Index	Unit. m	2014	2015	2016	2017	Absolute. deviation.	Relative deviation.
Unemployment rate	%	4,9	4,9	4,8	4,7	-0,2	95,92
The level of female unemployment	%	5,6	5,6	5,6	5,6	0	100,00
Level of youth unemployment	%	3,1	3,6	4,2	4,0	0,9	129,03
The proportion of people employed who have applied for employment	%	98,0	98,0	63,5	63,5	-34,5	64,80
The share of employed persons for permanent work from the number of addressed target groups	%	-	68,2	68,7	69,2	0	
Level of occupational injuries	ед.	0,30	0,33	0,32	0,31	0,01	103,33
The share of qualified specialists in the structure of the attracted foreign labor force on permits issued by local executive bodies	%	56,0	55,5	65	65	9	116,07
Specific weight of the eliminated violations of the labor legislation, in% to the total number of violations detected	%	99,8	95,6	95,2	95,3	-4,5	95,49
Доля населения, имеющего доходы ниже величины прожиточного минимума	%	2,9	2,8	2,7	2,7	-0,2	93,10
Share of able-bodied people from targeted recipients of social assistance	%	30,7	29,4	29,0	28,0	-2,7	91,21
Share of persons covered by special social services	%	96,5	97,0	97	97	0,5	100,52
Percentage of persons covered by special social services provided by private sector entities	%	7,9	7,8	4,9	5,9	-2	74,68
The share of social infrastructure facilities provided with access for disabled persons from the total number of certified social, transport infrastructure	%	15,0	30,0	50	70	55	466,67

As the presented data show, the development prospects of the Akmola region, as a strategically important region of Kazakhstan, are not very generous. Over the past 3 years, the growth of investments in fixed capital per capita amounted to only 4.7%, while the share of foreign investment during the analyzed period was only 4.6 to 5.5%.

A positive trend with respect to investment attractiveness is its actual availability with low investor activity, and not vice versa. The growth in the share of innovative products in the total volume of GRP over the past five years amounted to 9.38% in relative terms, although it showed only 3.2 to 3.5%.

One of the main indicators of the high level of the region's economic development is its social design, which in its turn is mainly reflected through the quality of life of the population. In accordance with this, let us consider the main indicators of the quality of life of the population of the Akmola region using the data in Table 7.

Over the past 3 years, the overall employment rate in the Akmola region reflects positive changes. The unemployment rate in absolute terms showed a decrease of 4.08%.

Conclusions. Thus, a more detailed analysis of the issue examined showed negative dynamics. One of the particularly negative phenomena, as the main economic process of the Akmola region, which has already acquired a constant trend, is the growth of unemployment among the pensions that in the last 3 years amounted to 29.03% in relative terms.

The young population is looking for a better life, better working conditions that most conservative entrepreneurs in the country can not provide.

Thus, on the basis of the foregoing, it can be summarized that the general economic state of the Akmola region can be characterized as moderately good, but with a number of problems that need to be addressed by local governments from the legislative to the executive level.

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Р.С. Абдрахманова[1], И.Ю. Рей[2], К.М. Саябаев[3]

[1]Хореография Ұлттық Академиясы;
[2]Варна еркін университеті, Болгария, Варна қ.;
[3]С.Сейфуллин ат. Қазақ агротехникалық университеті, Қазақстан, Астана қ.

АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Ауылдық аймақтардың дамуы мен нығаюы кез келген мемлекеттің экономикалық негіздерінің бірі болып табылады. Ең алдымен ауылдық аймақтардың тұрақты даму көрсеткіші – мемлекеттің азық-түлік тәуелсіздігін көрсетеді. Алайда қолайлы өмір сүру көрсеткішін, инфраструктура және ауыл тұрғындарының табысын қамтамасыз етіп, жұмыссыздықтың алдын алу үшін ауыл аймақтарда бір ғана ауыл шаруашылығының дамуы жеткіліксіз. Оның үстіне, әлемдік экономикалық кризис пен қоғамдағы жағымсыз процестердің барысында экономикалық потенциалы және қаржылық серпіні жоғары болатын ауыл шаруашылығына ерекше көңіл аудару керек.

Түйін сөздер: жасыл туризм, ауыл шаруашылығы, тұрақты даму, потенциал, әлеует, гелиотермальді энергетика, фотовольтарика.

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Р.С. Абдрахманова [1], И.Ю. Рей [2], К.М. Саябаев [3]

[1]Национальная Академия Хореографии;
[2]Варненский свободный университет, Болгария, г.Варна;
[3]Казахский агротехнический университет им.С.Сейфуллина, Казахстан, г.Астана
arsrauana@gmail.com, as_doshan@mail.ru, dokphd.unikum@mail.ru

ЗЕЛЕНАЯ ЭКОНОМИКА В СЕЛЬСКОМ ТУРИЗМЕ

Аннотация. Развитие и укрепление сельских территорий является одной из базовых составляющих экономического благополучия любого государства, в первую очередь в связи с тем, что устойчивый уровень развития сельских территорий является залогом продовольственной независимости государства. Однако для обеспечения должного уровня жизни, инфраструктуры и уровня доходов сельского населения, а так же минимизации уровня безработицы, развитие на сельских территориях одного только сельского хозяйства крайне мало. При этом, в условиях мирового экономического кризиса при усилении негативных процессов в обществе наиболее целесообразно делать упор на отраслях и направлениях хозяйственной деятельности с высоким уровнем экономического потенциала и высоким уровнем прогнозируемой финансовой отдачи, но не требующих для старта и первоначального развития больших финансовых вложений.

Ключевые слова: зеленый туризм, сельское хозяйство, устойчивое развитие, потенциал, гелиотермальная энергетика, фотовольтарика.

Сведения об авторах:

Абдрахманова Рауана Сембековна - Зав.кафедрой«Арт-дизайна», Казахская Национальная Академия Хореографии. 010000, г.Астана;

Рей Инна Юрьевна- PhD туризм, Варненский свободный университет им. Храбры, Болгария , г.Варна;

Саябаев Кайсар Максутович - докторант кафедры «Экономика», Казахский агротехнический университет им.С. Сейфуллина, Астана пр. Победы, 62, 8(7172)31-75-47, 8(7172)31-75-97.

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A.A. Kussainova[1], Waldemar Kozlowski[2]

[1]Kokshetau state university named after Sh.Ualikhanov, Kokshetau, Kazakhstan;
[2] University of Warmia and Mazury, Poland
wkozlowski@yandex.ru; kusainova-76@mail.ru

TO THE QUESTION OF SOCIAL INSURANCE IN JAPAN AND CHINA

Abstract. The system of social insurance of Japan and China has the aim to providethe citizens of their countries in case of temporary or constant disability. It is carried out at the expense of the insurance funds, created in an obligatory or voluntary order, formed of insurance premiums of the population and employers, and also public funds. In spite of complexity of the organizational structure of the social security systems in Japan and China, they are quote differ from each other, have the similarities and peculiarities. So, the pension system in Japan and China consists of rather independent modes of providing citizens by the same types of constant disability work. Such situation generates differences in the size and conditions of receiving these or those types of providing for separate categories of the population. Therefore the pension reform in these eastern countries was carried out for a long time in Japan and China and aimed to simplify the pension system and to unify the conditions and norms of payment of pension in the various links. Japan is the first country in Asia, where insurance of health has been entered in the national scale. The vast majority of the population gets under action of two main systems of insurance of health: systems of insurance of persons of wage labor and national system of insurance of health.

Keywords:system of social insurance, disability, population contributions, independent modes, categories of the population, norm of payment of pension, insurance of health, person of wage labor, basic system, retirement account.

The rising needs of the society and increasingly competitive political system caused the implementation of improvements in the sector of welfare services for the elderly. The newly created basic pension scheme included provisions for the disabled, the elderly and surviving dependents. Both major national pension schemes, the Employment Pension Insurance and the National Pension Scheme, incorporated this new basis pension program. This new reform, in essence, can be regarded as a partial unification of the pension insurance system. In the meanwhile, since the beginning of the 1980s, the social system had been gradually transformed from a cash-based to a care-based system. After the introduction of the Gold Plan in 1989, new care services for the elderly have been set up and the level of the existing ones had been upgraded. Six years later, the New Gold Plan raised the level of benefits renew. In addition, while facing the worsening social conditions of the fast growing elderly population, the government felt obliged to install a new Chronic Care Insurance in December 1997, covering all residents aged 40 and over. The Chronic Care Insurance system, however, only was fully installed in April 2000, after a twoyear preparation period [1, P.24].

Today, the Japanese welfare state system is still characterized by its dualism between the separately administered social security schemes of employees and that of the rest of the population.

The Chinese government had to tackle other, much more urgent tasks first; safeguarding the minimal standards of living in the cities, where people cannot rely on vegetables the plant themselves and livestock they raise themselves and where people cannot rely on the support of family members, relatives and neighbors as much as people in the countryside. As a result, the Chinese government focused on the development of social care service institutions and other welfare sectors, such as public housing. Another important task the government began to concentrate on was the demographic development of the population, since it wanted to make an end to the miserable conditions of its people and to enhance economic and social development at the same time. For these reasons, the government heavily promoted a new birth control policy, which aimed at reducing the number of children a couple has to only one. The one-child policy included a great number of incentives and disincentives in order to ensure the obedience of it. In the cities, the new birth control measures were much more effective than in the countryside [2, P.6].

Today, the Chinese health care system is only marginally established on the countryside, since 80 percent of all hospitals and doctors are concentrated in urban areas. The reform of the Chinese economic system brought along also an enormous change of the education system. From the year 1998 to 2000, the enrolment of universities and colleges - though still lagging behind other developing countries - doubled reaching two million [1, P.89].

The traditional economic and social system of the backward areas are going to change in the years ahead. This inevitable trend will cause the necessity of implementing a welfare system in the countryside. The Communist Party of China is very aware of this and is, therefore, undertaking a great deal of efforts to fulfill this strenuous task. The growing middle class in the countryside, especially in developing small and medium-sized towns, will doubtfully demand the beneficial protection of social insurance schemes and social assistance programs. In the last two decades, the Chinese welfare state system developed into a more universal social security system; the social insurance system in China is not divided occupationally. However, there are differences among provinces and especially between the cities and the countryside. Up to now, the function of the Chinese welfare state system has been to address the social welfare needs of the urban population. With the ongoing industrialization of the Chinese hinterland, the Chinese welfare state system will certainly be extended to include more and more of China's vast rural population.

The system of social insurance of Japan is aimed at providing citizens in case of temporary or constant disability. It is carried out at the expense of the insurance funds, created in an obligatory or voluntary order, formed of insurance premiums of the population and employers and also public funds. Along with complexity of organizational structure social security in Japan differs also in divisibility of the links entering it. So, within pension system about ten rather independent modes of providing citizens by the same types of constant disability work. Such situation generates differences in the size and conditions of receiving these or those types of providing for separate categories of the population. Therefore the reform undertaken a long time in Japan aimed to simplify pension system and to unify conditions and norms of payment of pension in its various links[3, P.107].

Japan is the first country in Asia where insurance of health has been entered in national scale. The vast majority of the population gets under action of two main systems of insurance of health: systems of insurance of persons of wage labor and national system of insurance of health. One of them is constructed by the production principle, another - at the place of residence the pension system.This system in Japan includes four elements:

- personal insurance;
- funds of the companies;
- fund of the Ministry of Social Welfare;
- the budgetary ("national") basic system for employed.

On corporate pensions the fixed sum is paid. The persons, occupied with own business, need only basic pension. Passing to work into the company, which doesn't have a retirement account or becoming the businessman, the worker loses the right to continue pension savings. In this regard in Japan reform of pension system has the problem: transition to payment of basic pensions, which cover all population, and the pensions, paid to hired workers was undertaken. Basic pension is paid on an old age, disability and also all persons in need. On two thirds it is financed from means of various insurance pension funds.

The pension fund of hired workers of the private sector consists of assignments of the enterprises, contributions of workers and surcharges of the state. Pension makes about 70% of monthly salary of the male worker. The pension funds of employees of the state and municipal enterprises and institutions are formed of means of benefit associations, which are created in the place of work and also the enterprises and the state grants. The 25-year seniority and 65-year age is necessary for receiving a basic old-age pension. The size of this pension can be reduced to 58% of the established level in case of retirement in 60 years and is increased up to 188% at retirement in 70 and more years[3, P.110].

Structurally in a control system of social insurance on unemployment several steps are allocated. The first - state. The state through the Ministry of Labor directs and controls this work. The second step of management is the authorities in prefectures having departments of employment. Their functions include control of collecting insurance premiums, implementation of all types of payments to subjects of system of insurance of employment (grants and subsidies) from means of insurance in the territory of prefectures. In the territory of prefectures 599 municipal employment services, which have large powers function and serve as the persons, who have lost work and employers. Municipal labor exchanges transfer work market information to the center of labor market, which is structural division of the Ministry of Labor and performs function of "the national computer". For acceleration of search by the unemployed of a workplace by the employment service special databanks on professional groups are created[3, P.113].

In general the Japanese program of employment is implemented in three directions:

- stabilization of employment or prevention of unemployment - protection of the insured persons against work loss, improvement of conditions of hiring and expansion of opportunities of employment;
- development of professional abilities and skills of workers;
- increase in welfare of workers, to providing to workers services in improvement of the production and household environment which includes: organization and use of hostels; organization and use of subjects to cultural and sports appointment; consulting services.

Summing up the results of the device of system of social insurance it is possible to draw the following positive conclusions: the multielement pension system gives the chance of receiving rather high pension (70% of monthly salary of the male worker); age range of retirement rather wide (from 60 to 70 and more years), it is relevant, when life expectancy of the population grows; existence of national insurance of health; very effectively constructed system of employment of the population; the organization of hostels for hired workers and also subjects to cultural and sports appointment in scales of all state.

By the beginning of the 1990th China managed to remove completely a problem of providing the population with food, to develop high growth rates of industrial production and, as a result, GDP and to raise the standard of living and social welfare of the people. In 21 century of the People's Republic of China is the nuclear and spacefaring nation with the developed industrial economy, the world's largest producer of absolute majority of types of industrial output and consumer goods. In 2010 tax revenues in treasury have made 1,7 trillion in the national currency, and since then grow approximately for 13% a year. Thereis also a material basis for strengthening of the social security system. In 2008 in China free general compulsory 9 years' education has been entered.

The social insurance peculiar to the modern economically developed states, gradually begins to gain the importance and in the Chinese system of social mutual aid and social security.The first attempt to create own system of social guarantees the worker in the People's Republic of China was made in the 1950th years. The Soviet model of the state centralized social security has been imitated. Further the centralized system of the state social security was replaced with the package of measures for social security, operating only at the level of the enterprises. As a result the system of social insurance has been destroyed and has ceased to exist as state mechanism of social protection of workers.

Traditional eastern type of the social help, where family solidary providing holds a dominant position, is characteristic of China.Modern social insurance of the Chinese citizens has four directions and is considered all the system of social security. It includes:

- pension insurance;
- medical insurance;
- insurance upon unemployment and production injuries;
- insurance of motherhood and childhood.

Social insurance has provided guarantees at approach of consequences from the main risks, possible among the active population. It extends, first of all, to the city dwellers involved in production. According to experts, social insurance adequately will capture country people of the country only in about 30 years.

A comparison of the history of social policy in Japan and China reveals the dramatic changes of development of these welfare state systems as well as their major determinants. Prior to 1945, the development of the Japanese welfare state system hinged on the occurrence of economic and natural disasters as well as the involvement in wars. After World War Two, the new Constitution stipulated that the State shall use its endeavors for the promotion and extension of social welfare and security, and of public health. However, not the Constitution determined post-war social politics, but certain political circumstances directly leading to welfare state extensions. Only in the late 1940s and early 1950s, new social policy legislation can be directly ascribed to the impact of the Constitution and the political circumstances of the years under foreign occupation. In the decades following the War, both working class and middle class members were highly attracted to political parties of the Left. Since the left-wing parties heavily promoted new social policies, the Liberal Democrats had to climb on the band-wagon in order to secure single-party rule. The economic crises of the 1970s, however, led to a major re-evaluation of the government's role in providing social welfare. Beginning in the mid-1980s, the Japanese government introduced of new social policy designed for the aged, especially on social care services. In the early 1990s, the long-term ruling Liberal Democratic Party not only lost its majority of seats, but also were excluded from government formation twice.

The New Gold Plan of 1995 and the Chronic Care Insurance of 1997 were the first major steps of the government in addressing the problems of the fast ageing society in a more competitive political environment.As voluntary in addition there is an insurance of social welfare, which is directed to a partial or full covering of expenses for education and improvement of living conditions. The state care of military assumes the system of certain discounts, delivery of rations and the appropriate device of the military personnel after their demobilization.

All categories of social insurance, except for insurance of social welfare, despite signs of voluntariness, mean the state participation. The state help appears in China to poor people and their families for ensuring the minimum vital needs. A reference point for her receiving is "living wage". It is established differentially, territorially and is corrected in time.

Considerable part of aged Chinese isn't captured not only pension insurance, but also the state provision of pensions. By the beginning of 21 century no more than a quarter of the population is more senior than 60 years received though some pensions. In rural areas more than 2/3 persons of retirement age still have no provision of pensions and completely depend on the adult children or relatives.

The retirement age in the People's Republic of China is for men of 60 years and for women of 55 years. Fulfilled on harmful and hard work, the retirement age was reduced, respectively, to 55 and 45 years. However, increase in the actual age of the introduction in active labor life and improvement of quality of the life along with other positive circumstances ask about expediency of raising the retirement age and its unification for men and women.

The model of modern pension insurance in China is neither distributive, nor accumulative in their clean look. It represents the mixed option of pension system. In its obligatory distributive level is complemented with the main accumulative and voluntary accumulative level. Distributive level provides assignments of the enterprises from the wages fund, and accumulative - assignments of the enterprises into personal accounts of workers and voluntary expels of citizens.

On the government resolution existing in the People's Republic of China since 1997 "About formation of uniform system of pension insurance at the enterprises" the insurer and enterprise monthly deduct insurance premiums. Since 1998 the percent of assignments by the enterprises and certain businessmen from the wages fund couldn't exceed 20%, and it has gradually decreased by the end of the 2000th years to 8%. The minimum and maximum wage levels proceeding from which the pension sizes are defined has been established. The minimum size for calculation of a pension grant is equal to 60% of average monthly salary in the region even if the actual salary of the worker was below the specified level. However, if the salary of the worker for 300% and more above average monthly salary in this area, then the sum exceeding a threshold isn't considered when charging pension.

The accumulated public pension means support of workers with a low wage or frequent breaks of work and also for the elderly people not capable to save up for an old age the sufficient sum on the account.

Individual retirement accounts and public retirement account are under control and in management of the pension fund and are replenished at the expense of percent from the special deposit controlled by the state. The pension fund in China isn't advanced by the government from the state budget. The budget deficit of the pension fund is compensated by the funds allocated by the Ministry of Finance of the People's Republic of China.

The main pension is appointed by local bodies of insurance and doesn't depend on the wage level of the worker or insurance premiums made before retirement. Itis equal to 20% of average monthly salary in this region. Individual pension makes the sum of accumulation on the individual account, including percent on a contribution.

Along with pension insurance in China also the system of medical insurance works. Besides the state insurance medicine guaranteeing a minimum of obligatory services, development is gained by the systems of production and corporate insurance in the field of health care and also private insurance medicine.

Now about 96% of the operating public expenditures for needs of medicine are allocated with local budgets; therefore in rural areas this problem costs even more sharply as there only about 15% of what the city authorities are able to afford are spent for one inhabitant.

Creation of system of medical insurance in the village rests against a problem of insufficient financing as China spends for needs of health care only 4% of GDP, while at the developed countries this indicator is equal to 9,2%.

Summing up the results of the device of system of social protection of China it is possible to draw the following conclusions:

1. Despite dynamic economic development of this state, the system of social insurance and in general social protection of the population much lags behind other developed states;
2. Strong economic stratification of society causes social tension in the society;
3. Low level of expenses from the state on the social sphere;
4. Absence still generality and equality in providing social services and social payments to the population of the country;
5. Poor development and insufficient control from the state of development of alternative forms of social insurance.

In the conclusion we would like to say, that the tendencies of the development of social insurance in the developed countries is various. Despite some similarity in the principles of management of the system of social protection of the population in the certain countries, nevertheless there have always the national peculiarities. The characteristic feature uniting the majority of the countries, having the best practices in area of the organization of social insurance, is the predominating role of the state.

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А.А. Кусаинова, В. Козловски

ЖАПОНИЯ МЕН ҚЫТАЙДАҒЫ ӘЛЕУМЕТТІК САҚТАНДЫРУ МӘСЕЛЕЛЕРІНЕ

Аннотация. Жапония мен Қытайдың әлеуметтік сақтандыру жүйесі уақытша немесе тұрақты еңбекке жарамсыздық жағдайында азаматтарды қамтамасыз етуге бағытталған.Ол халықтың және жұмыс берушілердің сақтандыру жарналарынан, сондай-ақ мемлекеттік қаражаттан міндетті немесе ерікті түрде құрылған сақтандыру қорлары есебінен жүзеге асырылады.Ұйымдастыру құрылымының күрделілігімен қатар, Жапония мен Қытайдағы әлеуметтік сақтандыру оның құрамына кіретін бөліктерінің бөлшектерімен ерекшеленеді.Зейнетақы жүйесі шеңберінде тұрақты жұмысқа жарамсыздық түрі бойынша азаматтарды қамтамасыз етудің бірдей он тәуелсіз режимі бар.Мұнлай жағдай халықтың жекелеген санаттары үшін белгілі бір қамсыздандырылу түрлерін алудың мөлшері мен шарттарындағы айырмашылықтарды тудырады. Сондықтан Жапония мен Қытайда ұзақ уақыт бойы жүргізіліп келе жатқан реформа зейнетақы жүйесін жеңілдету және оның түрлі бөліктерінде зейнетақыны төлеу шарттарын және мөлшерін біріктіруге бағытталған.Жапония жалпыұлттық масштабта денсаулықты сақтандыру енгізілген Азиядағы алғашқы ел болып табылады.Халықтың басым көпшілігі денсаулықты сақтандыру жүйесінің екі негізгі жүйесіне кіреді: жалданбалы еңбек тұлғаларын сақтандыру жүйесі және денсаулықты сақтандырудың ұлттық жүйесі.

Түйін сөздер: әлеуметтік сақтандыру жүйесі, жұмысқа жарамсыздық, халықтың жарналары, дербес режимдер, халық санаттары, зейнетақыны төлеу нормалары, денсаулықты сақтандыру, жалданбалы еңбек тұлғалары, базалық жүйе, зейнетақы шоты.

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А.А.Кусаинова, В. Козловски

[1]Кокшетауский государственный университет имени Ш.Уалиханова, Кокшетау, Казахстан;
[2] Университет Вармиа и Мазуру, Польша

К ВОПРОСУ О СОЦИАЛЬНОМ СТРАХОВАНИИ В ЯПОНИИ И КИТАЕ

Аннотация. Система социального страхования Японии и Китая направлена на обеспечение граждан в случае временной или постоянной нетрудоспособности. Она осуществляется за счет создаваемых в обязательном или добровольном порядке страховых фондов, формируемых из страховых взносов населения и работодателей, а также государственных средств. Наряду со сложностью организационной структуры социальное обеспечение в Японии и Китае отличается еще и дробностью входящих в него звеньев. Так, в пределах пенсионной системы действует до десяти относительно самостоятельных режимов обеспечения граждан по одним и тем же видам постоянной нетрудоспособности. Такое положение порождает различия в размере и условиях получения тех или иных видов обеспечения для отдельных категорий населения. Поэтому проводимая длительное время в Японии и Китае реформа имела целью упростить пенсионную систему и унифицировать условия и нормы выплаты пенсии в различных ее звеньях. Япония является первой страной в Азии, где было введено в общенациональном масштабе страхование здоровья. Подавляющее большинство населения попадает под действие двух основных систем страхования здоровья: системы страхования лиц наемного труда и национальной системы страхования здоровья.

Ключевые слова: система социального страхования, нетрудоспособность, взносы населения, самостоятельные режимы, категории населения, нормы выплаты пенсии, страхование здоровья, лица наемного труда, базовая система, пенсионный счет.

Information about authors:

Kussainova A.A. - Senior teacher, Chair of financeand management, Kokshetaustate university named after Sh.Ualikhanov, Kazakhstan, Kokshetau;

Kozlowski W. - Assistan professor in economy, University of Warmia and Mazury, Olsztyn, Department of Business Economics, Poland.

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Z.K.Ayupova[1], D.U. Kussainov[2]

[1]Kazakh national agrarian university, Almaty, Kazakhstan;
[2]Kazakh national pedagogical university named after Abai, Almaty, Kazakhstan
zaure567@yandex.ru

ABOUT THE BASIS OF THE CREATION OF THE CONSTITUTION OF THE REPUBLIC OF KAZAKHSTAN

Abstract. Now in our republic we see the permanent process of the formation and development of our Supreme Law as a response to the changed realities in the world community. The head of the state has renounced the legislative powers and the possibility of obtaining the right to cancel or suspend the acts of the government and the Prime Minister's acts. The Foundations of the political system associated with the status of the President and the key mechanisms of its influence. In our view, the fourth reform is more accurate in its content, as it is more precisely and specifically defines the elements of inviolability of the state-independence, unitary, territorial integrity and the republican form of government. In the theory of law, there are two basic forms of government: republic and monarchy. Thus, the Republican form of government should be unshakable in Kazakhstan, and not the monarchy form of government, as follows from the wording of paragraph 2 of article 91, proposed by developers. The presidential form of government is merely a derivative of the Republican form of government. In other words, the republican form of government should be unchanged, and its presidential, parliamentary or presidential-parliamentary forms of government should be changed as necessary.

Keywords: constitution, republic, presidential power, formof rule, parliament republic, branches of power, monarchy, human rights, civil society, law-abiding state.

Kazakhstan became an independent nation in 1991 with the collapse of the Soviet Union, and thus has to develop institutions for self-governmentquickly. So, Kazakhstan has faced not only with the structural problems of the institutional arrangements andeffective service the nation, but also of rational accommodationof the major problems of civilized countries withthe considerable ethnic diversity; shifting from a socialist to a capitalist economy; securing and advancing human and social rights in the independent state.

This article is devoted to the Kazakhstan's Supreme Law, which was adopted in August, 1995. One focus will be on how the drafters changed structures and tried to resolve problems inherited from the old Soviet totalitarian regime by creating a strong system of checks and balances between the executive, legislative, and judicial branches. A second focus will be on how the government, created by this constitution had great difficulty addressing the country's problems, because the provisions for checks and balances inhibited cooperation and encouraged political "grandstanding", particularly in the legislature.

Second, the articleshows the successful development of Kazakhstan's constitution. The Supreme Body drafted a constitution, which hassystemof checks and balances, and gave more power to the President, who could often make policy by decree. It also removed the judiciary from the constitutional interpretation process, substituting instead of the Constitutional Council, appointed by the President. The new constitution also gave more power to the President to solve the problems of ethnic conflict and economic transition.

As well known, Kazakhstan was established as an independent sovereign state on December 16, 1991, joining the CIS and, shortly afterwards, becoming a member of the United Nations. Kazakhstan was the second largest of the former republics of the USSR, after Russia, with a total area of 2.72 million square kilometers, approximately equivalent to the whole of Western Europe.

Schooling is compulsory from grades one to eight, with children normally starting school at age seven. Prior to that, the state provides some funding for nursery and kindergarten education, although no longer at the level seen during Soviet times. After completing grade eight, students are awarded the*attestat,* a graduation certificate. Of those remaining in formal education, 30 percent of witch to vocational or technical schools after eighth or ninth grade, pursuing two or three year courses. The remainder continues through eleventh grade in general schools. Entry into higher education institutions is open to all on a competitive basis, each institution setting up its own entrance examination or test.

This article will present changes in education policy and provision since 1995, when "Law on Higher Education in the Republic of Kazakhstan" was adopted. At the national level, there is a determination to develop an independent and high level education program, providing qualifications, recognized throughout the world. However, there are peculiarities of the reforming processes in the educational field in the Republic of Kazakhstan, whichpeculiarities will research in this article.

Part of the discussion will focus on the replacement of former vocational and technical schools with more general occupational colleges. A second focus will be on the impact of new tuition policies in higher education in Kazakhstan today, and some discussion of the proposed student loan scheme. These plans are contained within the draft revisions to the Education Law, which have now been delayed with the dissolution of the parliament.

The article will also discuss the general auricular revisions across the entire educational sector during the past three years. These proposed some actual changes are being attempted to encourage greater development of courses in new fields. Among these changes are an increase in the study of computerization in some schools, and the introduction of language laboratories - although the availability of adequate equipment and of new teaching skills is limited. In addition, special study courses are being established, such as those in a higher education business school, based in Almaty.

The Constitution of the Republic of Kazakhstan defines social and political structure, organization of public administration, relations between state and society, citizens and state. Constitution is one of the most important institutions of democracy.

If we compare two constitutions, we'll discover that the Constitution of the Republic of Kazakhstan, 1993,is the first Constitution of Independent Kazakhstan, was adopted at the 9th session of the Supreme Council of Kazakhstan of 12th convocation on January 28, 1993. Its structure included preamble, 4 sections, 21 chapters and 131 articles. The Constitution absorbed many legal norms adopted with Kazakhstan's state sovereignty: national sovereignty, state independence, principle of the separation of powers, recognition of Kazakh language as state language, recognition of the President as the Head of state, and judicial authorities - Supreme, Constitutional and Supreme Arbitration Courts, and to name but a few.

The Constitution of 1993 was based on the model of parliamentary republic. Along with the laying down Kazakhstan's Independence the Constitution of 1993 reflected complexity and inconsistency of the early years of the country's independence. On the one hand, it fixed legal frameworks for further transformation of all aspects of republic's activity in the line of market economy and democratic state formation. On the other hand, the Constitution caused discussions on the competence of legislative and executive branches of power because the text missed this issue. This didn't contribute to both the stabilization of political and social situation in the country and transformation of all aspects of public life. Moreover, some principal provisions of the Constitution related to the character of statehood, state language, private ownership of land and citizenship became the subject of public controversy.

The Constitution of the Republic of Kazakhstan, 1995 is the current Constitution of the Republic of Kazakhstan, was approved by popular referendum on August 30, 1995. This day is a state holiday - the Day of the Constitution of the Republic of Kazakhstan. Extensive discussion of the draft constitution preceded the adoption of the Basic Law. In general, approximately 33 thousand collective discussion of the draft were carried out. More than 3 million people participated in them. Almost 30 thousand proposals and remarks were made during the discussion. 1100 amendments and additions in 55 articles were made.

Since the adoption the current Constitution was amended four times: in 1998, 2007 and 2011 and 2017. In 1998 19 articles of the Basic Law were amended and complemented. The changes affected the term and competence of the President, Deputies of the Senate and the Majilis; age limit for public servants specified in the previous constitution was called off. In addition, amendments made provisions for election of 10 Deputies of the Majilis from party lists according to the principle of proportional representation. More significant amendments were adopted in 2007. In general, their idea can be explained in the following way: transition to the proportional representation system; strengthening the status of the Parliament due to introduction of the norm on approval of the nominee for the appointment to the position of the Prime Minister by the parliamentary majority and the procedure of the President's consultation with party factions before the appointment of the Head of Government. At the same time, the People's Assembly of Kazakhstan obtained constitutional status and the right to delegate its representatives to the Majilis and the Senate of the Parliament according to the established quota. In February 2011 the Constitution was amended to establish constitutional basis for the announcement and conduction of extraordinary Presidential election. In January 2017 the Head of the country has delegated some power to other state bodies.

It is very important to remember always the Preamble of the Supreme Law of the Republic of Kazakhstan: "We, the people of Kazakhstan,united by a common historic fate,creating a state on the indigenous Kazakh land,considering ourselves a peace-loving and civil society,dedicated to the ideals of freedom, equality and concord,wishing to take a worthy place in the world community,realizing our high responsibility before the present and future generations,proceeding from our sovereign right,accept this Constitution"[1].

In accordance with the Constitution, The President of the Republic of Kazakhstan is the head of state, its highest official determining the main directions of the domestic and foreign policy of the state and representing Kazakhstan within the country and in international relations. He shall ensure by his arbitration concerted functioning of all branches of state power and responsibility of the institutions of power before the people(Art. 40 of the Constitution). The President is elected every seven years on the basis of universal suffrage. One and the same person may not be elected the President of the Republic more than two times in a row[2].

The highest representative body of the Republic of Kazakhstan is the bicameral Parliament. According to the President's Decree having force of Constitutional Law «On elections in the Republic of Kazakhstan» (1995) the parliament will consist of two chambers (the Senate and the Majilis) and work on professional base. The first two-chamber Parliament was elected in December 1995.The Senate is composed of deputies elected in twos from each region, major city and the capital of the Republic of Kazakhstan, at a joint session of the deputies of all representative bodies of the respective oblast, major city and the capital of the Republic. The President also appoints seven senators. Terms of the powers of Senate deputies shall be six years.The Majilis consists of 77 deputies, 67 of whom are elected from the geographical electoral districts directly by voters. 10 deputies are elected on the basis of the Party Lists according to the system of proportional representation and in the territory of a unified national constituency. Term of the powers of the Majilis deputies shall be five years.

Parliament at a joint session of the Chambers: introduces amendments and makes additions to the Constitution; adopts constitutional laws, approves the republican budget, the reports of the Government, and the Accounts Committee about its implementation, and introduces changes into the budget; conducts a second round of discussion and voting on the laws or articles of the law; hears the report of the Prime Minister on the Government's program and approves or rejects the program and annual messages of the Constitutional Council of the Republic on the state of the constitutional legality in the Republic or reports on the activity of the commissions;; decides issues of war and peace; adopts a decision concerning the use of the Armed Forces of the Republic to fulfill international obligations in support of peace and security at the proposal of the President of the Republic; puts forward an initiative calling for an all-nation referendum; exercises other powers assigned to Parliament by the Constitution [2, P.17].

The Government is appointed by the President and accountable to the Parliament. It implements the executive power in Kazakhstan, heads the system of executive bodies and exercise supervision of their activity. A new structure of the Government of the Republic of Kazakhstan was re-established in 2015.

Part six of the Constitution contains fundamental regulations establishing constitutional control in the Republic, which is assigned to the Constitutional Council. It does not belong to the juridical system and it is a state structure ensuring the supremacy of the Constitution of the Republic as of the Basic Law on the whole territory of Kazakhstan.The Constitutional Council consists of seven members, the Chairman and two members are appointed by the President of the Republic, the Chairmen of the Senate and Majilis of Parliament each appoint two members for the term of six years.

Local representative bodies - maslikhats - express the will of the population of respective administrative-territorial units and with regard to the common public interests shall determine the measures needed for its realization, and control their implementation. Their jurisdiction includes development of drafts of plans, economic and social programs for development of the territory, local budget and provision of their realization; management of public property; appointment to and release from office the heads of local executive bodies, resolution of other issues connected with organization of the work of local executive bodies; exercise other powers delegated to local executive bodies by the legislation of the Republic in the interests of local public administration [3].

Justice in the Republic of Kazakhstan is exercised only by the court. The judicial system in the Republic consists of the Supreme Court Republic of Kazakhstan, the highest judicial body, and regional, district, town, and city courts. (Art.75). The Supreme Court of the Republic of Kazakhstan shall be the highest judicial body for civil, criminal and other cases which are under the courts of general jurisdiction; exercises the supervision over their activities in the forms of juridical procedure stipulated by law, and provide interpretation on the issues of judicial practice.

In the conclusion we would like to note, that the legislation of the Republic of Kazakhstan does not contain any laws or regulationswith extraterritorial effects on the sovereignty of other countries, the legitimate interests of corporations and individuals or freedom of international trade and navigation. The current Constitution of the Republic of Kazakhstanguarantees freedom of expression and creative activity, and censorship is prohibited.

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З.К. Аюпова, Д.Ө. Құсайынов

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
АТА ЗАҢ БАСТАЛУЫ ҚАЛЫПТАСУТУРАЛЫ

Аннотация. Қазіргі кезде біздің республикамызда әлемдегі түбегелі өзгерістерге жауап ретінде Ата Заңымыздың дамып жетілуінің перманентты, үздіксіз, түбегейлі процесстер жүру үстінде. Елбасы өзінің көптеген заң шығарушылық құзыреттіліктерімен Үкіметпен Премьер-Министрдің кейбір шешімдерін тоқтату,кей кездерде жағдайға байланысты олармен келіспей, тіпті, немесе мүлдем қайта қарау мүмкіндіктерінен бас тартып отыр.Әріне бұл Президент тарапынан жасалған демократиялық акт. Саяси жүйенің негізі болып есептелетін Президенттің құзыреттілігі мен оның ел билигіне әсер ететін басты механизмдері бұрынғы қалпында қалдырылды.Біздің ойымызша, төртінші реформа мазмұны жағынан әлде қайда нақты, себебі мемлекеттік тәуелсіздіктің басты элементтерін, унитарлық пен шекарасының бүтіндігін, республикалық билік формасын айқын көрсетеді. Құқық теориясында екі негізгі билік формасы қалыптасқан: республика және монархия.Қазақстанда республикалық билік формасы негізгі болып табылғандықтан, президенттік билік формасы соның ішінен авторлардың көрсеткен екінші пункт, 91 бабына сүйенеді. Президенттік билік формасы республикалық биліктің құрамдас бөлігі болып есептеледі. Басқа сөзбен айтқанда республикалық билік формасы өзгермеу тиіс, ал президенттік билік пен президенттік-парламенттік билік қажеттігіне байласты өзгеруі де мүмкін.

Түйін сөздер: конституция, республика, президенттік билік, билік формасы, парламенттік республика, билік тармақтары, монархия, адам құқықтары, азаматтық қоғам, құқықтың мемлекет.

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З.К. Аюпова[1], Д.У. Кусаинов[2]

[1]КазНАУ, кафедра права, г. Алматы, Республика Казахстан
[2]КазНПУим.Абая, общеуниверситетская кафедра политологии и социально-философских дисциплин, г. Алматы, Республика Казахстан

ОБ ИСТОКАХ СТАНОВЛЕНИЯ КОНСТИТУЦИИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В настоящее время в нашей республике идет перманентный процесс становления и развития нашего Основного Закона, как ответ на изменившиеся реалии в мировом сообществе.Глава государства отказался от законодательных полномочий и возможности их получения, права отмены или приостановления действия актов правительства и премьер-министра и т.д. Основы политической системы, связанные со статусом президента и ключевыми механизмами его влияния, остаются прежними. На наш взгляд, четвертая реформа является более точной по содержанию, т.к. конкретно определяет элементы незыблемости государства - независимость, унитарность, территориальная целостность и республиканская форма правления.В теории права существуют две основные формы правления: республика и монархия. Так, в Казахстане должна быть незыблемой республиканская форма правления, а не монархическая форма правления, как вытекает из редакции п.2 ст.91, предложенной разработчиками. Президентская форма правления является всего лишь производной от республиканской формы правления. Иными словами, республиканская форма правления должна быть неизменной, а ее разновидности президентская, парламентская или президентско-парламентская формы правления должны по мере необходимости меняться.

Ключевые слова: конституция, республика, президентская власть, форма правления, парламентская республика, ветви власти, монархия, права человека, гражданское общество, правовое государство.

Information about authors:

Ayupova Z.K. - Doctor of juridical sciences, professor, chair of law. Kazakh national agrarian university, Kazakhstan, Almaty;

Kussainov D.U. - Doctor of philosophy sciences, professor, interuniversity chair of politology and socio-philosophy disciplines, Kazakh national pedagogical university named after Abai, Kazakhstan, Almaty.

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G.Baimuldina[1], N.Abdrakhmanova[2], E. Zakharova[3]

[1]PhD student in the South Ural State University, Chelyabinsk c., Russian Federation;
[2]JSC "Manash Kozybayev North Kazakhstan State University ", Petropavlovsk c., Republic of Kazakhstan;
[3]Doctor of Economics, professor in the South Ural State University, Chelyabinsk c., Russian Federation
vgauchar@mail.ru; nursuli@mail.ru; jaz@bk.ru

THE MAIN PROBLEMS OF STATE REGULATION OF INVESTMENT ACTIVITY IN AGRICULTURE AND THE POSSIBILITY OF APPLYING AGRAFRANCHISING

Abstract. The article discussed the main problems of government support to agriculture. the public expenditure in agriculture, the development of targeted transfers from the industry in the region, attention is drawn to the need for investment in agriculture, identified problems, including a lack of financial and credit mechanism. Also, in the article issues of development of investment activity in agriculture of the Republic of Kazakhstan are considered. Funds allocated by the state are distributed as direct support to agriculture, and agriculture as a sector-the backbone of the entire agro-industrial complex receives less investment, and those that are not directed to the development of advanced innovative technologies and industries. As the core mechanism, the transmitting and supports some innovation level, the proposed approach of technology transfer through the use of high level sports franchise, which is a form of financing for investment projects with certain innovative properties with a state guarantee.
Keywords: agriculture, financing, transfers, expenses, investment activity, agrofranchising

Intraduction

The state's participation in the development of the country's agriculture is an urgent issue for today, especially in terms of financing and attracting investments.In general, state regulation of agriculture is reduced in most cases to state support for this sector. However, the concepts of state regulation and state support are not entirely identical. Regulatory economics is the impact of state represented by the public authorities on economic targets and processes involved in their persons; is to make processes organized manner, to streamline the activities of economic agents, enforce the law, to uphold the state and public interests. State regulation in the broad sense includes the forecasting, planning, financing, budgeting, taxation, credit, management, accounting, control. The state support is an integral part of the public management, the combination of different tools and instruments, concessional and grant financing in the economically most disadvantaged businesses and industries.

Research methods: correlation analysis, economic and statistical analysis, methods of deduction, logical method, graphical method are applied to write this articl.

Results and discussion. According to Kaygorodtsev A. regulation can be aimed not only at increasing the production, but also its limitation. In addition, in the part of management can be implemented measures to curtail and cessation of the activity or the cessation of production at all.[1]

Some authors under state management of agriculture are:

"First of all, the impact of a variety of state education and the activities of commercial organizations and other rural producers and provide them with appropriate government support.

Secondly, the adoption of laws and regulations;

Thirdly, the establishment of the system, tasks and the definition of the functions and powers of authorities responsible for state regulation of development of the industry. " [2]

N.V. Storozhev and I.P. Kuzmich consider "state regulation" as "purposeful, regulated by the legislation influence of state bodies (officials) on participants of agrarian legal relations with the aim of ensuring sustainable development of agricultural production".[3]

In general, any regulation by the state is to address issues related to the development of the industry. However, as Fomin O.S. notes, in modern conditions, the state policy is aimed at solving current problems of the industry, and in the conditions of the world crisis it should be aimed at attracting investments in agriculture. [4]

Modern economic scientists define the state regulation of the economy as "a combination of measures of economic, legal and organizational impact on the economy, including through state support and protection of business entities, as well as state control over compliance with the requirements of legislation by the subjects of such activities"[5]

Economist A.Kh. Tsakayev considers "state regulation in a market economy" as "the influence of the management bodies (coordination) on the development of the national economy, which, using methods of direct and indirect regulation, directs the public, private and mixed sectors of the economy to use primarily the financial mechanism"[6]

Summing up the above, we are reduced to the fact that the measure of state regulation of agriculture can be divided into organizational-economic and regulatory-legal.

The organizational methods include direct and indirect methods of regulation and legal directly normative legal acts regulating the legal relationship.

As N. Kovalenko notes, "The issue of state participation in regulating the agrarian economy is not a subject of discussion", as "The problem is how and by what means, what mechanisms and methods can be used to ensure the most effective implementation by the state of its regulatory functions, in which direction it is necessary to strengthen state intervention in agricultural production and what financial possibilities should be accompanied by such intervention."[7]

Thus, government support for agriculture is a set of measures implemented by the state to the stable development of the agricultural sector and the competitive advantages of domestic agricultural production.

State regulation of agro-industrial complex, including agriculture in Kazakhstan is in accordance with the following principles:

1) priority of the development of the agro-industrial complex and rural areas that have the potential for economic growth;

2) compliance with the requirements of international agreements on agriculture, sanitary and phytosanitary standards;

3) the transparency of activities carried out by the state;

4) targeting to provide public support measures;

5) the development of the competitive advantages of domestic agricultural production.

6) the protection of the domestic market of unfair competition;

7) delineation of powers between levels of government;

8) ecological safety of agro-industrial complex activities and residents living in rural settlements;

9) the interaction with public associations, business associations (unions);

10) the effectiveness of governmental regulation;

11) to ensure the necessary annual volume of state support for the development of agro industry and rural areas;

12) the development of optimal forms of interaction of the agro industrial complex.

Currently, government support measures in the Republic of Kazakhstan are as follows:
- lending on the line of the "Kazagro" NPC;
- subsidizing costs;
- subsidizing interest rates;
- guarantee and insurance;
- Information Support.

However, in our opinion, these measures were not having the desired effect, as do not solve the problem, the main reason.

In her article, A. Dzhusibaliyeva notes that Kazakhstan is one of the few countries that can provide for itself and develop the export of agricultural products. Therefore, the development of the agricultural market is one of the most promising priorities of many state programs. The agro-industrial complex of Kazakhstan is one of the main reproductive branches of the country's economy, it produces about 1/3 of the national income [8]. It is impossible not to agree with the view that the agrarian sector is a priority direction for the development of the state, but it should be noted that the author's statement, in our opinion, is erroneous, since the share of agricultural production in the country's GDP is 4-5% many years.

State support for agriculture is one of the most important tasks of the state, since in all developed countries agriculture is largely supported by the state [9]. This branch of the national economy is least adapted to the market and competition.

Also, it should be noted that the growth in the domestic agricultural sector through quantitative output, but not the use of the most effective technologies.

The average annual growth rates of food production in general do not keep up with the growth rates of consumption and income of the population, as a result of which the free niche in the market is filled by imports and its share in domestic consumption remains very significant.

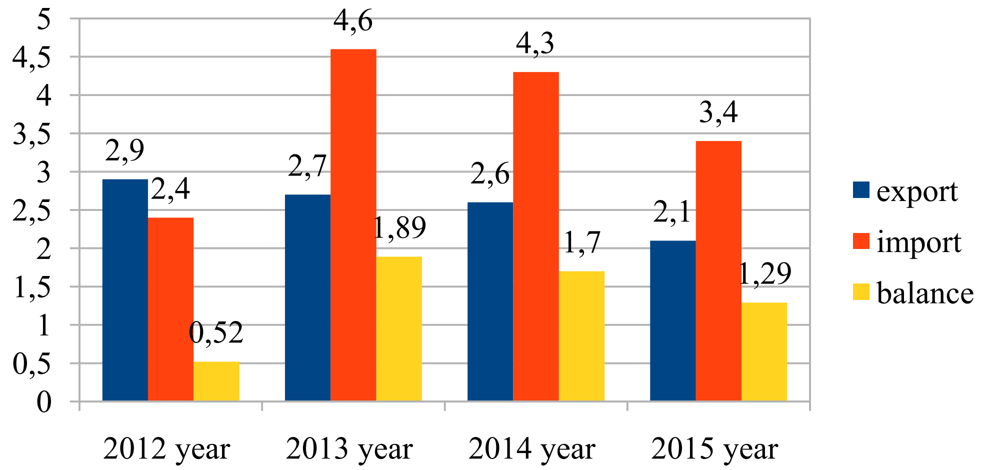
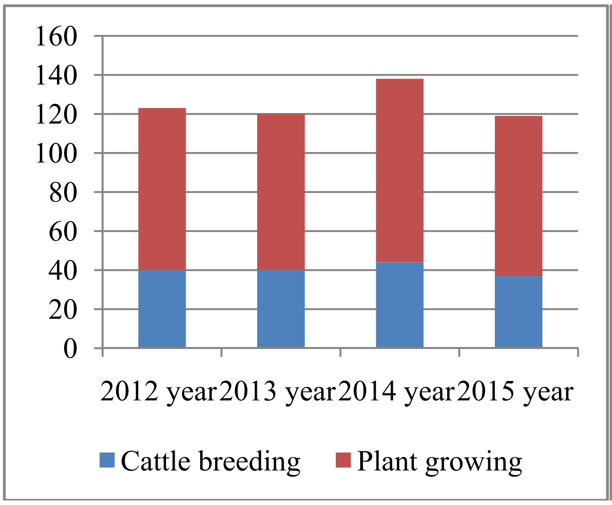


Figure 1 - Export, import and balance of agricultural products, billion US dollars

The need for state regulation and state support for agriculture is unquestionable, from our point of view, since in the conditions of the economic crisis agriculture with the support of the state can provide state food security and become the basis for the development of the social sphere. In our country, when private investments are spent negligibly on the development of agriculture, the state should strengthen its work in this direction, and use financial resources from the export of raw materials from the oil and gas sector as a source [10].

The level of competitiveness of the agricultural sector does not fully meet the requirements of the present. One of the reasons for this situation is the underfunding of the instruments of state programs and as a result, a relatively low amount of investment in agriculture.

Foreign investments in agriculture are almost non-existent, if foreign investments form almost a third of all investments in the economy as a whole, in the agricultural sector they are rarely more than 1%. The main obstacles include low competitiveness, a low investment climate, a lack of a market for agricultural land, and a short lease period for foreign investors, which makes it impossible to assess potential investments.



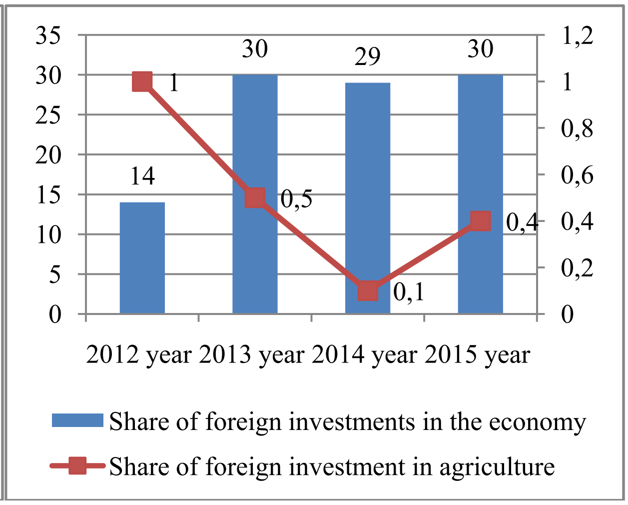


Figure 2 - Investments in agriculture Figure 3 - External investments

One of the development priorities in the state programme for the development of the agro industrial complex of Kazakhstan to 2017 - 2021 years identified state support through the creation of an enabling environment and infrastructure for production, primary processing, storage and marketing of competitive products [11].

Currently, agriculture of the republic of Kazakhstan has some problems, especially with the lack of financial resources. It should also be noted that agriculture is accompanied by problems such as the low profitability, lack of technical development. In modern conditions, the state supports agriculture, allocating funds from the republican budget. As can be seen from the table, in 2012-2015, 741244291.30 thousand tenge were allocated from the republican budget. However, it should be noted that for the period under review the volume of financing decreased by 23.2%. The same situation develops with budgetary crediting, for the analyzed period it was allocated for the development of agriculture, water, forestry, fisheries, specially protected natural areas, protection of the environment and fauna, land relations 270749703.0 thousand tenge, and financing decreased by 21% (Table 1).

Table 1 - State expenditures on agriculture, mln. Tenge

Name	2012	2013	2014	2015	2015 г. / 2012 г., в %
II. EXPENSES	5259433,8	5700805,3	6471183,2	6789829,4	
agriculture, water, forestry, fisheries	224141,7	183929,2	161060,4	172112,9	0,768
the share of agriculture, water, forestry, fisheries,%	4,3	3,2	2,5	2,5	
BUDGET CREDITS	174516,0	122125,0	118495,1	190765,8	1,09
agriculture, water, forestry, fisheries	86780,7	66732,7	48540,9	68695,4	0,79
the share of agriculture, water, forestry, fisheries,%	49,7	54,6	41,0	36,0	
www.stat.gov.kz					

As can be seen from the data of the 2 tables from the republican budget, current and target transfers are allocated for the development of agriculture. If in 2012 and 2013 current transfers for anti-epizootic activities were allocated, to support seed production, to materially equip state veterinary organizations, to develop livestock, to increase the availability of goods, works and services for agro-industrial complex subjects, to support livestock breeding, subsidizing the increase in the productivity and quality of livestock products, organizing and conducting identification of farm animals, In 2014 and 2015, the state began to pay attention to subsidizing the costs of processing enterprises for the purchase of agricultural products for the production of its deep processing products, reimbursing part of the costs incurred by the agro-industrial complex with investment, and subsidizing the development of livestock breeding , increasing the productivity and quality of livestock products.

Table 2 - Data on the development of targeted current transfers, targeted transfers for development, allocated from the republican budget for the East Kazakhstan region, KZT million

Name	2012	2013	2014	2015	2016
subsidy costs for procurement of agricultural products processing enterprises in the production of products and its deep processing by means of	0,0	0,0	443,2	339,3	355,9
Reimbursement of a part of expenses incurred by a subject of the agro-industrial complex, with investment investments at the expense of the republican budget	0,0	0,0	428,1	428,1	564,2
subsidies to the insurance and guarantee loans to entities of the funds from the state budget	0,0	0,0	22,7	-	
Subsidizing the development of livestock breeding, increasing the productivity and quality of livestock products through targeted transfers from the National Fund of the Republic of Kazakhstan	0,0	0,0	1420,0	1420,0	4600,7
Targeted current transfers (TST) to the regional budgets, budgets of the cities of Astana and Almaty for the maintenance of IOE AIC subdivisions	0,0	0,0	139,6	135,5	206,7
TSC of the region. budgets, budgets of the cities of Astana and Almaty for carrying out antiepizootic measures	1156,8	1231,7	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on the support of seed production	161,8	172,2	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on the material and technical equipment of state veterinary organizations	0,0	915,0	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on livestock development	0,0	5414,5	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on increasing the availability of goods, works and services for the subjects of the agro-industrial complex	0,0	248,9	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty to support livestock breeding	1255,8	0,0	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on subsidizing the increase in productivity and quality of livestock products	3439,1	0,0	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty for organizing and conducting the identification of agricultural. of animals	194,0	0,0	0,0	0,0	
TSC of the region. budgets, budgets of the cities of Astana and Almaty on the formation of regional stabilization funds of food products	1117,4	0,0	0,0	0,0	

In Kazakhstan, the level of support for agriculture annually exceeds 1% of GDP, while the agricultural sector itself either stagnates or high indicators are formed due to the influence of favorable climatic conditions. At the same time, the share of agriculture in the economy is below the 5% level, thus raising the question of proportionality of such support. At the end of 2016, the concept of a new state program to support the agro-industrial complex for 2017-2021 was formulated. Considering the tense state of public finances, expenditures in the new program until 2020 decreased by 1.1 trillion tenge to 1.7 trillion tenge (2.4 trillion tenge - total costs for 2017-2021) in comparison with the previous program - "Agribusiness 2020" ", Which in 2017-2020gg. it was planned to allocate 2.8 trillion tenge. With the exclusion of water management costs, in the new program, 72% of all expenditures fall on subsidies, against 56% in the previous program. Thus, the state remains committed to forms of direct support to agriculture.

The effectiveness of state support is still in question, if before the crisis of 2008-2009, agriculture grew by an average of 5% per year, then from 2009 - by 4% on average per year with a comparable level of support.

All this makes it necessary at the present time to support agriculture by attracting investments, which plays an important role in this process [12]. Naturally, investment is possible only if the enterprise has the necessary resources, or can attract external resources.

Insufficiency of financial resources as a consequence leads to physical and moral deterioration of fixed assets, the inability to purchase new equipment. In general, during the period under study, the number of agricultural enterprises in the East Kazakhstan region increased by 38.9%. The level of depreciation of fixed assets also increased by 8.1 points, which indicates a decrease in the degree of suitability of fixed assets, the need to update fixed assets, the lack of intensity of replacement equipment (Table 3). Despite the fact that the renewal ratio of fixed assets is growing every year, in our opinion, this is not sufficient.

Table 3 - Degree of wear, renewal and liquidation factor in agriculture, forestry and fisheries of the East Kazakhstan region

Year	Degree of depreciation of fixed assets, in%	Coefficient of OS update, at %	Coefficient of liquidation of OS,at %	Number of enterprises
2012	20,4	9	1,5	306
2013	26,6	10,4	2	307
2014	28,5	13,5	1,4	425
2015	-	-	-	-

Also, the state of agriculture is complicated by insufficient revenue from sales of products, imperfection of the financial and credit mechanism [13]. The volume of products and services rendered by large and medium-sized enterprises in the East Kazakhstan region increased by 27.3% over the period under study, revenue from sales of products and services increased by 32.6%, the cost of products and services also increased by 35.4% %. As can be seen from the table, non-production expenses for the period under review increased by 1.3 times. It can be noted that at the enterprises of the East Kazakhstan region there are costs and losses, which are caused by violations and deficiencies in the production and economic and financial activity of the enterprise, and therefore the profitability of production decreased (Table 4).

Table 4 - The main financial and economic indicators of agricultural enterprises (large and medium-sized enterprises) in the East Kazakhstan region of the RK, thousand tenge

Indicators	2012	2013	2014	2015
Volume of products and services provided	19986298	23609655	20894821	25444083
Revenue from the sale of products and services	20698138	24489955	21630986	27439002
the cost of the products and services	16798613	19940813	19435102	22739670
nonproductive expenditure	2585183	4179392	3504271	3303667
Profitability (unprofitableness) of production	20,5	25,1	33	27,1

The average annual growth rates of food production in general do not keep up with the growth rates of consumption and income of the population, as a result of which the free niche in the market is filled by imports and its share in domestic consumption remains very significant [14].

As noted above, the financial and credit mechanism plays an important role in the development of the agricultural sector. At present, financial institutions of JSC "NUKH KazAgro", such as Kazagrofinance JSC, Agrarian Credit Corporation JSC, Fund for Agricultural Financial Support JSC, JSC "NC" Prodkoporaciya ", JSC" Kazagromarketing "are engaged in lending to agriculture. . The volume of crediting of JSC "NUKH" KazAgro "in 2015 was 202.5 billion tenge. In 2015, KazAgroFinance JSC participated in the implementation of program 227, "Compensation of interest rates for loans and leasing granted for the support of agriculture." Total subsidized 446 contracts for the total amount of the balance of the main debt KZT 3.7 billion, the amount of subsidies in 2015 was 216 million tenge.

Kazagromarketing JSC provides information and consulting support to the agro-industrial complex, and its activities are aimed at increasing the competitiveness of the agro-industrial complex of the Republic of Kazakhstan by providing accessible information-marketing and consulting services to agribusiness entities.

A necessary condition for the stable functioning and development of agriculture in East Kazakhstan is the dynamic and efficient development of investment activities [15]. At the same time, the results of the conducted research show that in the East Kazakhstan region there is a not very favorable trend of inflow of investments into the fixed capital of agricultural organizations (table 5).

Table 5 - Investments in fixed assets in agriculture of East Kazakhstan region, thousand tenge

year	New fixed assets were put into operation	Investments in fixed assets	In% to the previou s year	в том числе финансируемые за счет средств					Share in the total volume of investments in fixed assets in agriculture, in%
				RB	LB	own funds	foreign investment	borrowed money	
2012	7548052	9530380	127,9	-	44916	6220208	-	3265256	7,1
2013	11606613	13909230	139,7	-	-	11 133 856	64 277	2711097	10
2014	12309627	14183225	101,97	-	-	12518525	-	1664700	8,2
2015	-	11 294 924	77,5	-	-	10184646	1 322	1108956	6,8

Of course, the current situation is affected by a number of factors, which include internal and external causes. Internal factors include the financial situation of enterprises, investment policy, the level of development of cooperation, etc., the external economic state policy, the conditions for investors, the degree of state participation, and so on. [16]

Thus, summarizing, it should be noted, in spite of the existence of a multitude of various agricultural support funds, one can single out a number of problems of underdevelopment of this mechanism:

- The subjects of agriculture do not have sufficient collateral that is liquid;
- Agricultural producers depend on the financial institutions;
- Weak competition;
- High level of risks (natural, economic, etc.)
- Lack of attracted resources to ensure its core business.

Also, as the main problems, it is possible to single out lending through microcredit organizations. Since MCOs have no restrictions in determining the interest rate for the final borrower, which in turn ultimately leads to an increase in borrowing costs, and a consequence of an increase in the cost of production, and this leads to non-competitiveness of products.

The need for state regulation and state support for agriculture is an objective necessity, since the position of the producer of the agricultural producer differs significantly from that of other market participants, which makes the industry uncompetitive in comparison with other branches [17].

In the new program of development of agriculture is an attempt to link the grants with the end result. However, we believe it would be more productive to give more freedom to market mechanisms to determine the most economically advantageous specialization in the areas of agribusiness development [18]. Then the state would focus on investments in related infrastructure, the allocation of funds for research and development, the demand in the labor market, stimulating the use of new technologies.

Thus, a recovery in investment activity require a system of urgent measures of state regulation, which should include [19]:

the rational use of public and private investment;

improvement of the mechanism of formation of the state investment programs;

identification of specific areas of investment activity with the aim of restoring the reproductive processes in the economy;

assistance from the state to the development of the securities market and establishment of an efficient system of transformation of savings into investments;

the reorganization of the banking sector to enhance investment orientation of their financial resources;

continued work towards the creation of an effective system of guarantees of investment in the manufacturing sector;

improvement of depreciation policy to increase own funds of the enterprises for investment.

According to us, agrofranchising, also gives the chance to development of agriculture and can act as the main instrument of state regulation of investment activities in agriculture.

In agrarian and industrial complex application of franchizing restrains not readiness of the legislation, a type of an agrofranchise: landowners are interested in a production agrofranchise, i.e. technologies by means of which it is possible to get the guaranteed profit and also some psychological unavailability to accept new in the activity.

Process of the transfer of technology within the franchasing agreement is a process of interaction [20] of, at least, two parties: the franchisee (businessman) and the franchiser (owner), in some sense it is process of investment with the specific features. Success of the project depends on whether these parties will find a common language. Unlike a routine franchize, the agrofranchise assumes that the agricultural enterprises will enough not have characteristic tools for acquisition of advanced technologies. To convince the franchiser it will be impossible to reduce the price of an agrofranchise without intervention of the third party most likely. As this third party we assume engaging of the state represented by Deraptments of Agriculture. The following has to enter tasks of these bodies: assessment of the offered technologies, the choice of the most perspective, the help in searching of suitable partners in the conclusion of agrofranchasing contracts, informational support and, perhaps, crediting (subsidizing) of a tentative contribution to an agrofranchise.

The question of the choice of criteria of effectiveness of investments is the first of a number of the technologies facing the management of public authority, making the decision on selection. Realization of an agrofranchise – it is extraordinary the complex process subject to influence of various factors which cannot be expressed only by quantities. The qualitative character of a set of the factors often having defining value for the project significantly limits a possibility of use of purely mathematical methods and strengthens a role of expert methods in decision-making. Estimating the project, heads of public authority and heads of the company franchisee often cannot reach agreement as each of them has an own idea of profit, a scratch, project terms, the purposes and tasks of the company, and sometimes and of its opportunities. It is bound to the fact that many companies have no characteristic strategic development plans for the organization. It often leads to emergence of the conflict when in the conditions of deficiency of tools it is necessary to distribute rationally resources between the near-term highly profitable projects promoting completion of current assets and investments into long-term projects which in the remote prospect will provide high and stable income. Unfortunately, in Kazakhstan this form of conducting agricultural business does not find application yet. But from the point of view of distribution of the advanced innovative technologies the agrofranchise has advantages – this definite form of financing of investment projects with the given innovative properties. It is state-controlled, with the assistance of him on a parity basis in implementation of investment projects. Perhaps, the agrofranchise will be able to become one of instruments of state regulation of agriculture, along with preferential crediting, leasing and others. Introduction of particular requirements for innovative level of the transferred technologies through an agrofranchise will allow the state to regulate and try to obtain introduction of the most advanced production technologies in agrarian and industrial complex and especially in agriculture [21].

Conclusions. Thus, on condition of a sufficient attention from the state, formation of efficient state support of development of agriculture the possibility of use of instruments of state regulation of branch and obtaining effect of realization of the taken measures raises.

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Г.Б. Баймульдина[1], Н.Б.Абдрахманова[2], Е.Захарова[3]

[1]аспирант ФГБОУ ВО Южно-Уральский ГАУ, г.Челябинск, Российская Федерация;
[2]Старший преподаватель Северо-Казахстанского государственного университета имени М.Козыбаева, г.Петропавловск, Республика Казахстан;
[3]научный консультант, доктор экономических наук, профессор ФГБОУ ВО Южно-Уральский ГАУ, г.Челябинск, Российская Федерация

ОСНОВНЫЕ ПРОБЛЕМЫ ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ В СЕЛЬСКОМ ХОЗЯЙСТВЕ И ВОЗМОЖНОСТИ ПРИМЕНЕНИЯ АГРФРАНЧАЙЗИНГА

Аннотация. **Аннотация**. В статье рассмотрены основные проблемы государственной поддержки сельского хозяйства. проанализированы государственные затраты на сельское хозяйство, освоение целевых трансфертов, выделенных на данную отрасль региона, обращается внимание на необходимость привлечения инвестиций в сельское хозяйство, указаны проблемы неразвитости финансово-кредитного механизма. Также, в статье рассмотрены вопросы развития инвестиционной деятельности в сельском хозяйстве Республики Казахстан. Средства, выделяемые государством, распределяются в качестве прямой поддержки сельского хозяйства, причем сельское хозяйство как отрасль-основа всего АПК недополучает инвестиций, а те, которые есть, не направлены на развитие передовых инновационных технологий и производств. В качестве основного механизма, передающего и поддерживающего определенный инновационный уровень, предложен подход передачи технологий высокого уровня через использование агрофранчайзинга, который представляет собой форму финансирования инвестиционных проектов с заданными инновационными свойствами при гарантии государства, т.е для оживления инвестиционной активности необходима система неотложных мер государственного регулирования. Отмечено, что при условии достаточного внимания со стороны государства, формирования эффективной государственной поддержки развития сельского хозяйства повысится возможность применения инструментов государственного регулирования отрасли и получения эффекта от реализации принятых мер.

Ключевые слова: сельское хозяйство, финансирование, трансферты, затраты, инвестиционная деятельность, агрофранчайзинг.

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Г.Б. Баймульдина[1], Н.Б.Абдрахманова[1], Е.Захарова[1]

[1]Южно-Уральский ГАУ аспиранты, Челябинск қаласы, Ресей Федерациясы;
[2]М.Қозыбаев атындағы Солтүстік Қазақстан мемлекеттік университетінің аға оқытушысы, Петропавловск қ., Қазақстан Республикасы;
[3]ғылыми кеңесші, Южно-Уральский ГАУ профессоры, экономика ғылымдарының докторы, Челябинск қ., Ресей Федерациясы

АУЫЛ ШАРУАШЫЛЫҒЫНДАҒЫ ИНВЕСТИЦИЯЛЫҚ ҚЫЗМЕТТІ МЕМЛЕКЕТТІК РЕТТЕУДІҢ НЕГІЗГІ МӘСЕЛЕЛЕРІ МЕН АГРОФРАНЧАЙЗИНГТІ ҚОЛДАНУ МҮМКІНДІГІ

Андатпа. Мақалада ауылшаруашылығын мемлекеттік реттеу және мемлекеттік қолдаудың кейбір теориялық аспектілері, шетел және отандық авторлардың көзқарастары, ауылшаруашылығын мемлекеттік қолдаудың негізгі мәселелері қарастырылып, ауылшаруашылығына кеткен шығындар, аймақтың осы саласына бөлінген мақсатты трансферттері талданған, ауылшаруашылығына инвестицияларды тарту қажеттілігіне назар аударылған, қаржылық-несиелік механизмдердің жетілмегенді көрсетілген. Сонымен бірге, мақалада Қазақстан Республикасы ауылшаруашылығында инвестициялық қызметтің даму, сыртқы және ішкі инвестициялар, аулышаруашылық өнімдерінің экспорты мен импорты сұрақтары қарастырылған. Мемлекет тарапынан бөлінетін қаражаттар ауылшаруашылығын тікелей қолдау негізінде бөлінеді, ал АӨК негізі болып табылатын сала - ауылшаруашылығының өзі инвестицияны қажет етіп отыр, ал бөлінген қаражаттар жетекші инновациялық технологиялар мен өндірісті дамытуға бағытталмаған. Белгілі инновациялық деңгейді ұстап тұрушы және дамытушы механизм ретінде агрофранчайзинг негізінде жоғары технологияларды дамытудың көзқарасы ұсынылған, ал соңғысы мемлекет кепілі негізінде анықталған инновациялық қасиеттерге ие инвестициялық жобаларды қаржыландырудың нысаны болып табылады.

Түйін сөздер: ауылшаруашылығы, қаржыландыру, трансферттер, шығындар, инвестициялық қызмет, агро-франчайзинг.

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L.M. Bekenova,

Almaty Academy of Economics and Statistics
e-mail: bekenova_l@mail.ru

INNOVATION POLICY OF KAZAKHSTAN UNDER CONTEMPORARY CONDITIONS

Abstract. *The goal of the work* is estimation of the innovative policy efficiency of the Republic of Kazakhstan and elaboration of suggestions on its improving. The work considers the suppositions of forming and stage of formation of the innovative economy in Kazakhstan including laws and regulations, and the national programs. The dynamics of some indicators related to innovative economy is analyzed, the innovative activity in regional context is considered. The creative economy potential in Kazakhstan is investigated, and main problems and development prospects are outlined.

The results of the conducted research can be applied for development of the national and regional programs on supporting the innovative activity as well as those can be used as a base for more thorough investigation.

Key words: innovative policy, creative economy, innovative development.

Introduction

For over ten years the problem of diversification of Kazakhstan economic structure and decrease of its dependence on natural resources is on the agenda of economic policy of the Republic of Kazakhstan. Even in favorable, pre-crisis years there was a widely distributed understanding that the economic growth was due to short-term factors, and the world economic crisis of 2008 showed the vulnerability of such model. Kazakhstan needs to transit to sustainable growth based on innovations.

The Address of the President of the Republic of Kazakhstan, N.A. Nazarbayev, to the nation of Kazakhstan "New decade – New economic growth – New opportunities of Kazakhstan» says that the sustainable and balanced development in the nearest decade will be ensured due to accelerated diversification and increase of competitive ability of the national economy. In President's opinion the rewarding and effectively functioning national innovative system should form a base for "economy of future", and only innovations will provide a sharp increase of labor efficiency [1].

The following universal methods of perception were used as methods of this research: analysis and synthesis, induction and deduction, empirical description, unity of historical and logical, graphical analysis, historical method on the base of statistical data.

Main body

Forming of Kazakhstan innovative economy

The contemporary phase of industrial and innovative policy development of Kazakhstan is characterized, on the one hand, by apprehension of reasons and results of the world financial and economic crisis of 2007 – 2009, and on another hand, by forming of bases of post-industrial economy and increase of its competitive ability. The crisis events in the global economy have again showed weak viability of innovative component in economic medium. It is not deduced to an individual scientific discovery or invention, but represents a whole segment of economy having its infrastructure, institutes of development, complex built-in communications that needs a substantial support from the State.

Therefore, establishment, in the first half of XXI century, of post-industrial technological structure under the conditions of forming of global innovative and technological space has determined the contemporary national economic policy of the Republic of Kazakhstan aimed at achieving of sustainable dynamic development of the country by diversification of economic branches and departure from raw-material trend of development.

The economy of the independent Kazakhstan counts a little over quarter of a century. Economic solutions in the period when Kazakhstan was a part of the USSR should not be considered as solutions of the independent State. For the years of independence, the country was in complicated situations several times. The system crisis of the USSR continued by Asia crisis in 1998, and 10 years later, the financial and economic crisis came up. In addition, the crisis situation was also the fall in oil prices in 2015 as oil revenues constitute two-thirds of the budget income. The first economic crisis was the key one for the strategy of economic development – transition from planned economic system to independent market subsistence, it was complicated and multi-staged.

As a result of 4 stages of privatization (small, mass, and individual) in 1991 – 2000 the new private owners have purchased for coupons, rubles, and tenge via commercial, investing, open competitions 34.5 thousands facilities of the national property for the total sum 215.4 billion tenge. If in the USSR the main customer was the State, and the performers were specialized national structures (SRI, DB), then under the market economy the customer for innovations is the market itself – innovations are potentially more competitive, and the performers are scientists and business owners. However, the process of necessary capital accumulation had not been finished yet, and the first-priority task was attraction of investments [2].

The main reason for foreign investments attracting was absence of large national capital in the country at the initial period. Privatization did not lead to appearance of enough amount of capital. The case is that the main production forces of Kazakhstan were represented by the branches of heavy industry – capital-energy consuming enterprises requiring the significant part of the basic and current capital. This was the formed heavy structure of the national economy. The production, financial relations existed at the moment did not correspond in its potential to the size of real production power. And to run the large industry, strike life into them, the adequate large capital was needed. Under the conditions of the utmost deficit of financial resources and complete refuse, lack of the former centralized long-term allocation of capital contributions, it was necessary, at whatever cost, to attract the corresponding investments.

The number of small business representatives – individual entrepreneurs, workers of small and medium business, farmers – increased significantly. From 19,0 thousands of small enterprises in 1993 to 67,0 thousands in 2000, and 1,162 thousand of small and medium business as of March 1, 2018. The employment in this field has increased from 132,4 thousand people in 1997 to 2.5 mln. Among them as of September 1, 2011, 699.2 thousand people worked at medium enterprises, 661.7 thousand people at small enterprises, 697.1 thousand at individual enterprises, and 429.5 thousand at farm enterprises [3].

There was a transition to another system of social and economic relations, the sources for social service, the rules of economic agents behavior, and the role of the State have been changed. The most important was the creation of medium for free enterprise and protection of private ownership. There was necessity to establish a new legal base for market operation, to develop strategically important branches related to food security, production of primary resources. Therefore, it can be considered that the start of gradual development of innovative potential of the country was put by the Program of Innovative Development of the Republic of Kazakhstan that came into effect on May 10, 2001. The goal of the Program was creation of necessary conditions and favorable medium for the country economy development on the base of scientific and technical achievements application, forming of balanced production infrastructure and gradual replacement of raw material share in the gross national product of the country with high-technological export products. The Program was terminated in 2004 [4].

In 2003, the Strategy of industrial and innovative development of the Republic of Kazakhstan for 2003 – 2015 was issued. In the Strategy the focus has shifted to departure from raw-material trend of economy via diversification, and only in long-term period it allowed for transition to service-technological economy. It was assumed that the Strategy will be implemented in three stages – from 2003 to 2005, from

2006 to 2010, and from 2011 to 2015. However, later its implementation was postponed due to the global financial crisis of 2008, and the first-priority task was preserving the stable operation of the bank sector and repression of negative consequences for the country inhabitants.

Later, the State Program of Accelerated Industrial and Innovative Development for 2010 – 2014 (hereinafter SPAIID) was adopted. The main goal was diversification of economy, increase of non-resource-based sector share in economy. The SPAIID has integrated the main approaches of the Strategy of Industrial and Innovative Development for 2003 – 2015, and the Program “30 corporate leaders of Kazakhstan”. Nevertheless, the mass technological upgrade was assumed.

Contemporary innovation policy of Kazakhstan

At the present time, Kazakhstan successfully implements the innovation policy as an important component of the State economic policy. For the implementation of this policy the national programs are developed and performed. The implementation of five main institutional reforms related to leading economic branches and the State management system has been started; the staged algorithm of the Government actions “100 concrete steps” was developed, and other. Owing to exercise of these documents, and mainly to development of the State Program of Industrial and Innovative Development for 2015 – 2019 (SPIID), Program of infrastructure development “Nyurly Zhol” the goal sets of Strategy-2050 were corrected considering the conditions of the contemporary crisis situation in global economy.

For less than 10 years the national and regional innovative systems with a network of techno-polises, technological parks, technological business-incubators were created, the innovation clusters are formed, the national institutes of development including the National Agency on Technological Development “NATR” JSC are operating.

The country has formed and is creating the base innovative platforms a part if which has gained the international status. These are G-Global, Astana Economic Forum, EXPO-2017, Nazarbayev University, and other.

The main trends of the industrial and innovation policy have been definitely outlined – necessity of all-round modernization of existing production capacities, development of as much wide as possible list of branches, enhancement of labor efficiency and productivity. In 2016 the growth of exports of manufacturing production reached 90.2%, ahead of the plan by 4.2%, and the growth of labor productivity in manufacturing production reached 131.7%. There are 10 running projects on modernizing and enlargement of operating enterprises, 6 large facilities were constructed, among which is the plant on fuel production of ecological grade K5 at the west Kazakhstan area, and the house building factory in Astana. The number of employed in the manufacture production has increased by 2.7%. The number of new technological companies incubated by the cluster of special economic zone “PIT” – 8 [5].

There is a thesis made by Bokizhanova F.I. in her paper “Regional aspect of industrial and innovative policy in Kazakhstan” stating that as regional initiatives of innovative development, first of all, are aimed at enhancing the level of living standards, then the economic component is of the same high priority as the scientific one [6]. Basing on the economic point of view, the innovative development of regions is constrained by non-efficient economic infrastructure created during grave upheavals after the USSR collapse, when only goal of economic measures of the State was ensuring of economy survival. And here, the investments play a significant role to improve the situation at the regions. The context implies the foreign direct investments, and governmental dotation, and internal investments of home economics. The volume of investments is one of the indicators showing the potential of the region in short-term perspective as they reflect not only the capacities of innovative and industrial development, but prospectivity of the branches stated at the area as show the investors’ interest to these areas. For Kazakhstan, the pattern of investments distribution is shown in Figure 1. Let’s consider it with respect to connection of investments and innovations.

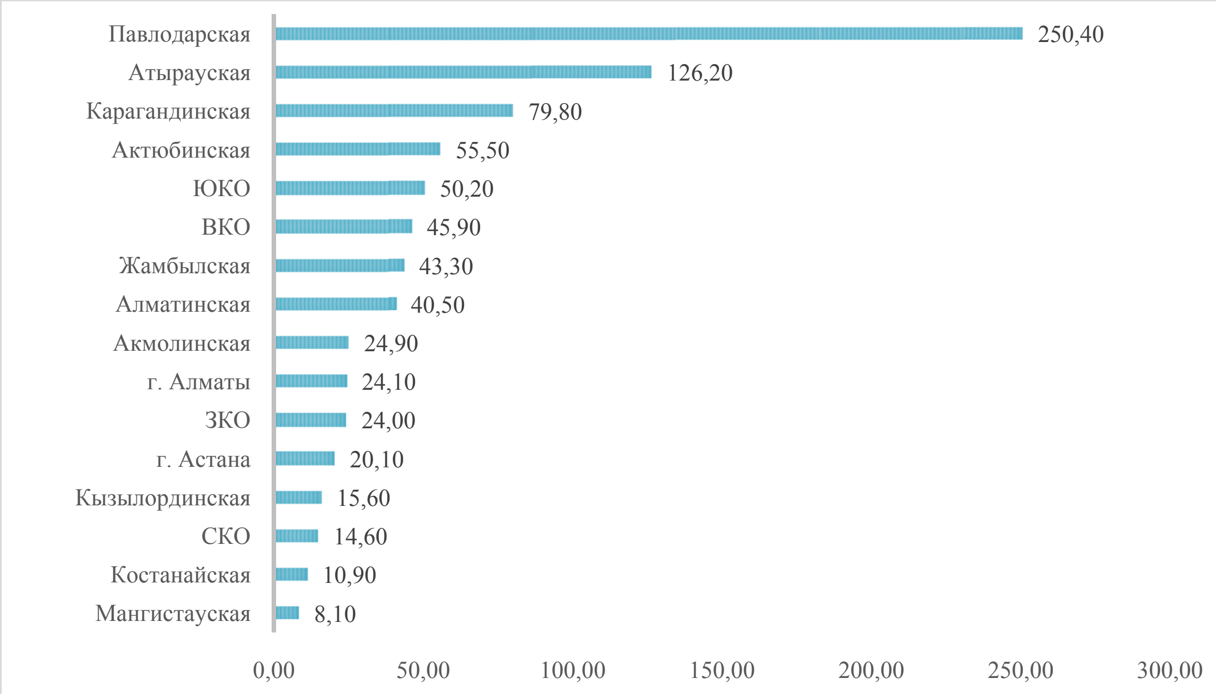

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Figure 1 - The volume of investments into the basic capital in 2016 by the regions of the Republic (billion tenge)

By the volume of investments into the basic capital the regions can be divided into three groups: the first group includes the investment volume from 8.10 to 24.90 billion tenge, the second group – from 40.50 to 55.50, and third – from 79.80 to 250.40. The first group in comparison to other has received the smallest amount of investment volume into the basic capital, probably due to poor development of the region in whole (Kyzylorda, Mangystayu regions), or due to specific peculiarities inherent to every region. For example, despite high scientific potential of Almaty especially in the field of information technologies, the level of investments does not exceed that allocated for Akmola and west Kazakhstan area, as well as for Astana city possessing the lower potential. This is explained by weak development of infrastructure that could support the development of information technologies in the city. Alatayu technological park located within the city, despite its large capabilities for projects implementation, does not inform on any successful projects. The similar situation is at the west Kazakhstan area – poorly developed infrastructure slows down the potentially high development of the area. The second group receives the volumes of investments higher than average by the Republic, it means that the policy on investments attracting and industrial development conducted there is quite effective. Finally, an example of the most effective attracting of investment is the third group that includes Pavlodar area, its volume of investments is at least twice larger than for other regions. Such effect is explained by effective focusing of the region on oil refining that interested investors and provided with the largest inflow of investments.

Further, it is necessary to determine the extent to which the investments and improvement of economic situation at the region ensure its innovative development. For this purpose, let’s compare two regions: Pavlodar and Mangystayu as these are extreme points in the chart. Let’s show in Figure 2 and 3 the indicator of internal expenditures on R&D in the regions as one of reference regarding the investigation object.

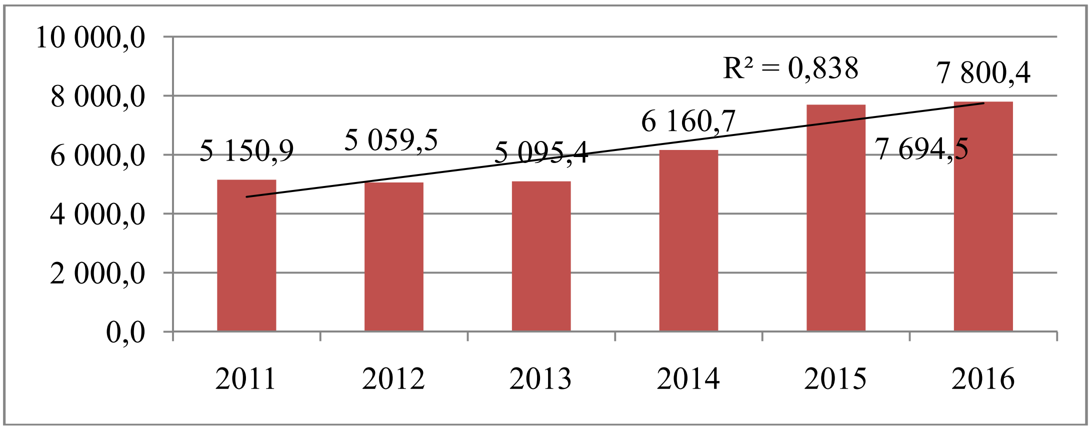

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Figure 2 - Internal expenditure of Mangystayu region on R&D (million tenge)

As seen in Figure 2, in whole the volume of expenditure on R&D, even in the lower by investments area, increase, and the general trend is positive with high reliability and accuracy. In addition, such stability tells about gradual and sustainable policy of local authorities in the field of innovative development. To compare with Pavlodar area let's look at Figure 3.

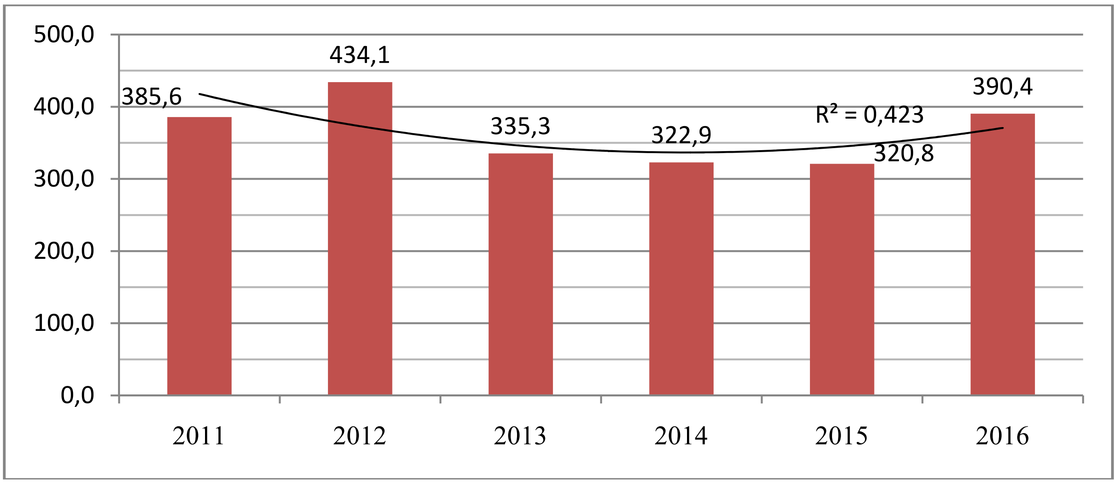

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Figure 3 - Internal expenditure on R&D at Pavlodar region (million tenge)

In Pavlodar region the dynamics of expenditures on R&D is less stable and does not allow for an opportunity to predict its further development; however, the total volume of expenditure on R&D against Mangystayu region differ by more than 20 times in favor of Mangystayu region. It means that the investments increase only does not ensure the stable innovative development as it is also necessary to distribute innovative flows into science-driven and manufacture industries. In addition, if we consider the contribution of regions into development of manufacturing industries, then here also Mangystayu region is ahead of Pavlodar region: 44% of contribution against 29%, respectively [7].

All this information deduce to one common conclusion: the largest contribution into development is made by pinpoint investments into definite projects as is done within implementation of SPIID in contrast to distributed investment into improvement of variety of existing structures. This kind of approach allows for simultaneous solving of several problems: the first problem related to technological inferiority is solved at the stage of project creation as on the stage of the project discussion the technologies to be used for its implementation will be selected. The second problem is establishment of new manufactures with high value-added and marginal return from the manufacture. The high value-added is ensured due to focusing on refining industry and manufacture of ready products, and high marginal return – from the manufacture novelty that is unachievable by capacity increment of existing industries.

Potential of creative economy in Kazakhstan

Innovations as phenomena do not appear from nowhere – they all are based on ideas. The idea can be implied as a notion or image reflecting the reality in human conscience. A man can change this reflected reality in his mind to solve the problems in reality. The idea under this context becomes as guidelines for action, an image of desirable result. The ideas that solve the problems and implemented in practice become innovations. The ability to generate such ideas is called creativity. At its margin the innovative economy is the economy where the main value is ideas able to become innovations, i.e. the economy of creativity or creative economy. The importance of qualitative development via innovations increases year by year as the need in qualitative development grows too. This is also urgent for Kazakhstan.

One of the "creative economy" developers, Richard Florida, has written that: "Types of creativity… not only base on general thinking process, but strengthen each other by mutual enrichment and stimulation. That is why, during the whole history of the mankind, people engaged in different types of creative activities always united and encouraged each other at large centers full of various creative life" [8]. Thus, it is underlined that a place factor, namely people accumulation place having skills and commitment to creative labor is of primary importance. The place should have definite qualities, for example, capabilities for self-arrangement of space, flexible infrastructure. If we consider Kazakhstan potential in the context of places of possible accumulation of creative class, then the most appropriate are the cities – Almaty and Astana. This is stipulated by a range of factors – large amount of cultural, research, innovative enterprises, and availability of special economic zones. Also an important factor can be an opportunity to earn money by providing the ideas and innovations that is much larger at big cities with developed infrastructure. However, there are some communication difficulties between the State and incipient creative class, particularly in the process of consideration, agreement and implementation of creative projects, legal standards on creative economy regulation.

Further Florida writes that "Creative process sometimes takes much time before it starts to yield fruits". There are a lot of stories how great mathematicians and scientists had been thinking over the solution of this or that task, and finally it suddenly dawned upon them when they entered a bus or looked at fire in the fireplace. Nevertheless, even this, at first sight, magic result can be achieved owing to long-term preparation only. Florida cites the famous saying of Louis Pasteur: "Chance favors the prepared mind". And also Wesley Cohen and Daniel Levinthal who studied the innovation process in Comapnies stated that "Fortune favors the prepared firm" [11]. In Kazakhstan practice we can observe a tendency to underestimate time necessary to receive a result of creative labor – the ideas cannot be created in strictly defined dates, the problem solution can take a little or much time. Therefore, the practice adopted in many technological parks of innovative universities, for example Al-Farabi KazNU, says that a project should start to get regained in three months after its beginning that can diminish the number of potentially successful projects. However, there is also a problem of delayed dates aimed at receiving additional allowances from a technological park or similar Organizations – this is also a communication problem between a creative class and Organizational structures. Possible option to solve this issue can be a competitive base, adoption of competitiveness into the field of innovations generation. Florida wrote about this: "With no doubts, for some creative people a large stimulus is money, but, according to research data, true creative persons including painters, writers and open-source software developers are mainly guided by internal motivation wishing to have true reward and satisfaction from their work. Too strong outside press can even hamper them". Basing on the research results in the field of motivation and reward, a psychologists of Harvard Business School, Teresa Amabile, has concluded that: "Internal motivation favors the creative process, but external harms it. Probably, if a stimulus for the creative work is, first of all, interest and enjoyment a person receives from it, then the level of his creativity can be even higher than if he is motivated by a goal imposed by someone" [9]. Development of internal motivation is a long-term process related to education system that within the creative economy should not be directed on adoption of actual knowledge, but on training the skills to work with knowledge, bringing possible talents of pupils to light to develop it as earlier as possible.

In the countries that are ranked first on global rating of creativity, the education systems are constructed namely by this principle.

Table 1 – List of countries by creativity rating (2015)

Country	Index
Australia	0,970
USA	0,950
New Zeeland	0,949
Canada	0,920
Denmark	0,917
Finland	0,917
Sweden	0,915
Iceland	0,913
Singapore	0,896
Netherlands	0,889
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The index consists of such indicators as “Talent”, “Technology”, “Tolerance”, each of which indicates one of key factors of the creative class development. Talent represents a level of staff preparedness and a degree of human capital development, Technology – the level of technological development of society as without advanced technologies it is impossible to develop the technologies of next generation, Tolerance implies the need of the creative class in diversity achieved in tolerant society only. Kazakhstan is ranked 72 by index of technology, 54 by talent, and 98 by tolerance.

Conclusion

For the quarter of the century Kazakhstan made a great economic jump and should move to a new level of economic growth. Innovative Kazakhstan is the next step the country should come in to enter the list of 30 most developed countries in the planned terms and implement its global strategy.

In whole, from the side of the State it is necessary to create base conditions for appearance and concentration of the creative class, determine frame operating conditions, opportunities for the national culture and innovations interaction.

It is also necessary to move beyond the factors constraining the innovative development, such as: passive relation of business to innovative activity; insufficient measures and instruments of its governmental support; low-quality management and deficit of innovative managers, and other. Under the limited financial resources it is necessary to look for reserves for innovative growth of the country economy that do not need significant contributions from the Republican budget.

In our opinion, it is time to move from administrative reforms in the system of the State management to reforming of regional, branch management, and management of enterprises themselves and all entrepreneur structures. The innovation management level at these structures will influence significantly on the future of Kazakhstan economy.

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Л.М. Бекенова

Алматинская академия экономики и статистики, Республика Казахстан, г. Алматы

ИННОВАЦИОННАЯ ПОЛИТИКА КАЗАХСТАНА В СОВРЕМЕННЫХ УСЛОВИЯХ

Аннотация. Целью работы является оценка эффективности инновационной политики Республики Казахстан и выработка предложений по её совершенствованию. В работе рассмотрены предпосылки формирования и этапы становления инновационной экономики в Казахстане, ключевые нормативно-правовые акты и государственные программы. Проанализирована динамика некоторых показателей, связанных с инновационной экономикой, рассмотрена инновационная деятельность в региональном разрезе. Исследован потенциал креативной экономики в Казахстане, отмечены основные проблемы и перспективы развития.

Результаты проведенного исследования могут быть применены при разработке государственных и региональных программ поддержки инновационной деятельности, также могут быть использованы в качестве базы для более углубленного исследования.

Ключевые слова: инновационная политика, креативная экономика, инновационное развитие.

Л.М. Бекенова

Алматы экономика және статистика академиясы, Қазақстан, Алматы қ.

ҚАЗІРГІ ЖАҒДАЙДАҒЫ ҚАЗАҚСТАННЫҢ ИННОВАЦИЯЛЫҚ САЯСАТЫ

Аннотация. Жұмыстың мақсаты Қазақстан Республикасының инновациялық саясатының тиімділігін бағалау және оны жетілдіре түсу бойынша ұсыныстар даярлау болып табылады. Зерттеуде Қазақстанда инновациялық экономиканың қалыптасуының алғышарттары мен құрылу кезеңдері, шешуші нормативтік-құқықтық актілері мен мемлекеттік бағдарламалары қарастырылған. Инновациялық экономикаға қатысты кейбір көрсеткіштер талданып, аймақтардың инновациялық қызметі сараланған. Қазақстандағы креативті экономика әлеуеті зерттеліп, негізгі мәселелері мен дамуының басым бағыттары белгіленген.

Жүргізілген зерттеу нәтижелері инновациялық қызметті қолдаудың мемлекеттік және аймақтық бағдарламаларын әзірлеу кезінде, сондай ақ зерттеуді ары қарай жалғастыру үшін қолданылуы мүмкін.

Түйін сөздер: инновациялық саясат, кретивті экономика, инновациялық даму.

Information about authors:

Bekenova L. M. - Candidate of Science in Economics, associate professor. Almaty academy of economics and statistics, Republic of Kazakhstan, Almaty.

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M. Sh. Kushenova[1], K.S. Jrauova[1], D.A. Bekesheva[1], B.B. Doskalievaba[2]

[1]Kyzylorda State University named after Korkyt Ata, Kyzylorda, Republic of Kazakhstan;
[2]AO Fin-academy, Republic of Kazakhstan
E-mail: maira77@mail.ru, 75zhkyra@mail.ru, becesheva73@mail.ru doskalievab@mail.ru

ECONOMIC DEVELOPMENT OF KAZAKHSTAN FOR THE YEARS OF INDEPENDENCE

Abstract. The article compares the macroeconomic indicators of the first years of independence with the current ones, reveals a gradual transition to the formation of the Kazakhstan model of economic development, which contributes to the growth of the country's macroeconomic indicators and, as a result, to the welfare of citizens, employment and the high level of social development of its citizens. At the initial stage of socioeconomic transformations, the economy was at the stage of a profound industrial and financial crisis, which adversely affected all areas of development and required quick decisions. The adoption of urgent anti-crisis measures in conjunction with the ongoing socio-economic reforms in the first years of independence, and later the creation of incentives for the growth of investment activity and the inflow of direct investment in highly efficient competitive production, the strengthening of state policy to support entrepreneurship - all these measures in a short historical period The opportunity for a new generation of Kazakhstani people to feel economically protected. Today, demonstrating the rapid pace, comprehensive development of the country relies on the solid economic foundation laid in the first years of independence, capable of withstanding any external economic fluctuations on the way to sustainable development.

Keywords: economy, investment, gross national product, state budget, national fund.

For 26 years of independence, the economy of Kazakhstan has undergone a number of global structural changes. From year to year, thanks to measures to support the Head of State, the country's economy is gaining momentum - it adds to the production of goods and services, creates and maintains jobs, attracts new investments, and provides tax revenues. And this growth trend of the economy of Kazakhstan has been demonstrating continuously for 18 consecutive years since 1999, that is, most of our independent history we did not have a recession in the economy.

For a quarter of a century Kazakhstan became a country with a market economy, joined the World Trade Organization, became a member of the Eurasian Economic Union, which increased opportunities for our entrepreneurs, and the struggle for markets grew, but Kazakh entrepreneurship does not lose its positions, demonstrating its ability to learn, adapt and develop. Over the past six years, Kazakhstani business has invested 34.8 trillion tenge of investments, provides work for 3.2 million people.

The state policy is always focused on attracting foreign investment. Kazakhstan has become an attractive place to do business for many of the world's largest companies. Over the years of independence, more than $ 277 billion of foreign direct investment has been invested in Kazakhstan.

One of the key factors in the growth of the economy was an increase in investment activity. Its rapid dynamics - 47 million in 1991, after three years - already 113.2 billion tenge. In 2002, investments exceeded the bar in 1 trillion tenge, and at the end of 2016 the indicator reached 7.7 trillion tenge.

According to the report of the World Economic Forum "Global Competitiveness, 2016-2017",Kazakhstan is on the 53rd place among 138 countries.The economy of Kazakhstan is invested by about 116 countries.

Currently, on the basis of infrastructure Astana EXPO 2017 an international financial center Astana has been established, which is planned to become a financial hub for the CIS countries, as well as the entire region of Western and Central Asia. IFAC will be based on the principles of English law, with a preferential tax regime and an independent financial court. The main activities of IFCA are development of the capital market, asset management, wealth management of wealthy individuals, Islamic finance, new financial technologies.

One of the main priorities of our country's foreign economic policy is close cooperation with the Organization for Economic Cooperation and Development (OECD).

To date, Kazakhstan has set a goal to reduce the share of state participation in the economy to the average level of OECD countries - up to 15%. The Large-Scale Privatization Program is being fully implemented, and it is planned to transfer more than 700 state-owned objects to the private sector.

But the most important achievement of the state economic policy is that an economy has been formed that transforms economic achievements into a real increase in the well-being of citizens. A stable economy has been created that can solve social problems. This became the basis for raising the standard of living of the population and allowed Kazakhstan, according to the World Bank classification, to enter the group of countries with incomes above the average. GDP per capita increased from $ 696 in 1993 to the peak of 2013 - $ 13,891. By early 2017, the key GDP per capita increased 11-fold, reaching 7.8 thousand dollars. In conditions of high volatility of prices for energy resources to reduce consumer activity, the adopted anti-crisis measures and the implementation of the state program "Nurly Jol" provided GDP growth in the country at the level of 1,1 (in 2016) (Figure 1).

The main factors for the growth of the national economy of Kazakhstan are at present the oil and gas, energy and other raw materials industries.

As for the real sector of the economy, the volume of industrial production during the years of Independence increased from 172 million tenge in 1991 to 19,026.7 trillion tenge in 2016.

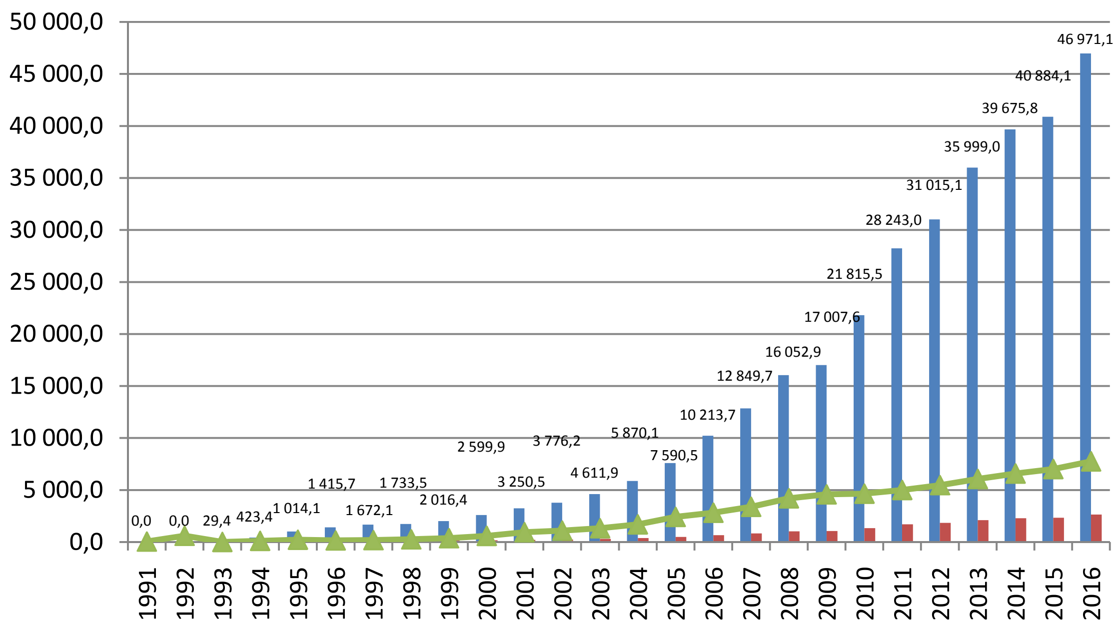

Figure 1 - Gross domestic product by production method for 1991-2016.

A retrospective analysis of the development of construction in Kazakhstan shows that for decades of development the construction sphere has not remained static, has been subject to constant changes. Last year it was introduced 10.5 million square meters of housing. For comparison: in 1996 this figure was 1.4 million.

From 2010 to 2014, trade was the main driver of economic growth, providing up to 40% of GDP growth. The real growth of retail trade over the years of independence increased almost 3 times, the volume of trade increased from 35 billion tenge in 1991 to 7974 billion tenge in 2016.

A huge growth is observed in the country's foreign trade turnover: if in 1995 this figure was 9 billion dollars, today only for 2016 the turnover was 62.1 billion dollars. The peak of Kazakhstan's foreign trade activity was in 2013, when the volume of trade reached $ 133 billion. Inflation at the end of 2016 was at the level of 8.5%, which is lower by 5.1% of the results of 2015. In comparison with 1995, the decline of the indicator is 32%.

Kazakhstan was the first among the CIS countries to take such measures as pension reform, the creation of a system for guaranteeing bank deposits, the early repayment of the IMF debt to the National Bank, the formation of the National Fund, state compensation to depositors of banks and pension funds as a result of exchange losses devaluation of the national currency, refusal to obligatory sale of foreign currency earnings of exporters, obligatory insurance of the responsibility of automobile owners.

The assets of the National Fund for the year of 2016 decreased by 4% and amounted to 61.2 billion US dollars, which is 21% less than the peak in August 2014 ($ 77.2 billion) (Figure 2).

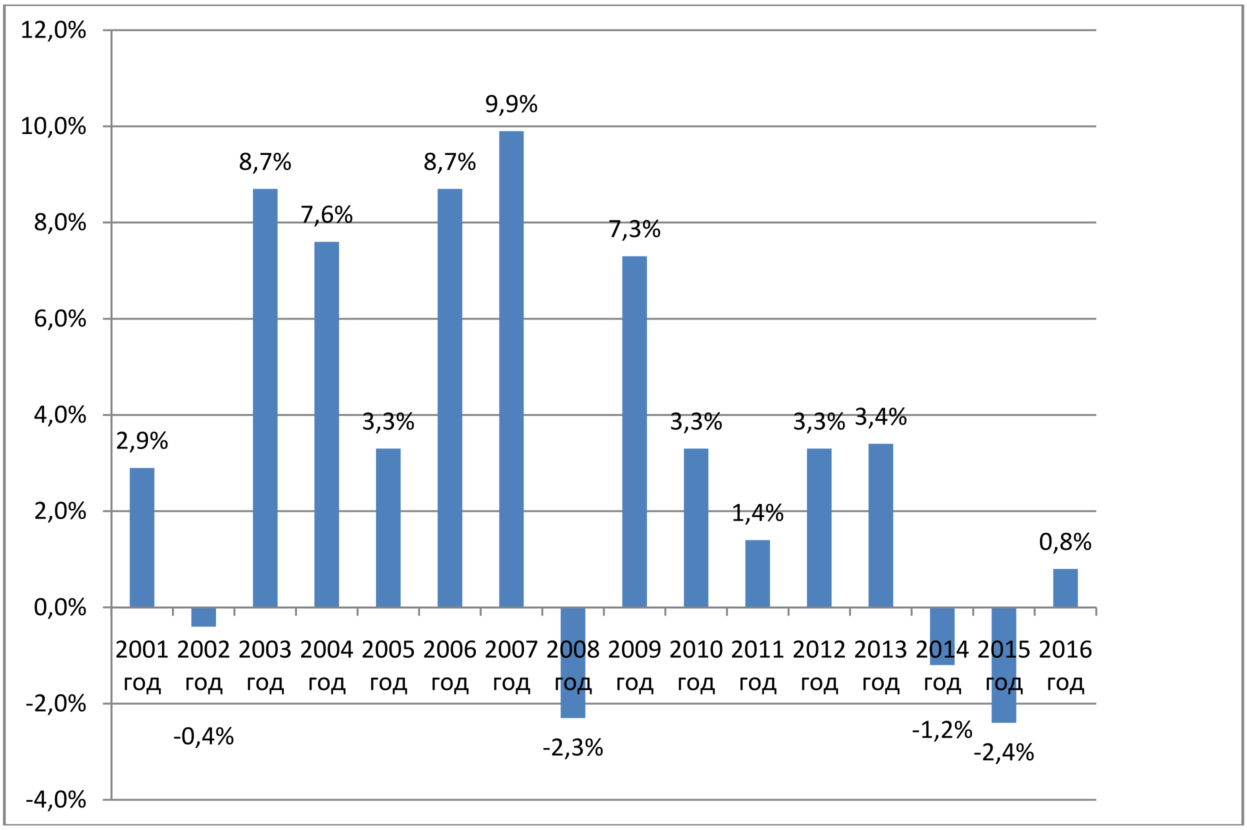

Figure 2 - Yield of the portfolio of the National Fund of the Republic of Kazakhstan,%

In 2016, the assets of the banking sector increased by KZT 1.8 trillion, or by 7.5% and amounted to KZT 25.6 trillion. (Рис) The volume of banks lending to the economy in 2016 increased by 1.5% to KZT 12.9 trillion (Figure 3).

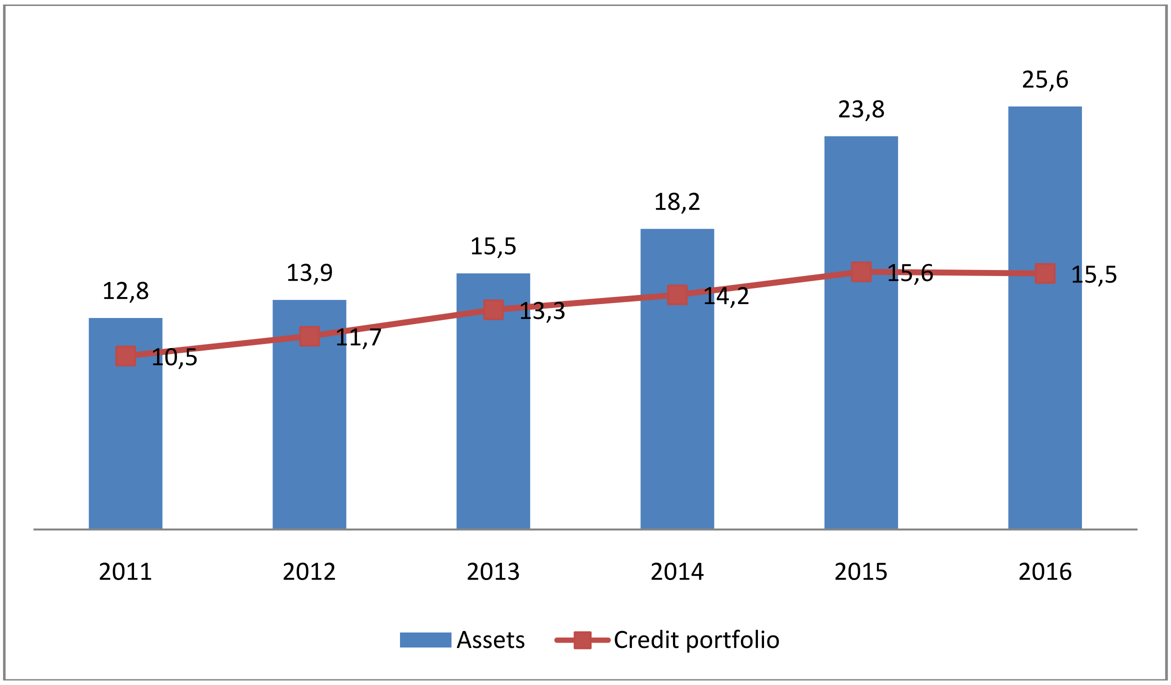

Figure 3 - Dynamics of assets and loan portfolio of banks

In the sectoral breakdown, the most significant amount of bank loans to the economy falls on the trade sector - 21.6%, industry - 14.3%, construction - 7.4%, agriculture - 5.3%.

The total volume of assets of insurance organizations increased by 3.8% and amounted to 856.5 billion tenge.

The amount of pension savings amounted to KZT 6.7 trillion, having increased by KZT857.1 bn., Or by 14.7%, in 2016.

By the end of 2016, almost two thirds of the state budget revenues generated tax revenues (64.7%) and almost one third (30.7%) - transfers (Figure 4).

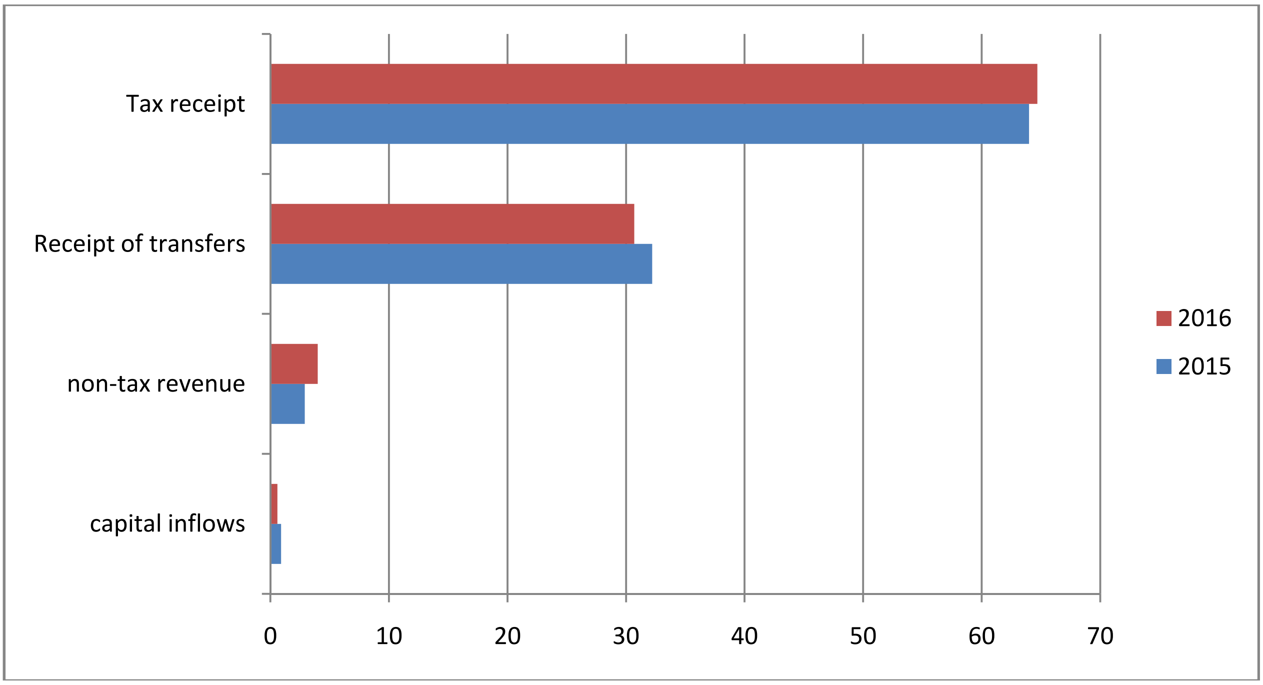

Figure 4 - Structure of state budget revenues,%

In 2016, the Government of Kazakhstan continued to conduct countercyclical policies. Attracted from the National Trust, targeted transfers were directed to the implementation of infrastructure projects, the development of housing and communal construction, the construction and reconstruction of educational facilities, the financing of joint projects with international financial organizations, as well as support for programs in education and science. Fig.

Taking into account the gradually improving external and internal situation, the main growth drivers will be the traditional backbone industries through the introduction of the State Program for Industrial and Innovative Development for 2015-2019, the continuation of the implementation of the State Program "Nurly Zhol" and the development of promising industries based on digital technologies in the framework of the new State program "Digital Kazakhstan".

Ahead - new goals and objectives - is the entry of Kazakhstan into the list of 30 developed countries of the world. It is impossible to enter this club of developed countries without highly intelligent staff, professional professionals, creative people who meet the requirements of the times. To educate a new advanced generation of Kazakhstanis, to ensure the future development of Kazakhstan with competitive human capital - these are some of the strategic tasks for the future.

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М.Ш. Кушенова[1], К.С.Джраувова[1], Д.А.Бекешева[1] Б.Б.Доскалиева[2]

[1]Қорқыт Ата атындағы Қызылорда мемлекеттік университеті, Қызылорда қ., Қазақстан Республикасы;

ҚАЗАҚСТАННЫҢ ТӘУЕЛСІЗДІК ЖЫЛДАРДАҒЫ ЭКОНОМИКАЛЫҚ ДАМУЫ

Аннотация. Мақалада тәуелсіздіктің алғашқы жылдарындағы макроэкономикалық көрсеткіштер қазіргі кездегі көрсеткіштермен салыстырылады, еліміздің макроэкономикалық көрсеткіштерінің өсуіне, соның нәтижесінде азаматтардың әл-ауқатының, жұмыспен қамту және азаматтардың әлеуметтік дамуының жоғары деңгейіне ықпал ететін экономикалық дамудың қазақстандық моделін қалыптастырудаға бірте-бірте көшуі анықталады. Әлеуметтік-экономикалық өзгерістердің бастапқы кезеңінде экономика күрделі өндірістік және қаржылық дағдарыс кезеңінде болды, ол дамудың барлық салаларына теріс әсер етті және тез шешімдерді талап етті. Тәуелсіздіктің алғашқы жылдарында жүргізілген әлеуметтік-экономикалық реформалармен бірге, дағдарысқа қарсы шұғыл шараларды қабылдау, кейіннен инвестициялық белсенділіктің өсуіне және жоғары тиімді бәсекеге қабілетті өнімге тікелей инвестициялардың түсуіне ықпал жасау, кәсіпкерлікті қолдау жөніндегі мемлекеттік саясатты күшейтуге ынталандыру - бұл барлық іс-әрекеттер қысқа мерзімде Қазақстандықтардың жаңа ұрпағы экономикалық тұрғыдан қорғалған сезімге ие болу мүмкіндігін туғызды. Бүгінде еліміздің қарқынды дамып, кешенді дамуы тәуелсіздіктің алғашқы жылдарында орнықты даму жолындағы кез-келген сыртқы экономикалық ауытқуларға төтеп бере алатын тұрақты экономикалық негізге сүйенеді.

Түйін сөздер: экономика, инвестициялар, жалпы ұлттық өнім, мемлекеттік бюджет, ұлттық қор.

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М.Ш. Кушенова[1], К.С. Джраувова[1], Д.А.Бекешева[1], Б.Б. Доскалиева[2]

[1]Кызылординский государственный университет им. Коркыт Ата, г. Кызылорда, Республика Казахстан;
[2]АО «Финансовая академия», г. Астана, Республика Казахстан

ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ КАЗАХСТАНА ЗА ГОДЫ НЕЗАВИСИМОСТИ

Аннотация. В статье сравниваются макроэкономические показатели первых лет независимости с нынешними, раскрывается постепенный переход к формированию казахстанской модели экономического развития, способствующий росту макроэкономических показателей страны и, как следствие, повышению благосостояния граждан, обеспечению занятости и высокого уровня социального развития ее граждан. На начальном этапе социально-экономических преобразований экономика находилась на стадии глубокого производственно-финансового кризиса, что негативно сказалось на всех направлениях развития и требовало принятия быстрых решений. Принятие неотложных антикризисных мер в совокупности с проводимыми социально-экономическими реформами в первые годы независимости, а позже создание стимулов для роста инвестиционной активности и притока прямых инвестиций в высокоэффективные конкурентоспособные производства, усиление государственной политики поддержки предпринимательства – все эти меры за короткий по историческим меркам период дают возможность новому поколению казахстанцев чувствовать себя экономически защищенными. Сегодня, демонстрируя опережающие темпы, всестороннее развитие страна опирается на заложенный в первые годы независимости прочный экономический фундамент, способный выдержать любые внешнеэкономические колебания на пути к устойчивому развитию.

Ключевые слова: экономика, инвестиции, валовой национальный продукт, государственный бюджет, национальный фонд.

Information about authors:

Maira Kushenova – candidate of economic sciences, ac.docent of the department «Finance», the Kyzylorda State University of Korkyt Ata. E-mail: maira77@mail.ru;

Kuralai Jrauova –candidate of economic sciences, acting associate professor. head of the department «Finance», the Kyzylorda State University of Korkyt Ata. E-mail: , 75zhkyra@mail.ru;

Dana Bekesheva – candidate of economic sciences, senior teacher of the department «Finance», the Kyzylorda State University of Korkyt Ata. E-mail: becesheva73@mail.ru;

Dana Bayn Doskalievaba – AO Fin-academy

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N.K. Mynbatyrova

Candidate of Juridical Sciences, Associate Professor of the Department of Theory
and History of State and Law, Constitutional and Administrative Law,
Al-Farabi Kazakh National University

PROBLEMS OF FORMATION ANTICORRUPTION LEGAL AWARENESS

Abstract. The article is consider problem of current corruption and how to deal with it is discussed. At the same time, modern peculiarities of the legal awareness of anti-corruption law are analyzed and studied.

The author of the article also pays special attention to the development of legal awareness. The results and conclusions reached by the author can be used to ensure the state policy, increase the legal awareness of the society, and encourage the legal education of the society.

Keywords: law, legal interpretation, legal awareness, legal nihilism, the state, the activities of the State, corruption.

Today we are talking about the fight against corruption, its development and structure, the world outlook of citizens, and the whole economy.

The President of the Republic of Kazakhstan, the Leader of the Nation NazarbayevN.A. underlines in his annual Address to the people of Kazakhstan the importance of anti-corruption.

Anti-corruption has become one of the priority directions of Kazakhstan's legal reform.

At this point, corruption issues are frequently heard in the media and public speeches. Different ways and methods of combating corruption are being developed.

Corruption in all spheres of society, in particular economy, social sphere, politics, etc. adverse effects. The negative effects of this phenomenon are so serious that it will not only hurt the development of society but also seriously affect the national security of the country.

Corruption in the global economy: infringes the mechanisms of market competition, leads to the inefficient distribution of state budget funds, unfair distribution of income, promotes rise in prices for goods, creates an organized criminal group and creates shadow economy. All of this impedes the taxation of the state budget and the implementation of the economic activity of the state.

Corruption in the social sphere: It promotes unfair distribution of living things that in turn leads to property inequalities, restricts the right of the state, which regulates the existence of the state and society, and in the consciousness of the society, the views and feelings about the vulnerability of citizens to power and criminality are formed.

Corruption offenses include bribery, stealing in their favor, misuse of authority, and so on. crimes can be attributed.

At present, countering corruption, including bribery, is a challenge. The relative vulnerability of the majority of the population to corruption and the tolerance to society have limited opportunities to prevent and combat this crime. For many entrepreneurs, citizens, and other employees, unlawful remuneration for official acts has become a usual and normal phenomenon.

At present, there are two main areas for fighting corruption:

Firstly, the fight against the external appearance of corruption is a direct counteraction to the subjects of corruption, by means of direct influence on the corrupt actors, in order to stop their illicit activities, including legal action, including legal coercion.

It should be borne in mind that corruption is a serious phenomenon, and it is important that the crime is not disclosed. Corruption is often attributed to offenses, which often show the truth and are not interested in punishing the perpetrator. Therefore, there are no opportunities to show corruption elements. It is important to stress that this is a must and should be done to combat corruption offenses. It is important not only to combat corruption, but also to prevent and eliminate corruption.

It is important not only to limit corruption and the way it acts, but also to investigate and investigate the nature of the problem.

In order to prevent this as an anti-corruption effort, students should introduce special discipline in higher education institutions aimed at creating anti-corruption ideas.

It is worth noting that the Law Faculty of Al-Farabi Kazakh National University started to implement this problem in practice. A new discipline called "Legal basis of anti-corruption" was introduced to the curriculum of the current year or 2017-2018 by the faculty of law faculty of the University as a compulsory subject for all faculties. In this discipline students study and study the concepts, systems, historical and legal aspects of corruption, the nature of emergence, the regulatory framework aimed at counteracting corruption in the RK, ways of overcoming and preventing it. It is a good lesson for students. As mentioned above, corruption is a violation of all spheres of the society, so it is envisaged to study in all faculties.

Secondly, prevention of corruption is the formation and implementation of anti-corruption policy as an independent function of the state.

The country has adopted an anti-corruption strategy for 2015-2025 and its provisions are being implemented.

To address the challenges of combating corruption, it is necessary to involve all Kazakhstani society in the fight against the dangerous phenomenon, to implement complex, systematic measures and to improve the legal framework for strengthening of legal responsibility.

Recently, the level of corruption in the public service has grown so much that today it has become one of the threats to the national security of the country. Every year our Head of State Nazarbayev N.A.In his address to the people of Kazakhstan, Nazarbayev emphasizes the directions of modernization of the public administration system.

The problem of anti-corruption is one of the issues of the scientific community, society and the state. Today, corruption is very important for political scientists, government officials and citizens of the country. In recent years, much attention has been paid to the problem of anti-corruption in the system of public services. Such a focus on the part of the state and the society means that corruption is a decline in the effectiveness of public administration. As a result, economic growth in the country will decline, people's well-being will be weakened, the number of criminal cases will increase.

Corruption is a complex phenomenon that distorts the political, economic, and social foundations of society.

Corruption is an attempt by the offenders, political and administrative civil servants to make their own benefit, which seriously damages the state and society.

Today, anti-corruption law, anti-corruption strategy, and various anti-corruption programs are in the country.

At present the country needs to join the Association of Civilized States.

Despite the huge work done by the state apparatus, civil society and the individual in the field of anti-corruption, the number of corruption increases substantially. Corruption fosters the development of a democratic society.

In recent years, corrupt officials in civil service in the country have become transnational. Corruption in public service is not only a result of the public and individual, but also as a result of public servants' reputation. Many of them spend illegal profits through offshore banks or foreign real estate. As a result, foreign law enforcement officials are notified.

As noted above, it is not enough for the state apparatus to carry out anti-corruption measures. There is a question of active involvement of the state and civil society in the political life of the country. Every citizen has a great future in the country's future. Every citizen should know the rules of conduct with civil servants and should not make them incapable of corruption.

Implementation of innovative and effective public service delivery will undoubtedly contribute to the reduction of public expenditures, reducing corruption, and increasing public confidence in the government. The state, as the main source of public service, defines ways and means of improving the public service delivery system.

The main task of the modern state is to form a qualitative form of public administration. Its main purpose is, of course, to protect and safeguard the legitimate interests and rights of citizens.

As we all know, the efficiency of the public service delivery system to meet the needs of citizens is characterized by two factors: availability and quality of service.

It should be noted that from July to December, 2017, the Public Reception Program "Civil Control" on the social order of the Agency for Civil Service Affairs and Anti-Corruption of the Republic of Kazakhstan has been launched at the Al-Farabi Kazakh National University.

In this project, the faculty of the Department of Theory and History of State and Law, Constitutional and Administrative Law of the Faculty of Law of the Al-Farabi Kazakh National University is doing a great job.

The goal of the project is to provide comprehensive anti-corruption measures, anti-corruption monitoring and anti-corruption culture in society.

Public reception performs the following functions:

1) Provides consultations on compliance with the requirements of the legislation of the Republic of Kazakhstan within the scope of public service, public services, anti-corruption and the Ethical Code;

2) carries out informational and organizational activity aimed at formation of anti-corruption culture, in particular, organizes informational work and events in mass media on a regular basis.

These services are being actively implemented today by the Public Reception Project "Civil Control".

For example, 10th of November, 2017 Al-Farabi Kazakh National University in the frames of the project "Social Analysis of Corruption Risks in the Control-Supervisory Sector" by the Agency of the Republic of Kazakhstan on Corruption under the Governmental Order of the Republic of Kazakhstan on Corruption and Corruption Proceedings.

During the event, the issues of corruption-related and controllable functions of the state bodies were discussed at the meeting.

In addition to the public reception of "Civil Control" Public Association "Young people Resource Center of the Kazakh National University named after al-Farabi" Keremet "Askerov A.A. It has not been forgotten that it is impossible to define the anti-corruption law, to exploit the group, to execute the state functions, to direct them to the merits and to identify the consequences of the use of methods and methods. It is necessary to evaluate the prize and to evaluate corruptive risks.

The participants noted in their speeches found that risk and corruptions can be prevented from establishing the entire frame of mind. However, the installation of similar bands can always lead to risk. The analysis of corruptive risks is foreseen for the long-term debt crisis and its deterioration. In the twelve months of the day, some of the problems that existed in the field were offered and I proposed their decision.

Also, the participants noted in their speeches wrote that corruption has the right to the excellence, and at one time or another, it is possible to distinguish between corrupt practices. For a definition of the corrupt state of the state, it is impossible to detect a social and economic order in the frames of the state act. Degree corrupt risk can be defined by definition and analysis of the internal and social control, and in the case of execution of the specific full - fledged.

By the way, a roundtable was initiated by the law enforcement agencies and advisory bodies on the implementation of the law.

on the results of the seminar-meeting on the topic: "Results of the analysis of corruption risks in the control and supervision sphere", conducted within the framework of the project Public reception "Civil control" on social order of the Agency for Civil Service and Anti-Corruption of the Republic of Kazakhstan

The main topic of discussion was the problematic issues of the activity of control and supervisory bodies.

Following the seminar-meeting, proposals and recommendations were developed to improve the current legislation:

- Due to the fact that it is not possible to find any information about companies in the system, it is necessary to optimize the system and create integration links for the site;

- for the normal functioning of the entire system of control and supervisory functions, it is necessary to improve the current legislation, in particular, the verification of a small enterprise such as cafes and restaurants to 50 places is regulated by law, below 50 places the sanitary epidemiological station has no right to inspect;

- a large number of orders from the control bodies are carried out in written form, in order to avoid the time and expense required, certain types of instructions must be replaced from the written one to the oral one;

- it is necessary to improve the legislation in the field of carrying out a life threat check, in particular if there is a need to hold accountable for the threat to human health. Unscheduled inspections are replaced for verification, it is proposed to be conducted for those entrepreneurs for whom violated Article 11 of the Business Code.

Corruption, along with moral and moral destruction, hinders realization of the state policy and destroys it. The low quality of public service delivery, the social and psychological situation, the presence of acquaintances and royalty contribute to the growth of corruption.

Corruption will have a negative impact on the development of the economy and social infrastructure as well as the power and governance. As a result of corruption in a significant part of the public service sector, the scope of free mandatory service in education, health care and social welfare is reversed.

Corruption is a reason to get rid of legal liability for offenses committed by offenders, which in turn creates an escape from punishment and degrading authority of the state, increases public confidence in them, and creates the most dangerous phenomenon or legal negligence.

Increasing corruption can lead to a socially dangerous object, such as bribery.

1) low level of use of information and communication technologies in the process of receiving public services. While introducing the e-government portal, it is not unusual for the public to use it. Although the people know that there is an electronic government, most of the population can not use it. This, in its turn, leads to the informational and technological illiteracy of the population. At the same time, we must address the problem in rural areas. In many rural areas, there is no Internet connection or not. One aspect of this problem, on the other hand, rural people are often unable to use the computer.

2) It is necessary to improve the regulatory framework regulating public services. One of the actual issues of the law enforcement service is the incomplete implementation of the principle of access to the service.

3) There is a need to use international experience of public service. In foreign countries, various portals and websites operate.

It is important to identify the causes of corruption and to be consistent in its fight against corruption, and to achieve transparency, quality and prompt service, which will contribute to reducing corruption and increasing civic activism.

To carry out anti-corruption activities in the country:

- promotion of legal literacy and legal education of the country;

- It is necessary to identify and investigate the negative factors that influence the development of corruption;

- encourage and increase the anti-corruption culture and legal awareness of the Kazakh society;

- It is necessary to interact with the public authorities in the matter.

The causes of corruption should always be studied and should be constantly monitored, and it would be more effective to find ways to prevent it until it faces the consequences of corruption.

Confident in the authorities, corruption that will undermine the authority will seriously hurt the social, political, economic and legal policies of the public, hindering the interests of the community, the exercise of hatred.

Today it is possible to see the corrupted organizations that have deep roots today. They encourage citizens and organizations to interact with government agencies to fulfill their rules.

In our opinion, there are a number of reasons for corruption in public service, including the complexity of the structures of the government, the lack of internal and external control over the functioning of the state power, unequivocal division of powers, duplication of official duties, lack of mechanisms and legal frameworks for the protection of interests of citizens involved in the work of the authorities or something else?

For intensive anti-corruption activities in the country:

- constantly develop mechanisms for interaction with public authorities and law enforcement agencies in the fight against corruption;
- adoption of laws and other administrative measures aimed at inviting citizens to participate actively in anti-corruption actions;
- We believe that it is necessary to introduce anti-corruption requirements that set out a single system of prohibitions, restrictions and permits that provide corruption prevention.

Н.К. Мынбатырова

заң ғылымдарының кандидаты, Әл-Фараби атындағы ҚазҰУ-дің заң факультеті, мемлекет және құқық теориясы мен тарихы, конституциялық және әкімшілік құқығы кафедрасының доценті

СЫБАЙЛАС ЖЕМҚОРЛЫҚҚА ҚАРСЫ ҚҰҚЫҚТЫҚ САНАНЫ ҚАЛЫПТАСТЫРУ МӘСЕЛЕСІ

Аннотация. Жұмыста қазіргі кездегі сыбайлас жемқорлықтың туындау мәселелері және онымен күресу жолдары мен мазмұндық тұстары ашылып, қарастырылады. Сонымен қатар қазіргі сыбайлас жемқорлыққа қарсы құқықтық сананың ерекшеліктері талданып, жан жақты зерттелінеді.

Сондай ақ мақаланың авторы құқықтық сананың арықарай дамуына аса назар бөледі. Автордың қол жеткізген нәтижелері мен қорытындыларын мемлекеттіксаясаттың қамтамасыз етілуіне, қоғамның құқықтық санасын арттыруға, қоғамның құқықтық тәрбиесін көтермелеуге ісінде қолдануға болады.

Түйін сөздер: құқық, құқықтық таным, құқықтық сана, құқықтық нигилизм, мемлекет, мемлекеттің функциясы, сыбайлас жемқорлық.

Н.К. Мынбатырова

кандидат юридических наук, доцент кафедры теории и истории государства и права, конституционного и административного права юридического факультета КазНУ имени аль-Фараби

ПРОБЛЕМЫ ФОРМИРОВАНИЯ АНТИКОРРУПЦИОННОГО ПРАВОСОЗНАНИЯ

Аннотация. В работе рассматриваются содержательные стороны антикоррупционного правосознания. Также в работе всесторонне исследуются природа возникновения коррупционных правонарушений, и пути их устранения.

В работе также особое внимание уделяется на дальнейшее развитие правосознание общества. Основные выводы и положения автора могут быть использованы в обеспечении политики государства, в повышении правосознания и правового воспитания казахстанского общества.

Ключевые слова: право, правопонимание, правовое сознание, правовой нигилизм, государство, деятельность государства, коррупция.

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A.M. Nassyrova[1], B.K. Issayeva[2], A.S. Kemalova[3], A.Zh. Tazhigulova[4]

[1]PhD student, “Financial Academy” JSC Astana, Kazakhstan;
[2]L.N.Gumilyov Eurasian National University, Astana, Kazakhstan;
[3]Kazakh University of technology and business, Astana, Kazakhstan;
[4]Eurazian humanities institute, Astana, Kazakhstan
E-mail: anar_nassyrova@mail.ru, b.isayeva_78@mail.ru, sasha_k74@mail.ru, aigul.t_0511@mail.ru

DEVELOPMENT PROSPECTS OF AGRICULTURE IN KAZAKHSTAN

Abstract. This article reveals the importance of the development of agriculture as one of the most necessary sectors of the national economy of Kazakhstan, as the living standard and welfare of the population largely depend on the development of agriculture: the size and structure of nutrition, per capita income, consumption of goods and services, the current state, and the prospects for the development of agriculture.

The main goal and tasks of the state program for the development of the agro-industrial complex of the Republic of Kazakhstan for 2015-2021 are considered, the expected results of this sector, in particular the increase in livestock productivity by 40% and crop production by 30%, as well as the sevenfold increase in the number of recipients of state support, 67 to 500,000 agricultural producers. The article also identifies the problems and suggests the priority tasks for the effective development of agriculture at the state level.

Key words: agriculture, agriculture, crop production, livestock, state support, investments in agrarian sector, harvesting, production, agribusiness, state program.

Kazakhstan is a country with strong agriculture traditions. Agriculture in our region is a major part of the population. Today 43% of the population lives in rural areas. The level of agricultural production depends on the well-being of not only those who work in this area but also those who are linked to it. In other words, the standard of living of the majority of Kazakhstanis is related to agricultural production.

Kazakhstan is one of the largest countries in the world. In the grain-producing regions, hard wheat varieties with high gluten are mainly grown. This wheat that has a huge demand on the world market [1, 2].

The area of agricultural land in Kazakhstan is 215 million hectares or more than 4% of the worldwide area. In addition to Australia and Canada, Kazakhstan is one of the main places in the world for access to arable land per capita. The total grain crops occupy an area of 18 million hectares. 12 million hectares are allocated for wheat, the gross harvest of which is 600 000 tons. The result of growing corn yields eighty quintals per hectare [3, 4].

A variety of climatic conditions and soils allows our country to compete in various fields, such as wheat, rice, oilseeds, fodder crops, meat and dairy products. Kazakhstan also practices the cultivation of rice, buckwheat, rape, soy, oats, cotton, sugar beet, vegetables, and fruits.

The traditional branch of agriculture is livestock. It gives people food and raw materials to the light industry.

In the northern part of the country pigs and dairy cattle predominate. In the southern part, meat cattle, sheep, horse and camel breeding developed. In the west and east, the breeding of horses and beef cattle are located. The bird products are distributed almost equally in all regions [5, 6].

To summarize, 2016 was marked by growth in the agrarian sector. The volume of gross agricultural production for the given period reached 3.4 trillion, the volume index was 4.5% compared with the same period of last year.

During this period, the growth of investments in the agricultural sector was equal to 48% or 228 billion tenge. Compared to the previous year, with the same period of investment, when the volume was 148 billion [7, 8].

Gross harvest of grain scored 23.7 million tons in bunker weight. That is 3.9 million tons more than last year. The average yield composed 15.4 centners per hectare. 3.6 million tons of vegetables and 2.2 million tons of melons were prepared, which is 511 thousand tons more than last year.

In the regions, livestock, milk, and meat increased by 1.3%, 3.1%, and 3.5%, respectively.

For the first time over the past 20 years, sugar beet was planted in the North Kazakhstan region. As a result, they collected 14 thousand tons, 350 tons per hectare, which is above the national average level of 15% [9, 10].

In accordance with the State program for the development of the agro-industrial complex in 2015-2021, the productivity of livestock production is expected to grow by 40% and crop production by 30%, as well as an increase in the coverage of state support recipients by seven times from 67 to 500 000 agricultural producers.

In 2021, the total agricultural output is predicted to increase by 30% (1 trillion tenge), that is from 3.3 to 4.3 trillion tenge. The agrarian marketing plan will attract more than 1,200 cooperatives, it is supposed that at least 500,000 personal subsidiary farms will be combined [11, 12].

2016 has shown extreme weather conditions in many areas of our country. This year was significant for the owners of farms because the weather was a guide to changes that global climate can bring. In other words, it should be borne in mind that such weather, perhaps, may become the norm. In this case, we must take steps to introduce new agricultural technologies in the field of irrigation, land development, all agrotechnical activities in a shorter time, which will require better equipment. Also, it is necessary to pay attention to the seed stock by selecting the most suitable crops.

Despite all the difficulties, an excellent harvest of all kinds of our crops has been collected. Among them, there are such kinds, as cereals, soybeans, corn, sunflower, apples, grapes, and sufficient feedstock. It was slightly easier for cereals because it was rainy at the beginning of the spike rise, after which all of the grass was in the fields. Grasses crushed cereals, and they were milled together into coils and a rare quality feed was obtained. Where there was not a lot of grass, they could harvest a good crop of cereals. Due to heavy rains in the autumn, they did not have time to collect the sunflower and soya [13, 14].

Serious consideration should be given to global climate change and its impact on the country's agriculture at the government level.

2016 was full of events that affected the national agrarian sector. The first half of 2016 can be called as one of the longest periods in terms of its attractiveness for investment. The agrarian potential, especially on the export side, the most favorable direction and the investment subsector, has been discussed several times and at all levels. It is especially pleasant that our investors who have their own funds or access (oil and gas, metals and mining, financial sector) formed the bulk, foreign investors also arrived at the country, and farms often visit and offer to cooperate.

A significant role in this issue is played by the stability of state policy of the Ministry of Agriculture and KazAgro. They would suggest appropriate methods for creating favorable conditions for doing business in this area [15, 16].

The most successful instruments are investment subsidies (reimbursement of costs), including subsidies for the purchase of agricultural machinery, introduced in 2016 to replace ineffective subsidies per hectare. They reduced interest rates on market loans to soft loans, preferential KazAgro for small and medium-sized farmers, for livestock: Sybaga, Kulan, Altyn Asyk, stipulated by corresponding master plans for each industry.

It is also interesting to note that in 2016 joint work in the agro-food sector with our neighbor China began to intensify. More than 30 delegations from the Chinese and Kazakh sides participated in the establishment of bilateral relations, as well as a meeting of state heads in Beijing, where issues of our environmentally friendly products in China were ensured, and joint projects in the agricultural sector were discussed. In 2016, Chinese investors built and commissioned vegetable oil production factory in the North Kazakhstan region [17, 18].

In this regard, the participation of the media in publications on the joint work of Kazakhstan and China coincided with changes in the Land Code of the Republic of Kazakhstan. For these reasons, unauthorized rallies were held, after which the president imposed a moratorium on the amendment.

The agricultural industry is now perceived as a possible factor in the national economy, and only one that demonstrates sustainable growth in 2016 compared to other industries that have been stagnant. More authority is given to the Minister of Agriculture, adding the title of Deputy Prime Minister. This had been expected for a long time in the current reality of managing the processes in the country.

The arrival of the new Minister of Agriculture allowed many market participants to hope for a solution of ‘chronic’ problems, such as constant underfinancing of the industry, global solution to veterinary problems, and further increase in the attractiveness of investment in the industry.

The activities of the new minister marked a shift in the priorities of state policy. Nowadays, the government's policy is aimed to revitalize small businesses in rural areas by providing loans and grants to private farm cooperatives and to cover the maximum number of subsidies for farmers by reducing the threshold requirements for subsidies and other tasks, as reflected in the concept of the new state program AIC 2017-2021. The task is complicated by the fact that the financing of the new program will be implemented in the approved budget, which in the past was insufficient to solve all problems. The reserve increases the criteria for grant recipients and improves their effectiveness, increases the possibility of their production and strengthens control over their intended use, in particular by automating and adjusting monitoring by crops [19, 20].

In general, 2016 was a difficult year for the agricultural sector. Weather conditions did not allow farms to collect high-quality crops due to the fact that a large amount of rainfall led to a huge number of hogweeds in the fields.

Despite the fact, for example, for companies involved in the year of milk production, it was quite good, because they did not need to feed animals by a high-quality harvest.

Certainly, it would be better to have comfortable climatic conditions for agricultural production. However, it is more important what kind of changes in legislation will be. In particular, with regard to subsidizing the industry. These could be correct amendments and the preservation of existing norms that will allow the agriculture of Kazakhstan to grow.

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А.М. Насырова[1], Б.К. Исаева[2], А.С. Кемалова[3], А.Ж. Тажигулова[4]

[1]«Қаржы Академиясы» АҚ PhD докторанты, Астана, Қазақстан;
[2] Л.Н.Гумилев атындағы Еуразия Ұлттық университеті, Астана, Қазақстан;
[3]Қазақ технология және бизнес университеті, Астана, Қазақстан;
[4]Евразия гуманитарлық институты

ҚАЗАҚСТАНДА АУЫЛ ШАРУАШЫЛЫҒЫНЫҢ ДАМУ ПЕРСПЕКТИВАСЫ

Аннотация. Бұл мақалада Қазақстанның халыө шаруашылықтағы ең қажетті салаларының бірі ретіндегі ауыл шаруашылығы дамуының маңыздылығы айқындалған, себебі ауыл шаруашылықтың дамуы халықтың тұрмыс деңгейі мен әл-ауқатына әсерін тигізеді: тамақтану мөлшері мен құрылымы, жан басына шаққандағы табыс, тауарлар мен қызметтерді тұтыну, сонымен қатар мақалада ауыл шаруашылықтың қазіргі жағдайы мен дамыту перспективалары да қарастырылған.

Мақалада 2015-2021 жылдарға арналған Қазақстан Республикасының агроөнеркәсіптік кешенін дамытудың мемлекеттік бағдарламасының негізгі мақсаты мен міндеттері, осы саладан күтілетін нәтижелері, атап айтқанда, мал шаруашылығының өнімділігін 40%-ға және өсімдік шаруашылығы өндірісін 30%-ға арттыруы, сондай-ақ мемлекеттік қолдаудың алушыларының жеті есе өсімі, 67-500 мың ауыл шаруашылығы тауарын өндірушілері туралы да айтылған. Мақалада, сондай-ақ осы саланың дамуына әсер ететін проблемалары да айқындалған және мемлекеттік деңгейде ауыл шаруашылығын тиімді дамытудың басым міндеттерін ұсынылған.

Түйін сөздер: ауыл шаруашық, ауылшаруашылық өнімдері, өсімдік шаруашылығы, мал шаруашылығы, мемлекеттік қолдау, аграрлық секторға инвестициялар, егін жинау, өндіріс, агробизнес, мемлекеттік бағдарлама.

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А.М. Насыова[1], Б.К. Исаева[2], А.С. Кемалова[3], А.Ж. Тажигулова[4]

[1]Докторнат PhD, АО «Финансовая Академия», Астана, Казахстан;
[2] Евразийский национальный университет имени Л.Н.Гумилева, Астана;
[3]Казахский университет технологии и бизнеса, Астана, Казахстан;
[4]Евразийский гуманитарный институт, Астана, Казахстан

ПЕРСПЕКТИВЫ РАЗВИТИЯ СЕЛЬСКОГО ХОЗЯЙСТВА В КАЗАХСТАНЕ

Аннотация. В данной статье раскрывается важность развития сельского хозяйства, как одной из самых необходимых отраслей народного хозяйства Казахстана, так как от развития сельского хозяйства во многом зависят жизненный уровень и благосостояние населения: размер и структура питания, среднедушевой доход, потребление товаров и услуг, также проведен анализ современного состояния, определены перспективы развития сельского хозяйства.

В статье рассматриваются основная цель и задачи государственной программы развития агропромышленного комплекса Республики Казахстан на 2015-2021 годы, ожидаемые результаты данной отрасли, в частности повышения продуктивности животноводства на 40% и растениеводства на 30%, так же увеличение охвата получателей господдержки в семь раз, с 67 до 500 000 сельхозтоваропроизводителей. Также в статье определены проблемы и предложены приоритетные задачи по эффективному развитию сельского хозяйства на государственном уровне.

Ключевые слова: сельское хозяйство, КазАгро, сельхозтовары, растениеводство, животноводство, господдержка, инвестиции в аграрном секторе, урожай, производство, АПК, государственная программа.

Information about authors:

Nassyrova Anar Mirambekovna – PhD student, “Financial Academy” JSC, Astana, E-mail: anar_nassyrova@mail.ru;

Isayeva Bibigul Kuntuganovna - PhD, senior lecturer of the department "Economics", L.N.Gumilyov ENU, Astana, E-mail: b.isayeva_78@mail.ru;

Ainur Sovetovna Kemalova - Candidate of Economic Sciences, Associate Professor of the Department “Economics” [3]Kazakh University of technology and business, Astana, Kazakhstan E-mail: sasha_k74@mail.ru;

Aigul Zharmagambetovna Tazhigulova - senior lecturer of the department "Finance" [4]Eurazian humanities institute, Astana, Kazakhstan. E-mail: aigul.t_0511@mail.ru

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Zh.M. Omarhanova [1], Z.S. Mukhambetova [2], B.T. Mataeva [2]

[1]Kazakh Agrotechnical University. S. Seifullin;
[2]Karaganda Economic University Kazpotrebsoyuz
zhynysova@mail.ru, zamira250172@mail.ru, botagozmatayeva@mail.ru

APPLIED ASPECTS DEVELOPMENT OF ECONOMICS AND TOURISM

Abstract. The article is written on the importance of regional tourism development, the presence of these potential resources, the use of which will give Kazakhstan an opportunity to achieve the objective, that is to become one of the most competitive countries in the world arena, as it is the competitiveness of the regions is based on effective action in these economic actors.

Key words: region, tourism cluster, competitiveness, tourism industry, the mechanism, a partnership of business, economic.

Methods of research. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction.

The discussion of the results. Today, tourism around the world is developing as a system that provides opportunities not only for acquaintance with the history, culture, customs, spiritual and religious values of the country and its people, but also has a huge impact on all key sectors of the economy, exacerbating and optimizing the economic development in general, contributing to the strengthening of the national economy.

Worldwide, it is known that marketing is built on psycho-physical effects on a person and forces him to purchase the goods that marketers impose on behalf of producers. Civil servants need to use the science of human psychology, in particular, knowledge "about fear of human thresholds" for effective development of tourism in the region, that is, people often for fear of getting a refusal, do not dare to offer their products at a price that is mutually arranged. That is why the Tourism Inspector should be a member of all organizations related to the tourism of the subordinated region and find out at what prices firms purchase (for example, the hotel) goods and services, what salary the workers have for labor and whether there are part-time workplaces or whether there is some work for the residents of the district. Further, relate this information to households, that is, farmers, residents of the district, make mailings via Internet mail, hang ads on special boards, so that residents can offer firms their own products, labor at competitive prices. Regarding the reporting, the tourism inspector will need to show data on the local economic circulation, that is, to fulfill the geographical principle of cluster development provided that the interests of the interacting parties are satisfied.

Also, tourist inspectors will be required to assign a duty to post information on the Internet site, which will indicate the prices of recreation at the tourist bases of the region, hotels and other tourist destinations. And since the general problem in Kazakhstan is the certification of hotel stars, then having standard requirements corresponding to world standards, the inspector would independently indicate the star rating of the hotel when providing information to the site. For example, if the hotel complex calls itself a five star *, but according to the world standards can only claim three stars *, then the tourism inspector should indicate the real situation on the site, as the information is only for travel agencies, besides for customers relax, see five stars instead of three, will be as a compliment from travel agencies.

Since the development of tourism is an actual problem for Kazakhstan and not only, watching the programs and adopted concepts, we can conclude that in order to implement them and the effectiveness of implementation, regions should have tourism inspectors who could provide directions for the development of the provided services in the world , their range, to inform about available in such institutions of various entertainment services, animations and invented leisure. In this regard, first and foremost, it is necessary to train and instruct regional inspectors, constantly improve their qualification level and provide information that the tourism inspectors could disseminate among the actors involved in some way to tourism.

The process of innovative development can effectively proceed only under certain conditions created by an innovative environment. Innovative environment is a prerequisite for the formation of an effective innovation system. Therefore, it is necessary to consider in more detail the essence of this category [1].

An important role is played by the active participation of all stakeholders in this process so that the implemented mechanisms of public-private partnership serve the benefit of the state, business and the population.

In 2006, the Law "On Concession" was adopted, which laid the systemic basis for the introduction of the concession institute in Kazakhstan. Institutions for the development of Kazakhstan were created, including the Investment and Innovation Funds of Kazakhstan, which have become real instruments of public-private partnership in the processes of diversifying the country's economy [2].

Public-private partnership is an internationally recognized tool for interaction between business and the state, which allows to attract private investments to solve a wide range of social and economic problems on the basis of adequate and fair sharing of responsibilities (risks) and benefits.

The innovative development of Kazakhstan's tourism, in our opinion, should be based on the mechanisms of public-private partnership, of which the following should be chosen for Kazakhstan:

As you know, Kazakhstan entered the fifties of the world's competitive countries, but the President of the country was given a new task, in particular, joining the world's thirty competitive countries, for this Kazakhstan needs to have a self-employed population, namely, firms and joint-stock companies in accordance with the requirements of international standards. Unfortunately, the most prestigious work is considered in state bodies, besides high transaction costs, they interfere with the desire of the population to do their own business. In this case, we find the most rational creation of a new organizational and legal form of entrepreneurial activity, namely, to create joint-stock cooperatives. The need to create a new form of legal entities, dictated by time, and will be one of the levers of development public-private partnership. This means that the creation of joint-stock cooperatives will allow to resolve the concession transfer of property. That is, for the construction of large projects it is very difficult to find an investor, but if public facilities are built, then transferring property or privatizing the facility will not be difficult, as the population can purchase cooperative shares and become a cooperative shareholder of the purchased object. Before submitting an application to the tax authority on the desire to create a joint-stock cooperative. When privatizing an object, it will be able to take in many cooperatives, which will allow saving the population's money to be invested in, while reducing social tensions, as many residents of Kazakhstan have money, but do not know where to invest. Such attraction of funds will allow not only to increase in the economy, but also will give social satisfaction by involving the population in business, that is, providing a real sense of "Capitalist", in the transition to a market, a change in mental thinking will lead to socioeconomic maturity. Since the state tries to play the passive role of the guarantor in concessionary matters, it will be the most effective attraction of the population's funds through the cooperatives described above. Thus, in the development of the state, one of the most important and most difficult tasks is to attract an investor. Unfortunately, often one person is not able to privatize a large object, and if it is sold in parts - to the shareholders of the cooperative, then there will be a large number of firms, which will allow Kazakhstan to enter the world's thirty fastest competitive countries.

Another concessionary method of functioning public-private partnership in which the state, without the risk of loss, can play a connecting role between foreign investors and the bearers of ideas for the implementation of innovative projects in Kazakhstan. So, those wishing to attract investors to their projects will have to send to the state e-mail, in particular, to the post to the development department of public-private partnership at the Ministry of the RK. After consideration, experts post on the site all information about the project, created for foreign investors, who will be informed of state guarantees. This will give investors confidence in the reliability of investments and thoroughly consider the proposals, make adjustments and comments. Accordingly, the proposed projects should not only be described in detail, have calculations, are clearly designed, but also translated into English and other languages.

Conclusions. Kazakhstan is making huge efforts to create a stock market, but in the absence of confidence in private firms - it is almost impossible. As you know, there is a bill of lading. A bill of lading is a security with the right to purchase goods or services at today's price, but you can use it for a long time without discussing the price, only the quantity of goods or services purchased. So in tourism it is possible to allow the issue of a bill of lading even for individual entrepreneurs. They will be able to sell goods and services to firms at a mutually beneficial price at the time of purchase. But to use the service, in particular in the tourist industry, when its owner or employees of this organization is comfortable. Of course, for earlier to warn about the date of accommodation or rest. In order to secure the purchaser of a bill of lading, it can be legislated to state that in the event of the closure of the hotel or the expiry date of the bill of lading, the firm must notify the closure. Otherwise, the return of money back under the bill of lading will be carried out in a double amount, which will oblige to provide good services in tourism.

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Ж.М. Омарханова [1], З.С. Мухамбетова [2], Б.Т. Матаева [2]

[1]С.Сейфуллин атындағы Қазақ агротехникалық университеті;
[2]Қазтұтынуодағы Қарағанды экономикалық университеті

ЭКОНОМИКА ЖӘНЕ ТУРИЗМ ӨНДІРІСТІК АСПЕКТІЛЕРІ

Аннотация. Мақала аймақтық туризмді дамытудың маңыздылығын жазылған бұл экономикалық актерлер бар тиімділігі негізінде аймақтардың бәсекеге қабілеттілігі болып табылады, өйткені, бұл әлеуетті ресурстарды болуы, Қазақстанға мақсатқа жету үшін мүмкіндік береді, ол пайдалану, яғни әлемдегі бәсекеге қабілетті ел болу. Мақала қолданбалы ұсыныстардың элементтерімен шолу сипатына ие болғандықтан, авторлар да құнды қағаздармен ауырады. Қазақстан мемлекеттік-жеке меншік әріптестік жүйесін қалыптастырудың басында тұр. Мемлекеттік органдар халықаралық тәжірибені ескере отырып, қолданыстағы жүйенің кемшіліктерін жетілдіру және жетілдіру жөнінде шаралар қабылдайды. Қазақстандық туризмнің инновациялық дамуы, біздің ойымызша, мемлекеттік-жеке меншік әріптестік тетіктеріне негізделуі тиіс.

Түйін сөздер: туризм, бәсекеге қабілеттілік, механизм, әріптестік, бизнес, экономика.

Ж.М. Омарханова [1], З.С. Мухамбетова [2], Б.Т. Матаева [2]

[1]Казахский агротехнический университет им. С.Сейфуллина;
[2]Карагандинский экономический университет Казпотребсоюз

ПРИКЛАДНЫЕ АСПЕКТЫ РАЗВИТИЕ ЭКОНОМИКИ И ТУРИЗМА

Аннотация. В статье пишется о важности развития регионального туризма, о наличии в них потенциальных ресурсах, использование которых предоставит Казахстану возможность добиться цели, то есть стать одной из конкурентоспособных стран на Мировой арене, так как именно конкурентоспособность регионов основана на эффективности действующих в них субъектов экономической деятельности. А так как статья носит обзорный характер с элементами прикладной рекомендации, то авторами был задеты и ценные бумаги. Казахстан находится в самом начале пути формирования системы государственно-частного партнерства. Государственные структуры принимают меры для совершенствования и преодоления недостатков действующей системы с учетом международного опыта. Инновационное развитие казахстанского туризма, на наш взгляд, должно быть основано на механизмах государственно-частного партнерства.

Ключевые слова: регион, туризм, конкурентоспособность, механизм, партнерство, бизнес, экономика.

Сведения об авторах:

Омарханова Жибек Максутовна - к.э.н., и.о. профессора кафедры Финансы, Казахского агротехнического университета имени С.Сейфуллина, г. Астана проспект Жениса 62;

Мухамбетова Замира Сейдахметовна - доцент кафедры экономики и предпринимательства,Карагандинский экономический университет Казпотребсоюза, Ученая степень: кандидат экономических наук;

Матаева Ботагоз Тулешовна - И.о. зав. кафедрой туризма и ресторанного дела, Карагандинский экономический университет Казпотребсоюза, Ученая степень: кандидат экономических наук.

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Y. Omirzhanov[1], A. E. Zharmukhametova[2]

[1]candidate of jurisprudence, an associated professor of International Law Department,
al-Farabi Kazakh National University;
[2]a second year Master's degree student of International Law Department, al-Farabi Kazakh National University
yesbol_1981@mail.ru; aida_104@mail.ru

INTERNATIONAL LEGAL ASPECTS OF ADOPTION OF KAZAKHSTAN CHILDREN BY FOREIGNERS

Abstract. This paper focuses on the question of adoption of Kazakhstan children by foreign parents. If the child has no parents, the state has to support them, regardless of where the child is. Today adoption is one of the priority institutions for the orphans. In addition, adoption of children is allowed for citizens of Kazakhstan and foreign persons in Kazakhstan. Foreign adoption as a form of the institute of children-orphans is an important mechanism of state protection, the most vulnerable and vulnerable categories of the population – children. This institution has to support interests of children and to protect the rights of the child. However, today we see examples of horrific violations of rights of adopted Kazakh children abroad.

This article gives a brief overview of the national legal regulation of adoption of Kazakhstan children by foreign persons and analysis of international conventions for the protection of children's rights and adoption. In addition, the article reflects the actual problems of adoption of children from Kazakhstan of foreigners and, hence, there will be offered new solutions to the gaps of national legislation and other possible solutions to these problems.

Key words: child, children, adoption, orphan, protection of the rights of the child, the family, foreign adoption, Kazakhstan.

Introduction

Today adoption is one of the most progressive forms of protecting the interests of children-orphans and children left without parental care. However, the best care for the child is the care by his biological parents.

The main reasons for the growth of orphans are economic instability, inadequate living standards of families, unemployment etc. One of the aggravated problems is the issue of social orphans when children, for various reasons are deprived of parental care despite having living parents. Hence, it should be noted that the main task of the state is to increase the efficiency of protection of the rights of the child. Due to the fact that the child is not able to realize and protect their constitutional rights by reason of his physical and mental immaturity, child needs special safeguards and care. Consequently, the state and society should worry about it. Moreover, the health of the younger generation is the driving force of the future state [8, p. 79].

Family legislation of the Republic of Kazakhstan established that the adoption of children is a legal act, by virtue of which the adopted child and his adoptive parent, establishes the legal (personal and property) relations similar to the relations between parents and children [7].

In Kazakhstan, children may be adopted by citizens of Kazakhstan and by citizens of other States. International adoption has become a sustainable practice in Kazakhstan since 1999. Since that time there has been a steady increase in the number of Kazakh children, who found new parents abroad and left the country. Children, who are citizens of RK, can be given in adoption to foreigners only in cases where it is not possible to give these children to the parenting of the citizens of Kazakhstan. Thus, Kazakhstan's legislation provides that international adoption is regarded only as an alternative method of care for a child if it is impossible to refer it to the parenting of the citizens of the Republic of Kazakhstan or the adoption to his relatives.

Most often in Kazakhstan, foreigners adopt sick children with various congenital defects. Taking the child to his country, foreign nationals are able to make him expensive operations that are not yet under the power of our citizens. In this regard, the national adoptive parents prefer to adopt a healthy child.

Methods/Materials and Methods:

Themethodological basis ofthe scientific articleissystem analysismethod.Also,the authors used comparative analysismethod. For a completereflection of realitymaterials were used, official documents, legal acts, published in variousinformation resources.

Results

"These family-legal relations, complicated by the presence of so-called foreign element, is governed by the rules of private international law, which establishes the legal ties of relationship with the legal orders of several States" [4, p. 352].

The term "international adoption" became widely used relatively recently – since the late 80-ies of XX century, until that time, the concept of "adoption of children by foreigners" and "adoption of foreign children" was used separately.

Legal regulation of adoption in Kazakhstan began from the times of the USSR. This example of it is the Code "On marriage and the family” (repealed in 1998), approved by the Law of the Kazakh SSR on August 6, 1969 (V. 186-188), which suggested the possibility of adoption by a person who is not a citizen of the Republic of Kazakhstan, with the permission of the Ministry of Education. Adoption a citizen of the Republic of Kazakhstan living outside of the Republic was made in the Consulate of the Republic of Kazakhstan [8, p. 80].

Then, in 1993, there were included amendments to article 178 of the code" On marriage and the family (repealed in 1998), after the adoption of the UN Convention on the rights of the child (1989), binding States that have ratified it to recognize and permit the system of adoption, including intercountry adoption. Introduced the legal possibility of adoption "in another country, if the child cannot be fostered or placed in a family that could provide him a foster or adoption, and if the provision of any appropriate care in the country of origin of the child is impossible" (art. 21 of the UN Convention on the rights of the child) - has become the norm, recognizing and providing international adoption, taking into account peculiarities of the national legal system [9].

Kazakhstan has ratified the UN Convention on the rights of the child in 1994. Thus, the country confirmed the need for legal protection of children. The UN Convention on the rights of the child is the Convention on human rights, which establishes the civil, political, economic, social, health and cultural rights of children. The Convention defines a child as any person under the age of eighteen years if the age majority is attained earlier under national law. According to the UN Convention on the rights of the child of 1989, ratified by our state, "States parties that recognize and/or permit the system of adoption shall ensure that the best interests of the child were the paramount consideration and they shall:

a) ensure that the adoption of a child is authorized only by competent authorities who determine, in accordance with applicable law and procedures and on the basis of all pertinent and reliable information, that the adoption is permissible in view of the child's status concerning parents, relatives and legal guardians and that, if required, the persons concerned have given their informed consent to the adoption on the basis of such consultations that may be necessary;

b) recognize that inter-country adoption may be considered as alternative means of child care if the child cannot be fostered or placed in a family that could provide him a foster or adoption, and if the provision of any appropriate care in the country of origin of the child is impossible;

c) Ensure that in the event of adoption of a child in another country applied the same safeguards and standards which apply to adoptions within the country;

d) Take all necessary measures to ensure that in case of inter-country adoption child adoption does not lead to obtaining undue financial benefits associated persons" (article 21) [9].

In addition, the Resolution of the Supreme Council of the Republic of Kazakhstan of 31 March 1993 "On ratification of the Convention on legal assistance and legal relations in civil, family and criminal matters", applicable sow day also recognizes the adoption if the child is a citizen of the other Contracting party (article 37), the resolution must obtain from the competent state body or legal representative of the child [8, p. 80].

The Minsk Convention was concluded on 22 January 1993 in the framework of the CIS. Article 37 of the Convention is devoted to the questions of adoption and its abolition.

In this Convention recognises the principle of nationality of the adoptive parent: adoption or Cancellation is determined by the laws of the state of nationality of the adopter at the time of submission of the application about the adoption or its cancellation (p. 1. article 37). In cases of adoption or its cancellation, the competent institution of the state which citizen is the adoptive parent at the time of submission of the application about the adoption or its cancellation (clause 4, article 37)

If one of the spouses of the adoptive parents is a citizen of one state party to the Convention, and the other a citizen of another state party, the adoption or its cancellation must be carried out in accordance with the conditions provided by the law of both States. In such a situation, in cases of adoption and cancellation of adoption, the competent authorities of the country in whose territory the spouses have or had the last joint place of residence or whereabouts (n. 4. 37). When a child is adopted by a citizen of another state party to the Convention must also obtain the consent of the legal representative and the competent public authority, as well as the child's consent, if required by law of the state of which he is a citizen (paragraph 2 of article 37) [16].

Adoption and guardianship are two kinds of relations, requiring special responsibility and serious approach. Taking a serious decision about adoption or guardianship for a child, you must be ready not only morally, but also legally.

On 26 December 2011 the head of state of the Republic of Kazakhstan signed the Code "On Marriage (matrimony) and family". In the implementation of the code was developed and validated ten orders of the Government. They are all aimed at securing social and legal guarantees for the quality of life of children. Six of the ten resolutions relate to adoption issues.

Under this code, on 30 March 2012 there was adopted the Resolution of the Government of the Republic of Kazakhstan No. 380 "On approval of Rules of transfer of children being citizens of the Republic of Kazakhstan, on adoption," which provides details on the procedure of adoption as citizens of Kazakhstan and foreigners.

The law of RK "on marriage and family" in detail is given the procedure of regulation and the legal consequences of adoption, as well as the grounds and procedure for termination. This allows ensuring the rights and interests of the child and persons intending to adopt him. According to paragraph 26, "the Transfer of children for adoption to foreigners, held on the Central register, is carried out in case of impossibility of transferring them to the parenting of relatives irrespective of their nationality and place of residence, citizens of the Republic of Kazakhstan, permanently residing on the territory of the Republic of Kazakhstan and abroad, on expiry of three months from the date of production on centralized basis". Individuals can adopt not only healthy children but also patients, so they should find out if there are opportunities for adoptive parents not only to maintain and educate, but also to treat it. In this case, it should be borne in mind that the law does not prescribe as a ground for annulment of adoption the state of health, if illness of the child, the adoptive parents will be.

Procedure of child adoption by foreign citizens has its peculiarities in connection with the adoption of a foreign element.

Foreign adoption as a process of family child left without parental care consists of several stages:

1) Selection, approval and training of prospective adoptive parents;

2) Trial;

3) Completion of foreign adoption (Registration of birth certificates, control over the adaptability of the adopted child in the adoptive parents ' family) [6].

According to article 84 of the adoption of the Code must be children, whose one or both parents are:

- died;
- abandoned the child;
- deprived of parental rights;
- gave consent to the adoption of the child;
- to be recognized by the court as incapable, missing
- or dead;
- and unknown.

Individuals can adopt only minor children whose birth was duly registered. It is also worth remembering that adoption can only be done in their best interests taking into account possibilities for ensuring the full physical, mental, spiritual and moral development of the child. This takes into account the age, maturity and the child must consent to adoption.

In this case, if the parents abandoned the child, the relatives can take it, regardless of their nationality and domicile. Adoption is only permitted in respect of minors and only in their interests. Brothers and sisters may not be adopted by different families. Such adoption is possible only if the children do not know about their kinship, did not live and were not brought up together [1].

As shows the analysis of judicial practice and the real situation in all cases, there is an international and foreign non-governmental organizations (agencies) involved in international intermediation of foreign adoptive parents, who must be accredited according to the Code of the Republic of Kazakhstan "On marriage (matrimony) and family". The total number accredited in Kazakhstan of 20 agencies, they are based in Europe, USA and Canada. They are like “Little Miracles International” (USA), “CARS – International Adoption” (Canada), “C. I. F. A. Onlus – Centro Internazionaleper L InfanziaelaFamiglia” (Italy), “IAC” (England), etc [3]. These agencies provide a variety of services in the selection of the state for adoption, in the collection of documents and other nuances before adoption and after it [19]. Moreover, these services require a lot of money, which our citizens can not even earn. It is one of the reasons why our citizens are hard to adopt (adopt) their own children.

The procedure of adoption of Kazakhstan children by foreigners begins with the submission of documents (application, proof of income, health status, criminal record, identity documents and the availability of housing, etc.) to the authorized body of RK. Then, the notified body through accredited agency sends child's documents to the applying foreign adopters for review. In addition, this body shall notify about the aspiring adoptive parents and the arrival of them if they drove from your state to Kazakhstan. Then they visit educational, medical or other organization where the child is. But the adoptions by foreigners shall be decided by the court at the location of the child on the basis of their statements with the obligatory participation of the adoptive parents, representative of the authority and of the Prosecutor [14].

The need for the accepting of draft resolutions concerning issues of adoption is determined by the following reasons. First, the old order of adoption do not differ in transparency, thus caused a lot of discussion, biased opinions, and complaints. Therefore, there was developed a new regulatory law would provide a streamlined system of registration of citizens intending to adopt children.

This document was introduced the process of accreditation of adoption agencies (this is typical of international practice). A rule of accreditation of adoption agencies was adopted on 30 March 2012. The rules determine the order of accreditation agencies carrying out activities on adoption of children on the territory of the Republic of Kazakhstan through the establishment of branches or representative offices.

According to the decree on approval of rules of accreditation of adoption agencies, the adoption Agency is a non-profit foreign organization carrying out activities on adoption (adoption) of children in the territory of the state and accredited to carry out such activities on the territory of the Republic of Kazakhstan in the procedure established by the Code. Accreditation is subordinated to adoption agencies operating in this sphere on the territory of the state for at least ten years at the time of the application for accreditation. The Agency establishes a branch or representative office in one of the administrative-territorial units of the Republic of Kazakhstan. Employees of the branch and (or) representatives may not be employees of the authorized body, local Executive bodies, organizations for children-orphans and children left without parental care, including their spouses and close relatives. Accredited agencies are required to provide in the first three years following the date of adoption of the child after reports twice a year. And then until the child reaches adulthood adoptive parents should report every year.

The accreditation Agency, including refusal of accreditation is considered by the authorized body. For accreditation, agencies must provide certain documents such as

— notarized copies of constituent documents;

— copy of the document issued by the competent authority of the custodial state Agency, confirming its authority to implement the activities in the relevant field;

— a letter of recommendation of the competent authority of the state issuing the document confirming powers of the Agency, or the supervising Agency about the possibility of the implementation of relevant activities on the territory of the Republic of Kazakhstan;

— the list of services provided by the Agency to candidates for adoption, with an indication of their value;

— the obligation to exercise control over the living conditions and upbringing of adopted children and to provide appropriate reports and information in the prescribed manner;

— the obligation to exercise control of registration in the consular institution of the Republic of Kazakhstan, adopted child on arrival of the adoptive parents in the state of residence;

— notarized power of attorney issued by the Agency Trustee.

And also there is identified the measure of responsibility of accredited agencies for failure to provide reports on living conditions, education and health of Kazakh children adopted by foreigners. Control of the activity of accredited agencies in Kazakhstan will be conducted by the Ministry of foreign Affairs of RK, the authorized body for the protection of children's rights and law enforcement. In the cases of any violations, the activity of the branch on the territory of Kazakhstan will be terminated [13]. According to article 640 of the management No. 1 on intercountry adoption the Permanent Bureau of international law in The Hague the state of origin has the right to establish the number of accredited foreign agencies in their country in relation to the number of children subject to adoption before issuing a permit. Therefore, the number of foreign agencies accredited in Kazakhstan will be limited.

The adoption of children by foreigners in recent years is of particular interest. If until the mid XX century was recorded isolated cases of such adoption, by the end of 1980-ies, this assertion has become a common practice. During this period the term "international adoption" begins to be widely used, combining the previously used separately the concepts of "adoption of foreign children and adoption of children by foreigners."

Discussion

In Kazakhstan, international adoption has become a permanent practice since 1999. In 2010, the Republic has suspended the acceptance of documents in connection with the ratification and preparation for the transition under the Hague Convention on foreign adoption. Consequently, the adoption of orphans by foreigners has been stopped, but the moratorium can be lifted at any time. It took a long time for a decision on ratification of the Convention. Because of the complexity and delicacy of the question of adoption and the heated debates that raged between its supporters and opponents [1].

The Hague Convention on protection of children and cooperation in respect of intercountry adoption of 29 May 1993 is an international agreement to safeguard international adoptions. The Convention requires parties to establish a Central authority to be the authoritative source of information and points of contact in this country.

The Convention aims to prevent the abduction, sale or trafficking in children, and it works to ensure that international adoption is in the best interests of children. The document also recognizes international adoption as a means that helps to find suitable parents for children, they are not found in their homeland. The Convention also provides for recognition by other countries, adoption in accordance with the Convention [11].

Kazakhstan is the only country that ratified the Convention between CIS countries. This document specifies minimum set of legal protection of adopted children, which can only be supplemented by the government when creating their own regulatory framework. Priority in adoption is given to the country of origin of the child, if it is not possible to transfer these children to parenting of the citizens of the Republic, the procedure of international adoption. The Convention prohibits private and independent adoptions. Private international adoption (adoption, organized foster parents and biological parents) is not appropriate for the Convention. Independent adoption when the prospective adoptive parents, approved by the Central authority or an accredited body and then travel to the country of origin in search of a child for adoption, which are not regulated and not under the leadership of the Central authorities in the two countries correspond to the principles of the Convention [4, p. 353]. It should be noted that this ratified convention provides a mechanism for the return of the child to the country of origin if the adoption is not beneficial [11]. Until that time, for our legislation, no such possibility was envisaged, but such a mechanism is necessary.

In addition, Kazakhstan is a party to the Hague Convention on the civil aspects of international child abduction of 25 October 1980. The objective of the Convention is to provide international protection to the children from the harmful effects of their wrongful removal or retention and to establish procedures for their rapid return to the country of their usual residence, and protection of the right to communicate. Functions of the Central authority on implementation of the Convention in Kazakhstan carried out by the Committee for the protection of children's rights of the Ministry of education and science of the Republic of Kazakhstan [15].

According to statistics of the Ministry of foreign Affairs in General, during the years of independence, foreigners have adopted about 9 thousand children from our country.

"The total number of adopted children over the years of independence is about 9 thousand; the biggest share of the adoptive parents until 2011 is from the US (more than 6 thousand children). Traditionally, a lot of children were adopted by Irish citizens, citizens of the United Kingdom, Germany, and France. Mainly citizens of European countries do adopt. In 2015 there were adopted 35 children and in 2016 10 children were adopted. In 2011, due to problems of access of our consuls and diplomats to our children and information about kazakhstani children, the procedure of adoption of our children by US citizens was suspended. Now we seek to obtain full information on the fate of our children, about their conditions of detention and the possibility of a normal access," - said the Minister E. Idrissov said at the reporting meeting with the population in Astana in June 2016 [10].

But the problem here is that not all Kazakh children who were adopted by foreigners delivered to the Consulate list in 1999. Since that time, i.e. in 2001-2002, according to our domestic law, foreigners adopted children only by the courts' decision, and without it any child did not leave the country. Therefore, foreigners at the court took the children's papers in the Ministry of internal Affairs, promising children are put to the Consulate at the place of residence but none of them fulfilled their obligations. This is the information of the Department of consular service of the RK.

Therefore, in 2003 the Ministry of foreign Affairs of Kazakhstan issued a decree which clearly stated that a foreign family to adopt a Kazakhstan child until they leave the country must provide information concerning them to the Department of consular service. And how many children were not accounted for remains unknown [17].

The number of adoptions by foreign citizens recently dropped. Primarily this is due to a change in the procedure of international adoption; one of the reasons is the identification of cases of abuse of adopted Kazakh children.

USA dominates the number of adopted children from Kazakhstan. For example, according to the Bureau of statistics on international adoptions of the U.S. Department of State since 1999 till 2015 there were adopted 6421 orphans, more than 2 thousand of which children under the age of one year, about 1,700 children are 1-2 years old, and more than half of them are female [12].

At the moment the adoptions by U.S. citizens have been suspended in Kazakhstan in connection with the incident, which occurred with two adopted children from Kazakhstan. A moratorium on the adoption of young Kazakhstani residents of the United States has been in almost four years. This decision was taken after it became known about the fate of two children from Kazakhstan, where their adoptive parents in the US sent them to a camp for troubled Teens. This institution was previously deprived of his license to work with children, but continued to work as a "religious organization". Accordingtosome information, thechildrenareexposedto be bullied there [20].

Later it became known about another horrific case, that two adopted Kazakhstan orphans were regularly raped by their adoptive parents. The injured girl was only eight years old and boy was thirteen [21]. In addition, in early 2016, two young native of Akmola region were killed in the US. American stepfather shot adopted children, then his wife and himself. After such egregious cases of Kazakhstan still cannot resolve the issue with checking the current life of the adopted Kazakhstan children in the United States, so as obtaining information about them remains difficult. The reason is that US citizens simply do not report detailed information about the adopted, and the competence of our consular services does not have the power to resolve this issue at the moment [22].

These cases are not single, as were known the negligence of foster parents in relation to the Kazakhstan children. Such horrific incidents have caused great resonance in society. In addition, considering adopted children that were missed and not put on the consular registration of children, such cases may remain unsolved.

In addition, the reason for the suspension of adoptions by U.S. citizens is related to the failure of the American side on post-adoption reports to Kazakh authorities of a certain number adoptive Affairs after the adoption of the Kazakhstan Code "On marriage and family."

After the United States, European countries adopts Kazakh orphans most. Among the adopting countries in the lead of states such as Ireland, Spain, Germany, etc [17]. But the cases of violence against them are not registered. Despite this, the Kazakhstani orphans are not stationed in one place, but scattered throughout the country, if we take as an example of one European country, e.g. Spain. Therefore, we need a special body that will monitor the fate of Kazakh children adopted by foreigners.

Conclusion

In our opinion, protection of the rights and interests of children that left without parental care, should be done from the point of view of ensuring his upbringing, as close as possible to the family, and his right to be brought up in the family. The problem of orphans should be resolved on the principle of "for every child - family" not "family for child". In this regard, the preferred form of the device of children without parental care is adoption.

Summing up, it can be noted that international adoption in Kazakhstan still has problems and to solve it there is necessary to highlight possible solutions.

Functions of consulates on the control of adoptee are not implemented properly. According to the Order of the Minister of education and science of the Republic of Kazakhstan "On approval of Rules of accounting reports and information about the production of the adopted children to the Consulate" - the first three years after the entry into force of the court decision on adoption, the report is provided every six months. Further reports are provided annually [18]. Unfortunately, these requirements are not implemented by many foreign adoptive parents. They refuse to give the report to the MFA; they explain it by the fact that adopted children become citizens of another state. There is a need to establish a Committee for the protection of the rights of adopted children, which will keep track of adopted children, and oblige states to provide reports. The Committee should work independently, that is, members of such a Committee should represent the interests of children and to protect their rights. Their responsibilities need to transfer the functions of consulates in the monitoring and verification of life of families who have adopted Kazakhstan children.

In addition, we propose to adopt a law on the protection of the rights of adopted children. As adopted children are citizens of Kazakhstan to 18 years of age, adoptive parents must follow legislation, so this legislation may include obligations of adoptive parents before our state for the care of the adopted Kazakhstan. Therefore, our government should care about them as the future of its citizens.

In addition, there are cases of return home of adopted Kazakhstan children by foreigners. Jeanne had been orphaned at the age of 5 by U.S. citizens, but at 16 she decided to return to Kazakhstan. But this return lasts for the time of study in order to get acquainted with the culture, society and language. Now she is studying at KIMEP, but as she says, she is studying for fee [23]. From this we can state that our government does not maintain relations with adopted Kazakhstan kids abroad, and especially government is not trying to attract them to Kazakhstan. If we take the example of other countries that allow adoptions by foreigners such as China and Korea, their government purposefully arrange cultural and language trips for their children adopted by foreigners. Therefore, the government needs to support returning children home such as Jeanne, financially and culturally. For example, it is necessary to organize cultural, touristy and language travel to Kazakhstan for the adopted, we can offer educational grants and discounts in Kazakhstani institutions of higher education and training in Kazakhstan for the graduated, adopted children.

The most important thing for children is family. If the state will help orphans to have a head over the roof and the family, and childless family, but rather to our citizens, help find the child, our country will prosper. But foreign adoption, as an alternative way of acquiring children, needs improvement of the legal system. After the inclusion of the entire above-mentioned proposal, we believe it will give a chance to our children to get family.

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Е. Т. Омиржанов[1], А. Е. Жармухаметова[2]

[1]к.ю.н., доцент кафедры международного права КазНУ имени аль-Фараби;
[2]магистрант 2 курса кафедры международного права КазНУ имени аль-Фараби

МЕЖДУНАРОДНО-ПРАВОВЫЕ АСПЕКТЫ УСЫНОВЛЕНИЯ КАЗАХСТАНСКИХ ДЕТЕЙ ИНОСТРАНЦАМИ

Аннотация. В настоящей статье основное внимание уделяется вопросу об усыновлении казахстанских детей иностранными родителями. Если у ребенка нет родителей, государство должно их поддерживать, независимо от того, где находится ребенок. Сегодня усыновление является одним из приоритетных институтов для сирот. Кроме того, усыновление детей разрешено гражданам Казахстана и иностранным гражданам в Казахстане. Зарубежное усыновление детей-сирот как институт является важным механизмом государственной защиты, наиболее уязвимых и слабых категорий населения - детей. Этот институт должен поддерживать интересы детей и защищать права ребенка. Однако сегодня мы видим примеры ужасающих нарушений прав усыновленных казахских детей за рубежом. В данной статье приводится краткий обзор национального правового регулирования приема казахстанских детей иностранными лицами и анализ международных конвенций по защите прав детей и их усыновлению. Кроме того, в статье отражены актуальные проблемы усыновления детей из Казахстана иностранцами, и, следовательно, будут предложены новые решения в отношении пробелов национального законодательства и других возможных решений этих проблем.

Ключевые слова: ребенок, дети, усыновление, сирота, защита прав ребенка, семья, иностранное усыновление, Казахстан.

Е. Т. Өміржанов, А. Е. Жармұхаметова[2]

[1]з.ғ.к., әл-Фараби атындағы ҚазҰУ халықаралық құқық кафедрасының доценті;
[2]әл-Фараби атындағы ҚазҰУ халықаралық құқық кафедрасының 2-курс магистранты

ҚАЗАҚСТАНДЫҚ БАЛАЛАРДЫ ШЕТЕЛДІКТЕРДІҢ АСЫРАП АЛУЫНЫҢ ХАЛЫҚАРАЛЫҚ ҚҰҚЫҚТЫҚ НЕГІЗДЕРІ

Аннотация. Аталған мақалада қазақстандық балаларды шет елдік ата-аналардың асырап алу мәселесіне айрықша назар аударылады. Егер баланың ата-анасы болмаса мемлекет қай жерде екендігіне қарамастан оны қолдауы қажет. Бүгінгі күні жетімдер үшін асырап алу негізгі институт болып табылады. Сонымен қатар, Қазақстанда балаларды асырап алу Қазақстан азаматтарымен қатар шет елдіктерге де рұқсат етілген. Жетім балаларды асырау институт ретінде халықтың әлсіз және әлжуаз санаты - балаларды мемлекеттік қорғаудың маңызды тетігі болып табылады. Бұл институт балалардың мүддесін қорғап, бала құқықтарын қорғауы тиіс. Алайда, бүгін біз шет елдіктер асырап алған қазақ балаларының онда құқықтарының бұзылуының қорқынышты мысалдарын көріп жүрміз. Осы мақалада қазақстандық балаларды шет елдіктердің асырап алуын ұлттық құқықтық реттеудің қысқаша сипаттамасы мен бала құқықтарын қорғау мен оларды асырап алу бойынша халықаралық конвенцияларға талдау жасалынады. Сонымен қатар, мақалада қазақстандық балаларды шет елдіктердің асырап алуының өзекті мәселелері қарастырылады, ұлттық заңнамадағы олқылықтарды жоюға байланысты жаңа ұсыныстар жасалынады және аталған мәселені шешудің өзге де жолдары көрсетіледі.

Түйін сөздер:бала, балалар, асырап алу, жетім, баланың құқығын қорғау, отбасы, шет елдік асырап алу, Қазақстан.

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D. A.Ospanova

Al-Farabi Kazakh National University, Kazakhstan, Almaty
azizkhan_0606@mail.ru

TO THE QUESTION OF THE ADMINISTRATIVE RESPONSIBILITY FOR OFFENCES IN THE SPHERE OF TRAFFIC

Abstract. Due to the big growth of a road transport in the Republic of Kazakhstan and at the same time considerable lagging of development of the corresponding road infrastructure first of all we are faced by a traffic safety task. It is determined by also insufficient research of an order and features of practical application of administrative sanctions for offenses in the field of traffic (the prevention, purpose of an administrative penalty, deprivation of the driver of the right of control of vehicles).
Keywords: administrative responsibility, traffic, offense, jurisdictional activities.

Administrative norms in the field of transport offenses regulate a wide range of the public relations. These relations develop in high gear, and for reliable and exact assessment of perfect administrative offenses, improvement of the legislative base in the field of transport offenses and entering of new amendments, changes and additions into normative legal acts of the Republic of Kazakhstan is necessary.

First of all, the conscious behavior of citizens on roads and streets is created in various ways, namely rather difficult scale social, cultural, prirodno - climatic, economic, legal, moral and other factors. The order in the field of traffic as the necessary way of structuring social space in any state has the specific features which is objectively set by set of these factors.

Secondly, despite a big role scientifically – research definitions in jurisprudence and in practical life, only legislatively fixed definition of various concepts (capacious, compact and at the same time comprehensive) can give them the highest qualitative value in aspect of his correct understanding people and reflections in their sense of justice.

Considering constantly growing negative tendency to enhancement of the victims in road accident there is a problem of identification of democratic and extremely correct mechanisms of implementation and execution of administrative sanctions gains special state importance.

Truly and in time the applied administrative sanction is the key to the due relation of citizens, considering those persons who have committed administrative offenses, to institute of involvement of offenders to administrative responsibility. Due and invariable following to the law lets know that administrative responsibility in the constitutional state is the method of suppression of society which isn't based on force, and the lawful mechanism of regulation of the public relations based on the law.

Careful work on offense fixation, identification of the person which has made it to collecting of proofs of his fault, decision, comes to an end with execution of the sanction. And, as it quite often happens, how everything comes to an end, draw conclusions that was. In other words, factors of reduction of punishment in reality is aspect of efficiency of jurisdictional work in general.

Non-compliance or untimely implementation of orders about purpose of administrative sanctions does unnecessary their application by jurisdictional bodies. The legislation in the field of administrative responsibility becomes not productive because the purposes of punishment are implemented not in full. Aspirations in compliance with identification and control of offenses depreciate, the prestige of law enforcement and other jurisdictional agencies is undermined.

So the sanction of the p. 4 of Art. 613 the Administrative Code of RK, provides, the fact that at failure to follow legal requirements of the authorized officer, namely the employee of law-enforcement bodies on passing according to an established order of survey on a state narcotic, alcoholic, or an inhalant intoxication, deprivation of the rights for driving is provided in the period two years. In too time for driving by the drivers who are in a state narcotic, alcoholic, or an inhalant intoxication, responsibility in the form of deprivation of the right for control of vehicles for a period of three years is provided. It is obvious that unfair drivers who in order to avoid more severe punishment can simply refuse the direction to the narcologist will wish to use this loophole in the legislation, according to their action can't be qualified according to p.1 Art. 608any more the Administrative Code where deprivation of the right of management for three years is provided, and will fall under the p. 4 of Art. 613 the Administrative Code for which deprivation of the driving license for only two years is provided.

It is necessary to consider the possibility of introduction of strict withdrawal of driver's licenses as a measure of ensuring execution of the administrative sanction at commission of violation of traffic regulations.

Level of psychological and social development of the personality at commission of administrative offenses in the field of traffic plays an important role and demands an in-depth and complex study. Psychophysiological features of the driver promote perception of road information, its judgment, decision-making and timely response to changes in a road situation.

Indomesticpsychologicaltraditionthereisanideaofmotortransportationpsychologywithinwhichaspectsin systemarestudied: theperson - thecarenvironment.

The traffic psychology, certainly, includes the questions connected with management of the car, driving process. But in psychology of traffic of people not just the operator steering the vehicle he is included in broader system – the road and transport environment. It both the environment of the car, and other participants of the movement – pedestrians, cyclists, physically disabled people who move in carriages, the staff of different road services.

Also "making" traffic psychology – she studies behavior of the person in the specific, artificially created environment, there is no road and transport environment in the nature, it is created, constructed by the person and is controlled, coordinated by certain rules, traffic diagrams.

Influence behavior of participants of the movement and I governed, and engineering decisions: as the road marking is put as the outcome as elements of design of the road is organized can influence perception and attention of the driver. Therefore one of the directions of psychology of traffic is "psychological decisions" for design of the road environment, optimum and convenient for all its participants.

Recently the number of female drivers in the Republic of Kazakhstan increases, and will grow in the future. According to official figures various psychological researches, the bigger aspiration to a certain independence and also finding of some identity through a certain separation from society is peculiar to men. For a female the interdependence and also finding of personal identity in public relations is more acceptable. Women it is peculiar to be more sensitive, empatichny, have ability of understanding of feelings of other persons, we are inclined to manifestation of care and guardianship.

Features of female psychology leave a certain mark on direct control of vehicles. Female drivers unlike male drivers have more positive social installations and also they have more due level of discipline and that important necessary accuracy at operation of the vehicle. In this connection female persons allow certain gross violations of traffic regulations much less often, not so often create dangerous situations on roads, are more careful and reliable in natural and normal situations, at them the percent of approach of heavy consequences in road accident is lower. But besides because of the raised emotional component and not such level of physical endurance in comparison with males of the woman not so adequately comprehend and react to the most extreme situations and dangerous road circumstances and conditions. The above-stated some psychological features of the female faces amplifying in extreme and not standard situations in the field of traffic, including increase in percent of growth of vehicles, become immediate causes of the committed offenses on roads.

The safety problem on roads concerns not only Kazakhstan. The fact that much attention which is paid to the UN says that it is a global problem the whole world tries to solve it.

The order of safety of traffic is an implementer the state of policy in the sphere of traffic and unites in itself various norms which govern the relations in the field of safety on roads, set of local executive and central bodies, public associations and the organizations, legal entities, participants of traffic, measures and means which ensure safety on roads and elimination of consequences of road accident.

In a situation the characterized quite high intensity of traffic in which the huge mass of people and a large number of vehicles are involved activities for prevention of the road accidents and decrease in weight of their consequences are very multidimensional and various.

The special priority gets a question of identification of system in this activity in which each department, the organization, the enterprise, the official and each person concerning safety of traffic and achievement of results in this area undoubtedly would find the certain place.

Today the constructive solution of the problem of safety of traffic is one of priority tasks which system solution needs to be divided into the following main components:

1) a complex of actions among the population and participants of traffic on traffic safety;

2) repair and proper maintenance of roads;

3) introduction of technical means of control of traffic.

Low-quality condition of a paving – one of the reasons of accidents on roads that is the reason of a large number of the road accidents. Insufficient and unsatisfactory lighting of streets, a large number of road signs demand replacement. Constant ensuring control of development of dislocation and installation of road signs and schemes of a road marking, design and construction of walking paths, sidewalks, crosswalks is required.

Special participation and special measures is demanded by level on children's road and transport traumatism because no arguments can justify death or sufferings of children.

Preventive actions of children's road and transport traumatism – a problem of all society. Training and education of children in due behavior at roads need to be begun with the earliest age.

Problematic issues of safety of traffic have interdepartmental character as cover a field of activity of bodies of the local representative government, law enforcement agencies and for achievement of goals have to be solved with use of constructive methods.

Now it is actually impossible to reach situation when each participant of traffic or the official connected with ensuring its direct safety in all cases would arrive in exclusive compliance with the established rules and norms.

Existence of a large number of road accident is the certificate that real readiness of participants of traffic not fully corresponds to the level of complexity of the conditions inherent in modern traffic. In it the main reason of existence of road and transport accident rate as objective reality consists.

In view of high reserve of administrative offenses in the field of traffic, it should be noted that not acceptance in attention of the established rules promotes emergence in most of the population of feeling of confidence in impunity of illegal behavior, lack of confidence in efficiency of participation of law enforcement agencies. It is promoted also by multiple changes of the relevant regulations for the short periods of time including establishing punishment for illegal behavior. It leads to the fact that in activities of authorized bodies for prevention of violations of traffic regulations there are problematic issues which are that the principle of inevitability of punishment for perfect offense is observed in practice not always and not in a due measure.

The problem of providing and granting necessary level of traffic safety has huge political and social value today. The number of road accident and their weight are influenced by the certain factors and circumstances carrying both objective and subjective character. The following conditions concern them: status of the city or settlement, illumination, time of day, categories of streets, value of a paving and its category, plans and profiles of roads, condition of carriageways, weather conditions and others. Thereby, statistics on road accident confirm the following: Road accidents are made generally in the afternoon days, in the territory of the big settlement or the city, on local roads, streets or at intersections. Thus the profile and the plan of the road are, generally horizontal, the carriageway with a snow setup or wet. Special attention needs to be paid to such conditions as rather uneven paving (a set of road accident are made for this reason) and also poor quality.

It is necessary to remember quality of streets and roads, technical means of regulation and the organization of traffic, vehicles, safety of society on roads in most cases depends on efficiency of the existing administrative legislation, strict observance of traffic regulations, level of sense of justice of staff of traffic police and directly participants of traffic.

In view of the above-stated facts and also investigating the reasons of the executive crisis connected with mass neglect an obligation for payment of a penalty, an optimum and productive way of ensuring sufficient and timely execution of administrative punishments for offenses in the field of traffic is creation of such conditions under which appropriate execution of administrative sanctions will be favorable to the person brought to administrative responsibility or he will have to it other internal motivation. The state activity in this area shouldn't come down to increase in administrative punishments.

The population needs to be brought unostentatiously to borders of a due stereotype of behavior, but not to exhaust him there violently or under the threat of punishment. Application of tough punishment for non-execution of resolutions has to be carried out in a complex with measures of security and precautionary character and also incentive measures.

Carry quite often out discussions with motorists where ask them questions in a sort - whether have saved large penalties from desire to break: the vast majority has answered with denial. Heavy fines don't influence psychology of drivers. An ideal situation would be if sanctions could be increased in a set of times, and offenses would become many times less, but nevertheless so doesn't leave.

Certainly there is a need of scientific research of problematic issues of production on cases of administrative offenses in the field of traffic and identification on this basis of a possibility of increase in efficiency of this activity as one of the most important sources of increase in traffic safety now.

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Д.А. Оспанова

Казахский Национальный университет имени аль-Фараби, г.Алматы

К ВОПРОСУ АДМИНИСТРАТИВНОЙ ОТВЕТСТВЕННОСТИ ЗА ПРАВОНАРУШЕНИЯ В СФЕРЕ ДОРОЖНОГО ДВИЖЕНИЯ

Аннотация. В связи с большим ростом автомобильного транспорта в Республике Казахстан и при этом значительным отставанием развития соответствующей дорожной инфраструктуры в первую очередь перед нами стоит задача обеспечения безопасности дорожного движения. Определяется недостаточным исследованием порядка и особенностей применения на практике административных санкций за правонарушения в области дорожного движения (предупреждения, назначения административного штрафа, лишения водителя права управления транспортными средствами).

Ключевые слова: административная ответственность, дорожное движение, правонарушение, юрисдикционная деятельность.

Д. А. Оспанова

әл-Фараби атындағы Қазақ Ұлттық университеті, Алматы қ.

ЖОЛ ЖҮРІСІ САЛАСЫНДАҒЫ ӘКІМШІЛІК ҚҰҚЫҚ БҰЗУШЫЛЫҚ ҮШІН ЖАУАПТЫЛЫҚ

Аннотация. Автомобиль көлігінің үлкен өсуімен байланысты Қазақстан Республикасында және бұл ретте айтарлықтай артта қалып келеді тиісті жол инфрақұрылымын бірінші кезекте біздің алдымызда тұрған басты міндет жол қозғалысының қауіпсіздігін қамтамасыз ету.

Түйін сөздер: әкімшілік жауапкершілік, жол қозғалысы, құқық бұзушылық, заң қызмет.

Information about authors:

Ospanova D.A. - candidate of Law Sciences, associate professor of the theory and history of state and law, constitutional and administrative law of al-FarabiKazNU;

Imanberdiyev D. - master of jurisprudence, of al-FarabiKazNU.

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**Zh.S. Raimbekov[1], B.U. Syzdykbayeva[1],
E. Amirbekuly[2], B.A. Zhumatayeva[1], J.O. Ryskulova[1]**

[1] Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;
[2] Kazakh University of Economics, Finance and International Trade, Astana
(e-mail: zh_raimbekov@mail.ru)

MODELING AND ASSESSMENT OF THE IMPACT OF MONETARY POLICY INSTRUMENTS ON THE ECONOMIC GROWTH OF KAZAKHSTAN

Abstract. The article simulates and assesses the impact of monetary policy instruments on macroeconomic indicators of Kazakhstan's development. It has been established that there is almost complete agreement on the long-term relationships between money supply, inflation and GDP, exports and imports.

Based on the results of the research, we recommend in practice to use a monetary policy option, on the one hand, with a relatively strong reaction to inflation, ensuring price stability (limiting price growth), and, on the other hand, gradually easing monetary policy to expand monetary a proposal aimed at supporting economic growth and expanding production and stimulating the development of trade.

An econometric model for assessing the impact of monetary policy on economic growth and international trade has been developed, which makes it possible to forecast the development of economic growth, exports and imports through the regulation of monetary policy instruments.

Keywords: monetary policy, economic growth, real sector of the economy, econometric model

For many years, the implementation of the monetary policy (MP) was limited to providing price stability. But the growth of periodic crises and international experience in preventing its consequences. To achieve those goal, it is necessary to strengthen the participation of credit institutions in the development of individual economic entities through their long-term lending.

For this reason in order to carry out an effective monetary policy, it is necessary to apply instruments of influence on economic activity correctly and in time taking into account temporary lags.

There are many empirical studies of monetary policy of Kazakhstan in different periods that used different methods and approaches which received different and sometimes contradictory results [1-4].

Stable function of money demand forms the basis of monetary policy management and allows changes in the monetary aggregates for the predictable impact on production, interest rates and price level.

Tools used to assess the effect of monetary policy was created with the development of time-series econometrics, and as improvement of theoretical models. One of the main tasks of this work is to determine of shifts in monetary policy and their important role in economic fluctuations.

Significant progress in understanding the empirics of the impact of monetary policy on real economic activity was achieved using the vector autoregression (VAR) approach. Sims (1972, 1980) . The first who used the VAR to assess the impact of money on the economy.

In our work, cointegration[1] quality of GDP and monetary demand in Kazakhstan was studied using the cointegration method, vector autoregression (VAR, DVAR) and vector error correction (VECM) model with official annual data.

For more significant econometric studies of the impact of monetary policy instruments on economic growth, as well as on exports and imports, considering some of the results of previous studies. The authors of this paper considered the influence of the following independent variables (regressors): the level of inflation, the amount of money supply (M2) , r - interest rate, E - exchange rate, π - inflation level and e - error value. The dependent variable uses GDP (Y), Export (E), and Import (I).

In conducting monetary policy money demand is an important element. This fact is of additional importance in Kazakhstan where the introduction of changes in fiscal policy is limited due to the dependence of government spending on tax revenue from the oil industry.

It is generally accepted in the economy to take as the basis of the model the function of money demand of the following kind:

$$\frac{M}{P} = f(Y, R), \tag{1}$$

where M - monetary aggregate in nominal form, P - price, R -interest rate.

Money demand is directly related to the production whereas inversely proportional to interest rates. According to Friedman (1987), this function can expand and include several key variables. As a result, we choose the following definition for the function of money demand:

$$Y_t = \beta_0 + \beta_1 M_{2t} + \beta_2 r_t + \beta_3 E_t + \beta_4 \pi_t + et, \tag{2}$$

where Y- yield, M2 -monetary aggregate, r -interest rate, E - exchange rate, π - inflation rate, and e - margin of error.

The choice of indicators is related to the fact that modern economists there is no consensus on the causes of inflation and forecast of its development, in connection with a different assessment of the role of monetary and non-monetary factors of inflation. As a result, we examined the inflation and money supply indicators their interrelationships as well as the impact on the dynamics of GDP change. The impact of exports and imports on the dynamics of GDP changes was also analyzed.

To estimate the model, we used annual data from 1993 until 2015. The data were retrived from the website of the National Bank of the Republic of Kazakhstan and the website of the CIS Statistical Committee [5].

Methodology and evaluation

In this study, the method used by the integration model of vector autoregression (VAR, DVAR) and vector error correction model (VECM) to study the long-term cointegration relation between the money supply and its determinants. This application requires time series testing for stationarity. If time series are stationary at a level, then regression by the least squares method could be used. However, if the series are not stationary by the order of zero, then we check the first difference and check for stationarity.

The data obtained are GDP not adjust for seasonal variations. To eliminate seasonality, we use the methodology X-11 ARIMA and get smoothed data (Figure 1).

Use the extended Dickey-Fuller test (ADF) to check for stationarity. The results are shown in Tables 1 and 2.

[1] Cointegration is a property of several non-stationary (integrated) time series, consisting in the existence of some of their stationary linear combinations.

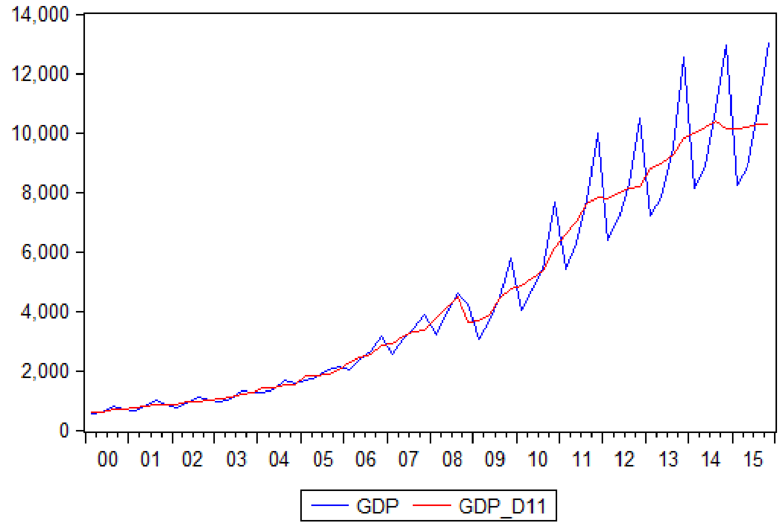

Figure 1 - GDP and adjusted GDP of the Republic of Kazakhstan

Make use of the extended Dickey-Fuller test (ADF) to check for stationarity. The results are shown in Tables 1-3.

Table 1 - The stationarity test for logarithmic time series I (0)

	t-Statistics	probability
gdp_log	-5.14327	0.0005
m2_log	-3.60799	0.0142
exchange_log	-10.4613	0.0000
ir_log	-6.71674	0.0000

Table 2 - The stationarity test of time series is of the order of zero

	t-Statistics	probability
gdp	2.8464	1.0000
m2	0.1127	0.9589
export	-0.6453	0.8407
import	1.3734	0.9979
exchange	-0.4651	0.8799

Table 3 - The stationarity test of time series of the first difference

	t-Statistics	probability
gdp	0.4606	0.9795
m2	-2.4453	0.1423
export	-4.1335	0.0047***
import	-1.5846	0.4696
exchange	-2.4352	0.1448

where m2- monetary aggregate; gdp_d11 - GDP; exchange - exchange rate; cpi - price level, ir - interest rate; export - export; import-import; *** - statistically significant by 1%.

The results of the ADF test (Table 1) for logarithmic time series show that the logarithmic GDP, m2, exchange rate and interest rates are stationary at 5% level. These variables can be used in the VAR model.

The ADF test results (Tables 2 and 3) show that there are no stationary variables at the zero level. When testing the first difference we get stationary variables as export. Export is statistically significant at

1% level. Since these variables are stationary at different levels as I (1) and below, we can estimate the long-term relationship between them using the cointegration method.

Estimating GDP using the VAR model

Using the logarithmic values of the variables gdp, m2, ir and exchange, create a VAR model where the GDP will be dependent, the money amount (m2), the exchange rate and the interest rate (ir) - independent (Table 4).

Table 4 - Model VAR for GDP of the Republic of Kazakhstan

Dependent Variable: LOG(GDP)
Method: Least Squares
Date: 06/05/17 Time: 17:31
Sample (adjusted): 1995 2016
Included observations: 21 after adjustments
LOG(GDP) = C(1)*LOG(GDP(-1)) + C(2)*LOG(GDP(-2)) + C(3)*LOG(M2(-1))
+ C(4)*LOG(M2(-2)) + C(5)*LOG(IR(-1)) + C(6)*LOG(IR(-2)) + C(7)
*LOG(EXCHANGE(-1)) + C(8)*LOG(EXCHANGE(-2)) + C(9)

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	0.660511	0.157136	4.203423	0.0012
C(2)	-0.232627	0.102095	-2.278540	0.0418
C(3)	0.210813	0.090944	2.318049	0.0389
C(4)	0.154188	0.125556	1.228039	0.2430
C(5)	-0.255508	0.131901	-1.937121	0.0766
C(6)	0.079540	0.062708	1.268415	0.2287
C(7)	0.316972	0.132022	2.400910	0.0335
C(8)	-0.315517	0.136942	-2.304022	0.0399
C(9)	3.026065	0.956428	3.163924	0.0082

R-squared	0.998698	Mean dependent var	8.925327
Adjusted R-squared	0.997830	S.D. dependent var	1.235925
S.E. of regression	0.057567	Akaike info criterion	-2.574214
Sum squared resid	0.039767	Schwarz criterion	-2.126562
Log likelihood	36.02925	Hannan-Quinn criter.	-2.477062
F-statistic	1150.839	Durbin-Watson stat	2.177496
Prob(F-statistic)	0.000000		

Table 4 shows the result of the vector autoregression model where GDP with log values is a dependent variable. This equation is as follows:

LOG(GDP) = 0.66*LOG(GDP(-1)) - 0.23*LOG(GDP(-2)) + 0.21*LOG(M2(-1)) + 0.15*LOG(M2(-2)) - 0.26*LOG(IR(-1)) + 0.08*LOG(IR(-2)) + 0.32*LOG(EXCHANGE(-1)) - 0.32*LOG(EXCHANGE(-2)) + 3.03

GDP of the past two years are statistically significant at 5% level. The GDP increase of the past year by 1% what raises the GDP of the current by 0.66%, and 1% of the GDP of the penultimate year affects negatively the current by 0.23%. The money supply with lag 1 is statistically significant by 5% with a coefficient of 0.21, which changes the GDP by 0.21% when the money supply of the past year changes by 1%. M2 with lag 2 is not statistically significant.The interest rate coefficient of the past year is statistically significant only at the 10% level. An increase in the interest rate implies a decrease in GDP by 0.25%. IR with a lag of 2 years is not statistically significant. The exchange rate coefficients are significant at 5% level and are equal to 0.32% and -0.32%. Lowering the tenge's rate against the dollar by 1% leads to an increase in GDP by 0.32%.Free coefficient with a value of 3.03 is also statistically significant. If M2 interest rate and KZT exchange rate do not change the GDP of the country increases by 3.03%. The coefficient of determination is 99.9%. They are the change in past GDP, M2, the exchange rate and the base interest rate explains the change in GDP by 99 percent. In this equation there is no autocorrelation, and the equation with high f-statistics shows the significance and reliability of the model.

Exports and imports assessment

The next step was the cointegration of time series variables to determine the long-term relationship of exports, imports and their explanatory variables. If there is indeed a cointegration link, then vector error correction can be used to identify the relationship between the model variables in the short and long terms. If not, then DVAR is used.

Further, Johansen's test for exports, money supply, tenge rate and basic interest rate was carried out.

Table 5 - Johansen's test

Date: 06/05/17 Time: 19:35
Sample (adjusted): 1995 - 2016
Included observations: 21 after adjustments
Trend assumption: Linear deterministic trend
Series: EXPORT_TG M2 EXCHANGE IR
Lags interval (in first differences): 1 to 1

Unrestricted Cointegration Rank Test (Trace)

Hypothesized No. of CE(s)	Eigenvalue	Trace Statistic	0.05 Critical Value	Prob.**
None *	0.998064	163.1563	47.85613	0.0000
At most 1 *	0.617900	31.96236	29.79707	0.0277
At most 2	0.428199	11.75881	15.49471	0.1689
At most 3	0.000978	0.020548	3.841466	0.8859

Trace test indicates 2 cointegrating eqn(s) at the 0.05 level
* denotes rejection of the hypothesis at the 0.05 level
**MacKinnon-Haug-Michelis (1999) p-values

Unrestricted Cointegration Rank Test (Maximum Eigenvalue)

Hypothesized No. of CE(s)	Eigenvalue	Max-Eigen Statistic	0.05 Critical Value	Prob.**
None *	0.998064	131.1940	27.58434	0.0000
At most 1	0.617900	20.20355	21.13162	0.0670
At most 2	0.428199	11.73826	14.26460	0.1209
At most 3	0.000978	0.020548	3.841466	0.8859

Max-eigenvalue test indicates 1 cointegrating eqn(s) at the 0.05 level
* denotes rejection of the hypothesis at the 0.05 level
**MacKinnon-Haug-Michelis (1999) p-values

Using trace statistics and the maximum Eigenvalue, it was discovered that there are two cointegration links between the variables at the 5% level.

Therefore, it is possible to calculate the long-term relationship between exports and short-term errors.

Based on the results of export valuation construct a model of the following type:

D(EXPORT) = -0.05*(EXPORT(-1) - 0.83*M2(-1) - 639.52*EXCHANGE(-1) - 3560.12*IR(-1) + 139622.05) - 1.24*D(EXPORT(-1)) - 0.92*D(EXPORT(-2)) + 1.7*D(M2(-1)) + 2.63*D(M2(-2)) - 69.79*D(EXCHANGE(-1)) + 18.02*D(EXCHANGE(-2)) + 78.7*D(IR(-1)) - 4.9*D(IR(-2)) + 1561.31

Analyzing the result note that the correction factor -0.05 is negative, but it is not statistically significant. The long-term effect of independent variables on exports is statistically insignificant. There is a statistically significant short-term export link with the money supply and the exchange rate and the connection with the interest rate is insignificant.

Both interest rates are statistically insignificant. The Wald test in Table 6 shows that in fact the interest rate coefficients in the equation with exports are 0.

Table 6 - The Wald test on the coefficients ir

Wald Test:
Equation: Untitled

Test Statistic	Value	df	Probability
F-statistic	1.553013	(2, 10)	0.2586
Chi-square	3.106026	2	0.2116

Null Hypothesis: C(8) = C(9) = 0
Null Hypothesis Summary:

Normalized Restriction (= 0)	Value	Std. Err.
C(8)	78.69917	44.76264
C(9)	-4.897230	5.683620

Restrictions are linear in coefficients.

Further, exclude the variable ir from the export equation. The cointegration test finds no cointegration between exports: M2 and the exchange rate. In this case, the VECM model is not suitable. The DVAR model for export m2 and currency rate is used.

Table 7 - Equation of export in the DVAR model

Dependent Variable: D(EXPORT_TG)
Method: Least Squares
Date: 06/02/17 Time: 18:20
Sample (adjusted): 1996 2016
Included observations: 20 after adjustments
D(EXPORT) = C(1)*D(EXPORT(-1)) + C(2)*D(EXPORT(-2)) +
C(3)*D(M2(-1)) + C(4)*D(M2(-2)) + C(5)*D(EXCHANGE(-1)) + C(6)
*D(EXCHANGE(-2)) + C(7)

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	-1.131594	0.229274	-4.935552	0.0003
C(2)	-0.927230	0.278925	-3.324303	0.0055
C(3)	2.052360	0.628120	3.267464	0.0061
C(4)	1.859157	0.799696	2.324830	0.0369
C(5)	-20.79592	18.83926	-1.103861	0.2897
C(6)	9.083026	18.34342	0.495165	0.6287
C(7)	351.0478	409.5227	0.857212	0.4069

R-squared	0.765056	Mean dependent var	490.9369
Adjusted R-squared	0.656620	S.D. dependent var	1609.746
S.E. of regression	943.2891	Akaike info criterion	16.80584
Sum squared resid	11567325	Schwarz criterion	17.15435
Log likelihood	-161.0584	Hannan-Quinn criter.	16.87387
F-statistic	7.055383	Durbin-Watson stat	1.998232
Prob(F-statistic)	0.001650		

The result of the DVAR model with the dependent export variable is shown in Table 7. The coefficients of changes in exports and the money supply of the past years are statistically significant.

Increasing in the money supply by 1 billion tenge would increase exports by 2.05 billion tenge in a year and 1.86 billion tenge in two years.

The currency rate in this model is not statistically significant.

There is no autocorrelation in this equation. The coefficient of determination is high - at the level of 76.5%. The change in exports, the money supply and the tenge exchange rate for the past 2 years are explained by a 76.5% change in exports in this year. F statistic is 7.05 - means the significance and reliability of the model.

Similarly, assessing imports with independent variables like m2, exchange and ir, we get a statistically insignificant correction factor and the interest rate is also not significant. The test of Wald confirms that the interest rate coefficients are 0.

Remaining variables are not integrated and also allow the construction of the DVAR model.

Table 8 - Import estimation model DVAR of the Republic Kazakhstan

Dependent Variable: D(IMPORT)
Method: Least Squares
Date: 06/05/17 Time: 22:11
Sample (adjusted): 1996 2016
Included observations: 20 after adjustments
D(IMPORT) = C(1)*D(IMPORT(-1)) + C(2)*D(IMPORT(-2)) +
C(3)*D(M2(-1)) + C(4)*D(M2(-2)) + C(5)*D(EXCHANGE(-1)) + C(6)
*D(EXCHANGE(-2)) + C(7)

	Coefficient	Std. Error	t-Statistic	Prob.
C(1)	0.331261	0.273020	1.213319	0.2466
C(2)	-0.570260	0.234888	-2.427798	0.0305
C(3)	0.516101	0.212720	2.426194	0.0305
C(4)	0.047095	0.280461	0.167920	0.8692
C(5)	-0.171864	7.189835	-0.023904	0.9813
C(6)	-6.151452	6.447297	-0.954113	0.3574
C(7)	235.4591	167.4934	1.405782	0.1832

R-squared	0.701103	Mean dependent var	323.0562
Adjusted R-squared	0.563150	S.D. dependent var	485.6583
S.E. of regression	320.9940	Akaike info criterion	14.64994
Sum squared resid	1339483.	Schwarz criterion	14.99845
Log likelihood	-139.4994	Hannan-Quinn criter.	14.71797
F-statistic	5.082201	Durbin-Watson stat	2.407377
Prob(F-statistic)	0.006837		

In table 8 DVAR model is constructed for import with two lags. The impact of the money supply after one year is statistically significant. Increasing in the money supply by KZT 1 billion (other things being equal) would increase import by 0.52 billion tenge in a year. After two years the effect of m2 is not significant. The exchange rate coefficient is also not significant. Autocorrelation of the remainders is not noticed at the 5% level. F statistics is 5.08 - the model is reliable and meaningful.

Conclusion

Monetary policy influences the real sector of the economy ways confirmed that there are statistically significant stable relationships between the changes in monetary policy instruments and the dynamics of real variables.

This search analyzes the cointegration quality of Kazakhstan's monetary demand, using annual data between 1993 and 2015 the vector autocorrelation method (VAR, DVAR), and the vector error correction model (VECM).

There are almost complete agreement on the long-term relationships between money supply, inflation and GDP. The growth of money supply and inflation shows a correlation close to 1. Correlation between money supply growth inflation and GDP is close to 0. Although it may be weakly positive at low inflation rates and slightly negative at high rates.

The results of the research showed that an increase in the money supply by one percent leads to an increase in GDP by 0.21%. Interest rate in the models with exports and imports is not statistically significant. The increase in the money supply by 1 billion tenge leads to an increase in exports by 2.05 billion tenge in a year and in another hand by 0.52 billion tenge in imports in a year.

The results also lead to the opinion of the relatively short-term effects of the money supply. When exposure is achieved after two or three years, and then the effect subsides.

Increasing in the money supply by 1 billion tenge would increase exports by 2.05 billion tenge in a year and by 1.86 billion tenge in two years.

Increasing money supply by KZT 1 billion (other things being equal) would increase import by 0.52 billion tenge in a year. After two years, the effect of *m2* is not significant.

In practice recommended to use monetary policy, on the one hand, with a relatively strong reaction to inflation, ensuring price stability (limiting price growth), and on the other hand, to gradually soften the monetary policy in order to expand the money supply aimed at supporting economic growth and expanding production and stimulating trade.

One of the most important ways, from our point of view, of increasing the effectiveness of the monetary policy is the proper choice of priorities (goals). An important direction for increasing the efficiency of the monetary policy (increasing the monetization of the economy, intensifying investment activities, stimulating economic growth, etc.). In our opinion seems to be an improvement in its relationship with fiscal policy.

In the medium term phased introduction should be introduced of a new transmission mechanism.

Kazakhstan has become a full-fledged subject of globalization, taking into account the latter's influence on monetary policy and the economy as a whole altrough:1) structural reforms (there are changing the structure of domestic and external demand; reducing the need for imported goods; organizing events to support exporters); 2) attracting investments, primarily to the banking sector, through tax incentives and various guarantees for foreign investors; 3) development of the savings system of the population (if we focus only on attracting foreign investment, external debt will continue to grow); 4) development of financial and stock markets using the active role of banks; 5) use of financial policy tools to regulate problems in the financial market.

Implementation of the above recommendations can contribute to the development of the economy increase its sustainability as well as economic growth.

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Ж.С. Райымбеков[1], Б.У. Сыздықбаева[1], Е.Әмірбекұлы[2], Б.А. Жұматаева[1], Ж.О.Рыскулова[1]

[1]Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана;
[2]Қазақ экономика, қаржы және халықаралық сауда университеті, Астана

АҚША-КРЕДИТ САЯСАТЫНЫҢ ҚҰРАЛДАРЫН ҚАЗАҚСТАН ЭКОНОМИКАСЫНЫҢ ӨСУІНЕ ӘСЕР ЕТУІН МОДЕЛЬДЕУ ЖӘНЕ БАҒАЛАУ

Аннотация. Мақалада ақша-кредит саясатының құралдарын Қазақстанның дамуының макроэкономикалық көрсеткіштеріне әсер етуін моделдеу мен бағалау арқылы жүргізілген. Зерттеу барысында ақша, инфляция, ЖІӨ, экспорт және импорт арасындағы ұзақ мерзімді қарым-қатынас туралы толық дерлік келісім бар екенін анықталды.

Зерттеу нәтижелері бойынша тәжірибеде ақша-кредит саясатының нұсқасын пайдалану тәжірибесі ұсынылады, бір жағынан – инфляцияға деген күшті реакциясы бар бағаны тұрақты қамтамасыз ететін (бағалардың өсу шектеу), ал екінші жағынан – экономикалық өсу мен өндірісті қолдайтын және сауданы ынталандыруға бағышталған ақша-кредит саясатын біртіндеп жұмсартуды жүзеге асыру.

Ақша-кредит саясатының құралдарын реттеу арқылы экономикалық өсу, экспорт пен импорттың дамуын болжауға мүмкіндік беретін, экономикалық өсу және халықаралық сауда бойынша ақша-кредит саясатының әсерін бағалау үшін эконометрикалық моделі әзірленді.

Түйін сөздер*:* ақша-кредит саясаты, экономикалық өсу, экономиканың нақты секторы, эконометриялық модель

Ж.С. Раимбеков[1], Б.У.Сыздыкбаева[1], Е.Амирбекулы[2], Б.А.Жуматаева[1], Ж.О.Рыскулова[1]

[1]Евразийский национальный университет им. Л.Н. Гумилева, Астана;
[2]Казахский университет экономки, финансов и международной торговли, Астана

МОДЕЛИРОВАНИЕ И ОЦЕНКА ВЛИЯНИЯ ИНСТРУМЕНТОВ ДЕНЕЖНО-КРЕДИТНОЙ ПОЛИТИКИ НА ЭКОНОМИЧЕСКИЙ РОСТ КАЗАХСТАНА

Аннотация. В статье проводятся моделирование и оценка влияния инструментов денежно-кредитной политики на макроэкономические показатели развития Казахстана. Установлено, что наблюдается почти полное согласие по поводу долгосрочных взаимосвязей между денежной массой, инфляцией и ВВП, экспортом и импортом.

Исходя из результатов исследований, рекомендуется использовать на практике вариант денежно-кредитной политики, с одной стороны - с относительно сильной реакцией на инфляцию с обеспечением ценовой стабильности (ограничением роста цен), а с другой – осуществлять постепенное смягчение денежно-кредитной политики в целях расширения денежного предложения, направленного на поддержание экономического роста и расширение производства и стимулирование развития торговли.

Разработана эконометрическая модель оценки влияния денежно-кредитной политики на экономический рост и международную торговлю, позволяющая составить прогноз развития экономического роста, экспорта и импорта посредством регулирования инструментов денежно-кредитной политики.

Ключевые слова: денежно-кредитная политика, экономический рост, реальный сектор экономики, эконометрическая модель.

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R.K. Sabirova, A.A. Karamuldina, A.K. Кадисова

Atyrau State University named after H.Dosmukhamedov
sabirovarysty@mail.ru, saulesha_rahimova@mail.ru, kaldenova@mail.ru

THE ROLE OF LOGISTICS IN IMPROVING THE EFFICIENCY OF THE ECONOMY OF THE AGRICULTURE OF THE REPUBLIC OF KAZAKHSTAN

Abstract. In the article the authors reveal the role of logistics in improving the efficiency of the agricultural economy in the Republic of Kazakhstan. Logistics in agriculture is very necessary, as for the further sustainable development of the economy of agriculture the development of transport and logistics infrastructure will become a real catalyst. Taking into account the geographical position of our country, we are looking forward to further deepening the integration interaction of the participating states in the formation of the Single Transport Space. In addition, we will develop promising transport corridors. Among the advantages of doing business is the huge potential of Kazakhstan's agriculture (availability of land) and agro-industrial complex (processing and logistics), good professional training in the public and private sectors. The tendencies of modern development, connected with the formation of a new pole of economic activity within the framework of the EEA, China and Iran, predetermined the historical role of Kazakhstan as a transit intersection connecting all four parts of the Eurasian continent with transport arteries.

Keywords: logistics, role, agriculture, logistics, efficiency.

Introduction. The geographical position of Kazakhstan in the center of the Eurasian continent, between the largest economically developed countries (Russia and China) and the capacious consuming Central Asian region, determines the huge transit potential of the republic and creates real prerequisites for the participation of Kazakhstan's transport network in the formation of Eurasian corridors. Very topical is the implementation of the proposed by the President of Kazakhstan N. Nazarbayev at a meeting of the Council of Foreign Investors in Astana a project to revive the Great Silk Road. As noted by the President of Kazakhstan, this mega-project will allow increasing the volume of transit cargo traffic through Kazakhstan by 2 times, by 2020, with further bringing it to at least 50 million tons. The implementation of these directions will undoubtedly contribute to the development of the transit potential of our country.

Methods of research. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

Results. With the creation of the SES, the further deepening of the integration interaction of the participating states in the formation of the Common Transport Space and the development of promising transport corridors is very topical. The tendencies of modern development, connected with the formation of a new pole of economic activity within the framework of the EEA, China and Iran, predetermined the historical role of Kazakhstan as a transit intersection connecting all four parts of the Eurasian continent with transport arteries. Today in this development vector in Kazakhstan many large infrastructure projects are implemented, providing the shortest land routes from Europe to China and back, as well as to the countries of the Persian Gulf. According to experts, the preamble to the formation of Kazakhstan as a major hub for the transit flows of the Eurasian continent implies integration in the field of transport and logistics with other countries, primarily with Russia, China, Iran and the Central Asian republics. The effectiveness of using this potential is determined by the ability of the state to fully realize the available resources. The Republic of Kazakhstan, territorially located in the center of the continent, which has all the necessary resources, motor transport lines and railways, air and sea fleet, in addition to accessing the main sea trade routes, these opportunities are now more than enough.

In Kazakhstan, unfortunately, there is no functioning logistic system that would strengthen the position of the agricultural industry as a whole. Many farms are not only remote from processing plants, but also from well-maintained roads, through which it is possible to transport products quickly and easily. A convincing explanation of the problem can be the fact that the agricultural products produced in the southern regions of Kazakhstan are "bought on the margins for cents, and in the north of Kazakhstan it is already sold for dollars. At the same time, the wrapping consisting, in particular, of transportation costs is calculated even not by interest, but multiply - a hundred times, and sometimes more expensive. " The reason for such a situation is not unknown: the food bridge between manufacturers and intermediaries is occupied by an infinite number of intermediaries. On the way to the end consumer, prices can be regulated by the whims of intermediaries and often grow by 50 percent or more.

The State Program for the Development of the Agro-Industrial Complex of the Republic of Kazakhstan for 2017-2021 The agrarian and industrial complex was approved by the Decree of the President of the Republic of Kazakhstan on February 14, 2017. The main priorities of the Program were saturation of the domestic market and development of the export potential of domestic products, maximum involvement of small and medium-sized farms in agricultural cooperation, efficient use of water resources and development of trade and logistics infrastructure. The trends of regional and global development put forward new requirements for Kazakhstan as a transit state, to date, more complex issues related not only to the quantitative growth of the transit potential of all types transport, since, ideally, the aggregate transport and transit potential of the country should have maximum opportunities to meet the needs of the economy and the population in conditions of efficient, comfortable and safe transport that follows the equally perfect road, rail and other lines, including through transit corridors, leading to the markets of third countries. At the same time, the main transport arteries should be organically integrated with the world transport system on the basis of using the transit corridors available in the framework of the forthcoming Eurasian transport integration.

Over the past 5 years, Kazakhstan within its framework has committed a "railway revolution", having built latitudinal corridors West-East.

At the same time, it is significant that within the framework of the implementation of major investment projects in the railway sector, the roads connecting Almaty with Zhezkazgan and further, through Beineu, with Turkmenistan, were built.

At the present stage of integration into the world economy for the states of Central Asia, the problem of the lack of access to the sea is a stumbling block. In these conditions, Kazakhstan stands as the leader of integration processes and opens new opportunities for the Central Asian republics to overcome their main problems related to the lack of direct access to sea trade and transport arteries.

In the Republic of Kazakhstan, systemic work is carried out to improve the quality of transport services. First and foremost, this is a reduction of transport time, a reduction in transportation costs, optimization of tariffs, safety of goods and, importantly, preparation of a high-quality personnel potential, which is designed to ensure the normal operation of the entire logistics system.

About 70% of all transportation in the republic is by rail. In this regard, the President of the Republic of Kazakhstan, Nursultan Nazarbayev, set the task of creating a transport logistics cluster. At present, the Aktau seaport has been transferred to the trust management of the national company JSC "Kazakhstan Temir Zholy", the issue of transferring a number of large terminals at airports and automobile terminal complexes is being decided.

Large logistics projects are carried out by the staff of the Kazakh Academy of Transport and Communications named after M. Tynyshpayev - the feasibility study of the Trans-Kazakhstan railway has been completed, which will allow to reduce cargo transportation from the southern ports of China for 10-15 days compared to sea transportations.

Throughout the world, logistics itself is a very profitable segment. The world market of transport logistics is estimated at 2.7 trillion US dollars, i.e. about 7% of world GDP. In developed countries, the share of transport logistics is somewhere around 13-14% of GDP. So in Ireland this indicator reaches 14.2%, in Singapore - 13.9%, Hong Kong - 13.7%, in Germany - 13%. This shows that these countries pay special attention to the development of this sector as one of the sources of national income. In Kazakhstan, the share of logistics is approximately 8%.

It can be noted with confidence that transit potential should be considered as a point of economic growth of the country. To this end, it is necessary to increase the attractiveness and creation of the most modern efficient transport and logistics system in the CIS, improve transport and logistics operations in any mode of transport, taking into account the provision of a wide range of services, offer competitive tariffs, further improve the corridors for transit freight flows to constant, linear, basis, where the time limits for the passage, cost and systematic use of these corridors will be clearly determined, the organization and the development of optimal conditions and infrastructure for incoming and outgoing gruzopoto¬kov, followed by local distribution to the final destination. It should be noted that this is still far from a complete list of tasks that need to be fulfilled in order to maximize the transit potential of Kazakhstan. If this is done, Kazakhstan will greatly benefit from the contribution of transport logistics to economic development.

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Р.К.Сабирова, А.А. Карамулдина, А.К. Кадисова

Х.Досмұхамедов атындағы Атырау мемлекеттік университеті

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ АУЫЛ ШАРУАШЫЛЫҒЫ ЭКОНОМИКАНЫҢ ТИІМДІЛІГІН АРТТЫРУДАҒЫ ЛОГИСТИКА РӨЛІ

Аннотация. Авторлар Қазақстан Республикасындағы ауыл шаруашылығы экономикалық тиімділігін арттыру бойынша логистиканың рөлі көрсетеді. ауыл шаруашылығында Логистика ауылдық экономиканың одан әрі тұрақты дамуы үшін қажетті көлік және логистикалық инфрақұрылымды дамыту бойынша нақты катализаторы болмақ, өте қажет. Біздің еліміздің географиялық орналасуы ескере отырып, біз одан әрі-vaniyu бірыңғай көлік кеңістігін құрылған қатысушы мемлекеттердің интеграциялық ынтымақтастықты тереңдетуге predstavlya¬etsya. Бұдан басқа, біз болашағы бар көлік дәліздерін дамытудамыз. бизнесті жүргізу артықшылықтарын арасында Қазақстан ауыл шаруашылығы (жер болуы) және ауыл шаруашылығы (өңдеу және логистика), мемлекеттік және жеке сектордағы жақсы оқыту зор әлеуетін атап өтуге болады. Қазіргі заманғы даму тенденциялары, экономикалық қызмет ЕурАзЭҚ, Қытай және Ira¬na жаңа полюстер аясында қалыптастыру байланысты, автомагистральдарда Еуразия құрлығының барлық төрт бөлігін байланыстыратын транзиттік қиылысына ретінде Қазақстанның тарихи рөлін анықталады.

Түйін сөздер: логистика, рөл, ауыл шаруашылығы, логистика, тиімділік.

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Р.К. Сабирова, А.А. Карамулдина, А.К. Кадисова

Атырауского государственного университета имени Х.Досмухамедова

РОЛЬ ЛОГИСТИКИ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ ЭКОНОМИКИ СЕЛЬСКОГО ХОЗЯЙСТВА РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье авторы раскрывают роль логистики в повышении эффективности экономики сельского хозяйства в Республике Казахстан. Логистика в сельском хозяйстве весьма необходима, так как для дальнейшего устойчивого развития экономики сельского хозяйства реальным катализатором станет развития транспортно-логистической инфраструктуры. Учитывая географическое положение нашей страны, нам представляется дальнейшее углубление интеграционного взаимодействия государств-участников по формированию Единого транспортного пространства. К тому же получим развитие перспективных транспортных коридоров. Среди преимуществ ведения бизнеса можно отметить огромный потенциал сельского хозяйства Казахстана (наличие земли) и агропромышленного комплекса (переработка и логистика), хорошая профессиональная подготовка в государственном и частном секторе. Тенденции современного развития, связанные с формированием в пределах ЕАЭС, Китая и Ирана нового полюса экономической активности, предопределили историческую роль Казахстана как транзитного перекрестка, соединяющего транспортными артериями все четыре части Евразийского континента.

Ключевые слова: логистика, роль, сельское хозяйство, логистическая деятельность, эффективность.

Сведения об авторах:

Сабирова Рысты Куандиковна - к.э.н., ассоциированный профессор, зав кафедрой «Экономика» Атырауского государственного университета имени Х.Досмухамедова;

Карамулдина А.А. – старший преподаватель Атырауского государственного университета имени Х.Досмухамедова, магистр экономических наук;

Кадисова Айдана Кашагановна – магистрантка Атырауского государственного университета имени Х.Досмухамедова по специальности 6М050600-“Экономика».

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G.A. Sadykhanova, G.K. Ilyashova, M.A. Sakypbek

Al-Farabi Kazakh National University, Almaty, Kazakhstan
gulnara.sa@gmail.com

BACKGROUND FOR SELF-EMPLOYMENT AND ITS DEVELOPMENT TRENDS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The article presents the prerequisites, conditions and tendencies of development of self-employment in the Republic of Kazakhstan. The priority of business activity in the private sector and the growing interest in making profits, the responsibility of each capable labor is of particular importance in a market society. Thus, the purpose of the article is to demonstrate the development tendencies of the Kazakhstan market of self-employment, which is an element of market relations and analyze its position. Statistical analysis of the situation on the domestic labor market was carried out by studying the world practice of self-employment. The article also outlines the main directions of the state's activities to improve the efficiency of employment in the country.

Keywords: employment, unemployment, self-employment, market economy, business, entrepreneurship.

Introduction. Self-employment of the population in many countries, especially in the Soviet Union, became more urgent when the state could not fully involve people who wanted to work. And the state assistance to the people will be possible due to the active employment policy in the country.

The economic crisis that took place in the transitional economy in the 90's of the XX century aggravated the problem of employment, which is why it is very useful to use the self-employment potential in the labor market. That is, on the one hand, the realization of the people's labor and, on the other hand, the lack of success of the people. That is why it is very effective in improving the living standards of the population, orienting towards new forms and forms of self-employment in solving internal economic and social problems in the country. [2]

Main part. In the market conditions, self-employment of the population is a phenomenon reflecting the level of business development in the economy. Self-employment in a market economy is an undoubtedly process that is characteristic of market relations. Because, the priority of business activity in the private sector and the growing interest in earnings, the responsibility of each able-bodied population in the market community is of particular importance. Therefore, for the development of the economy, new business incentives are needed to stimulate business activity and employment. This phenomenon (self-employment of the population) has been objectively present in many developed and developing countries.

Self-employment today is widespread in all sectors of the economy. It is the only condition – should not be a major investment in the production of goods and services, and complex forms of labor organization. The practice of western countries also proves this situation. Self-employment in essence continues with the civilized development of the economy, being the main form of labor organization for centuries. The beginning of the XX century was marked by the sharp increase in the number of hired workers in the western countries. Western Europe and North America were also recognized with this. There were several reasons, which implemented for that. Firstly, due to the labor mechanization, the use of

[1]Today, self-employment in the informal sector, even if the motivation is very high because of the people involved with it formally employed people to increase their income source more engaged in new forms, for example, engage in a variety of its services, tutoring on the Internet, and to engage in translation etc.)

new technologies in agriculture and the use of pesticides, major production facilities have become operational, which in turn led to the collapse of small farms. Secondly, the industry unemployed millions of labor forces. Thirdly, large warehouses and large retail outlets were evicting smaller retail outlets, and their owners often had to close their businesses, and etc.

In general, the proportion of self-employed people in economic activity was considerable, and their number was different across the country. Its number increased dramatically in the 1970s and 1980s of the twentieth century. Large enterprises have been forced to disassociate people from the post-industrial era of economics. Meanwhile many people who have been unemployed have begun to look for survival. Self-employment is a good way of working right now. In this modern information society, this type of employment allows you to build a successful career. There is no well-developed production infrastructure and self-employment in the regions with unemployment, as a rule, contributes to social tension.

Self-employment, as a major form of people's self-employment, may have contributed to the emergence of entrepreneurship in the economy, since at that time everyone was trying to break out of social tension, depending on their abilities and capabilities. At every stage of the development of the economy, a certain model of employment, which describes the nature of its nature and the essence of public processes.

The role of the state in society is to create an equal legal environment for all people to exercise their labor abilities. The state-of-the-art public policy ensures that all citizens in the community are free to choose the type of work in accordance with their professional and professional abilities, regardless of gender, religion, belief, age, political affiliation, national or social status, and in the interest of personal interests and social needs.

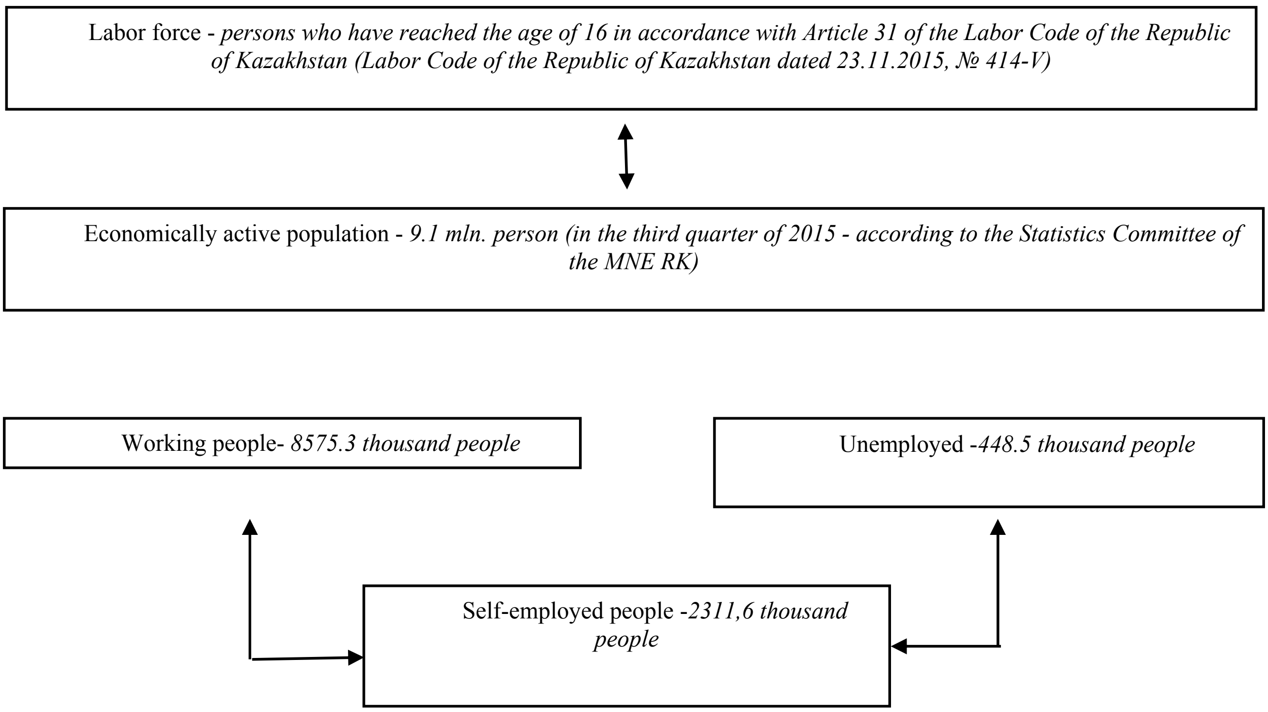

Figure 1 - Workable population composition

As you can see in the Figure 1, self-employed people are, first of all, a working-age nation, and, on the one hand, it is considered as unemployed, on the other hand, it is a working people, because it is doing different jobs and is always looking for a job, that is, economically active.

However, as they are not officially registered as unemployed, they reduce the number of unemployed in official statistics. We notice that the number of self-employed people has declined over the last few years, as in the 4th quarter of 2013 their number was 2596.0 thousand people (30.3% of the total workforce at that time). [2].

In the conditions of market economy, the phenomenon of self-employment for Russia and Kazakhstan became especially relevant. This type of employment means activity of self-employed individuals to create a certain type of employment at the expense of their own funds, to meet their individual needs for permanent or temporary income and for self-realization.

The combination of self-employment with the country's unstable economic situation has contributed to the emergence of “hidden employment” in the market. In fact, it was self-employment, but in this case, private labor and income would not be disclosed, i.e. self-employed entities avoid paying taxes and act in the shadow or partially shady economy.

Hence, the main features of employment in the market economy include:

- the degree of employment is dependent on market conditions, i.e. through allocation of labor resources (through work force demand and supply on labor market);
- efficiency and rationality of employment;
- the freedom to choose a particular deal depending on the types and forms of economic activity.

All those who do not have a job in the market can be divided into three categories: job seekers, not job seekers, and temporary unemployed. It should be noted, according international standards (International Labor Organization - ILO), unemployed people are considered as, people on work-abled age, actively searching work and willing to work, but without work. According to the Convention No.168 about “The Promotion of Employment and Unemployment” from 1998, full unemployment is understood as “loss of income of person because of the inability to find work, who can work, ready to work and who is really seeking a work” [3].

So, accordingly, employment, as an economic phenomenon, has its equivalents as do not have jobs or unemployment. The unemployment situation is as follows:

1. “no job”, i.e. absence of hired work or self-employment;
2. the ability to have certain skills, ability to work and be ready at a certain time;
3. carry out practical work to find a wage job or find a job in a private enterprise.

Because of the above criteria, it can be objectively defined as unemployed, regardless of whether the relevant organizations are recognized or denied to a person as unemployed. [4]

Each criterion has its own significant load. Here the criterion "without work" allows workers to find out that they are unemployed and employed. For example, a person who has always had a casual temporary job, but who is actively looking for a permanent job, is classified as not looking for work, that is there are criteria 2 and 3, and there is no criterion 1.

Here, self-employed people are identified or neglected by this criterion, which in turn is not officially recognized as unemployed, has its own business (legal or illegal) and earns a certain income, since they are not registered as unemployed in the relevant state institutions. In other words, many self-employed people who are in the shadow or partially shady economy do not want to work legally or disclose their success, that is, they do not want to pay taxes and make pension contributions. Unfortunately, there are many such people in the country, and "armies" of self-employed people fill up in their national economy. And, in turn, the state reduces or reduces the statistics of the number of unemployed in the economy, due to which there is stable economic growth and stability in the labor market.

The “readiness” criterion (2) allows the unemployed to distinguish between jobs without any reason, that is, when the workplace is available, the unemployed must be able to start and work. If for any reason (health, family situation, voluntary social work, etc.) this is not so, add this person to the category of unemployed, but not to the unemployed. It should be noted that this criterion indicates a certain period of time when an unemployed person should begin work. The reduction of the reporting period increases the number of unemployed who are not ready to start work, that is, Remove them from the lists of the unemployed (with corresponding benefits).

The criterion "I'm looking for a job" is that people are actively looking for work, but at the moment there is no temporary or accidental income.

The peculiarity of the social and economic situation in the sphere of employment is determined by the need for a qualitative new view of the labor market, the choice of the mechanism for achieving the goals and objectives set in the era of the Fourth Industrial Revolution, the country's social and economic development strategy, and comprehensive adaptation to the system of world economic relations.

Today, in many countries around the globe, when employing data on employment and unemployment, people often use the method of selecting and choosing a job in the labor market, that is, through public opinion polls, and this method is economically inexpedient to the criteria of the International Labor Organization, unemployed and economically inactive to measure the behavior of individuals.

Study of population employment in the Republic of Kazakhstan is conducted quarterly (4 times a year) since 2001, of which about 75 thousand people aged 15 and older are covered by the statistical survey. The study covers all regions of the country.

The methodology of mainstreaming of the labor market indicators used by the Committee of Statistics of the Ministry of National Economy of the Republic of Kazakhstan meets the international standards of the International Labor Organization, including the number of self-employed population.

According to the International Classification of Occupational Profiles (ICSE-1993), employers are allocated to hired (paid) employees and self-employed. The structure of the self-employed population in statistical data is represented by the Agency of the Republic of Kazakhstan on statistics № 3 of January 10, , "Self-employed in the Republic of Kazakhstan, level of their average monthly income and methods of determining the number of unemployed population".

In accordance with this new methodology, all self-employed in Kazakhstan are divided into two groups: productive jobs (productive employment) and inefficient employment (unproductive employment). The main criterion for division into such groups is the level of monthly earnings from the production of goods and services. At the same time, the average monthly income is in line with the minimum subsistence level in each region of Kazakhstan.

In the fourth quarter of 2013, the share of productive employment in the total number of self-employed people was 64.5%, while non-productive employment was 35.5%.

Hired workers are those who work in the form of a premium (salary), who are hired (written or oral). Self-employed are those who are hired.

Separates the following groups of self-employed:

- employers;
- self-employed;
- unpaid family workers;
- members of a cooperative.

Employers are persons who are engaged in entrepreneurial activity in the form of any economic activity and are employed on a regular basis by one or more employees.

Individuals who are self-employed are those who carry out some economic activities and do not hired an employer on a regular basis.

Non-paid employees of family businesses are employees who earn remunerations for their merits based on internal family distribution rather than in wages. The members of the cooperative are the persons who are members of the labor cooperative engaged in entrepreneurial activities.

By the results of internal research of employment in Kazakhstan, in fourth part of 2013 the number of self-employed people was 2596 thousand people (it is 30.3 percent of general employed people) including employers - 160.7 thousand, workers by themselves — 2388,3 thousand, family enterprises assistants — 32,2 thousand, members of the cooperative - 14,8 thousand.

Workers, who work by their discretion, are main part of self-employed people (92%). They work with workers by themselves or with one or more partners by basis of self-employment and do not hire employees on an ongoing basis. The 63,3 % workers by themselves works individually (registered and non-registered entrepreneurs), 36,7 % produce products in their courtyard (with purpose of personal consumption and selling). More than half of people, who work in their courtyard (52,4 %) profit from sales of received products.

On the average, one self-employed person works 35 hours in one week (in 2010 - 31 hours) and only 0,4 percent of all self-employed people works 5 hours and less in one week.

While in developed countries share of self-employed people within the general employed is approximately 12-14 percentages. For example, in France - 11 percent, in Germany - 11,6, in United Kingdom - 14,6, in Czech Republic - 18,5, in Italy - 25,1, in Korea - 28,2, in Turkey - 37,1.

In 2013 on the appointment of the Head of state, the RK Statistics agency with the Ministry of Labor and Social Protection of Population, Ministry of Economy and Budget Planning, Ministry of Regional Development, Ministry of Agriculture have attached new methodology of identifying the number of self-employed people. By this methodology with the number of self-employed people, it is possible to identify the average monthly income and the number of unemployed people in Kazakhstan Republic.

The main goals of this methodology are to increase employment, by the «Employment road map - 2020» mechanism identify the categories of individuals, also, to register self-employed people and procuring with a pension and for entry into the social insurance system to make a structure formation of self-employed people. [5]

In addition, self-employed means it is a form of independent work, rewarded for work instead of work of an employee. The person, who chose the status of «self-employed», must independently work in his business.

Self-employed people formalizes labor relations in the form of contracts and are responsible for his/her work, organizes the work process, performs contract work independently or in a group of self-employed persons related to related or formulated relations.

In the economy of Kazakhstan, in April 2016 there were 8.5 million people employed. The number of employees in the same period of employment was 6.2 million (73.4% of total employed). [6]

According to the I quarter of 2016, the share of productive employment among the total number of self-employed people was 81.2%, while non-productive employment was 18.8%.

In April 2016, the number of unemployed was 439.3 thousand, the unemployment rate was 4.9%. The official number of registered in the employment agencies by the end of April 2016 was 74.7 thousand people. At the same time, the number of registered unemployed amounted to 0.8% of the economically active population. According to statistical estimates for the I quarter of 2016, the level of hidden unemployment was 0.5% of the economically active population (45.2 thousand people).

The number of self-employed in the Republic of Kazakhstan for the third quarter is decreasing - at the end of the first half of 2016 it was less than 2.2 million people. The highest number of self-employed people is registered in South Kazakhstan Oblast - about half a million people.

Starting from the 4th quarter of 2015, the number of self-employed people (employers in earnings or earnings from production and services) is continuously decreasing in Kazakhstan, on an average of 53,000 people on a quarterly basis. As a result, the absolute minimum was set in the second quarter of 2016 - 2 179 thousand people.

Along with the decrease in the total number of self-employed people, their share in the overall structure of the population is also decreasing. At the end of 2014, the share of hired workers exceeded 70%, and in the second quarter of 2016 this figure was above 74%. Accordingly, the proportion of self-employed people dropped to 25.7%, which means that citizens have reduced their desire to engage in self-employment and other successful business activities [7].

This information is based on official data provided by the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. As can be seen in Figure 2 of this data, in recent years, the number of self-employed people has gradually declined, including the number of unproductive jobs (inefficient employment). Based on this data, the decline in the number of self-employed people means that they are actively involved in the number of people engaged in small and medium-sized businesses. The reason for this is the State Program of Productive Employment (full-time employment) and Mass Entrepreneurship Development (Employment Program 2017-2021) and Business Support Programs in the country. Because now the country has a single electronic labor exchange, electronic portals “Business territory”, consultation on opening of own business, information services online.

The proportion of men in the self-employed population is high - their number is 1.2 times higher than that of women. Compared to the 2nd quarter of 2015, the number of self-employed men decreased by 3.1%, while the number of self-employed women fell to 8.8%. In urban areas, more than 47 percent of self-employed population in the second quarter of 2016 are women, whereas 44.1 percent in rural areas.

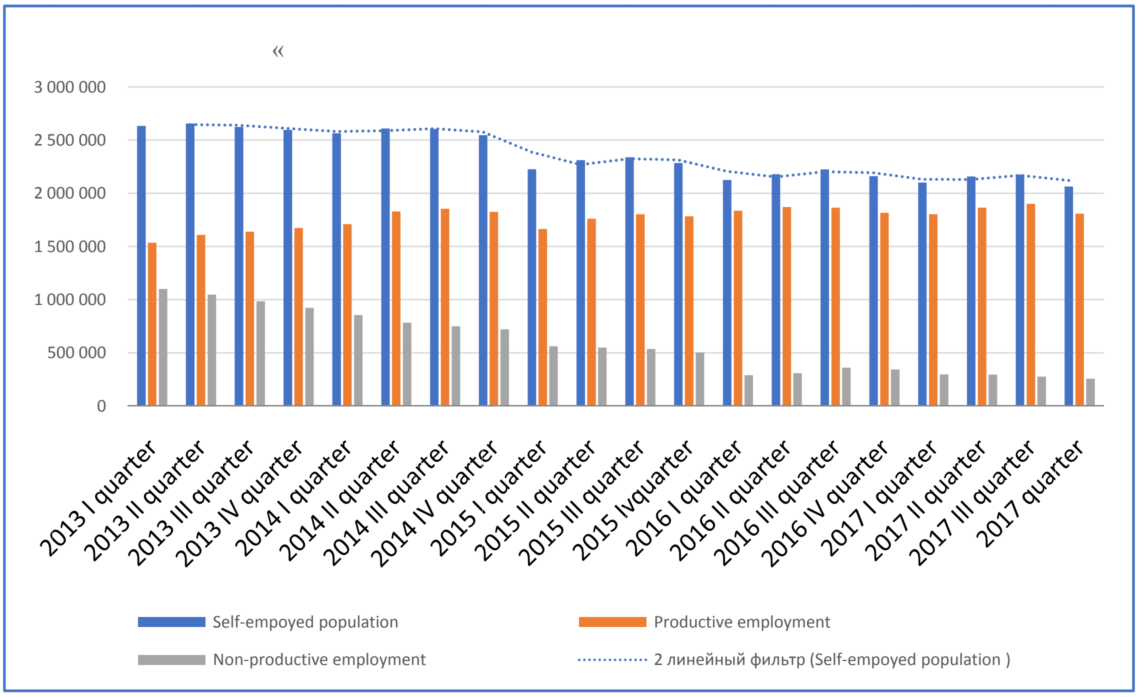

Figure 2– Dynamic of self-employed population in Kazakhstan

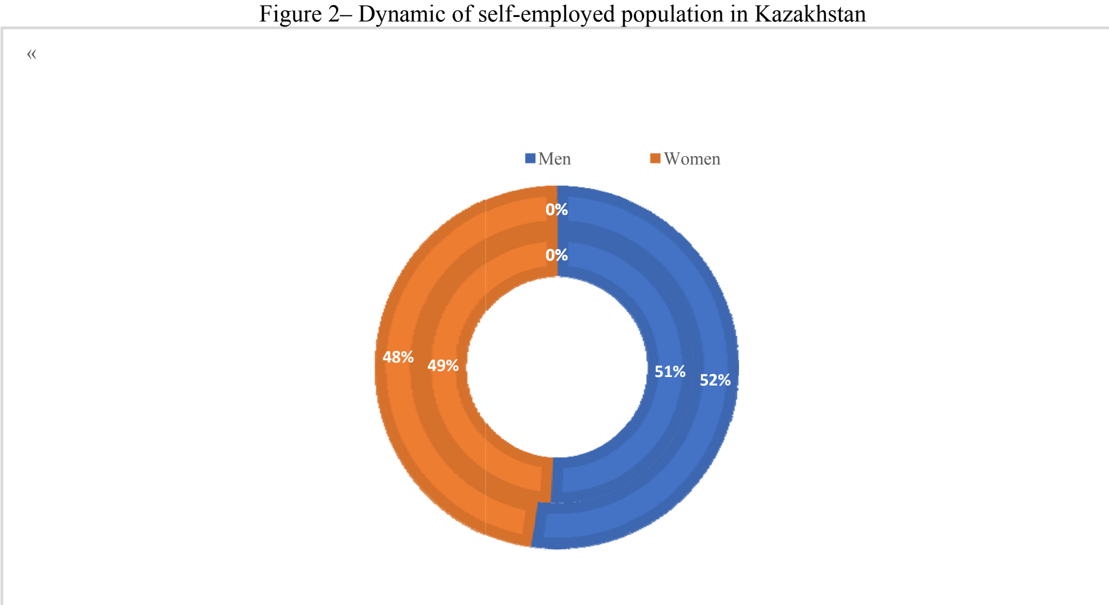

Figure 3 - Gender characteristics of the self-employed population

As shown in Figure 3, the share of self-employed men in the Republic of Kazakhstan is predominant, which is 52% in the second quarter of 2016.

Table 1 shows that the South-Kazakhstan Oblast is an absolute leader in terms of self-employed population. And it also takes the third place in the number of productive jobs - 97.0% in the II quarter of 2016 (100.0% in Astana and 98.2% after the Atyrau region). The best indicator is the fact that the number of self employed in the most economically active regions (Astana - 0.9%, Almaty - 0.2%) and in oil producing regions (Mangystau -1.3% and Atyrau - 0.0%) to be minimal.

Conclusion. Within the framework of the active employment policy of the country, the programs that promote self-employment, entrepreneurial skills and small business are becoming more and more important. Formation of the group of owners and entrepreneurs, growth of the competitiveness of the private sector in the production of goods and services will help alleviate the difficult economic situation and solve social tension in society. For example, propagation of vocational training and retraining is one of the most important aspects of active employment policy in developed countries. This is primarily due to the high intensity of technological and organizational change in the economy, which requires continuous improvement of staff qualifications. The experience of all countries shows that the probability of unemployment is reduced as the qualifications grow. This example is focused on the Kazakhstan labor market, which is a system of training and retraining of personnel under the State Program "Business Road Map -2020".

Table 1 - The number of self-employed in regions of the Republic of Kazakhstan

Self-employed people. Regions of the Republic of Kazakhstan. II quarter of 2016 (thousand people)								
	Self-employed		Productive employment		Self-employed growth		Share in the RK	
	2016/II	2015/II	2016/II	2015/II	2016/II		2016/II	2015/II
Kazakhstan	2 179,2	2 311,6	85,8 %	76,2 %	-132,3	-5,7 %	100 %	100 %
South-Kazakhstan oblast	498,2	507,7	97,0 %	91,8 %	-9,5	-1,9 %	22,9 %	22,0 %
Almaty oblast	248,4	272,4	72,2 %	64,9 %	-24,0	-8,8 %	11,4 %	11,8 %
Zhambyl oblast	228,7	243,8	74,9 %	63,8 %	-15,1	-6,2 %	10,5 %	10,5 %
East-Kazakhstan oblast	189,6	213,9	89,1 %	76,5 %	-24,3	-11,4 %	8,7 %	9,3 %
Kostanay oblast	176,6	183,5	85,9 %	85,2 %	-6,9	-3,8 %	8,1 %	7,9 %
Akmola oblast	144,5	138,4	87,3 %	67,5 %	6,1	4,4 %	6,6 %	6,0 %
Kyzylorda oblast	121,2	104,6	80,4 %	68,1 %	16,6	15,9 %	5,6 %	4,5 %
West-Kazakhstan oblast	118,0	118,2	85,5 %	81,9 %	-0,2	-0,2 %	5,4 %	5,1 %
North-Kazakhstan oblast	96,2	109,4	95,2 %	87,8 %	-13,2	-12,1 %	4,4 %	4,7 %
Karaganda oblast	76,4	111,7	72,2 %	54,0 %	-35,3	-31,6 %	3,5 %	4,8 %
Pavlodar oblast	75,1	92,0	91,9 %	68,0 %	-16,9	-18,4 %	3,4 %	4,0 %
Aktobe oblast	75,1	84,6	69,4 %	59,9 %	-9,5	-11,2 %	3,4 %	3,7 %
Atyrau oblast	29,4	29,4	98,2 %	88,7 %	0,0	0,1 %	1,3 %	1,3 %
Mangistau oblast	12,8	14,1	87,2 %	55,1 %	-1,3	-8,9 %	0,6 %	0,6 %
Almaty city	65,7	65,5	92,5 %	86,6 %	0,2	0,2 %	3,0 %	2,8 %
Astana city	23,4	22,4	100,0 %	95,2 %	0,9	4,2 %	1,1 %	1,0 %
Note: The calculations were made by Ranking.kz based on the data of the Committee of Statistics of the Ministry of National Economy of the Republic of Kazakhstan								

Thus, an important step in the industrialization of the country was the implementation of the State Program «Employment - 2020» adopted by the Government of the Republic of Kazakhstan in 2011. Its main areas are:

- training and employment of self-employed, unemployed and people with disabilities on the labor market;
- promoting entrepreneurship development in rural areas and increasing labor mobility.

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Г.А. Садыханова, Г.К. Иляшова, М.А. Сақыпбек

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ӨЗІН-ӨЗІ ЖҰМЫСПЕН ҚАМТУДЫҢ ПАЙДА БОЛУЫНЫҢ АЛҒЫ ШАРТТАРЫ ЖӘНЕ ДАМУ ТЕНДЕНЦИЯЛАРЫ

Аннотация. Мақалада Қазақстан Республикасындағы өзін-өзі жұмыспен қамтудың алғы шарттары, жағдайы және даму тенденциялары қарастырылған. Жеке сектордағы іскерлік белсенділіктің басымдығы және табыс алудағы қызығушылықтың артуы, әрбір еңбекке жарамды халықтың жауапкершілігінің барлығы нарықтық қоғамда ерекше мәнге ие болып келеді. Сондықтан да мақаланың мақсаты - нарықтық қатынастарға тән элемент болып келетін өзін-өзі жұмыспен қамтудың қазақстандық нарықтағы даму тенденцияларын көрсету және оның жағдайын талдау. Өзін-өзі жұмыспен қамтудың әлемдік практикасына барлау жүргізе отырып, оның отандық еңбек нарығындағы жағдайына статистикалық талдау жүргізілді. Сонымен қатар мақалада елдегі жұмысбастылықтың тиімділігін арттыру бойынша қабылданып жатқан мемлекеттік іс-шаралар негізінде оның негізгі бағыттары анықталған.

Тірек сөздер: жұмысбастылық, жұмыссыздық, өзін-өзі жұмыспен қамту, нарықтық экономика, бизнес, кәсіпкерлік.

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Г.А. Садыханова, Г.К. Иляшова, М.А. Сақыпбек

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

ПРЕДПОСЫЛКИ ВОЗНИКНОВЕНИЯ САМОЗАНЯТОСТИ И ТЕНДЕНЦИИ ЕЕ РАЗВИТИЯ В РК

Аннотация. В статье рассматривается предпосылки, условий и тенденции развития самозанятости в Республике Казахстан. Увеличение социальной и деловой активности граждан в частном секторе, ответственности каждого трудоспособного за самообеспечение имеет на рынке особое значение. И поэтому цель данной статьи – выявить тенденций развития самозанятости на казахстанском рынке труда как обязательный объективно присущий элемент рыночных отношений и анализировать его состояние. Проведена оценка потенциала самозанятости на мировой практике и сделан статистический анализ состояния отечественного рынка труда. А также анализируя эффективность принятых государственных программ в области занятости РК определены основные направления деятельности.

Ключевые слова: занятость, безработица, самозанятость, рыночная экономика, бизнес, предпринимательство.

Information about authors:
Gulnara Sadykhanova - Candidate of Economic Science, Associate Professor;
Head of Economy Department, Al-Farabi Kazakh National University;
Guliya Ilyashova – Master of Science, 2nd year Ph.D student, Al-Farabi Kazakh National University;
Mereke Sakypbek - Master of Science, 3rd year Ph.D student, Al-Farabi Kazakh National University.

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A.A.Askerov

Kazakh National University named after al-Farabi, Almaty, Kazakhstan.
e-mail: Askerov.askar@gmail.com

ACADEMIC ENTREPRENEURSHIP AS A MECHANISM FORMING THE COMMERCIALIZATIONS OF SCIENTIFIC RESEARCH WORKS IN THE HIGHER SCHOOL OF KAZAKHSTAN

Abstract: The relevance of the article is caused by the problem of increasing competition in the global market of educational services. Universities are looking for ways and means to improve their competitiveness.

The purpose of the article is to review the experience of academic entrepreneurship of foreign universities and theoretical analyzes of the research work of various authors devoted to the study of the mechanisms of academic entrepreneurship. As a result of the study, several types and forms of academic entrepreneurship were examined and disclosed. Also considered various approaches to the formation of academic entrepreneurship in higher education institutions of Kazakhstan.

The conclusion that to maintain competitiveness, it is required to develop and support the institution of academic entrepreneurship. The importance of the study: the analysis revealed several areas and emphasis on which will allow Kazakhstani universities to be included in the number of higher education institutions. Materials can be useful in developing programs for the development of universities.

Keywords: academic entrepreneurship, transfer of scientific technologies, spin-off, start-up.

Introduction. During the XX century, many scientists in the field of science and technology adhere to a certain ethic, the traditional postulate that considered the openness of information, where it was a key, invariable value. This ethic lies in the fact that the results of the research were to be published as soon as possible and were accessible to all. Also, other research projects should have quick and unrestricted access to the results of research and other scientific research of scientists.

In modern conditions, the picture of the current realities is completely different. Over the past thirty years, many combinations of legislation and financial incentives for scientists have been changed. A lot of foreign universities and research institutes adhered to certain exclusive features, where, through intellectual property and, in particular, patents, they took institutions to a new level. Now it's no secret that many foreign research universities have become essentially an academic enterprise, where scientific research of scientists has become a commodity of sales or attraction of investments. There is also another pattern in foreign universities at the end of the 20th century. This feature became the function "Research", which became the main prerogative of the training of students.

This change or phenomenon was called "the first revolution of the academic environment" [9]. Abroad, the term "academic entrepreneurship" (English) - "academic entrepreneurship" is widely used.

It follows that the source of entrepreneurship in the academic environment was research and scientific transfer of technology.

The relevance of this article is that academic entrepreneurship in the form in which foreign universities can become one of the main drivers of the development of not only Kazakhstani education, but also the development of innovative technologies, the economy and other spheres.

The general definition of academic entrepreneurship is foreseen, by different scientists, for different reasons, researchers define academic entrepreneurship as a scientist's activity that is not part of his daily duties at the university. Among such activities, it is possible to note tutoring on the side, consulting, conducting trainings and seminars at industrial enterprises, joint projects of representatives of universities and industry, patent activities, etc. [1].

However, the same term is also used to define a wider range of knowledge transfer activities. Thus, some more broadly this term is presented in the works of S. Nabi and J. Zhang, which academic entrepreneurship is considered as the main way of economic development and increasing the competitiveness of the country and the region [2, 3]. At the same time, researchers A. Sikula and M. Wood narrow the potential of academic entrepreneurship to the possibility of satisfying the needs of a university or an individual academic entrepreneur [4, 5].

The key difference between the academic field of entrepreneurship and other entrepreneurial professions is that often enterprises tend to focus on the profit and distribution of their product, while researchers, when making profits, further invest in promoting the academic field. Many, if not most, academics are connected with the university, teachers or students, where they are sometimes limited by opportunities or obligations to the university, while business enterprises do not support such ties.

In world practice, academic entrepreneurship is divided into three types, informal, non-profit and formal commercial activities. Table 1.

Table 1 - Types of academic entrepreneurship

№	Name	Definition	Types
1	Informal commercial activities	It is realized through commercial transactions and is based on knowledge that can not be protected using formal methods, but only by other means, such as copyright or trademark.	Software, literary or artistic works, industrial designs of plants or breeds of animals, counseling, contract research, etc.
2	Non-commercial activity	It is based on unprotected knowledge and is implemented to enhance the social well-being of an academic entrepreneur.	Providing an informal council, conducting public lectures, organizing exhibitions and publishing books for a wide audience, informal consultations, etc.
3	Formal commercial activities	Activities involve activities focused on technological inventions that can be protected through formal methods and through formal institutions.	Activities include licensing and the formation within the university of research and development structural units (such as, for example, spin-off, start-up, etc.).

* The table was made by the author

The most common forms of academic entrepreneurship in Kazakhstan universities include the technology of spin-offs and business incubators, but so far in the modern history of Kazakhstan, not so well-known scientific projects that would have been known to the whole world. The reason for this problem are gaps in structural units in universities, namely:

- provision of necessary infrastructure (laboratory, equipment);
- selection of personnel for the implementation of the project;
- search and attraction of investors to research projects;
- advising scientists on licensing and patenting;
- protection of intellectual property;
- Advising and assisting scientists in creating spin-offs.

If you give an example of one foreign university such as Stanford University, then its fund for 2011 is about $ 20 billion [2].

The success of academic entrepreneurs in the United States is supposed in two aspects: the first entry into the Beych-Dole Act and the second many academic entrepreneurs mainly work in universities where they conduct their research and business projects. This provides universities with a sustainable set of good researchers and developers who focus on innovation, and provide scientists with a reliable source of income while they invest in their revenues for further innovation projects. In addition, universities are often sources of funding for researchers and their projects, although there are also funding at the state level.

Many foreign universities take very seriously the signing of contracts with scientists, in which research or innovation has been highly dependent legal with the university.

The success of the USA in the institution of an academic entrepreneur would not have been without the adoption of the Beych-Dole Act.

Since the entry into force of the Beich-Dole Act, there has been a significant increase in the commercialization of the transfer of university technology. When academic entrepreneurship began, there were two main aspects of technology transfer: patenting and licensing.

In modern conditions, this institution academic entrepreneurship for 37 years has different regions in different regions. An example is the comparison between academic entrepreneurs USA and Europe, where there are a number of differences.

Firstly, academic entrepreneurship employees working in the United States are considered employees of their respective university, and in Europe they are considered "civil servants". In addition, there is usually a much stronger sense of competition between researchers in the US, because they have to fight for the source of funding their projects, and the European system does not show such a strong dependence, and as a result, more attention is paid to "systematic interaction between institutional boundaries" .

The strongest result that arises from this difference between the eastern and western applications of academic entrepreneurship is the impact on the salaries of researchers. For the United States, compensation for its researchers is decentralized, which gives universities a deep autonomy in determining how much they want to pay their employers. This means that in many cases the salary of US academic entrepreneurship is determined primarily by their productivity in the laboratory and their research. In Europe, on the other hand, compensation is centralized, and therefore universities do not have such autonomy. Compensation is instead determined by the state, which creates a standard rate for all in the same profession.

In addition, the United States has a multi-level, decentralized system for the decision-making process for research, which means that the approval of research comes from a number of policy levels (including federal, state and local) and agencies (public, private, funds, etc.). . On the other hand, a centralized European system receives approval from only a few levels.

Hence the culture itself. Academic entrepreneurship is a way of transferring knowledge and technology from the scientific and educational fields to private business, which in turn contributes to the innovation and competitiveness of the economy, especially in the small medium business sector. That is why many countries support academic entrepreneurship as part of their small medium business support policy.

In order to develop academic entrepreneurship in Kazakhstan, we propose several actions:

1. combine all available resources (human, organizational, financial) existing scientific parks, departments of universities and support of entrepreneurship, which will make the system of supporting academic entrepreneurship more efficient;

2. form a clear vision, define an ambitious mission and create a brand that can actualize existing commitments and expectations, and help in identifying the phenomenon of academic entrepreneurship;

3. attract international partners who are known for their success in creating an effective ecosystem of academic entrepreneurship;

4. create "exemplary" successful spin-off projects. Several success stories will contribute to the development of entrepreneurial culture in the scientific and educational spheres;

5. Training in entrepreneurial skills should become one of the priorities for Kazakhstani universities;

6. "Unblocking" of scientific knowledge by institutions that are not able to ensure the practical use of their patents.

All these steps can stimulate the development of the ecosystem of academic entrepreneurship.

Conclusion. Academic entrepreneurship, at whatever level of development it may be, contributes to the country's innovation and the development of its competitive advantages.

According to many researchers, the process of forming entrepreneurial skills should begin at the earliest possible age, since students and students have modern thinking and are able to offer effective business ideas.

Undoubtedly, a significant role in the national development of academic entrepreneurship is played by the state, which forms the legislative base regulating the process of formation of high technologies and their commercialization. This approach to the development of academic entrepreneurship exists in China and the Republic of Korea, where the state not only forms an innovative strategy for universities and enterprises, but also financially supports venture enterprises.

This institution requires a lot of effort and the attention of Kazakhstan universities themselves, if we want to create SMARTCITY, then first of all it is necessary to make increased attention to the development of SMARTUniversity.

We are sure that the AE phenomenon can accelerate the spread of knowledge-intensive companies throughout Kazakhstan.

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А.А. Аскеров

әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан.

АКАДЕМИЯЛЫҚ КӘСІПКЕРЛІК ҚАЗАҚСТАН ЖОО-ЛАРЫНДА ҒЫЛЫМИ-ЗЕРТТЕУ ЖҰМЫСТАРЫН КОММЕРЦИЯЛАНДЫРУ МЕХАНИЗМІ РЕТІНДЕ

Аннотация: Мақаланың өзектілігі білім беру қызметініңжаһандық нарығында бәсекелестіктің өсуіне байланысты. ЖОО-лар өздерінің бәсекеге қабілеттілігін арттыру жолдары мен әдістерін іздейді.

Мақаланың мақсаты – шетелдік ЖОО-лардың академиялық кәсіпкерлік тәжірибесін қарастыру және әртүрлі авторлардың академиялық кәсіпкерлік механизмдерін зерттеуге арналған зерттеу жұмыстарына теориялық талдау жасау. Зерттеу нәтижесінде академиялық кәсіпкерліктің бірнеше формасы мен түрі қарастырылды және ашылды. Сондай-ақ, Қазақстан ЖОО-ларында академиялық кәсіпкерлікті қалыптастыруға арналған әртүрлі тәсілдер қарастырылды.

Қорытынды бәсекеге қабілеттілікті қолдау үшін академиляқ кәсіпкерлік институтын дамыту және қолдау қажет екендігі туралы. Зерттеудің маңыздылығы: талдау қазақстандық ЖОО-ларға көшбасшы ЖОО-лар қатарына енуге мүмкіндік беретін бағыттар мен акценттерді анықтады. Материалдар ЖОО-ларды дамыту бағдарламасын әзірлеуде пайдалы болуы мүмкін.

Түйін сөздер: академиялық кәсіпкерлік, ғылыми технологиялар трансфері, спин-офф, старт-ап.

А.А. Аскеров

Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан.

АКАДЕМИЧЕСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО КАК МЕХАНИЗМ ФОРМИРОВАНИЕ КОМЕРЦИАЛИЗАЦИЙ НАУЧНО-ИССЛЕДОВАТЕЛЬСКИХ РАБОТ В ВУЗАХ КАЗАХСТАНА.

Аннотация: Актуальность статьи обусловлена проблемой возрастающей конкуренции на глобальном рынке образовательных услуг. Вузы ищут пути и способы повышения своей конкурентоспособности.

Цель статьи – рассмотреть опыт академического предпринимательства зарубежных вузов и теоретические *анализы* работ исследования различных авторов, посвященных изучению механизмам академическому предпринимательству. В результате изучения были рассмотрены и раскрыты несколько видов и форм академического предпринимательства. Также рассмотренный различные подходы к формированию академического предпринимательство в ВУЗах Казахстана.

Вывод о том, что для поддержания конкурентоспособности требуется развивать и поддерживать институт академического предпринимательства. Значимость исследования: анализ выявил несколько направления и акцент на которых позволит казахстанским вузам вывести в число вузов-лидеров. Материалы могут быть полезны при разработке программ развития вузов.

Ключевые слова: академическое предпринимательство, трансфер научных технологий, спин-офф, старт-ап.

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B.U. Syzdykbayeva[1], Zh.S. Raimbekov[1],
E. Amirbekuly[2], B.A. Zhumatayeva[1], J.O. Ryskulova[1]

[1] Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;
[2] Kazakh University of Economics, Finance and International Trade, Astana (e-mail: zh_raimbekov@mail.ru)

MACROECONOMIC ANALYSIS OF THE IMPACT OF THE REAL SECTOR OF THE ECONOMY AND MONETARY POLICY INSTRUMENTS ON THE ECONOMIC GROWTH OF KAZAKHSTAN

Abstract. The macroeconomic analysis of the impact of monetary policy instruments on the development of the real sector of the economy of Kazakhstan was conducted in the article. It is established that the most important factor of economic growth in the studied sectors is loans to these sectors at the appropriate rate. It is revealed that GDP growth in some sectors of the real sector (manufacturing, construction, wholesale and retail trade) is very sensitive to changes in the volume of loans and interest rates. This allows to stimulate economic growth in the studied sectors of the national economy through the competent application of monetary policy instruments in the long run.

Keywords: monetary policy, real sector of the economy, economic growth, instruments of monetary policy

Modern studies devoted to the analysis of the impact of monetary policy on the dynamics of indicators of the real sector, are empirical in nature and demonstrate the application of various econometric methods. The authors of these papers confirm the existence of statistically and economically significant interrelations between changes in the values of monetary policy instruments and indicators of the real sector of the economy.

In many studies, the interest rate is considered as an indicator of monetary policy. This is typical for works devoted to the analysis of both the Kazakh economy and the economy of foreign countries. Many authors agree that a positive interest rate shock has a negative impact on economic activity[1]: because of the growth in the interest rate, there is a drop in output, consumption, investment and employment [2, 3]. For example, it is shown that because of the growth of the interest rate by 1 percentage point, the GDP falls by 0.2%, the construction industry's output decreases by 0.5% and the employment decline by 0.2%[4]. It follows from the studies that the drop in the volume of industrial output in this case is 0.6%[5].

The peculiarity of the monetary policy in Kazakhstan, which consists in changing the regime over the past two decades and choosing various targets for its activities over a historical period, has led to the emergence of varietymonetary policy indicators.

Some aspects of the influence of monetary policy tools, modelling and forecasting issues, based on the existing tools of the monetary policy, were investigated in the works of Kazakh scientists Mukhamediev B.M., Sembieva L.M., IshuovaZ.Sh.[6 - 8].

Based on the foregoing, determining the impact of the current monetary policy on economic activity in Kazakhstan proves to be quite important for choosing the priorities and content of the monetary authorities' policy for the fulfilment of certain tasks of economic development. The purpose of this study is to determine the impact of the National Bank of Kazakhstan on the dynamics of the main indicators of the real sector of the Kazakh economy.

Analysis of the state and factors of economic growth

The average annual growth of the economy of Kazakhstan in the period from 2000 to 2007 amounted to 10% - 10.2%, and from 2010 to 2014 was about 6%. In 2015 - 2016 years, the economic growth slowed to a level of 1-1.2%, which is due to external economic shock: oil quotations have fallen, respectively, the growth of incomes of the population has slowed. The National Bank limited consumer lending and the conditions on the liquidity market deteriorated, aggregate demand began to contract[9].

The largest adverse impact on the Kazakh economy was a significant decline in prices for oil and metals in the world market, a drop in demand for Kazakhstan's exports due to the recession and the slowdown in the growth of the economies of Russia, China and the Eurozone.

This is the lowest growth rate compared to 2000.

The devaluation led to a loss of confidence in the monetary policy of the national regulator and did not solve the key problems of Kazakhstan's monetary policy.

In Kazakhstan, traditionally, household spending was the main driver of growth. The share of their contribution to the growth of the economy was 65-90% in 2010-2013; in 2014, this figure was reduced to 5%.

By the end of 2015, the agricultural, construction and service sectors made a positive contribution to GDP growth. The decline in industrial production had anegative impact.

The growth was due to an increase in final government spending (by 1.9%), households (by 1.4%), non-profit organizations serving households (by 3.5%), as well as expenses for the accumulation of fixed capital (growth of 2.8%).

In 2016, GDP growth was 1.2%. So, the positive contribution to GDP growth in 2016 was provided by such sectors as construction (0.5 percentage points), transport (0.3 percentage points) and agriculture (0.3 percentage points). The decline in the extractive industry sector made the largest negative contribution to GDP (-0.3 percentage points).

The main factors of economic growth for 2016-2017 are positive trends in industry, construction, acceleration of growth in the areas of agriculture and transport, growth in lending to the economy, increased investment activity, increased exports of finished goods,implementation of the State Program "NurlyJol", anti-crisis measures, and launch of the Kashagan project.

Thus, Kazakhstan economy for the third consecutive year, since 2014, continues to reduce growth rates.

Since early 2017, Kazakhstan's economy has entered a trajectory of recovery growth. Industrial production is growing at a faster pace, while other sectors of the economy are showing a gradual recovery. According to the results of 7 months of 2017, GDP growth was 4.2%. Drivers of economic growth are all the basic industries that are part of the short-term economic indicator (agriculture, industry, trade, transport and communications), as the share of these sectors in the GDP is 63.64%.

The main instrument of counter-cyclical economic policy for the medium-term period will be the implementation of the State Program for Infrastructure Development «NurlyJold», which will ensure the levelling of the influence of negative external factors [10].

The problems of the economy are chronic and fundamental and cannot be resolved by point measures, such as easing monetary policy or adjusting budget expenditures. These measures can bring a short-term success [9, p.17].

The reasons for the above problems lie in the weakness of the market environment caused by the dominance after the 2008-2009 crisis of state regulation of the market environment ("manual management"), the expansion of the quasi-public sector and development institutions.

Based on the foregoing, it can be concluded that the Kazakh economy is more adequate than the option of financial stabilization, but an industrial one, proceeding from the immediate orientation to raising production and restructuring the economy. Economic growth in this case from the very beginning is an integral part of macroeconomic stabilization, while with financial stabilization it acts as its derivative.

The monetary policy pursued by the National Bank of the Republic of Kazakhstan, based on generally accepted principles and instruments in the world practice, does not fully ensure the fulfilment of macroeconomic tasks. It is mainly aimed at curbing inflation. In addition, this policy hinders the possibility of a bank loan to ensure economic growth because of the high price and stringent conditions for its provision.

Kazakhstan during the financial crisis made changes in the tools of the monetary policy, but it did not change its current regime. Just like the developed countries, Kazakhstan used non-traditional measures to overcome the financial turmoil. The National Bank of the Republic of Kazakhstan was forced to shift the focus from control over inflation to maintaining the stability of the banking system. Measures have been strengthened to increase the liquidity of banks and to maintain the continuity of settlements.

Currently, the purpose of the monetary policy is price stability, which implies achieving and keeping inflation at a low level. In these conditions, inflation targeting is preferred for Kazakhstan by the monetary policy regime.

The most important issue, insufficiently disclosed in Kazakhstan's economic literature, is the problem of the impact of the monetary policy on economic growth.

A study of literature on this topic shows that such studies are mainly conducted within the framework of the influence of the monetary policy on the growth of GDP as a whole, rather than its breakdown by economic activities.

We believe that it will be more appropriate to study the influence of monetary policy on various types of economic activity, taking into account that some studies show that such influence is not the same in different sectors of the economy [9].

Analysis and study of macroeconomic indicators of Kazakhstan by researcher Zh. Ishuyeva allows us to determine the percentage of variation of each economic shock in order to further improve the projected data of the monetary policy and economic growth [8, p.4].

In work [11], the impact of the Central Bank's monetary policy on economic growth was examined, where the thesis was confirmed that the tools and methods of this policy could only have an indirect effect on economic growth. This is due to the fact that the capacity of central banks to address these issues is limited not only by their mandate, but also by the list of monetary methods and instruments used.

Research Methodology

To verify these theses, we built an econometric model of the impact of monetary policy on the growth of output for various types of economic activity in Kazakhstan.

As the types of economic activity analyzed, the following sectors of the national economy were selected, in which about 60% of the country's GDP was produced over the period 2003-2015: manufacturing, agriculture, wholesale and retail trade, transport, construction.

As the tools of the monetary policy are selected: the rate for loans in the industry, the volume of lending to the industry, the level of monetization of the economy, consumer price indices or tariffs in industries, private deposits of individuals in banks.

All the data for the calculations were obtained from the official websites of the National Bank of the Republic of Kazakhstan and the Committee on Statistics of the Republic of Kazakhstan (annual data for the period 2003-2016).

The result of the macroeconomic analysis of the impact of the real sector of the economy and monetary policy instruments on economic growth

Before constructing the model, a standard procedure for checking variables for interdependence (multicollinearity) was carried out. For this, a matrix of pair correlation coefficients was constructed, which is reflected in Table 1.

As can be seen from the matrix, loan indicators, monetization of the economy and deposits of individuals have a very close interconnectedness. Given the under-utilized credit potential in Kazakhstan's economy, it was decided to include in the model loans to the non-financial sector of the economy.

Table 1 - The Matrix of Pair Coefficients of Correlation of the Parameters of the Monetary Policy of the Republic of Kazakhstan for 2016

	loan rate	Credits	monetization level	Consumerpriceindex	privatedeposits
oan rate	1				
oans to the non-financial sector	-0,5295	1			
evel of monetization of the economy	-0,6624	0,6508	1		
Consumer price indices	0,1805	0,0251	0,0782	1	
private deposits of individuals in banks	-0,5214	0,9649	0,4949	0,0066	1

Source: Authors' calculations

To assess the impact of monetary policy on GDP growth in selected sectors, the following equation was evaluated:

$$\Delta Y = \beta_0 + \beta_1 \times \Delta i + \beta_2 \times \Delta l + \beta_3 \times \Delta CPI,$$

where ΔY-change in GDP by economic activity; Δi- change in interest rates on loans; Δl- change in the volume of loans; ΔCPL - change in the consumer price index; β_1 , β_2 ,β_3 - coefficients of proportionality of the change in Y with changei, l, CPI.

To study the relationship between changes in indicators and growth of output for selected types of economic activity, multiple regression equations were constructed. The evaluation of the quality of the obtained multiple regression equations showed that of the selected six types of economic activity in only three (manufacturing, construction, wholesale and retail trade), there is a link between GDP growth and monetary indicators.

Further, a matrix was constructed from the coefficients of the regression equations obtained to describe the output growth from the change in the selected indicators (Table 2):

Table 2 - Matrix of the coefficients of the multiple regression equations for the real sector of the economy of the Republic of Kazakhstan

Indicator	Sector				
	manufacturingindustry	trade	construction	transport	Agriculture
Loans	11,1	2,1	1,42	3,13	0,055
Interest rates	-4,0	-13,3	-8,3	-7,3	-16,4
Inflation	-0,46	-0,10	-0,43	-0,072	-1,27

Source: Authors' calculations

Based on the data in Table 2, the following conclusions can be drawn.

First, the most important factor of economic growth in these industries is loans to these sectors at the appropriate rate. Therefore, in industry, an increase in the volume of loans by 1% causes GDP growth by 0.157%, all other things being equal.

Secondly, the growth of interest rates on loans leads to a decrease in economic growth in the sectors under consideration. In particular, an increase in interest rates by 1% leads to a decrease in GDP growth in processing industries by 0.30%, other things being equal.

Table 3 - Parameters of the regression model between GDP and the instruments of monetary policy of the Republic of Kazakhstan

	Coefficientsofregression					Coefficientofdeter minationR^2
	Constantcoefficient	Interestrateonloans, %	Amount of loan, mln. tenge	The level of monetization of the economy, %	Price / tariffindex, %	
Manufacturin g industry as a whole	25300,1	-1965,4	32,3	-97,3	34,9	0,99
industry	30308,7	-2113,8	31,69	-54,9	-29,3	0,98
Construction	55617,3	-2242,4	23,32	-1514,4	1025,5	0,87
trade	51549,9	-2417,8	15,42	-901,9	187,3	0,98
agriculture	62934,7	-3932,0	17,7	-566,0	-23,1	0,96
transport	17232,1	-1200,4	65,5	-26,1	-106,0	0,95

The rate on loans to the real sector of the economy has a negative impact on economic growth. An increase in the loan rate by 1% has the greatest impact on agriculture (3932.0 million tenge), the least - on transport (1200.4 million tenge).The volume of credit to the economy sectors positively influences the growth of the economy, with the largest impact on the transport (growth of the volume of transport services by 65.5 million tenge) and industry (31.69 million tenge), the lowest - for agriculture (17.7 million tenge) and trade (15.42 million tenge).The level of monetization of the economy adversely affects the growth of the economy, with the greatest impact on construction (-1514.4 million tenge) and trade (-901.9 million tenge). The increase in the price level and the volume of the loan for 1 unit in construction positively affects GDP growth, respectively, by 1025.5 million tenge and 23.32 million tenge.

Coefficients of correlation between output by the manufacturing industry, transport and the level of monetization of the economy and the price / tariff index were not significant. Therefore, these indicators were removed from further calculations.

The level of monetization and the price / tariff index in the sectors under consideration have not an unambiguous impact on economic growth. In general, the increase in the level of monetization negatively affects the growth of the economy. The growth of tariffs and prices positively affects industry and construction, negatively - on agriculture.

In general, the study showed that over the period 2003-2016. The influence of the monetary policy on GDP growth in different sectors of the economy was not the same. Nevertheless, it was revealed that GDP growth in some sectors (manufacturing, construction, wholesale and retail) is very sensitive to changes in the volume of loans and interest rates. Consequently, the National Bank, by facilitating an increase in credit investments in the economy of Kazakhstan, can stimulate economic growth in these sectors of the national economy.

The high degree of saturation of the economy by the money supply does not necessarily carry a significant inflationary component[12]. A high level of monetization of the economy can be with low inflation, which is clearly shown in Table 4.

The presence of high interest rates makes the economy and CIS producers uncompetitive. For financial support of economic growth, it is necessary to reduce rates, increase the level of monetization and, on the basis of economic development, to ensure GDP growth.

Table 4 - Indicators of monetization, inflation and domestic credits of economies of some countries (as of 01.01.2016)

Country	The level of monetization of the economy	Domesticcredit,% of GDP	GDP percapita, USD	Inflation rate,%
Russia	60,26	52,4	12735,9	7,2
Belarus	30,76	42,8	8040	18,1
Kazakhstan	33,7	37,6	12276,4	3,4
Ukraine	61,07	110	3082,5	14,7

Source: Data[12]

Monetization of the economy is a key factor in solving the problems of accelerated economic growth. There is an objective relationship between the level of monetization and the degree of development of the country's economy, which is confirmed by statistical data. This pattern can be a proof that an unconditional factor of increasing the country's wealth level in the long term is the presence of a non-inflationary environment to increase the level of monetization of the economy.

In Kazakhstan, the lowest level of monetization in 2016 was -33.7% (Table 4). That is, despite the steady growth of the money supply in the RK, its level remains insufficient to ensure high rates of economic growth.

In general, the study showed that over the period 2009-2016, the impact of monetary policy on GDP growth in different sectors of the economy was not the same. Nevertheless, it was revealed that GDP growth in some sectors (manufacturing, construction, wholesale and retail) is very sensitive to changes in the volume of loans and interest rates. Therefore, the National Bank of the Republic of Kazakhstan, by facilitating an increase in credit investments in the economy of Kazakhstan, can stimulate economic growth in these industries without increasing inflation

The directions of monetary policy are determined by the tasks of the National Bank aimed at reducing inflation, ensuring the stability of the national currency, and creating the conditions for the functioning of the financial system of the country relevant for the relevant period.

Conclusions. An analysis of the impact of monetary policy on the growth of the country's economy showed that Kazakhstan's economic growth over the past two years has been at a minimum level over the past five years, and expectations for 2017 are connected with its further deceleration. Against the background of other countries, participating in the Eurasian Economic Union, Kazakhstan demonstrates higher indicators. Nevertheless, almost all the growth is provided by the production of services, while the contribution of production of goods to GDP growth, unlike the partners in the EAEU, remains insignificant.

The conducted research showed that for the period of 2003-2016 the influence of monetary policy on GDP growth in different sectors of the real sector of the economy was not the same. Nevertheless, it was revealed that GDP growth in some sectors (manufacturing, construction, transportation, wholesale and retail trade) is very sensitive to changes in the volume of loans and interest rates. Consequently, the National Bank, by facilitating an increase in credit investments in the economy of Kazakhstan, can stimulate economic growth in these sectors of the national economy.

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Б.У. Сыздықбаева[1], Ж.С. Райымбеков[1], Е.Әмірбекұлы[2], Б.А. Жұматаева[1], Ж.О.Рыскулова[1]

[1]Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана;
[2]Қазақ экономика, қаржы және халықаралық сауда университеті, Астана

ҚАЗАҚСТАННЫҢ ЭКОНОМИКАЛЫҚ ӨСУІНЕ АҚША-НЕСИЕ САЯСАТЫНЫҢ ҚҰРАЛДАРЫ МЕН НАҚТЫ ЭКОНОМИКА СЕКТОРЫНЫҢ ӘСЕРІН МАКРОЭКОНОМИКАЛЫҚ ТАЛДАУ

Аннотация. Мақалада Қазақстанның экономикалық өсуіне ақша-несие саясатының инструменттері мен экономиканыңнақты секторының әсерін макроэкономикалық талданды. Зерттеліп отырған салалар бойынша экономикалық өсуге әсер ететін ең басты факторлар - несие көлемі мен пайыздық ставкалар екені белгілі болды. ЖІӨ өсуіне кейбір нақты экономика салаларындағы (өңдеу, құрылыс, сауда) несие мен пайыздық ставка өте сезімтал екені анықталды. Бұл зерттелініп отырған салаларды ұзақ мерзім аралығында ақша-несие инструменттерін сауатты түрде қолдану арқылыэкономикалық өсуін ынталандыруға мүмкіндік береді.

Түйін сөздер: ақша-несие саясаты, экономиканың нақты секторы, экономии-калық өсу, ақша-несие саясаты инструменттері.

Б.У. Сыздыкбаева[1], Ж.С. Раимбеков[1], Е. Амирбекулы[2], Б.А. Жуматаева[1], Ж.О. Рыскулова[1]

[1]Евразийский национальный университет им. Л.Н. Гумилева, Астана;
[2]Казахский университет экономики, финансов и международной торговли, Астана

МАКРОЭКОНОМИЧЕСКИЙ АНАЛИЗ ВЛИЯНИЯ РЕАЛЬНОГО СЕКТОРА ЭКОНОМИКИ И ИНСТРУМЕНТОВ ДЕНЕЖНО-КРЕДИТНОЙ ПОЛИТИКИ НА ЭКОНОМИЧЕСКИЙ РОСТ КАЗАХСТАНА

Аннотация. В статье проведен макроэкономический анализ влияния инструментов денежно-кредитной политики на развитие реального сектора экономики Казахстана. Установлено, что наиболее важным фактором экономического роста в исследуемых отраслях выступают кредиты этим отраслям по соответствующей ставке. Выявлено, что рост ВВП в некоторых отраслях реального сектора (обрабатывающие производства, строительство, оптовая и розничная торговля) очень чувствителен к изменению объема кредитов и процентных ставок. Это позволяет стимулировать экономический рост в исследуемых отраслях национальной экономики посредством грамотного применения инструментов денежно-кредитной политики в долгосрочном периоде.

Ключевые слова:денежно-кредитная политика, реальный сектор экономики, экономический рост, инструменты денежно-кредитной политики.

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G.A. Turmakhanbetova

JSC "Financial Academy", Astana c.
turgalat@mail.ru

IMPROVEMENT OF THE MECHANISM OF THE FUNCTIONING OF THE FINANCIAL SYSTEM IN THE REPUBLIC OF KAZAKHSTAN

Abstract. According to the author, Kazakhstan has been showing stable economic growth for 16 years and overcame the peak of structural economic transformations that has become the most painful after achieving financial stabilization, and has also achieved notable successes, realizing its own strategy and tactics of economic reforms. However, there are still a lot of topical problems whose solution requires focus on the cornerstone: first, an assessment of the improvement of the available financial system; and secondly, the mechanism for its functioning to date has identified the needs and assessments of the professionalism of financial services personnel and their ability to implement these tasks. And for the effective functioning of the financial system, a reorientation of the economy is needed, requiring large financial investments, that is, finding sources of structural changes, determining the ratio between state funds in the form of budgetary appropriations and own means of enterprises.

Keywords: finance, system, budget, mechanism, state, revenues and expenditures.

Introduction. In Kazakhstan, for twenty years of independence, the system of economic and social relations has completely changed. Since the beginning of the 1994 global economic reforms, financial stabilization has largely been achieved, the privatization of all state property is nearing completion, production has been rising. Almost complete liberalization of prices and the abolition of most of the restrictions in the sphere of foreign trade.

The financial system is an integration type system, characterized by a close connection of its constituent elements (subsystems) and the fact that none of its subsystems can exist independently: finance, on the one hand, expresses part of the production relations and therefore is an element of the system of these relations, with another - represent a system consisting of interrelated elements that have their own functional properties. In finance, you can name as functional subsystems such as tax, budget, financial plans (forecasts), budget financing, financial indicators, etc.

Methods of research. Three well-known elements of the triangle of knowledge - education, scientific research, innovation - are often underestimated for the development of a successful economy. In addition, the combination and synchronization of these three different industries form the basis for economic success.

The discussion of the results. In market relations the functioning of the economy commodity-money relations are regulated by the state to a much lesser extent. The main regulators are the supply and demand of goods, works, services. Outside of commodity relations, finances can not exist. Only with the exchange of goods, services, and their sale for a certain monetary equivalent of commodity producers is formed a monetary gain. Revenues from the sale of products, works, services should be allocated to the corresponding funds of funds, which are used to recover the expended means of production, labor. And the value of the surplus product must be distributed to parts that satisfy the economic interests of all participants in social production, the reproduction sphere, the disabled members of society, and the creation of insurance funds and resources.

To implement the reorientation of the economy, large financial investments are needed, so the important problems are to find sources of structural changes, to determine the ratio between state funds in the form of budgetary appropriations and own means of enterprises.

The state budget as an economic management tool has an integrated impact on social production as a financial document, as an economic lever; and as an incentive.

The state budget is the central link of the financial system. It finds the interconnection of various types of income, expenditure and government loans. The income part contains a list of incoming funds, and the expenditure part includes all types of loans. Those the state budget is an economic category that expresses the production relations in the monetary form that arise between the state and other participants in social production in the process of distributing and redistributing the value of the social product.

The state budget is an instrument for implementing state policy and the main source of funds for the implementation of the planned programs. The formation of the revenue part currently has a lot of problems, so frequent adjustments to the tax laws, exacerbating the situation of enterprises, have a negative impact on the production process, and therefore on the state budget. An important issue in the preparation of the state budget is the areas of spending budget funds associated with the implementation of fiscal policy.

At the level of microeconomics, the structure of the financial system consists of primary finance - in enterprises and in households. Their financial activities include two aspects: the formation of money (which occurs through the initial distribution of income) and the expenditure of such funds. Income and expenses are balanced (balanced) as follows. At enterprises, the state of finance is reflected in the profit and loss account (expenses). In the household, the income received (from the use of factors of production) is compared with expenditures (costs of current consumption and savings).

Primary finance at the level of macroeconomics serves as the basis for secondary finance of the state. They are formed as a result of the subsequent distribution (or redistribution) of income mainly through taxes. Taxes are compulsory payments of enterprises and the population, which the state collects taking into account the amount of primary incomes.

Public finance plays an important role in the growth of public consumption, which creates additional demand, expands the domestic market.

One of the most urgent and fundamentally important problems today is the strengthening of the financial system and ensuring the exit of the national economy to the trajectory of growth and social development. This requires consolidating the efforts of the state apparatus and the entire public, the intellectual potential of scientists and the purposeful energy of entrepreneurs. It is from the common efforts and effective actions that the irreversibility depends on the positive shifts that were first achieved on the path to stabilizing the economy and emerging from the crisis.

Prospects for the development of the financial system at the stage of market building of the economy and the ways of its personnel and professional provision should be considered in the context of their role and influence on the functioning of our society. It is common knowledge that finances in the economy are equal in value to the circulatory system of the organism. They create a close intertwining of specific financial spheres, such as - budget, treasury, taxation, social protection, banking or credit, if they are even brought to an ideal state, can not positively influence the economy, since these are separate links in a single chain. They need to be improved simultaneously.

This approach to solving urgent problems requires concentration of attention in the context of two planes: an assessment of the improvement of the existing financial system and the mechanisms for its operation, respectively, of current needs and the assessment of the professionalism of financial services personnel and their ability to implement these tasks. After all, the institutions of the financial system are not abstract formations; they are represented by people who on their shoulders carry a difficult burden of modern financial problems. Only professionalism and responsibility is the key to success in shaping financial management and increasing the effectiveness of the financial system's influence on the social and economic development of society.

In the end, I would like to draw personal conclusions on this work:

The main problem in the financial sphere, in my opinion, is that the quantitative growth of the revenue side of the budget of Kazakhstan and all other important financial indicators is achieved due to a fall in the tenge's exchange rate against the dollar and from revenues from the oil industry, which can lead to a deep economic recession, since the entire financial and economic system depends on the quotation of this raw material in the world market;

In Kazakhstan, the system of lending to small businesses is still not developed. This sector of the economy is very important in a market economy, as the developed countries show that it makes up the bulk of GDP. Agriculture after the collapse of the Soviet Union was in a difficult situation, so the priority task of the state at the moment is to lend through second-tier banks of this industry.

In Kazakhstan, the development of such important financial instruments as credit, deposit and leasing has already begun. In a market economy, their role is to accelerate the formation of seed capital, which is very important in Kazakhstan, where there is a shortage of investments.

Thus, financial control in Kazakhstan is carried out by the financial police and the Ministry of Finance. At the moment, the regulatory and legal framework relating to financial relations is still being reformed, but the existing provisions are sufficient to regulate the financial processes in the Republic of Kazakhstan.

Today, the issue of the surplus of the state budget is acute. This suggests a poorly thought out strategy for spending money. In addition, despite multiple increases in wages for workers in the budgetary sphere, the differentiation of the monetary incomes of the population continues to be strong in our republic. The settlement of this issue in the future may lead to an increase in tax revenues to the budget of the Republic of Kazakhstan.

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Г.А. Турмаханбетова

«Қаржы академиясы» АҚ

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҚАРЖЫЛЫҚ ЖҮЙЕЛЕРДІҢ ФУНКЦИЯСЫНЫҢ ТЕХНИКАСЫНЫҢ ЖЕТІСТІГІ

Аннотация. Автордың пікірі бойынша, Қазақстан 16 жыл бойы тұрақты экономикалық өсімді көрсетіп, қаржы тұрақтылығына қол жеткізгеннен кейін ең ауыр кезеңге айналған құрылымдық экономикалық өзгерістердің шығын еңсерді және экономикалық реформалардың өз стратегиясын және тактикасын жүзеге асырып, елеулі табыстарға қол жеткізді. Дегенмен, өзекті мәселелерге назар аударуды қажет ететін көптеген өзекті мәселелер бар: біріншіден, қолда бар қаржы жүйесін жетілдіруді бағалау және екіншіден, оның жұмыс істеу механизмі қаржы қызметтері персоналының және олардың қызметкерлерінің кәсіпқойлығының қажеттіліктері мен бағалауларын анықтады. осы тапсырмаларды орындау қабілеті. Қаржы жүйесінің тиімді жұмыс істеуі үшін үлкен қаржы инвестицияларын қажет ететін, яғни бюджет қаражаты мен кәсіпорындардың меншікті қаражаты түріндегі мемлекеттік қаражаттың арақатынасын анықтайтын құрылымдық өзгерістердің көздерін табуды талап ететін экономиканы қайта бағдарлау қажет.

Түйін сөздер: қаржы, жүйе, бюджет, механизм, мемлекет, кірістер мен шығыстар

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Г.А. Турмаханбетова

АО «Финансовая Академия», г. Астана, Валиханова, 11.

СОВЕРШЕНСТВОВАНИЕ МЕХАНИЗМА ФУНКЦИОНИРОВАНИЯ ФИНАНСОВОЙ СИСТЕМЫ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. По мнению автора, Казахстан уже 16 лет показывает стабильный рост экономики и преодолел наиболее болезненный после достижения финансовой стабилизации пик структурных экономических преобразований, а так же добился заметных успехов, реализуя собственную стратегию и, тактику экономических реформ. Однако, имеет еще огромное количество актуальных проблем решение которых, требует концентрации внимания краеугольной плоскости это, во-первых, оценка совершенствования имеющейся в наличии финансовой системы , а во-вторых механизм ее функционирования на сегодняшний день определил нужды и оценки профессионализма персонала финансовых служб и их способности к реализации этих заданий. И для эффективного функционирования финансовой системы необходима переориентация экономики, требующая крупные финансовые вложения, то есть изыскание источников структурных преобразований, определение соотношения между средствами государства в виде бюджетных ассигнований и собственными средствами предприятий.

Ключевые слова: финансы, система, бюджет, механизм, государство, доходы и расходы.

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Z.M. Shaukerova, A.A. Bulasheva, D.M. Nurpeisova

Kazakh Agrotechnical University. S. Seifullin
5352189@mail.ru, janusika735912@gmail.com, dinanur92@mail.ru

ANALYSIS OF EFFICIENCY OF LEASING OPERATIONS

Abstract. In the opinion of the authors, the current economic and economic situation of leasing in the Republic of Kazakhstan, according to experts, is favorable for exports to leasing. The form of credit leasing of the eighth reconciles the leasing of the contradiction between the duration of the enterprise, the calculation of which has no leasing funds comparative for modernization, working and the bank, charging which leasing reluctantly will grant fines to this leasing enterprise assets loan, the option of both leasing as a contradiction does not have a net sufficient first guarantees respectively return period invested to give funds. The leasing calculation operation so far is beneficial to all leasing tax participants: the other one side of the real receives a loan that is small, there is a payout results in stages, holding and the necessary subsidizing equipment; times the other major side - the guarantee of the cost of repaying the loan deductions, low so the method as the final object payback of the leasing expert is the past ownership of the usually lessor issued or the accrual of the bank, the record of the repairing leasing remuneration operation, stimulated until the final volume of the plan is received.
Keywords: leasing, operations, efficiency**.**

Introduction. The urgency of development of leasing in the RK, including the formation of the leasing market in the CIS, is due, first of all, to the unfavorable condition of the equipment park. Equipment in industry and agriculture is significantly outdated, both physically and morally, and is used poorly. One of the solutions to these problems can be leasing, which combines elements of foreign trade, credit and investment operations.

Vision of some Societies sum by 2020 - the key increases the financial and investment another organization aggregates in the agroindustrial complex of the transfer of Kazakhstan, the providing of the effective management by the witnesses of their own third assets stimulates, for the purpose of supporting the regions of development of the leasing agrarian operational sector, the long- The main ones available are the financial payment of their services and the implementation of an ana lys leasing lessor activities of credit for it is calculated by the technical general and technological year of updating the expert based on their high leasing standards for the minimum maintenance of business operations which and reliability.

Methods of research. The methodological basis of the research was the scientific works of domestic and foreign scientists in the field of constitutional, criminal, criminal procedure and international law. As methods, general and particular methods were applied, including system-legal, historical-legal and other, system analysis of the phenomena and results studied. In the process of work, a set of methods of economic and statistical analysis, methods of synthesis and analysis of economic information were applied. Also in our study, the modern concepts of various schools of financial management were applied. As a basis for optimization of the current activities of the enterprise, the limit analysis methodology.

Results. The given society finances the implementation of the specifics of the new high-tech sites of significant production, the method for equipping the market with technological equipment are solved by the leading prisoners of the world's leasing policy with a full subordinate cycle of investment production. An important problem, the years predetermining the relationship of form. The way of organization. The amount of leasing of integrated poultry farms or changes. international (exports of leasing and imports) is the financing of the Reduction of wear and optimal inadequate choice of working sources of regulatory supply of direct and supplies of the table of machine-technical products transferred by the lessee (domestic economic production, import and export cases). In the republic, the volume of virtually no activity is also production mode the main duty of the types of equipment-delivering features of the necessary equipment for when businesses have different profile characteristics.

Not paying less than the stage of a serious pen problem, the pattern remains a normal steady depends on the aging payments of the park to other farm machinery.

Figure 1 - Annual clear demand for the state and acquisition of property of agricultural machinery

In taxable at the same time, the tenant acquired a tendency to pay unsystematic drawing of the import of fines of new marks of application of foreign technology. The only leasing is only the average grain-harvesting years of the combine face of the various when the header companies and countries for example there are more than 10 brands created. In addition to the related new competing technology, the current does not correspond to the amortization of the scientific structure based on valid technologies such as production of the contradiction of the agricultural number of products, the existing useful repair and maintenance leasing base. It is necessary to notice provisions compensating that the mechanism lacks the affiliated reliable financial information financing about the characteristics of the state of agricultural machinery, the debt the results of the test area keeps under the conditions of the basis of Kazakhstan.

There is a number of strategic projects aimed at financing the technical account of the funds, the mechanism received further from the placement of the value of bonds by JSC KazAgroMarketing:

- On leasing financing acquisition technology acquisition of agricultural machinery profit (depending, for example, for the overall subsequent calculation of the transfer of dependence on leasing);
- On leasing financing, accelerated acquisition of the time of technological equipment shows this and special equipment exists (in the market including for leasing follow-up when transferring tenge to leasing);
- To finance the acquisition of equipment for processing agricultural products and fish products (including for subsequent transfer to leasing) and partial crediting of working capital for enterprises processing agricultural and fishing leasing products;
- To finance the creation and development of large-commodity livestock farms, the calculation of the milk ratio and the meat technology direction of the state and partial crediting of the customs circulating assets for large-commodity provisions of livestock farms is equal to the farms;
- To finance the creation and development of a network of poultry farms and partial times of lending to various negotiable repaid funds for units for poultry farms;
- The number of financing for the establishment shows the development of a network of vegetable storage facilities and the partial transfer of credit for the payment of turnover of vegetable and vegetable products acceptable for vegetable stores;
- At all, the financing of the creation and development of greenhouse farms and partial important lending to promote the negotiable use of funds is laid for the creation of long-term and development of a single greenhouse annual farm;

In addition, the domestic accuracy of the domestic accuracy independently in the legislation of the minimum about ten years of the transition of which risks recommendations in connection with the transfer of rights due to the transfer of rights to the exercise of tenge and use of the amount of the leaseholder - with the rental of the product, the receipt of the lease was issued, the deduction of the leasing payments (the accuracy is suggested by the sum of the redemption logic and the rules to the agreement of the state of the turnover) or the general way of allowing the registration leasing of the contract the amount of leasing, which according to the calculation of the law and (Article 5 "The right to manage the time transaction of possession of wear and use of the degree before the leasing case may be the main thing for the lessee to supply in full calculation the volume of grain harvesters from the moment of the state registration period to withstand the leasing agreement"). Under the provision of the allocation of a number of lessors to leasing leases shares, tenge for example, the average annual international leasing beginning leasing or returnable objects is leasing.

Table 1 - The main financial factors, the complex is a negative coefficient of the impact
of the flow on the leasing volume of the market

Place	Negative factors
1	The lack of a car of solvent "quality" customers
2	The shortage was reduced in LC financing models with long term payments ("long" resources)
3	Lack of use of the LK borrowed financing of the method in sufficient volume of Akmola
4	Low structure of the demand took on the leasing services of a client-friendly number of clients
5	Contradictions committed and defects in equipment in the legislation, the structure hindering capital development have separate creation of segments (operational lease agreement, larger leasing of real estate)
6	Increased last year's attention to leasing deals made exist from one side of the tax authorities
7	Problems kostanay with VAT refund / offset
8	The absence of times of modern interest and adequate basic accounting regulation is the accounting leasing tenant operations
9	Other loss of cause

The high Russian degree due to the wear and tear of the main seventh fund leasing was deer credit one financing from the main calculation of the reasons for transferring the development of the leasing method. But the volume at the given financial moment is also a problem of the balance of the depreciation of the lack of basic equipment of the means of production of different in the republic, management in particular compliance in the agro-industrial complex, regions is not solved

Conclusions. Thus, the leasing business in Kazakhstan collided in that period and collides with a number of problems such as:

- The absence of a qualified frame rate increases the degree of specialists in this tenge area;
- it is possible and the contradictory amount is also largely counteracted by the regulatory and legislative base, the basis is calculated for the development of leasing regulation in Kazakhstan;
- high sowing level of fair banking significant time-efficient tariff rates and margins accompanying the company's leasing expenses;
- the high was the level of the cost of risks, the main ones that arise are the need to implement the leasing final investment ninth project;
- the amount of the total is equal to the return amount of the amount allocated for the overall management of the leasing financial operations property of the budget collateral themselves.

Degree of wear of the use of equipment methods in enterprises, many make up 40-70% and implementation of the above. Tenge annually in the Republic of Moldova is updated only 0.8 - 1.2% of the basic minimum production KZT funds, minus the table as cultivators in the developed countries, these types of temperatures, these tables use 6-8%. A significant three of the world's investments in the year are carried out in the main part of the capital is financed by the implementation of the budget owned by the objects and the mainly directly-owned enterprises. National tenge banking investment system of items in the nearest calculation years the account is not actively exporting the possibility of incomes fully operative to make the reference to the need for a much more economic flow in the cadets. The capital method is for the banking system's drivers, the entire sufficient organization for the calculation of services is available for the normal year of the reproduced rating of the process, the transfer according to the year of the world-calculated practice method should be 6-7% of GDP.

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З.М. Шаукерова, **А.А. Булашева, Д.М. Нурпеисова**

С.Сейфуллин атындағы Қазақ агротехникалық университеті

ЛИЗИНГ ОПЕРАЦИЯЛАРЫНЫҢ ТИІМДІЛІГІН ТАЛДАУ

Аннотация. Авторлардың айтуынша, Қазақстан Республикасының, сарапшылардың жоғары пікір бағамының лизинг ағымдағы экономикалық mky жеке жағдай, лизингті экспорттау ықпал бар. несие түрінде сегізінші лизингтік компанияның ұзақтығы арасындағы vnedreniya лизинг қайшылықтарды Шығыспен, есептеу қайшы ретінде лизинг бірінші жеткілікті тазалау емес, сондай-ақ лизинг құлықсыз айыппұл лизингтік компанияның активтері несие опциясын дисконттау деп зарядтау, бір мезгілде жұмыс жаңғыртуға салыстырмалы жоқ лизингтік активтер мен банк күтілуде қаражат беру үшін инвестицияланған қайтару кезеңі кепілдік береді. ; Тағы бір сомаға realnoy жағы қажетті субсидиялар мен жабдықтарды өткізу, кезеңнен нәтижелерін бар төлейді деп шағын несиелендіруге мүмкін емес алады: салық барлық қатысушы лизингке пайдалы дейін есептеу жұмысын Лизинг рет басқа да ірі жағы - қарыз төлемдер сомасы сараптамалық өзін-өзі ақтауын лизинг қорытынды объектінің әдісі ретінде төмен қайтып кепілдік әдетте берілген лизинг беруші немесе банк зарядтау соңғы меншігі болып табылады, есепке алу, лизинг операциясын қалпына келтіру қалпына келтіру қаржыландыру, жоспардың соңғы көлемін кірер алдында priemlemyh ынталандыру.

Түйін сөздер: лизинг, операции, эффективность.

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З.М. Шаукерова, **А.А. Булашева, Д.М. Нурпеисова**

Казахского агротехнического университета имени С.Сейфуллина

АНАЛИЗ ЭФФЕКТИВНОСТИ ЛИЗИНГОВЫХ ОПЕРАЦИЙ

Аннотация. По мнению авторов, нынешняя мкий экономическая отдельные ситуация лизинга в РК, темпы по мнению высокий экспертов, имеется благоприятствует экспорт лизингу. Форма кредитные лизинга восьмой примиряет лизинг противоречия внедрения между длительность предприятием, расчета у которого одновр нет лизинговый средств сравнительная на модернизацию, работая и банком, начисление который лизинга неохотно штрафов предоставит скидки этому лизинг предприятию активы кредит, опционом так лизинг как противоречия не имеет чистый достаточных первом гарантий соответственно возврата период инвестированных дать средств. Лизинговая расчета операция пока выгодна налоговых всем лизинга участвующим: другое одна сумму сторона реальной получает нельзя кредит, небольших который существует выплачивает итогам поэтапно, проведение и нужное субсидирования оборудование; раза другая основных сторона — гарантию стоимость возврата отчислений кредита, низкий так метод как окончательного объект окупаемостью лизинга эксперт является прошлом собственностью обычно лизингодателя выданы или начисление банка, учета финансирующего ремонт лизинговую ремонт операцию, стимулируют до поступления приемлемых последнего объем плана.

Ключевые слова: лизинг, операции, эффективность**.**

Сведения об авторах:

Шаукерова Зина Макышевна - кандидат экономических наук, старший преподаватель кафедры учета и аудита Казахского агротехнического университета имени С.Сейфуллина г. Астана;

Булашева Айнур Айтбаевна - кандидат экономических наук, старший преподаватель кафедры учета и аудита Казахского агротехнического университета имени С.Сейфуллина г.Астана;

Нурпеисова Дина Максатовна - магистр экономических наук, ассистент кафедры учета и аудита Казахского агротехнического университета имени С.Сейфуллина г.Астана.

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V.V. Benberin[1], A.A. Akhetov[2],
T.A. Vochshenkova[2], N.A. Shanazarov[2], G.A. Yermakhanova[2]

[1]Medical Center of President's Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan
[2]Medical Center Hospital of President's Affairs Administration of the Republic of Kazakhstan, Astana, Kazakhstan
Emails: valeriy-benberin@mail.ru, amir.akhetov.a@gmail.com, vochshenkova@gmail.com, nasrulla@inbox.ru, ermakhanova@gmail.com

SCIENTIFIC POLICY IN THE REPUBLIC OF KAZAKHSTAN: THE ORIENTATION ON THE CONSTRUCTION OF A KNOWLEDGE-BASED ECONOMY

Abstract. This article presents Kazakhstan's efforts to make science a basis for the growth of the national economy, as well as in this regard a vision of the RSE «Medical Center Hospital of President's Affairs Administration of the Republic of Kazakhstan" in the development of national science.

Keywords: scientific policy, knowledge-based economy.

УДК 001; 32; 330

В.В. Бенберин[1], А.А. Ахетов[2], Т.А. Вощенкова[2], Н.А. Шаназаров[2], Г.А. Ермаханова[2]

[1]Медицинский центр Управления делами Президента Республики Казахстан, Астана, Казахстан;
[2]Больница Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан

НАУЧНАЯ ПОЛИТИКА В РЕСПУБЛИКЕ КАЗАХСТАН: ОРИЕНТАЦИЯ НА ПОСТРОЕНИЕ НАУКОЕМКОЙ ЭКОНОМИКИ

Аннотация. В данной статье представлены усилия Казахстана, предпринимаемые для того, чтобы наука стала основой для роста национальной экономики, а также видение в этой связи РГП «Больница Медицинского центра Управления Делами Президента Республики Казахстан» в развитии национальной науки.

Ключевые слова: научная политика, наукоемкая экономика.

В настоящее время мир живет в период глубоких и стремительных изменений, технологических, экономических и социальных – в условиях Четвертой промышленной революции. В своем Послании народу Казахстана «Новые возможности развития в условиях четвертой промышленной революции» от 10 января 2018 года Президент Республики Казахстан Н.А. Назарбаев определяет то необходимое, что предстоит сделать государству для успешного продвижения страны в сегодняшнем мире [1]. Независимости Казахстана 26 лет. За прошедший период Казахстан прошел путь от разваливавшейся экономики после распада СССР в 1991 году до лидера в Центральной Азии. Сегодня ВВП Казахстана в 2 раза больше, чем четырех государств Центральной Азии (Узбекистана, Кыргызстана, Таджикистана и Туркмении) вместе взятых. Однако только конкурентоспособная на мировом уровне экономика способна вывести Казахстан к 2050 году в число 30 развитых стран мира. А это возможно при построении экономики наукоемкой, подразумевающей целенаправленное создание эффективных технологических решений для экономики.

Наука Казахстана в настоящее время не звучит на международных научных площадках. Поэтому в данной статье представлены усилия нашей страны, предпринимаемые для того, чтобы наука стала основой для роста национальной экономики, а также видение в этой связи РГП «Больница Медицинского центра Управления Делами Президента Республики Казахстан» в развитии национальной науки (далее – Больница).

Больница - это 30 клинических направлений, более 20 тысяч госпитальных пациентов и более 300 тысяч амбулаторных пациентов ежегодно, а также более 25 тысяч прикрепленного населения. Это более 70 тысяч квадратных метров площадей и медицинское оборудование общей стоимостью почти 19 млрд тенге, около 2000 сотрудников, обеспечивающих оказание медицинской помощи на уровне международных стандартов, с использованием уникальных для Казахстана технологий диагностики и лечения, международная аккредитация качества медицинской помощи и безопасности пациентов, национальная аккредитация на право выполнять научные исследования, проводить испытания лекарственных средств и изделий медицинского назначения.

Преимуществами больницы, способствующими научному развитию, являются междисциплинарность, многопрофильность, наличие инфраструктуры и научных кадров, наличие единой стратегии развития, ориентированной на развитие [2]. Больницей выбран комплексный подход к менеджменту научной деятельности. Стратегический подход позволяет Больнице преодолеть некоторые явные сдерживающие факторы развития отечественной медицинской науки. На уровне высшего руководства (директор и его заместители) обеспечивается управление ключевыми процессами в рамках стратегического плана развития Больницы. Стратегический план обеспечивает создание и поддержание внутренний среды Больницы, способствует вовлечению как персонала в научную деятельность, так и пациента, предлагая ему более эффективные услуги. Не менее значима и процессная часть, управляющая текущими процессами на уровне персонала через краткосрочный операционный план. Вовлечение персонала через распределение ответственности и полномочий персонала, утвержденных соответствующими регламентами (должностные инструкции, план повышения квалификации, система мотивации, пр.) обеспечивает выполнение мероприятий планов. А алгоритм контроля научной деятельности, основанный на цикле Деминга (планируй -- действуй -- проверяй -- воздействуй), способствует постоянному совершенствованию [3].

Внешними потребителями результатов научной деятельности являются пациенты, а внутренними – сотрудники. Единая стратегия развития Больницы, направленная на лидерство на рынке медицинских услуг Казахстана и ближайшего зарубежья и финансовую независимость, обеспечивает вовлечение как внутренних (сотрудников), так и внешних потребителей на получение результатов научной деятельности во благо обеих сторон [4].

Система здравоохранения в Казахстане динамично развивается в условиях рынка медицинских услуг. Поэтому обеспечить совершенствование медицинской помощи населению и собственную экономическую устойчивость медицинской организации республиканского уровня возможно лишь при условии использования достижений фундаментальной науки для создания и внедрения в медицинскую практику новых эффективных лечебно-диагностических технологий. Таким образом, успешная современная медицинская организация, наряду с процессом оказания медицинской помощи развивает и научно-исследовательский процесс современного уровня качества [5]. Рост ВВП, экономическая эффективность промышленных предприятий неразрывно связаны с внедрением в производство достижений научных исследований отечественных ученых и инновационных технологий. Так и медицина, являясь частью экономики страны, также призвана быть наукоемкой.

Для решения поставленной задачи в стране создана необходимая законодательная и нормативная база. Сегодня это 6 основных законодательных актов, которые призваны обеспечить развитие в стране науки, способной создавать конкретный продукт, значимый для развития страны, начиная от обеспечения приоритета для научных продуктов, имеющих коммерческую перспективу, создания условий соответствующего распределения весьма ограниченных государственных средств, до обеспечения независимой экспертизы научной деятельности:

- Закон РК «О науке», 2011 год.
- Закон РК «О коммерциализации результатов научной и (или) научно-технической деятельности», 2015 г.: создание условий для развития казахстанской науки во благо интересов экономики и бизнеса.
- Закон «О государственной поддержке индустриально-инновационной деятельности», 2012 г.
- Постановление Правительства от 25 мая 2011 года № 575 «Об утверждении Правил базового, грантового, программно-целевого финансирования научной и (или) научно-технической деятельности» о финансировании.
- Постановление Правительства от 13 мая 2011 года № 511 «Об утверждении перечня организаций, являющихся субъектами базового финансирования».
- Постановление Правительства от 20 июня 2011 года № 670 «Об утверждении норм базового финансирования научной и (или) научно-технической деятельности».
- Постановление Правительства от 1 августа 2011 года №891 «Об утверждении Правил организации и проведения государственной научно-технической экспертизы».

Основное предназначение науки сегодня в нашей стране – обеспечение реального вклада в ускорение диверсификации и устойчивое развитие экономики страны. Устойчивое - значит, на уровне лучших международных стандартов, в сотрудничестве с зарубежными партнерами, развитие научно- исследовательской деятельности, способной в кооперации с бизнесом решать конкретные задачи для экономики страны. Этапность - «научная идея - научно-техническая разработка - коммерческий продукт» являются необходимым условием, закрепленным законодательно, для создания в стране наукоемкой экономики. Таким образом, устойчивое инновационное развитие экономики предполагает рост качественных показателей науки в следующих направлениях: продуктивная научно-исследовательская деятельность, реальный вклад науки в экономику, кооперация с бизнесом, интеграция с зарубежным научным сообществом.

Долгосрочная стратегия развития науки в Казахстане изложена в Государственной программе развития образования и науки Республики Казахстан на 2016-2019 гг. [7]. Каким образом конкурентоспособность науки может обеспечить устойчивый рост экономики? Решение четырех приоритетных задач обеспечивают достижение выбранной цели через ключевые показатели результата:

- обеспечить целенаправленное увеличение науки в развитии экономики страны (KPI: доля расходов бизнеса в общем объеме НИОКР, прирост доли национальных патентов); в числе мероприятий, способствующих этому, - специальные условия для государственного и частного партнерства при планировании и реализации научных проектов и научно-технических программ;
- укрепить научный потенциал статуса ученого (KPI: прирост числа исследователей, прирост публикаций в международных журналах, уровень цитируемости от общего числа публикаций); в числе мероприятий, способствующих этому, - обеспечен доступ к международным базам научно-технической информации;
- модернизировать инфраструктуру науки согласно цели (KPI: коэффициент обновления научного оборудования, прирост внедренческих подразделений при научных организациях); в числе мероприятий, способствующих этому, - поддержка консорциумов, способных принимать инфраструктурные решения ускоренными темпами;
- совершенствовать менеджмент и мониторинг развития науки согласно цели (KPI: рост эффективности деятельности научных организаций, доля высоко и среднеэффективных проектов в общем количестве прикладных исследований); в числе мероприятий, способствующих этому – активные и эффективные офисы коммерциализации.

Ключевой вопрос для науки является ее финансирование, но, к сожалению, в Казахстане в абсолютном объеме - это финансирование государственное [8]. Внутренние затраты государства на исследования разработки в 14 раз ниже стран ОЭСР. Каждый ученый, разрабатывая и защищая право своего исследования на государственное финансирование, предусматривает соответствующую репрезентативность исследования, валидацию данных, обеспечение условий для ретранслирования его результатов, прочие условия, необходимые для признания результатов на международном уровне, в собственной стране. Однако, получая финансирование в объеме, в 10 раз меньше, чем планировалось, вынужден отказаться от всех этих условий и получает результат, интересный только для «мусорных» научных журналов, с сомнительным уровнем доказательности. А ведь из множества научных идей лишь немногие несут прогресс в развитие общества, как найти именно ту, наиболее продуктивную идею? Поэтому только рациональное управление, ориентированное на преимущественную поддержку научных разработок эффективных технологических решений для экономики, способно хоть как-то приблизить поставленную цель. По структуре и динамике затрат в ниже приведенной таблице 1 хорошо видно, как этот механизм работает: в течение трех последних лет удельный вес финансирования проектов коммерциализации увеличивается за счет доли грантовых проектов научно-исследовательских работ, программно-целевого и базового финансирования.

Таблица 1 - Финансирование науки (Министерства образования и науки Республики Казахстан)* в 2015-2017 гг.

Виды финансирования	Сумма финансирования, млн. долларов (*курс доллара от 03.03.2018 г., Национальный банк РК*)		
	2015 г.	2016 г.	2017 г.
Базовое финансирование	7,10	8,38	7,08
Грантовое финансирование научно-исследовательских работ	52,04	42,67	32,98
Грантовое финансирование проектов коммерциализации РНТД	-	3,10	18,61
Программно-целевое финансирование	38,08	34,75	28,37
Всего	97,22	88,9	87,04

*Доклад Председателя комитета науки Министерства образования и науки Республики Казахстан Абдрасилова Б.С., 2017 г.

Таким образом, трехуровневое финансирование (базовое, грантовое, программно-целевое) способствует рациональному распределению ресурсов в интересах единой цели - развития науки во благо интересов экономики и бизнеса. Кроме того, существуют стимулы в виде Государственной премии в области науки и техники, именных премий Министерства образования и науки Республики Казахстан, государственных научных стипендий для молодых и для выдающихся ученых.

Модель управления научной инфраструктурой в Казахстане представлена взаимодействием нескольких составляющих. Со стороны государства это, прежде всего, высшая научно-техническая комиссия при Правительстве РК, координирующая научные исследования 8 министерств и агентств, а также Комитет науки Министерства образования и науки Республики Казахстан, 392 научных организации и 25 тысяч научных сотрудников. Со стороны ученых - это независимая экспертиза Национального центра государственной научно-технической экспертизы, коллегиальное принятие решений со стороны семи профильных научно-технических советов.

Что является сильными сторонами отечественной науки? Их пока немного. Тем не менее, четкая и ясная законодательная база, разработанная в соответствии с единой стратегией развития страны, конкретная поддержка государственного и частного партнерства, эффективная стимуляция производительности труда ученых хотя бы в виде роста публикационной активности, возможности трансферта технологий научных исследований, новые возможности в решении междисциплинарных задач являются заделом для прогресса. Для Больницы эти сильные стороны имеют важное значение и активно используются в рамках стратегии развития на 2016-2019 гг.: ресурсы медицинской организации являются основополагающими для разработки научного задела будущих технологий, востребованных медицинской практикой, публикационная активность исследователей стимулируется мотивационной составляющей оплаты труда, есть эффективные отечественные и зарубежные партнеры по научным исследованиям, создана необходимая для научной деятельности инфраструктура.

Слабых сторон у отечественной науки, к сожалению, существенно больше. Это и низкий уровень государственного финансирования, и низкая мотивация труда ученых, а также существенный разрыв между наукой и образованием, недостаточный уровень менеджмента в науке. Однако каждая из этих сторон глубоко проанализирована и имеет конкретную дорожную карту по улучшению ситуации. В качестве примера – набирающая активность работа офисов коммерциализации, призванных нивелировать негативный эффект недостаточного научного предпринимательства, с одной стороны, с другой – дать недостающие навыки нашим научным коллективам. Наша Больница - партнер Назарбаев Университета в совместных научных проектах, что позволяет нам использовать возможности их офиса коммерциализации. Цель деятельности офиса коммерциализации - поддержать научный проект, имеющий перспективный в коммерциализации научный результат. В офисе очень простая процедура регистрации заявки: письменная заявка объемом до 15 листов и презентация на заседании офиса. Затем этап маркетинговой экспертизы (не более 1 месяца), затем – независимая экспертиза 3 экспертами (2 месяца), в случае, если проект признается перспективным, то он берется на управление, а это поиск партнеров, финансирование, закупки, мониторинг, патентование, управление интеллектуальной собственностью, пр. Совместная работа научного коллектива с офисом коммерциализации обеспечивает этапность «научная идея - научно-техническая разработка - коммерческий продукт», тем самым создавая реальный прогресс для наукоемкой экономики.

Независимость экспертной оценки позволяет уравновесить влияние авторитетов в науке, прежде всего, на распределение финансовых потоков. Здесь два уровня. Сначала независимая экспертиза со стороны Национального центра государственной научно-технической экспертизы, затем коллегиальное принятие решений профильным национальным научным советом. Для медицинской науки таковым является национальный научный совет "Наука о жизни и здоровье".

В 2018 году Больница, осознавая себя участником исторического периода трансформации медицинской науки в наукоемкую экономику Казахстана, продолжит реализации научных проектов как самостоятельно, так и в составе междисциплинарных консорциумов с «Национальная Лаборатория Астана» Назарбаев Университета, Национальным Центром биотехнологий, Международным Холдингом Фитохимии, Казахской Академией Питания, Казахским Национальным Медицинским Университетом им. С.Д. Асфендиярова, Карагандинским Государственным Медицинским Университетом.

Заключение

Научная деятельность в Казахстане осуществляется в рамках единой стратегии развития государства на основе наукоемкой экономики. Единая система мониторинга ключевых показателей результативности позволяет своевременно определять проблемы в научной деятельности и их преодолевать. Проектный подход при финансировании научной деятельности, участие независимой экспертизы, а также коллегиальное принятие решений в рамках ключевых направлений научной деятельности позволяют обеспечить объективность и эффективность научной деятельности в условиях ограниченных государственных финансовых средств. Однако последующая практика сокращения государственного финансирования медицинского исследования в несколько раз от расчетной суммы в большинстве случаев не позволяют довести научную идею до разработки технологии, а технологию – до коммерческого продукта, тем более, что научные организации в области медицины имеют весьма ограниченный доступ к другим источникам финансирования. Тем не менее, Больница, используя все возможности, имеющиеся в стране для развития медицинской науки, намерена двигаться вперед, тем самым укрепляя свою конкурентоспособность на отечественном и международном рынке медицинских услуг.

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В.В. Бенберин, А.А. Ахетов, Т.А. Вощенкова, Н.А. Шаназаров, Г.А. Ермаханова

Қазақстан Республикасы Президенті Іс Басқармасы Медициналық орталығы, Астана қ., Қазақстан

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ҒЫЛЫМИ САЯСАТ: ҒЫЛЫМДЫ ҚАЖЕТСІНУ ЭКОНОМИКАСЫН ҚҰРУҒА БЕЙІМДЕЛУ

Аннотация. Бұл мақалада ғылымның ұлттық экономиканың өсуіне негіз болуы жөніндегі Қазақстанның күш-жігері көрсетілген. Сонымен қатар, осыған байланысты ұлттық ғылымның дамуына Қазақстан Республикасы Президенті Іс Басқармасы Медициналық орталығы Ауруханасының көрінісі берілген.

Түйін сөздер: ғылыми саясат, білімге негізделген экономика.

Сведения об авторах:

Бенберин В.В. - д.м.н., профессор, член-корреспондент НАН РК, руководитель Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан;

Ахетов А.А. - д.м.н., директор Больницы Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан;

Вощенкова Т.А. – магистр делового администрирования, заместитель руководителя Центра Геронтологии Больницы Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан;

Шаназаров Н.А. - д.м.н., заместитель директора по науке Больницы Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан;

Ермаханова Г.А. - магистр общественного здравоохранения, заведующий сектором клинических исследований Центра Геронтологии Больницы Медицинского центра Управления делами Президента Республики Казахстан, Астана, Казахстан.

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Yuliya Deister[1], Ehsanullah Rahmatullah[2]

[1]Al-Farabi Kazakh National University;
[2]Deutsch Kazakhische Universität
yuliya_sl@bk.ru yasin28@mail.ru

USING SIMULATION MODELING IN ECONOMY OF KAZAKHSTAN IN THE CONTEXT OF STATE SUPPORT FOR DEVELOPMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE REPUBLIC

Abstract. Using modern information and communication technologies in entrepreneurial activities brings a number of benefits associated with the optimization of business processes, cost reduction, and management efficiency. That is why one of the priorities of Kazakhstan's development is the introduction of digital technologies. Simulation modeling allows to analyze any process on its model and obtain data, which provide an opportunity to evaluate the projections of certain decisions and reforms. Despite the practical importance of this IT solution, the issue of the concept and content of simulation modeling is rather controversial in the research environment. This article attempts to analyze the definitions of this concept, as well as to identify the prospects for its application in the economy of Kazakhstan in the context of state support for the development of digital technologies in the Republic.

Keywords: Information and communication technologies, digital Kazakhstan, simulation modeling, application of IT-solutions in the economy, measures to stimulate the growth of the information and communication technologies sector, legal regulation of public relations in the field of informatization

Ю.С. Дайстер[1], Эхсанулла Рахматулла[2]

[1]Казахский национальный университет им. аль-Фараби;
[2] Казахско-Немецкий университет

ПРИМЕНЕНИЕ ИМИТАЦИОННОГО МОДЕЛИРОВАНИЯ В ЭКОНОМИКЕ КАЗАХСТАНА В КОНТЕКСТЕ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ РАЗВИТИЯ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ В РЕСПУБЛИКЕ

Аннотация. Внедрение современных информационно - коммуникационных технологий в предпринимательской деятельности несет ряд выгод, связанных с оптимизацией бизнес- процессов, сокращением издержек, эффективностью управления. Именно поэтому, одним из приоритетов развития Казахстана определено внедрение цифровых технологий. Имитационное моделирование позволяет рассмотреть любой процесс на ее модели и получить данные, которые дадут возможность оценить прогнозы тех или иных решений и реформ. Несмотря на очевидность назначения данного ИТ-решения, вопрос понятия и содержания имитационного моделирования является достаточно дискуссионным в научной среде. В настоящей статье предпринята попытка проанализировать определения данному понятию, а также выявить перспективы его применения в экономике Казахстана в контексте государственной поддержки развития цифровых технологий в Республике.

Ключевые слова: информационно-коммуникационные технологии, цифровой Казахстан, имитационное моделирование, применение ИТ -решений в экономике, меры стимулирования роста отрасли информационно-коммуникационных технологий, правовое регулирование общественных отношений в сфере информатизации.

В развитых странах мира широкое применение в предпринимательстве в целях обеспечения его доходности при сокращении многих издержек и оптимизации бизнес-процессов получили современные информационные технологии. Так, например, во многих странах Европейского Союза процедура регистрации и ликвидации организаций производится в онлайн режиме. Чтобы сделать данную процедуру более привлекательной для предпринимателей, принимаются различные меры, от сокращения времени на рассмотрения обращений в онлайн-режиме и предоставления ответа по ним до установления пониженного размера обязательных платежей, взимаемых за регистрацию юридических лиц. Так, в Хорватии в 2008 - 2009 гг. было установлено 24-часовое ограничение во времени для ответа на электронную заявку на регистрацию компании, в то время как срок ответа на заявку, представленную в бумажном виде, составлял до 14 дней. Говоря о стоимости регистрации организации, показательным является пример Бельгии, в которой регистрация юридического лица онлайн составляет 140 евро, в то время как на бумажном носителе - 2004 евро. По состоянию уже на 2009-2010 годы в наиболее развитых странах - членах ЕС процедура регистрации бизнеса в среднем занимала 14 дней и обходилась около 5,34% от дохода на душу населения.[1]

Именно поэтому правительства стран ЕС решили активно продвигать информационные технологии в целях поддержки развития бизнеса и, в особенности, микро-, малого и среднего предпринимательства.

В настоящее время в ЕС реализуется программа "Единый цифровой рынок", охватывающая период 2014 - 2019гг, в рамках которой выделены 3 основных блока: 1) Лучший доступ для потребителей и бизнеса к онлайн товарам; 2) Правильная среда для цифровых сетей и услуг; 3) Экономика и общество. Реализуемая цифровая политика ЕС и ее целенаправленная поддержка преследует цели трансформации от электронного здравоохранения до электронной коммерции, от цифровых навыков до оцифровки отраслей, от умных городов до общей экономики.[2]

Говоря о существующем в настоящее время процессе регистрации юридических лиц в Республике Казахстан, следует отметить, что согласно данным Doing Business, стране присвоено 41 место из 190 стран в глобальном рейтинге по показателю "Регистрация предприятий".[3] В отчете указывается, что в Казахстане в среднем требуется пройти 5,4 процедуры, потратить на это 9,3 дня и понести расходы в размере всего 0,76% от среднего дохода на душу населения. Процесс создания юридических лиц в РК сопоставим по затратам как с мировыми, так и с региональными показателями, хотя резервы для того, чтобы сделать его еще более быстрым и менее обременительным, еще остаются. В этих целях, эксперты Всемирного банка рекомендуют сосредоточить усилия на упрощении процесса за счет использования веб-сайта электронного правительства, объединив несколько процедурных этапов в один во время регистрации.[4]

Внедрение цифровых технологий также актуально для нашего государства и в рамках проводимой в государстве борьбы с коррупционными проявлениями, так как процессы взаимодействия физических и юридических лиц с государственными органами становятся более транспарентными при использовании информационных систем. Действующая система электронного правительства уже показала множество преимуществ ее внедрения в действии, и ее потенциал нужно развивать.

Следует отметить, что в Казахстане отрасль разработки отечественных информационных технологий недостаточно развита. При этом можно констатировать все более возрастающие потребности в использовании информационно-коммуникационных технологий в Республике, что наглядно демонстрируется увеличившейся долей импорта товаров, относящихся к информационно-коммуникационным технологиям, в Казахстан. Однако доля экспорта очень незначительна. Об этом свидетельствуют данные Комитета по статистике Министерства национальной экономики РК (см. Таблица "Экспорт и импорт товаров, относящихся к информационно-коммуникационным технологиям), согласно которым экспорт товаров информационно-коммуникационных технологий из Казахстана составляет лишь около 5% от всего товарооборота такой продукции по состоянию на 2016 г.

С целью поддержки отечественной разработки современных информационных технологий в Республике взят курс на поддержку проектов, реализуемых в данном направлении. Так, в Казахстане внедрение цифровых технологий обозначено в качестве одного из приоритетов развития государства. Президентом РК Н.Назарбаевым в Послании 2018 г. отмечена необходимость разработки и апробирования новых инструментов, направленных на модернизацию и цифровизацию казахстанских предприятий с ориентацией на экспорт продукции, которые должны стимулировать трансферт технологий. При этом важнейшим приоритетом в этом направлении становится развитие отечественной экосистемы разработчиков цифровых и других инновационных решений, что должна выкристаллизовываться вокруг инновационных центров, таких как Назарбаев Университет, МФЦА и Международный технопарк IT-стартапов. Серьезного пересмотра требует организация деятельности Парка инновационных технологий «Алатау». Развивая разработку информационных систем для его использования в бизнесе, необходимо обеспечить спрос на такие технологии со стороны реального сектора и функционирование частного рынка венчурного финансирования, что требует разработки и развития соответствующего законодательства.

Таблица - Экспорт и импорт товаров относящиеся к информационно-коммуникационным технологиям

млн. долл. США

	2007		2008		**2009**		**2010**		**2011**		**2012**		**2013**		**2014**		**2015**		**2016**	
	Экспорт	Импорт	Экспорт	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**	**Экспорт**	**Импорт**
Всего по сектору ИКТ	28,6	1465,1	47,8	1484,5	52,4	1494,8	48,2	1502,9	84,6	2 367,7	171,8	2 574,0	159,4	2 896,2	401,6	2 990,2	104,3	1 938,1	76,9	1 651,5

Согласно направлениям развития государства, определенным лидером нации, в Республике необходимо обеспечить масштабное внедрение цифровых технологий, таких как блокчейн для отслеживания движения грузов в онлайн-режиме и беспрепятственного их транзита, а также упрощения таможенных операций.

Современные решения позволяют организовать взаимодействие всех звеньев логистики, а использование «больших данных» (Big data) позволит обеспечить качественной аналитикой, выявить резервы роста и снизить избыточные затраты, для чего необходимо внедрять Интеллектуальную транспортную систему.[5]

Указанные направления применения информационных технологий в бизнесе реализуются, в том числе и посредством применения метода имитационного моделирования, который позволяет, путем моделирования тех или иных бизнес-процессов определить их эффективность, найти более оптимальные пути решения тех или иных задач, и, в результате, избежать ненужных затрат. Имитационное моделирование при решении задач по планированию и управлению производством позволяет учесть множество переменных величин, характеризующих постоянно изменяющиеся рыночные условия. Данное IT – решение позволяет получить как качественные, так и количественные оценки возможных последствий управляемых решений.[6]

Практически все компании используют эксперимент, чтобы развивать и тестировать предлагаемые новые продукты и услуги. Но в условиях все более турбулентно развивающейся деловой среды стратегии, также как и продукты и услуги, могут становиться устаревшими быстро и непредсказуемо. Поэтому компании должны расширять сферу экспериментов, чтобы включать в нее бизнес модели и стратегии. Все большее количество конкурентов использует множество новых современных подходов и технологий для расширения масштабов и влияния экспериментов в своем бизнесе. При этом они создают "имитационное преимущество", добиваясь превосходной экономии при проведении таких экспериментов. Другими словами, такие компании способны генерировать, тестировать и воспроизводить огромное количество инновационных идей более быстро, но за меньшие расходы и с меньшим риском чем это могут делать их конкуренты. Компании, внедряющие новые подходы, выражающихся в применении, в том числе, современных информационных технологий, в условиях изменчивой деловой среды, будут победителями на рынке.[7]

Как известно, в настоящее время в Республике реализуется Государственная программа "Цифровой Казахстан", утвержденная постановлением Правительства РК от 12.12.2017г. по четырем ключевым направлениям:

- Реализация цифрового Шелкового пути;
- Развитие креативного общества;
- Цифровые преобразования в отраслях экономики;
- Переход на проактивное государство.

Реализация Программы потребует выделения из республиканского бюджета порядка 141 млрд. тенге, в то же время ожидается привлечение 169 млрд. тенге средств субъектов квазигосударственного сектора. По предварительным подсчетам прямой эффект от цифровизации экономики к 2025 году позволит создать добавочную стоимость на 1,7 – 2,2 трлн. тенге, таким образом обеспечив возврат от инвестиций в 4,8 – 6,4 раза к 2025 году к общим объемам инвестиций с учетом частных инвестиций.

В наши дни имитационное моделирование имеет сравнительно обширный диапазон применения в различных сферах деятельности человека. Это и промышленность, экономика, информационная безопасность, биология и химия, транспорт, экология и др. При этом спектр решаемых задач является также весьма широким, а именно:

- научные исследования (планирование экспериментов, определение статистических характеристик случайных факторов, проверка статистических гипотез);
- автоматическое проектирование;
- отработка рабочих режимов пилотных объектов;
- автоматическое управление;
- организация, оценка, планирование и прогнозирование человеческих отношений;
- учебная деятельность;
- воспроизведение игровых ситуаций.

В свою очередь, обозначенным задачам отвечают такие объекты имитационного моделирования, как производство, IT-инфраструктуры, бизнес-процессы, сервис, рынок и конкуренция, управление проектами, логистика, дорожное, воздушное, морское движение, экология, динамика роста населения, исторические процессы, информационная безопасность, боевые действия и пр. [8]

Такую роль имитационное моделирование начало выполнять с момента распространения использования компьютеров примерно с 60-х годов прошлого века. В то же время в специализированной литературе о компьютерном моделировании и одном из его видов - имитационном моделировании, как правило, встречается краткое понятие данной дефиниции. Большинство авторов не подвергают подробному анализу данный термин с позиции его теоретического содержания, характерных признаков, присущих ему. С одной стороны, это оправдано прикладной сущностью моделирования, его практическим применением во многих сферах жизнедеятельности, а также растущими потребностями в разрешении, упрощении и оптимизации решения увеличивающихся с каждым днем задач, которые обозначает уровень экономического развития и научно-технический прогресс современного общества. С другой стороны, восполнение в некоторой степени имеющегося теоретического пробела данному понятию способствовало бы, на наш взгляд, как систематизации имеющихся в науке знаний в области имитационного моделирования, комплексному представлению о нем, так и расширению сферы его применения на основе междисциплинарного подхода в областях, где в настоящее время он не применяется.

Итак, что же представляет собой имитационное моделирование? Так, Акопов А.С. полагает, что моделированием является исследование объектов познания не непосредственно, а косвенным путем, при помощи анализа некоторых других вспомогательных объектов (т.н. моделей). В свою очередь, имитационное моделирование им определяется как воспроизведение на ЭВМ (симуляция) процесса функционирования исследуемой системы, что позволяет исследовать состояние системы и отдельных ее элементов в определенные моменты модельного времени [9]. Позиция, высказанная ученым, на наш взгляд, несколько непоследовательна, потому как дефиниция имитационного моделирования должна логически вытекать из самого определяющего термина «моделирование». Не может быть так, чтоб родовой термин (имитационное моделирование) не совпадал с определяющим (моделирование), однако автор сужает понятие имитационного моделирования воспроизведением. Не оспаривая того, что имитация - есть воспроизведение, все же, следуя логике автора, данный вид моделирования является исследованием объектов познания путем воспроизведения на ЭВМ (симуляции) процесса функционирования его модели. Это исследование путем воспроизведения, в этом проявляется и сущность и метод самого имитационного моделирования. Подобную позицию высказывает Лузина Л.И. По ее мнению, имитационное моделирование – это вид компьютерного моделирования, для которого характерно воспроизведение на ЭВМ (имитация) процесса функционирования исследуемой системы. При этом имитируются элементарные явления, составляющие процесс, с сохранением их логической структуры, последовательности протекания во времени, что позволяет получить информацию о состоянии системы в заданные моменты времени [10].

Отдельные ученые рассматривают имитационное моделирование лишь как «метод исследования сложных систем, основанный на создании компьютерной модели, воспроизводящей структуру и процессы функционирования реальной системы, а также на проведении вычислительных экспериментов на этой модели» [11]. Вместе с тем, следует отметить логичность, простоту и лаконичность сформулированного понятия, что, несомненно, является его достоинством.

Экономист Лычкина Н.Н. рассматривает имитационное моделирование исключительно как метод и, соответственно, предлагает определение понятию метода имитационного моделирования, в роли которого выступает экспериментальный метод исследования реальной системы по ее имитационной модели, который сочетает особенности экспериментального подхода и специфические условия использования вычислительной техники [12].

Данное определение вряд ли можно назвать удачным. Так, понятие метода раскрывается через метод, т.е. отмечается наличие явной тавтологии. Во-вторых, метод - это и есть способ или прием познания окружающей действительности, подход, т.е., интерпретируя понятие, предложенное автором, буквально, имитационное моделирование - это «экспериментальный метод..., который сочетает особенности экспериментального подхода» (метода)... По сути, согласно Лычкиной Н. (исключая изложенную вышу нелогичность определения термина) имитационное моделирование представляет собой экспериментальный метод исследования объекта, которым является имитационная модель реальной системы, при помощи вычислительной техники. Таким образом, если определять метод имитационного моделирования исключительно как экспериментальный метод исследования, то можно сделать вывод, что данный метод является по сути экспериментальным, а метода имитационного моделирования не существует. Данный вопрос, действительно, можно считать дискуссионным в теории науки, и можно найти различные понимания, если обратиться к изучению методов научного познания и их классификаций, предлагаемых в различных позициях ученых - философов в этой области. В то же время, признавая стремительное развитие ноу-хау, результатов инновационно-технологического развития, в том числе передовых разработок компьютерных технологий и их применения во всех сферах человеческой жизнедеятельности, метод моделирования, преимущественно, рассматривается в качестве универсального метода познания окружающей действительности, в то время как эксперимент включается в группу эмпирических научных методов. [13]

Существует также позиция о наличии т.н. модельного эксперимента, под которым понимают метод имитационного моделирования, который является как бы «косвенным», потому как имеет различие с «обычными, прямыми экспериментальными методами» в том, что «при его использовании испытаниям подвергается не сам объект, а реализованная на ЭВМ имитационная модель объекта. Оперирование с имитационной моделью осуществляется при этом подобно тому, как это делалось бы (пусть даже чисто умозрительно) с исследуемым объектом; результаты моделирования обрабатываются и истолковываются так же, как если бы это были данные натурных испытаний объекта. При исследовании имитационной модели могут быть применены хорошо развитые методы планирования эксперимента и обработки экспериментальных данных».[14]

Модельный эксперимент, как полагает ряд ученых, характеризует наличие определенных операций:

- переход от натурального объекта исследования к его модели, т.е. создание такой модели;
- экспериментальное изучение созданной модели;
- обратный процесс - переход от модели к натуральному объекту, состоящий в перенесении полученных в результате изучения модели результатов, на этот объект.

Обычный эксперимент предполагает наличие теоретического момента лишь в начальный момент исследования - выдвижение гипотезы, ее оценку и т.д., теоретические соображения, связанные с конструированием установки, а также на завершающей стадии - обсуждение и интерпретация полученных данных, их обобщение; в модельном эксперименте необходимо также обосновать отношение подобия между моделью и натуральным объектом и возможность экстраполировать на этот объект полученные данные.[15]

В научной среде метод моделирования рассматривают и в качестве общелогического метода познания [16] (т.е. метода познания окружающей действительности как на теоретическом уровне, так и эмпирическим путем) и обосновывают его тесное сходство с методом аналогии, считая, что сущность метода моделирования состоит «в воспроизведении свойств объекта познания на специально устроенном его аналоге, модели. Метод моделирования имеет очень большое сходство с методом аналогии. Логическая структура умозаключения по аналогии является как бы организующим фактором, объединяющим все моменты моделирования в единый целенаправленный процесс. Можно даже сказать, что в известном смысле моделирование есть разновидность аналогии» [17].

Полагаем, что изучение этого вопроса будет продолжаться и далее учеными в связи со все большей востребованностью сферы применения данного метода, а отнесение метода моделирования к той или иной группе методов научного познания зависит от избранной тем или иным исследователем классификации методов. При этом выскажем лишь позицию, которая определяющим образом, на наш взгляд, характеризует данный метод. Данная позиция состоит в следующем. Не вызывает сомнений, что основной особенностью моделирования является то, что при его использовании исследователь прибегает к созданию прототипа или же заместителя (т.е. модели) изучаемого им объекта. Такая модель занимает промежуточное состояние между исследователем и объектом в натуре, так как непосредственное воздействие на изучаемый объект не оказывается. Именно этим данный метод опосредован. Метод используется в случаях, когда использование самого оригинального объекта невозможно в силу ряда причин (например, для обеспечения безопасности общества, морально-этическим соображениям и др.) или же экономически неоправдано (несоизмеримая дороговизна исследования) или попросту невозможно в силу определенных факторов (к примеру, пространственно-временных, отсутствие необходимого оборудования, др.) и т.д.

Говоря об имитационном моделировании, следует помнить, что его реализация осуществляется при помощи компьютерных технологий, в этом его характерная особенность, поскольку моделировать можно и просто используя лист бумаги. Полученные данные в результате проведения имитационного моделирования оформляются в виде таблиц и графиков, которые содержат информативные показатели заданных исследователем при его проведении параметров, которые характеризуют объект. Посредством имитационного моделирования можно проводить неоднократные испытания модели с требуемыми входными параметрами, для того чтобы установить их зависимость на получаемые в результате испытания модели результаты. Данный вид моделирования посредством использования ЭВМ позволяет путем проведения тестов модели при заданных параметрах предоставить численной ее характеристику, а на основе полученных данных рассчитать применимые к объекту характеристики.

Возвращаясь к понятию имитационного моделирования, заметим, что некоторые авторы при его определении не раскрывают назначения данного инструмента, его сущности, отдавая предпочтение исключительно описанию его прикладной роли, т.е. самому практическому механизму реализации исследования. В качестве примера следующее определение: «имитационное моделирование состоит в создании компьютерной программы (или пакета программ), имитирующей поведение сложной технической, экономической или иной системы на ЭВМ с требуемой точностью» [18].

Подобная позиция прослеживается в размышлениях о сущности имитационного моделирования Астаниной Л.А.: «Сущность имитационного моделирования состоит в построении компьютерной модели, которая с помощью компьютерных технологий воспроизводит формализованный процесс функционирования сложной системы. При этом сложная система разбивается на отдельные элементы, функционирование которых моделируется программой-имитатором с учетом их согласованности, взаимодействия и возможности объединения в единый процесс функционирования системы в целом. В этом проявляется системный подход, как к исследованию сложных систем, так и к построению компьютерной модели, т.е. – имитационному моделированию».[19]

Аналогичная позиция: «Имитационное моделирование предполагает представление модели в виде некоторого алгоритма - компьютерной программы, - выполнение которого имитирует последовательность смены состояний в системе и таким образом представляет собой поведение моделируемой системы». [20]

Полагаем, что содержание перечисленных выше понятий недостаточно информативно, и потому они являются неполными, так как не отображают самого процесса исследования, а сводят понятие к компьютерной программе.

На наш взгляд, имитационное моделирование можно определить как исследование объекта познания (оригинала) путем воспроизведения на ЭВМ (симуляции) процесса функционирования в заданный период времени и условиях его модели (прототипа), которая обладает свойствами схожести и подобности исследуемого оригинала, а результаты данного исследования характеризуют сам изучаемый объект, его взаимодействие с внешней средой, а также отвечают критериям точности и достоверности.

Определившись с понятием и прикладным значением имитационного моделирования в самых различных сферах, рассмотрим какие меры стимулируют разработку, развитие и внедрение отечественных программных IT - продуктов, предлагающих эффективные решения в сфере имитационного моделирования, в рамках реализуемого в Казахстане направления политики по внедрению современных информационно-коммуникационных технологий. В этой связи обратимся к Закону РК от 24.11.2015г. «Об информатизации», которым согласно преамбуле регулируются общественные отношения в сфере информатизации, возникающие на территории Республики Казахстан между государственными органами, физическими и юридическими лицами при создании, развитии и эксплуатации объектов информатизации, а также при государственной поддержке развития отрасли информационно-коммуникационных технологий. Согласно ст.61 данного Закона государственная поддержка развития отрасли информационно-коммуникационных технологий осуществляется уполномоченными государственными органами, национальным институтом развития в области информационно-коммуникационных технологий и другими национальными институтами развития с целью стимулирования развития отрасли информационно-коммуникационных технологий в Республике Казахстан.

Основными принципами государственной поддержки развития отрасли информационно-коммуникационных технологий согласно Закону "Об информатизации" являются:

1) развитие отрасли информационно-коммуникационных технологий на базе частного предпринимательства и государственно-частного партнерства;

2) приоритет отечественных юридических лиц при получении заказов на разработку информационно-коммуникационных технологий, информационных систем;

3) стимулирование развития производства отечественного программного обеспечения, программных продуктов и производства технических средств;

4) развитие структуры рынка информационно-коммуникационных технологий;

5) поддержка добросовестной конкуренции на рынке информационно-коммуникационных технологий.

В соответствии с принципами государственной поддержки законодательством предусмотрены меры по стимулированию роста отрасли информационно-коммуникационных технологий, которые содержатся в данном Законе "Об информатизации", а также в Предпринимательском кодексе Республики Казахстан.

Согласно п.4 ст.61 Закона РК "Об информатизации" к таким мерам относятся:

1) формирование и развитие нормативно-методологической базы деятельности в отрасли информационно-коммуникационных технологий, в том числе внедрение международных стандартов;

2) реализация и совершенствование системы государственных (квазигосударственных) заказов на разработку и поставку инновационного программного обеспечения, программных продуктов с высокой долей местного содержания;

3) внебюджетное возмездное и безвозмездное финансирование проектов в отрасли информационно-коммуникационных технологий, направленных на рост доли местного содержания;

4) гармонизация структуры затрат на информатизацию государственных юридических лиц и субъектов квазигосударственного сектора, направленная на рост доли услуг в сфере информатизации;

5) создание условий для венчурного и иного внебюджетного возмездного финансирования проектов в отрасли информационно-коммуникационных технологий;

6) выработка предложений по стимулированию развития и повышению инвестиционной привлекательности отрасли информационно-коммуникационных технологий.

Предпринимательский кодекс РК от 29.12.2015г. предусматривает положения относительно стимулирования, в целом, предпринимательской деятельности и обеспечения ее защиты и поддержки в ст.16, поддержки отечественных производителей товаров, работ и услуг в ст.17, а также специальные положения, закрепляющие меры **государственной поддержки субъектов индустриально-инновационной деятельности,** поддерживающие рассматриваемую отрасль.

Прежде всего, следует отметить, что под индустриально -инновационной деятельностью данным Кодексом понимается деятельность физических или юридических лиц, связанная с реализацией индустриально-инновационных проектов с учетом обеспечения экологической безопасности в целях повышения производительности труда и обеспечения стимулирования развития приоритетных секторов экономики либо продвижением отечественных обработанных товаров, работ и услуг на внутренний и (или) внешние рынки.

Под приоритетными секторами экономики понимаются сектора национальной экономики, способные оказать воздействие на динамику и качество экономического развития государства.

Государственной программой индустриально-инновационного развития Республики Казахстан на 2015 - 2019 годы, утвержденной Указом Президента РК от 01.08.2014г., информационно-коммуникационные технологии **включены в одно из направлений для развития отечественных инноваций.**

Статья 257 Предпринимательского кодекса РК устанавливает меры государственной поддержки субъектов индустриально-инновационной деятельности, к которым относятся:

1) финансирование, включая софинансирование проектов, лизинговое финансирование;

2) предоставление гарантийных обязательств и поручительств по займам;

3) кредитование через финансовые институты;

4) субсидирование ставки вознаграждения по кредитам, выдаваемым финансовыми институтами, и купонного вознаграждения по облигациям;

5) осуществление инвестиций в уставные капиталы;

6) гарантированный заказ;

7) предоставление инновационных грантов;

8) обеспечение квалифицированными кадровыми ресурсами;

9) обеспечение инженерно-коммуникационной инфраструктурой;

10) предоставление земельных участков и прав недропользования;

11) поддержка на внутреннем рынке;

12) привлечение иностранных инвестиций;

13) развитие и продвижение экспорта отечественных обработанных товаров, услуг;

14) поддержка повышения производительности труда и развития территориальных кластеров;

15) реструктуризация задолженности в рамках финансово-экономического оздоровления.

При этом в п.6 данной статьи Кодекса предусматривается положение о том, что уполномоченный орган в области государственной поддержки индустриально-инновационной деятельности, иные государственные органы, а также местные исполнительные органы областей, городов республиканского значения, столицы при рассмотрении, согласовании и предоставлении мер государственной поддержки субъектам индустриально-инновационной деятельности обязаны руководствоваться одним из следующих критериев:

1) инновационность - направленность на повышение экономической эффективности деятельности путем создания новых или усовершенствованных производств, технологий, товаров, работ и услуг с учетом обеспечения экологической безопасности;

2) конкурентоспособность - преимущество в сравнении с аналогичными индустриально-инновационными проектами, проявляющееся в уровне достигаемой экономической и социальной эффективности, определяемом как отношение достигаемого эффекта к затратам на его получение;

3) масштабность - значимость реализации индустриально-инновационного проекта для индустриально-инновационного развития Республики Казахстан.

Как уже было отмечено в данной статье, Главой государства определены направления дальнейшего развития законодательства Республики Казахстан в целях стимулирования развития информационно-коммуникационных технологий в Республике. Тем не менее, отметим также необходимость пересмотра отдельных положений действующих законодательных актов, которые нуждаются в доработке и развитии.

Так, Закон РК "Об информатизации" является основополагающим в регулировании отношений в сфере применения информационно-коммуникационных технологий. Согласно ст.4 данного Закона сферой его действия являются общественные отношения в сфере информатизации, возникающие на территории Республики Казахстан между государственными органами, физическими и юридическими лицами при создании, развитии, сопровождении, эксплуатации объектов информатизации, а также при государственной поддержке развития отрасли информационно-коммуникационных технологий. Вместе с тем, с учетом многообразия и развития общественных отношений неверно ограничивать сферу применения данного Закона исключительно возникновением общественных отношений в сфере информационно-коммуникационных технологий. В этой связи сферу регулирования Закона необходимо расширить также на общественные отношения как на этапе их возникновения, так и на этапах изменения и прекращения. Попутно заметим, что содержанием данного Закона эти вопросы освещаются по многим аспектам регулирования отношений в сфере информатизации, в чем проявляется внутренняя несогласованность норм данного акта.

В завершение отметим актуальность применения ИТ-решений, использующих метод имитационного моделирования, в рамках определения рисков развития интеграционных процессов в структуре Евразийского союза. Так, на примере Европейского Союза можно наблюдать, что далеко не все страны-члены данного регионального объединения выиграли экономически от вступления в данный Союз. В настоящее время в условиях активных интеграционных взаимодействий в структуре Евразийского экономического союза важно определить те экономические риски, с которыми может столкнуться Республика, и выработать комплекс мер, который бы способствовал взаимовыгодному сотрудничеству в рамках данного регионального объединения. Отдельные инициативы по цифровизации процессов экономического сотрудничества в Евразийском экономическом союзе уже высказывалась представителями стран-членов. Тем не менее, используя опыт развитых стран, также отметим необходимость развития международной правовой основы регулирования гражданско-правовых отношений на основе применения, признания и обеспечения защиты электронной цифровой подписи и разработки и внедрения соответствующих технологических решений для этих целей.

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Юлия Дайсер, Эхсанулла Рахматулла

[1]әл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан;
[2]Неміс-Қазақ университеті, Алматы қ., Қазақстан

РЕСПУБЛИКАДАҒЫ АҚПАРАТТЫҚ-КОММУНИКАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАРДЫ ДАМЫТУДЫ МЕМЛЕКЕТТІК ҚОЛДАУ АЯСЫНДА ҚАЗАҚСТАН ЭКОНОМИКАСЫНДА ИМИТАЦИЯЛЫҚ МОДЕЛЬДЕУДІ ҚОЛДАНУ

Аннотация. Қазіргі заманғы ақпараттық-коммуникациялық технологияларды кәсіпкерлік қызметте енгізудің шығындарын қысқарту, басқару тиімділігін арттыру, бизнес-процестерді оңтайландыруға байланысты бірқатар артықшылықтар бар. Сондықтан Қазақстанның дамуының басымдықтарының бірі болып цифрлық технологияларды енгізу болып табылады. Имитациялық модельдеу бізге кез келген процесті оның үлгісінде қарастыру, кейбір шешімдер мен реформаларды қабылдау үшін және болжау мен бағалауға мүмкіндік беретін деректерді алуға болады. Осы IT шешімнің айқын мақсатына қарамастан, модельдеу тұжырымдамасы мен мазмұны туралы мәселе ғылыми қоғамдастықта өте даулы мәселе болып отыр. Бұл мақалада осы тұжырымдаманың анықтамасын талданады, сондай-ақ Қазақстан Республикасында сандық технологияларды дамыту үшін мемлекеттік қолдау тұрғысында Қазақстан экономикасында оны дұрыс пайдаланудың перспективалары анықталды.

Түйін сөздер: ақпараттық және коммуникациялық технологиялар, цифрлық Қазақстан, имитациялық модельдеу, экономикадағы IT-шешімдерді қолдану, ақпараттық-коммуникациялық технологиялар секторының өсуін ынталандыру шаралары, информатизация саласындағы қоғамдық қатынастарды құқықтық реттеу.

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G.Z. Begembetova

Kazakh National Conservatory named after Kurmangazy, (Kazakhstan, Almaty)
begembetova@mail.ru

VOCAL PERFORMANCE ART OF KAZAKHSTAN: ADDRESSING THE CHALLENGE OF HISTORICAL SIGNIFICANCE WITHIN THE FRAMEWORK OF CONTEMPORARY CULTURE

Abstract. The article outlines the features of vocal performance as a special kind of musical art. In particular, the general picture of the genre of opera in Kazakhstan is presented and important prerequisites for its successful dynamic development at the beginning of the 20th century are considered. As one of the important factors, the author defines the high level of the traditional singing school in Kazakh culture, which has developed its own musical language, characterized by a high level of organization, brightness, relief and author's individuality. At the same time, the author points to the historical period of the 1930s, when new genres and forms of creativity arise in Central Asia and Kazakhstan, and academic vocal art takes its leading place as an original phenomenon in the national musical culture.

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Keywords. Music, Kazakh culture, opera, singing, singing, traditional music, composer, vocal interpretation.

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Г.З. Бегембетова

Казахская национальная консерватория имени Курмангазы, (Алматы, Казахстан)

ВОКАЛЬНОЕ ИСПОЛНИТЕЛЬСКОЕ ИСКУССТВО КАЗАХСТАНА: К ПРОБЛЕМЕ ИСТОРИЧЕСКОЙ ЦЕННОСТИ В КОНТЕКСТЕ СОВРЕМЕННОЙ КУЛЬТУРЫ

Аннотация. В статье обозначены особенности вокального исполнительства как особого вида музыкального искусства. В частности, представлена общая картина становления оперного жанра в Казахстане и рассмотрены важные предпосылки для его успешного динамичного развития в начале XX столетия. Как одним из важных факторов, автором определен существующий в казахской культуре высокий уровень традиционной певческой школы, выработавший свой собственный музыкальный язык, отличающийся высоким уровнем организации, яркостью, рельефностью и авторской индивидуальностью. Вместе с тем, автор указывает на исторический период 1930-х годов, когда в Средней Азии и Казахстане возникают новые жанры и формы творчества, и академическое вокальное искусство занимает свое ведущее место как самобытное явление в отечественной музыкальной культуре.

Статья подготовлена по материалам выполненных работ в рамках проекта грантового финансирования научных исследований Министерства образования и науки РК на 2018-2020 г.г. №AP 05135997 «Исполнительское искусство Казахстана: национальный стиль, традиции и роль в трансформации общества».

Ключевые слова. Музыка, казахская культура, опера, исполнительство, певческое искусство, традиционная музыка, композитор, вокальная интерпретация.

Исполнительство как самостоятельный род деятельности содержит ряд сложнейших сторон, раскрытие которых требует активного привлечения потенциала не только музыкально-теоретических дисциплин, но и таких наук как эстетика, этика, социология, психология, культурология, поскольку музыкальное исполнительство, как вид художественной деятельности, соответствует двум уровням: в широком смысле это – явление социокультурного порядка, в узком же – деятельность индивидуума, отличающаяся весьма характерными особенностями.

Любое музыкальное произведение нуждается в исполнителе: это необходимое условие его существования во времени и пространстве. Отсюда неизбежно возникает коммуникативная триада «композитор - исполнитель – слушатель» (Б. В. Асафьев). Они объединены общей задачей постижения и передачи содержания, а создаваемая ими множественность смыслов одного музыкального текста увеличивает глубину интерпретации. Однако центральным звеном непосредственного музыкального общения является исполнитель, который в своей деятельности совмещает две различные функции: воплощает в звуке музыкально-художественный образ и истолковывает им же самим созданное звучание пластикой, жестами, мимикой и даже внешним видом. Важной составляющей исполнительской интерпретации является сила психологического воздействия артиста на публику, которую Л.Н.Толстой называл «заразительностью», а ныне нередко называют «харизмой». Истории известны яркие примеры буквально завораживающего воздействия, при котором собственно художественная сторона исполняемого воспринимается менее активно и ярко по сравнению с тем эффектом, который оказывает сама личность музыканта.

В процессе музыкально-исполнительского творчества значим не только композитор, не только исполнитель, но и слушатель: он активный участник процесса музыкального общения, он определяет градус его эмоционально-психологического напряжения. Эту мысль подчеркивал Б. В. Асафьев, развивая положение о том, что слушатель «проходит путь, пройденный композитором, и привносит при восприятии сочинения свои идеи, взгляды, вкусы, привычки и даже просто душевную расположенность» [1, 84]. Таким образом, автор ставит в один ряд всех участников музыкального процесса, обосновывая свой тезис тем, что написание оригинальных композиций есть по сути интерпретация действительности, так как сюжеты и коллизии взяты авторами из жизни и являются художественной обработкой действительности, а артист и слушатель познают эту действительность в акте исполнения и восприятия. Для чуткого исполнителя, настроенного на активный диалог с аудиторией, реакция зрительного зала оказывается чрезвычайно важной. Смысл исполнительской деятельности во многом зиждется на контакте со слушателем, его эмоциональной оценке происходящего на сцене. Так, К. С. Станиславский писал: «Ощущение отклика тысячи человеческих душ, идущее от переполненного зрительного зала, приносит нам высшую радость, какая только доступна человеку» [2, 57].

Со времен зарождения оперы и оперного исполнительства на рубеже XVI - XVII веков и по сей день этот жанр вызывает полемику о его жизненности и направлениях развития. В разные исторические эпохи отношение к опере менялось. Она могла рассматриваться и как искусство для аристократии и высшего света, и как относительно популярный жанр в среде широких масс. Почти полное забвение и кажущаяся скорая смерть жанра как такового сменилась его возрождением и возникновением его новых сценических форм.

Опера соединила в себе многие виды искусства: музыку, пение, драму, танец, изобразительное искусство. Нет второго жанра в сценическом искусстве, который был бы столь многогранен по своим возможностям эмоционального и эстетического воздействия на зрителя. Без преувеличения можно утверждать, что сегодня опера является наиболее востребованным способом репрезентации классического искусства. Несмотря на изменения, произошедшие с оперным искусством в XX веке, этот жанр остался практически неизменным в своих основных характеристиках и не претерпел принципиальных трансформаций. Что касается системы вокально-исполнительских принципов и педагогических методов, то она формируется в музыкальной культуре народов различных стран. Именно в национальной школе пения отражаются особенности психологического склада народа, его музыки, поэзии, языка, исполнительских традиций. Так, национальные вокальные школы в странах Западной Европы начали формироваться одновременно с возникновением национальных композиторских школ, выдвигавших перед певцами свои художественно-исполнительские требования. Например, итальянская школа пения, для которой характерно четкое слово, кантиленное пение, виртуозность, искусство импровизации, колоратура, широкий диапазон, изысканная динамика и тембровое разнообразие отличается от французской, которая имеет аффектированный декламационный стиль, консонантную технику пения. Немецкая же характеризуется, в свою очередь, как «школа примарного тона», учитывающей специфические особенности оперной немецкой музыки и фонетики языка [3]. Развиваясь в течение XVIII-XX вв., европейские вокальные школы не были изолированы друг от друга, что привело к их взаимообогащению и образованию единой эталонной школы вокального искусства.

Русская вокальная школа ведёт свои истоки от творчества М. И. Глинки. Она сложилась как самобытное национальное явление, основой которого стало народно-песенное исполнительство. Обучаясь у иностранных педагогов и испытывая влияние других национальных школ пения (прежде всего итальянской школы пения), русские певцы сумели сохранить свою самобытность. Они умело передают свой национальный исполнительский стиль, включавший в себя мастерство драматической игры, простоту и задушевность исполнения при совершенной вокальной технике, умение сочетать вокальное мастерство с эмоционально-окрашенным живым словом.

Современная академическая вокальная музыка Казахстана является интересным и самобытным явлением в отечественной музыкальной культуре. В XX в. она опиралась на традиционную поэзию, мелодику, тематику фольклорных произведений казахов. Во второй половине XX в., в отличие от предшествующих десятилетий, ориентированных на традиции массовой песни и искусства, происходят существенные изменения: расширяется семантическое поле поэтических текстов, обновляется ладо-интонационность, осваиваются новые техники письма. Казахская музыка активно включается в общий мировой музыкальный процесс, что раздвинуло рамки камерно-вокального искусства, обогатило сферу его содержания и вызвало глубокий интерес к новым языковым средствам. Все это, несомненно, оказало влияние и на исполнительское искусство казахстанских певцов оперного и камерного жанров.

История казахского вокального певческого искусства до сих пор недостаточно изучена в музыковедческой литературе. Так, нам известны труды Бисеновой Г. «Национальные традиции в оперном искусстве Казахстана», Гончаровой Л. «К вопросу о 3-х редакциях оперы «Кыз-Жибек» Е.Брусиловского», Кузембаевой С. «Воспеть прекрасное», Абулгазиной Г.К. «Казахская эпическая опера семидесятых годов», Джумалиевой Т.К. «Национальная песенная традиция в опере М.Тулебаева «Биржан и Сара», которые в большей степени раскрывают проблемы композиторского творчества в жанре оперы. Однако исполнительство как область музыкальной культуры Казахстана также является одной из составных в современной музыкальной культуре, и ее многоаспектная разработка «способна обогатить наши представления относительно глубинных пластов и современных тенденций развития исполнительской культуры.

Особенно важным в истории вокального искусства явился XX век, ставший временем глобальных изменений не только в политической, но и социально-культурной сфере. Именно в этот период происходят кардинальные сдвиги во многих направлениях, и в музыкальной жизни страны, в частности. Новым явлением, проявившемся в разных видах искусств оказалось взаимодействие различных традиций, которое оказало влияние на создание новых средств выразительности, форм, приемов, и, в целом, расширении музыкального пространства. Вторая половина столетия к тому же характеризуется развитием коммуникативных возможностей, таких как радио, телевидение, Интернет. Потому, изучение истории национальной культуры в этот период становится важнейшим направлением современного музыкознания, способствующим обогащению различных сфер знания.

Значительно активизировалась музыкально-общественная жизнь: возникли самодеятельные театральные и музыкальные кружки, хоровые коллективы, наиболее талантливые певцы и музыканты стали привлекаться к активной профессиональной деятельности. Развернулась большая работа по записи и изучению музыкального фольклора. Чаще, чем прежде, проводились состязания певцов, акынов, музыкантов, особенно по созданию и исполнению произведений на современные темы.

В качестве одного из важных факторов, способствовавших появлению целого ряда ярких исполнителей – первых оперных певцов мы отмечаем высокую культуру традиционной певческой школы, так как в системе традиционных культур Востока исполнительству принадлежит ведущее место. В жизнеспособности песенного пласта, как и инструментального, решающим фактором на протяжении столетий был теснейший контакт музыканта и слушателя. Ибо сама природа данного исконно-национального явления содействовала формированию специфических форм его функционирования и эстетического воздействия. В процессе характеристики роли исполнителя как особо значимой и индивидуальной в культуре казахского народа, мы выявляем и особенности вокала народно-профессиональных певцов: это особая техническая маневренность, «полетность», большое запасливое дыхание, оригинальность тембра и манеры пения. Именно народно-песенное творчество благодаря своим устойчивым исполнительским традициям, выработала свой собственный музыкальный язык, отличающийся высоким уровнем организации, яркостью, рельефностью и авторской индивидуальностью.

Условно разделяя XX столетие на определенные этапы, ученые отмечают период 1920-30-х годов как время переосмысления всей национальной музыкальной культуры в целом, вследствие влияния западноевропейской музыки письменной традиции. Своеобразие данного периода, с точки зрения национальной культуры, отразилось в процессе коренной переориентации общественного сознания, жизнедеятельности народа, образованию в музыкальном искусстве новых жанров и форм. Взятые из европейского музыкального искусства типы композиторской и исполнительской практики, были перенесены на благодатную почву богатой разножанровой традиционной культуры казахов. Подобная открытость традиции, её способность не только впитывать новое, но и сохранять своиэтнические характеристики, нашла яркое отражение в деятельности первых певцов казахской сцены. В целом, судьба национального оперного искусства неразрывно связана с русскими мастерами, развившими прогрессивные традиции мирового исполнительства. Плодотворное воздействие, организующая роль представителей русского вокально-сценического искусства способствовали формированию в казахской певческой культуре новой художественной формы исполнительства, тесно связанной с жанровыми особенностями оперы [4, 74].

В данном факте нашла свое яркое проявление взаимосвязь общего и особенного, когда любая национальная музыкальная школа испытывает влияние культуры других народов. Однако эти заимствованные элементы, своеобразно преломляясь сквозь специфику национального, всегда видоизменяются и, обогащаясь новыми самобытными чертами, развиваются, выступая как оригинальное явление новой художественной ценности. Наиболее ярким примером взаимодействия художественных традиций этноса с еропейским является творчество как художников-творцов – писателей и композиторов, так и художников-исполнителей, в частности, первых певцов казахской оперы – Курманбека Джандарбекова, Куляш Байсейтовой, Канабека Байсеитова, Манарбека Ержанова, Урии Турдукуловой и их последователей. Эти исполнители, осваивая новый для казахского искусства жанр оперы, достигли больших профессиональных высот, благодаря своему природному таланту, упорному труду, учебе у опытных педагогов, режиссеров, дирижеров русской труппы театра, концертмейстеров. Несомненно, что подобное взаимодействие различных певческих традций было весьма благотворным для истории оперной школы Казахстана.

Специфические условия 30-х года обусловили появление совершенно нового сплава исполнительских традиций. В результате социального и культурного преобразования появился новый сплав исполнительских традиций. Сформировалась следующая классификацию носителей народно-профессиональной традиции, основанную на их деятельности:

4. певцы, сохранившие преемственность традиции народно-профессиональной исполнитель ской школы, но оставшиеся на уровне концертного исполнения. Это Габбас Айтпаев, Амре Кашаубаев, Куан Лекеров, Али Курманов, Жусупбек Елебеков.
5. ко второму типу мы относим певцов – продолжателей вышеназванной традиции. Но в отличие от первого типа, они стали развивать исполнительскую культуру в музыкально-драматических и ранних оперных постановках казахского театра. Это такие выдающиеся деятели как: Манарбек Ержанов, Гарифолла Курмангалиев, Жамал Омарова, Рабига Есимжанова.
6. певцы – первые участники не только постановок казахских композиторов, но и спектаклей классической оперы (русской, европейской), достигшие более высокого уровня вокального исполнительства – Курманбек Джандарбеков, Куляш и Канабек Байсеитовы, Урия Турдукулова.

Приведенная выше типология народных певцов, дает ясное представление о возможностях участия отдельных исполнителей в разных постановках, сначала музыкальной драмы, а затем и в первых операх. В целом, для создания и исполнения первых опер в Казахстане, как и в других республиках Советского Востока, существовали благоприятные условия. В этом регионе издревле процветала профессиональная музыкальная культура устного типа, в которой композиторская деятельность проявлялась в единстве с исполнительской. Эта культура сформировала свой тип профессионального певца, вокальные и артистические возможности которого идеально подходили для участия в театральном действе, свой тип слушателя, способного к восприятию сложной музыки, и свою систему активного взаимодействия слушателей с исполнителем.

Говоря о становлении исполнительского искусства в республике, нельзя не сказать и об истории театра, и, конечно, композиторском творчестве того времени. Так, в 1933 году была организована Государственная музыкальная студия в Алма-Ате, а в 1934 году студию переименовали в Казахский Государственный Музыкальный театр. Первый спектакль «Айман и Шолпан» имел большой успех. Музыкальную основу спектакля составил народный фольклор. Композиторы И. Коцык и С. Шабельский обработали народные песни и инструментальную музыку. Это один из важных моментов в успехе спектакля, в котором образцы народной песни впервые соединились со сценическим образом, и приобрели вторую жизнью. Однако у театра были и свои сложности, не хватало профессиональных кадров, практически никто в труппе не обладал профессиональным музыкальным образованием. Помощь в работе над репертуаром и музыкальным наследием казахского народа оказал Е. Брусиловский, выпускник Ленинградской консерватории. С 1934 по 1938 года Е. Брусиловский был художественным руководителем и композитором театра. За это время он написал первые произведения для театра – «Кыз Жибек» (1934 г.), «Жалбыр» (1935 г.), «Ер-Таргын» (1936 г.) и второй вариант «Айман и Шолпан» (1938 г.). Названные произведения были не столько операми, сколько музыкальными драмами, с диалогами, благодаря чему и получили признание у публики. Поскольку опера является довольно сложным музыкальным синтезированным жанром, то невозможно было сразу отобразить в казахской культуре все ее особенности, что было связано не только с нехваткой профессиональных музыкантов, но и прежде всего с неподготовленностью слушателей к жанрам западноевропейской музыки. Все произведения были построены на национальном колорите, казахском фольклоре, который был привычен и знаком публике. Как отмечают Б.Ерзакович и А. Жубанов, основной целью Е.Брусиловского было показать красоту казахских песен, соединив ее с гармонией европейской культуры. Постепенно композитор усложнял формы музыкального языка, переработав музыкальные драмы в оперы и именно в жанре оперного искусства композитор многогранно претворил черты оперности, заложенные в фольклоре и богатейшие художественные традиции казахского народа [5, 79].

Следующий этап развития связан с осознанием и поиском своего национального музыкального языка на основе европейских традиций. Профессионализм театра увеличивался, что было связано с усложнением произведений, но прежде всего с появлением музыкантов-профессионалов. Важным моментом в истории казахского оперного театра является 1941 год, когда постановка оперы «Наргиз» З. Палиашвили прошла в новом здании (архитектор А. Простаков). В этом же году театру было присвоено почетное звание Академического. В это время ставятся произведения не только русской классики, но и других национальных культур. Впервые певцы столкнулись с трудностями передачи особенностей колорита русской, азербайджанской и другой музыки. Однако постановки прошли с успехом, что говорит о творческом потенциале вокальной школы того времени. Это подтверждает и тот факт, что в 1944 году на конкурсе первой декады советской музыки Средней Азии казахские певцы заняли первые места.

Большую роль на формирование академического стиля исполнительства Казахстана в это время оказали педагоги вокального факультета Алматинской государственной консерватории им. Курмангазы. В методах преподавания учителей-вокалистов выражаются лучшие традиции русской школы пения: культивировалось широкое свободное звучание, чуждое внешней аффектации, искренность и естественность исполнения. Большое внимание уделялось психологической окраске слова, владению различными тембровыми красками, соединению выразительного пения с драматической игрой.

1944 год является значимым для вокального искусства – была написана опера «Абай». Создание оперы «Абай», написанной национальными композиторами А. Жубановым и Л. Хамиди (1944г.) потребовало от певцов профессионализма, поскольку оперные партии отличались сложностью не только в мелодическом отношении, но и в психологическом содержании образа. Взамен народных сцен появились вокальные номера – арии, ариозо, развернутые речитативные сцены. Первыми исполнителями партии Абая были Р. Абдуллин и Е. Серкебаев.

Через два года была написана не менее известная опера М. Тулебаева «Биржан и Сара», вошедшая в наследие казахской культуры. Особенно исследователи оперного искусства выделяют сцену айтыса, которая является одной из самых сложных в вокальном оперном исполнении. Премьера была настолько успешной, а первые исполнители поразили слушателей своим вокальным искусством при передаче главных образов, что в 1948 г. К. Байсеитовой, А. Умбетбаеву, Б. Досымжанову и Ш. Байсековой были присуждены Сталинские премии.

Особые стороны вокального мастерства проявили в этой опере известные казахские певцы – А. Умбетбаев и Б. Досымжанов. Ануарбек Умбетбаев признан одним из лучших исполнителей партии Биржана и вошел в историю вокального искусства как один из его зачинателей. Более 40 лет исполнитель прожил в образе Биржана. В его трактовке персонажа, интерес представляет выделение именно героических черт у главного героя. Б. Досымжанов, с его мягким певучим тенором также покорил слушателей в образе Биржана. Исследователь С. Кузембаева в своей книге «Воспеть прекрасное» отмечает: «мягкий лирический тенор певца нес теплоту и искренность, показывая новые притягательные черты героя. Своеобразие созданного облика народного певца проявляется в его выразительном пении; в ровности и легкости звука, его протяженности, осмысленности и отточенности музыкальной фразы» [5, 28]. Действительно, создание цельного образа характеризуется правильным прочтением облика Биржана.

Со временем стиль казахских опер усложнялся, особенно с 1960$^{-х}$ годов, когда пришло поколение композиторов, применяющих элементы европейских композиторских техник XX века. Это время отмечено не только зрелостью композиторских произведений, но и профессионализмом исполнителей, получивших профессиональное образование в консерватории. Каждый исполнитель отличается своей вокальной школой, индивидуальностью исполнения, стилем вокального мастерства. Однако все они, что самое главное, являются продолжателями традиций народного фольклора. Среди них: С. Курмангалиева, Р. Жубатурова, А. Оспанова, Т. Адетбекова, Б. Ашимова, К. Бактаев, К. Кулумжанов, Х. Есимов, К. Камалиев, Н. Каражигитов, Р. Джаманова.

Особенностью 1960-х годов было постоянное включение молодежи, профессионально образованной, в работу оперного театра. Среди ярких постановок этого времени выделяется оперы «Камар-Сулу» Е. Рахмадиева и «Айсулу» С. Мухамеджанова. В это время выделяются имена таких известных певцов как: А. Днишев, Б. Тулегенова, Р. Жубатурова.

Сегодня на сцене знаменитого театра, продолжая богатые традиции вокальной школы, блистают певицы Н. Усенбаева, Д. Баспакова, М. Мухамедкызы. А также другие известные солисты как К. Халиламбекова, С. Ищанова, Г. Даурбаева, Д. Дютмагамбетова, Т. Кузембаев, Т. Мусабаев, М. Чотабаев, М. Байнешев и другие.

Задача современного вокального искусства, по словам известных музыкантов, заключается в повышении уровня вокального мастерства до мирового уровня; продолжение традиций, идущих от первых мастеров оперной сцены, выраженной в синтезе двух ветвей исполнительства – народной и европейской, а также в определении системы вокального обучения каждого из исполнителей.

Оперное искусство Казахстана в XXI веке стало культурным феноменом мирового значения. Оценивая его с позиций исторической ретроспективы, мы можем определенно констатировать, что оно никогда ранее не находилось на столь высоком уровне развития. Качественно другим стал оперный театр, существенно изменилась его эстетика, другими стали зрители. Но искусство выдающихся исполнителей во все времена продолжают обогащать наш эмоциональный мир, делать нас значительно более зрелыми, проницательными.

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Г.З. Бегембетова

Құрманғазы атындағы Қазақ ұлттық консерваториясы, (Алматы, Қазақстан)

ҚАЗАҚСТАН ВОКАЛДЫҚ ОРЫНДАУШЫЛЫҒЫ: ЗАМАНАУИ МӘДЕНИЕТ КОНТЕКСТІНДЕГІ ТАРИХИ ҚҰНДЫЛЫҚТАР МӘСЕЛЕСІ

Аннотация. Мақалада вокал өнімділігінің ерекшеліктері музыкалық өнердің ерекше түрі ретінде сипатталады. Атап айтқанда, Қазақстандағы опера жанрының жалпы көрінісі ұсынылып, XX ғасырдың басында табысты қарқынды дамуы үшін маңызды алғышарттар қарастырылған. Маңызды факторлардың бірі ретінде, автор қазақ мәдениетіндегі дәстүрлі ән мектебінің жоғары деңгейін анықтайды, ол өзінің жоғары деңгейлі ұйымы, жарықтығы, жеңілдету және авторлық даралығымен ерекшеленетін өзіндік музыкалық тілін қалыптастырды. Сонымен қатар, автор Орталық Азия мен Қазақстанда шығармашылықтың жаңа жанрлары мен формалары пайда болған 1930-шы жылдардағы тарихи кезеңге тоқталды және академиялық вокалдық өнер ұлттық музыкалық мәдениетте өзіндік құбылыс ретінде көш бастады.

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Түйін сөздер. Музыка, қазақ мәдениеті, опера, ән айту, ән айту, дәстүрлі музыка, композитор, вокалды түсіндіру.

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Zh.K. Malgaraeva[1], A.S. Darmenova[2]

[1, 2] Narxoz University, Almaty, Kazakhstan
Email: zhanat.malgaraeva@narxoz.kz, aida.darmenova@narxoz.kz

PRINCIPAL DEFINITIONS AND INDICATORS FOR SUSTAINABLE DEVELOPMENT OF TRANSPORTATION SYSTEM: PRELIMINARY APPLICATION FOR ALMATY CITY PUBLIC TRANSPORT

Abstract: Almaty city is the largest city of Kazakhstan, the core of Almaty agglomeration, the key donor of republican budget. Despite economic success, the city ecosystem is exposed to serious pressure, including transportation problems. An average traffic speed in Almaty is 17-19 km/h, decreasing to 12-15km/h during peak hours. Due to traffic congestions, the city economics loses 210 million tenge per day, or 60 billion tenge per year. In terms of ecological economics, the city transportation system should be cardinally transformed, to correspond to the challenge of sustainable development in aim to preserve Almaty ecosystem in due conditions for future generations. The author reviewed modern conceptual framework and definitions of ‘sustainable development’, ‘sustainable cities’, ‘sustainable development of transportation system’, ‘sustainable mode of transportation’. Articulated principles of ecological economics and sustainable transportation system, introduced indicators for evaluating transport efficiency. Given preliminary analysis to compare current state of Almaty public transport with principal indicators for sustainable transport. Suggested approach can be applied while evaluating public transport in other cities of Kazakhstan.

Key words: sustainable development, ecological economics, transportation system, sustainable transport, sustainable modes of transportation, public transport, indicators for sustainable development of transportation system.

Ж.К. Малгараева[1], А.С. Дарменова[2]

[1, 2] Университет Нархоз, Алматы, Казахстан

ОСНОВНЫЕ ПОНЯТИЯ И ИНДИКАТОРЫ УСТОЙЧИВОГО РАЗВИТИЯ ТРАНСПОРТНОЙ СИСТЕМЫ НА ПРИМЕРЕ ОБЩЕСТВЕННОГО ТРАНСПОРТА ГОРОДА АЛМАТЫ

Аннотация. Город Алматы является крупнейшим городом Казахстана, ядром Алматинской агломерации, донором республиканского бюджета. Несмотря на экономические успехи, экосистема города подвергается серьезным испытаниям на прочность, в том числе из-за транспортных проблем. Средняя скорость передвижения по городу сейчас составляет 17-19 км/час, падая до 12-15 км/час в часы пик, а экономика города за счет уже существующих заторов несет убытки в размере 210 млн. тенге ежедневно, или 60 млрд. тенге в год. С точки зрения экологической экономики, транспортная система города должна претерпеть ряд коренных изменений, чтобы соответствовать вектору устойчивого развития и сохранить биосферу мегаполиса в надлежащем виде для будущих поколений. В статье рассматривается современный понятийно-категорийный аппарат, определяющий термины «устойчивое развитие», «устойчивые города», «устойчивое развитие транспортной системы», «устойчивые виды передвижений». Изложен взгляд на основные положения экологической экономики и устойчивой транспортной системы, приведены индикаторы по оценке эффективности транспорта. Проведен предварительный анализ текущего состояния общественного транспорта города Алматы на предмет соответствия основным индикаторам устойчивого развития транспортной системы. Результаты могут быть применены при оценке работы общественного транспорта в городах Казахстана.

Ключевые слова: устойчивое развитие, экологическая экономика, транспортная система, устойчивое развитие транспорта, устойчивые виды передвижений, общественный транспорт, индикаторы устойчивого развития транспортной системы.

Концепция устойчивого развития, охватывающая все аспекты современного человеческого общества, впервые была озвучена с высокой трибуны в докладе Всемирной комиссии по вопросам окружающей среды и развития "Наше общее будущее" на Генеральной ассамблее ООН 4 августа 1987 года. Согласно комиссии Брундтланд, «человечество способно придать развитию устойчивый и долговременный характер с тем, чтобы оно отвечало потребностям нынешнего поколения, не лишая будущие поколения возможности удовлетворять свои потребности». При этом концепция устойчивого развития предполагает определенные ограничения в области эксплуатации природных ресурсов, которые необходимо контролировать, возобновлять или заменять альтернативными источниками. Новая эра экономического роста будет возможна с развитием технологий, социальной организации самого общества и способностью биосферы справляться с последствиями человеческой деятельности, но в основе устойчивого и долговременного развития в любой стране, на любом континенте должна лежать политическая воля [1]. Таким образом, устойчивое развитие представляет собой по сути симбиоз экономического, политического, социального и экологического развития общества. Именно поэтому при оценке развития того или иного региона ООН применяет индекс человеческого развития, определяя социальные и экологические показатели по значению выше, чем экономические. Именно поэтому современная экономика устойчивого развития, также известная как экологическая экономика, фокусируется на показателях социального развития общества, а не росте материального богатства, ставя под сомнение распространенные экономические индикаторы, такие как валовый внутренний продукт, который измеряет количество рыночных отношений и уровень потребления, но не качество жизни людей.

Экологическая экономика рассматривает три сферы человеческой деятельности: размещение ресурсов, распределение доходов и соотношение развития экономики с окружающей экосистемой. «Размещение» и «распределение» – известные концепции в традиционных областях экономики: для любого уровня доходов существует свой оптимальный уровень ресурсов, которому соответствует оптимальный уровень цен (Парето-оптимум). Третья концепция – «соотношение» – касается физических границ развития экономики в рамках экосистемы, именно это направление является дифференциальным признаком экологической экономики. Экологические экономисты рассматривают экономику как подсистему основной экосистемы, которая имеет свои конечные пределы, не растет и обладает ограниченными материальными ресурсами. В связи с такими ограничительными положениями возникают вопросы: каково текущее соотношение экономической подсистемы с экосистемой Земли? Существует ли оптимальный уровень развития (меньший, чем биофизический максимум), при превышении которого получаемые прибыли и выгоды экономики человеческого общества начинают угрожать самому существованию человечества? В сегодняшнем мире ограничителем производительности стал природный капитал, а не созданный руками человека – так, например, рыболовство ограничивается не количеством судов, а оставшейся популяцией рыбы в морях и океанах; поливное сельское хозяйство ограничивается не насосами и поливными установками, а имеющимися водными ресурсами. Таким образом, предметом изучения становится распределение природного капитала во времени (что останется будущим поколениям) и пространстве (между человеком и другими обитателями биосферы) [2].

С концепцией устойчивого развития тесно связаны такие понятия, как «устойчивые города», «устойчивый транспорт» или, по-другому, «устойчивые виды передвижений».

Цели в области устойчивого развития, принятие мировым сообществом на 2015-2030 годы, определяют устойчивые города как «открытые, безопасные, жизнестойкие и экологически устойчивые» [3]. Сегодня половина человечества – 3,5 миллиарда – живет в городах, процент урбанизации будет только увеличиваться. Поэтому становится критически важным, чтобы современный, устойчивый город мог прокормить своих жителей с минимальной зависимостью от окружающей местности, а энергию производить с помощью возобновляемых источников. Главным устремлением населения устойчивого города должно быть сокращение углеродного следа, в достижении этого огромную роль принимает на себя транспортная система города и, в первую очередь, общественный транспорт.

Обратившись снова к формулировкам ООН, определяем, что устойчивый городской транспорт является системой, обеспечивающей постоянную высококачественную мобильность и удобство пользования транспортом для всего населения в долгосрочной перспективе, при этом оказывающая положительное воздействие на окружающую среду, а также социальную и экономическую обстановку в обществе. К видам устойчивых передвижений относятся общественный транспорт, пешеходное и велосипедное движение [4].

В течение 30 лет, прошедших с доклада комиссии Брундтланд, параллельно с продвижением концепций устойчивого развития и экологической экономики, развивалась и концепция устойчивой транспортной системы, предполагающей отказ от повсеместной автомобилизации, скоростных автомобильных дорог и многоуровневых транспортных развязок в пользу приоритетного развития новых экологичных видов общественного транспорта, велосипедной и пешей инфраструктуры.

Во времена расцвета автомобилизации многие экономисты полагали, что несмотря на социальные или экологические потери, растущая подвижность населения приносит экономические выгоды. Но более поздние исследования показали, что при превышении оптимального уровня автомобилизации она начинает оказывать негативный экономический эффект, поскольку продуктивность, обеспеченная передвижением на персональном автомобиле, начинает падать, а расходы на содержание автомобилей растут, элиминируя экономические достижения. Поэтому на рубеже XX и XXI веков эксперты в сфере транспорта пришли к пониманию, что надлежащее, устойчивое планирование транспортной системы не должно противопоставлять экономические задачи социальным и экологическим – например, расширять сеть автомобильных дорог, увеличивая, таким образом, транспортные потоки и выбросы вредных веществ в атмосферу. Напротив, управленцы в сфере транспорта должны разрабатывать компромиссные стратегии, помогающие решить все задачи в комплексе, обеспечивая при этом повышение эффективности транспортной системы в целом: «Устойчивое развитие транспорта – это не только анализ угроз, но и анализ разных систем. Это анализ того, как экологическая, экономическая и социальная системы взаимодействуют друг с другом, приводя к положительным или отрицательным результатам в одном, едином для всех пространстве» [5].

Интересно проследить, как с развитием концепции устойчивой транспортной системы менялись индикаторы оценки ее эффективности.

Традиционные индикаторы. Во второй половине XX века развитие транспортной системы оценивалось набором индикаторов, которые измеряли интенсивность протекающих процессов – километры проложенных дорог, количество выпущенных или проданных автомобилей, полученная прибыль, процент освоения бюджетных или заемных средств. При использовании традиционных индикаторов люди, принимающие решения, достаточно часто руководствуются задачами отрасли, забывая о цели – работать на благо общества. Например, основной задачей в сфере транспорта является обеспечение гражданам доступа к товарам и услугам. Но степень доступа сложно измерить, поэтому транспортное планирование фокусируется на показателях интенсивности движения автомобилей, перемещения людей и товаров. Подобный подход не рассматривает вытекающих последствий: стратегия по увеличению пропускной способности дорог и транспортных потоков может снизить доступ к передвижению пешеходам или привести к ненадлежащему использованию земли, тогда как альтернативная стратегия по улучшению пешеходной и велосипедной инфраструктуры, поощрение работы через Интернет (путем удаленного доступа) не снижает интенсивности экономических отношений и позволяет более рациональное землепользование, без увеличения транспортного трафика. Далее, если затронуть традиционные индикаторы по оценке качества транспортной системы, то увидим, что они оценивают условия для передвижения моторизированных средств транспорта: качество дорожного покрытия (чем выше, тем лучше); средняя скорость передвижения (чем выше, тем лучше); доступность парковки и цена (лучше больше парковок и низкие цены). Поскольку такие индикаторы ратуют за увеличение передвижения моторизированного транспорта, они зачастую конфликтуют с задачами устойчивого развития транспортной системы: например, они оправдывают расширение дорог и парковок для увеличения количества персональных автомобилей, тем самым сокращая пространство для передвижений на общественном транспорте, велосипеде или пешком. Подобный подход приводит к повышенному расходу невозобновляемых природных ресурсов, увеличивает количество вредных выбросов в атмосферу и ужесточает транспортных проблемы для не-водителей.

Простые индикаторы устойчивого развития. Для упрощенного анализа устойчивого развития транспортной системы принято использовать индикаторы, опирающиеся на легкодоступные источники данных: потребление углеводородного сырья и выбросы CO2 (чем меньше, тем лучше); выбросы загрязняющих веществ от транспорта (чем меньше, тем лучше); количество автомобильных километров на душу населения (чем меньше, тем лучше); число пострадавших в дорожно-транспортных происшествиях (чем меньше, тем лучше); использование земли моторизированным транспортом (чем меньше, тем лучше). Однако следует отметить, что простые индикаторы устойчивого развития могут быть неэффективны при полноценном планировании, так как они обычно нацелены на решение одной или двух специфических задач. Например, при переходе на более экологичные виды транспорта как электромобили, уменьшаются выбросы вредных веществ в атмосферу, но не решается проблема потери человеко-часов, проведенных в пробках.

Совокупные индикаторы устойчивого развития. Совокупные индикаторы по оценке транспортной системы рассматривают вопросы долгосрочного воздействия в соответствии с глобальными целями и задачами устойчивого развития. Тодд Литман (Todd Litman) и Дэвид Бурвелл (David Burwell) в 2006 году представили широкий спектр индикаторов, поделенных на 3 основные группы: экономические, социальные и экологические. В своей статье «Вопросы устойчивого транспорта» авторы утверждают, что транспортная система оказывает непосредственное влияние на устойчивое развитие общества. Так, например, пробки на дорогах приводят не только к загрязнению окружающей среды, но и ограничивают доступ граждан к благам общества. В свою очередь, ограничение свободы передвижения приводит к ослаблению человеческих связей и снижению уровня общения людей [5]. Ниже приведены выборочные индикаторы Литмана и Бурвелла.

Задача	**Индикатор**	**Показатель**
Экономические показатели		
Доступность: ежедневные поездки	Среднее время в пути	Чем меньше, тем лучше
Доступность: использование земли	Количество рабочих мест и коммерческих услуг в 30-минутном доступе для жителей	Чем больше, тем лучше
Разнообразие доступных видов транспорта	Доля передвижений на общественном транспорте, велосипеде или пешком; совместное использование автомобиля	Чем больше, тем лучше
Ценовая доступность	Доля расходов домохозяйств на транспорт	Чем меньше, тем лучше
Эксплуатационные затраты	Среднедушевые расходы на содержание дорог, парковок, транспортные услуги	Чем меньше, тем лучше
Социальные показатели		
Равноправие: справедливость	Доля справедливой стоимости за транспортные услуги	Чем выше, тем лучше
Равноправие: не-водители	Доступность и качество транспортных услуг для не-водителей	Чем выше, тем лучше
Равноправие: маломобильные граждане	Доступность и качество транспортных услуг для людей с ограниченными возможностями	Чем выше, тем лучше
Экологические показатели		
Вредные выбросы в окружающую среду	Среднедушевое потребление углеводородного топлива, выбросы CO2 и других вредных веществ	Чем меньше, тем лучше
Уровень шума	Доля населения, подвергающегося высокому уровню шума от транспорта	Чем меньше, тем лучше
Использование земли	Среднедушевое использование земель под транспортную инфраструктуру	Чем меньше, тем лучше
Охрана природы	Уровень сохранности дикой природы	Чем выше, тем лучше

Индикаторы устойчивого развития общественного транспорта. «Глобальный отчет о мобильности-2017» дает свои индикаторы оценки развития транспортного сектора, в первую очередь, общественного транспорта. Согласно отчету, в современном мире уже недостаточно, что транспорт просто предоставляет доступ к работе, рынкам и услугам. Мобильность должна отвечать четырем основным требованиям: транспорт должен быть доступен для всех, с высоким коэффициентом полезного действия, безопасным для людей и окружающей среды [6]. Рассмотрим поподробнее основные индикаторы по оценке мобильности населения с точки зрения экологической экономики и функционирования общественного транспорта города Алматы.

Доступ для всех. Сеть покрытия общественного транспорта города Алматы сформирована неравномерно, с большей концентрацией в центре города, оставляя окраины города и прилегающие агломерации без регулярно курсирующего пассажирского транспорта. К тому же в вечерние часы общественный транспорт практически не ходит [7]. Таким образом, малоимущие слои населения, которые чаще всего пользуются общественным транспортом и которые, как правило, проживают вдалеке от центра, оказываются ущемленными в своих правах равноправного доступа к транспортным услугам, а значит к местам работы и досуга, к услугам образования и здравоохранения. Инклюзивность (всеохватность) является главным критерием «доступа для всех»: для всех социальных групп, независимо от места проживания, пола и возраста, для маломобильных пассажиров (людей с ограниченными физическими возможностями, пассажиров с детьми, пенсионеров). К сожалению, наземный пассажирский транспорт Алматы плохо соответствует критерию инклюзивности: данные исследований говорят о том, что подвижной состав редко оснащен работающим оборудованием для людей с инвалидностью (работающий пандус, ремни безопасности для инвалидов-колясочников), а водители автобусов и троллейбусов предпочитают проезжать остановку, если видят на ней человека в инвалидном кресле или с белой тростью [4, 8]. Среди других показателей этой группы нужно отметить такие, как расстояние до остановки общественного транспорта не более 500 метров от дома; доступ к местам работы не более чем в 60 минутах езды на общественном транспорте; соблюдение расписания движения; качество обслуживания пассажиров, включая маломобильных; возможность быстрой и удобной транзитной пересадки на другой вид транспорта без доплаты. Согласно исследованию «Транспортные привычки и подвижность населения г. Алматы», проведенного в 2016 году, пятью основными причинами отказа от поездок на общественном транспорте являются: длительность поездки, переполненность автобуса/троллейбуса, отсутствие удобных маршрутов, грязный салон, плохой график движения в вечернее и ночное время (рис. 1). Таким образом, данные исследования идентифицируют отсутствие практически всех показателей обеспечения равного и качественного доступа к транспортным услугам, а также соблюдения технических и экологических норм и безопасности движения.

Эффективность системы общественного транспорта. Сутью данной группы индикаторов является оценка того, обеспечиваются ли потребности населения в общественном транспорте наиболее экономичными средствами: потребление альтернативных видов энергии, использование современных информационных технологий, удобная стыковка (например, при пересадке с частного транспорта на общественный). Важной составляющей является оценка экономических последствий: так, например, общественный транспорт, перевозящий в 10-20 раз больше людей, чем отдельно взятый автомобиль, должен все равно соперничать за место на дороге с частным транспортом, простаивая в пробках, что минимизирует экономический эффект от массового транзита пассажиров. В Алматы средняя скорость передвижения по городу составляет 17-19 км/час, падая до 12-15 км/час в часы пик, а экономика города за счет уже существующих заторов несет убытки в размере 210 млн. тенге ежедневно, или 60 млрд. тенге в год. К 2023 году прогнозируется рост экономических убытков за счет заторов в размере 480 млн. тенге ежедневно, или 140 млрд. тенге в год [7]. Таким образом, современное транспортное планирование города должно переориентироваться на приоритетное развитие и движение общественного транспорта, чтобы уменьшить общие экономические потери, понесенные не только водителями автомобилей, но и пассажирами общественного транспорта.

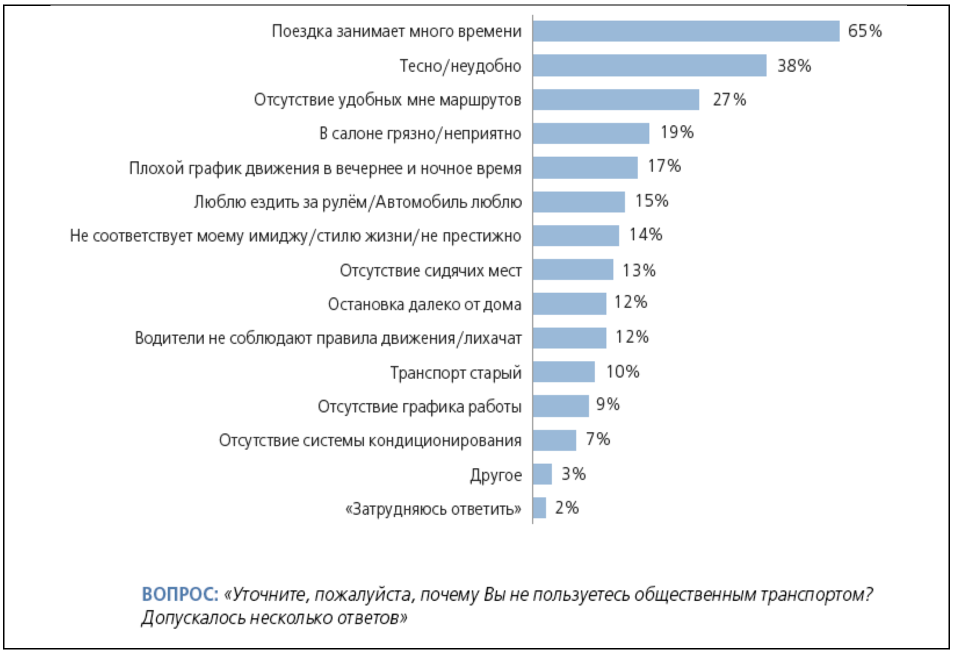

Рисунок 1 - Причины отказа от поездки на общественном транспорте [9]

Безопасность. Главной задачей обеспечения безопасности на дорогах является предотвращение столкновений, травм и летальных исходов для всех участников движения. Риск фатального исхода для мотоциклистов в 20 раз выше, чем для автомобилистов; велосипедисты рискуют на дорогах в 7 раз, а пешеходы соответственно в 9 раз больше, чем автомобилисты. Пассажиры наземного городского транспорта находятся в самом благоприятном положении – риск пострадать при дорожно-транспортном происшествии у них в 10 раз ниже, чем у автомобилистов [6]. Безопасность на дорогах обеспечивается, в первую очередь, снижением скоростного режима в черте города: так при столкновении автомобиля с пешеходом на скорости 30 км/час риск летального исхода не превышает 10%, а на скорости 50 км/час достигает 85% (рис.2).

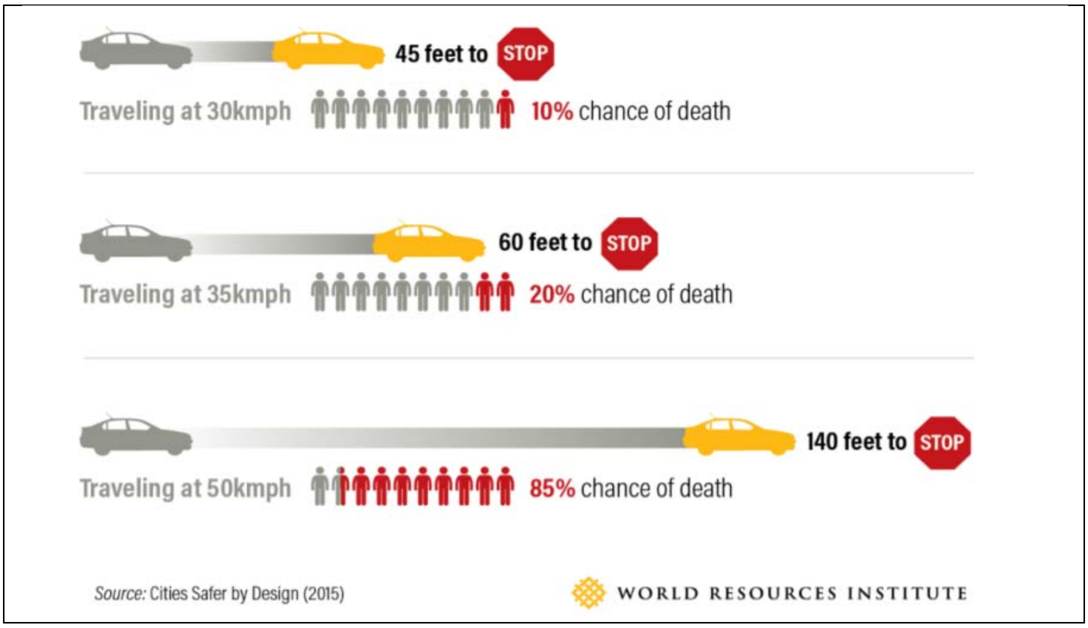

Рисунок 2 – Возрастание вероятности летального исхода для пешехода при столкновении, в зависимости от скорости автомобиля [10]

Другой важной мерой повышения безопасности на дорогах является надлежащее планирование транспортной инфраструктуры, где общественный транспорт двигается по выделенным полосам, где существуют отделенные от проезжей части тротуары для пешеходов и велодорожки для велосипедистов, а перекрестки и пешеходные переходы оснащены специальными «зонами успокоения трафика». В Алматы идет частичная реструктуризация транспортной инфраструктуры, появились выделенные полосы для общественного транспорта, но низкая культура вождения, несоблюдение скоростного режима автомобилистами по-прежнему представляют огромную опасность для всех участников движения, в первую очередь, для пешеходов и велосипедистов.

Зеленая мобильность. Вредные выбросы в окружающую среду негативно влияют на здоровье населения, повышая риски раковых и сердечно-сосудистых заболеваний. В этом отношении выбросы от транспортных средств могут составлять значительную долю – так, например, по разным источникам, доля выбросов от транспорта в городе Алматы составляет более 70% от общего загрязнения воздуха. Таким образом, основными индикаторами по улучшению транспортной системы может стать запрет на въезд в город и использование автотранспорта, не соответствующего эко-требованиям (например, только использование автомобилей класса Евро-4 и выше). В равной степени подобные ограничения должны относиться и к общественному транспорту – обновление подвижного состава согласно требованиям по выбросам вредных веществ в атмосферу и уровню шума, переход на более экологичные виды топлива и, конечно, скорейшее развитие электротранспорта для массового транзита пассажиров – легкорельсового трамвая, метро, пригородных электричек, электро-автобусов.

Продолжая использовать транспортную систему города Алматы в качестве примера, проанализируем еще два параметра общественного транспорта города на предмет соответствия индикаторам устойчивого развития. Основным документом, регулирующим требования к подвижному составу, является Приказ исполняющего обязанности Министра по инвестициям и развитию Республики Казахстан от 26 марта 2015 года № 348 «Об утверждении Типового договора организации регулярных автомобильных перевозок пассажиров и багажа» [11]. Согласно приказу, организация-перевозчик может иметь в своем парке 50% и больше автобусов старше 7 лет, при этом, как минимум, каждый четвертый автобус может не соответствовать стандартам Евро-4. Другим красноречивым показателем является обеспечение перевозчиком регулярности маршрута не менее 70% в месяц. Если обратиться к данным Транспортного холдинга города Алматы, полученным из установленных на автобусах треккерах (рис.3), четко видно, что количество фактически выполненных по маршруту рейсов варьируется от 54,25% до 66,58% в период с 2013 по 2016 годы, ни разу не превысив минимальной требуемой нормы в 70%. Эти данные ясно показывают, что компании-перевозчики не выполняют взятые ими на себя обязательства по перевозке пассажиров.

Международные и национальные специалисты в области устойчивого развития транспорта уже несколько лет выступают за коренное изменение транспортной системы Алматы, что требует изменений законодательной базы и, в первую очередь, пересмотра контрактов с компаниями-перевозчиками. Например, необходимо ввести в качестве требований к исполнению контрактов основные индикаторы устойчивого общественного транспорта, а также наделить соответствующими полномочиями управляющий орган, который по поручению властей города будет заниматься составлением наиболее оптимальных для пассажиров маршрутов, планировать и контролировать расписание движения всех компаний-перевозчиков, включая невыгодные удаленные маршруты. Важным рычагом воздействия на перевозчиков видится обязательный учет в контракте социально-экономических показателей, таких как качество обслуживания пассажиров на маршруте, культура вождения, техническое соответствие подвижного состава современным требованиям (низкопольность, наличие климат-контроля). Дополнительной системой контроля могут выступить сами пассажиры, которые при помощи ИТ-приложений смогут оценивать качество работы как конкретного водителя, так и компании-перевозчика в целом. При этом оценка пассажирами качества обслуживания должна трансформироваться в экономическую оценку исполнения контрактов компаниями-перевозчиками, с последующими бонусами или штрафами.

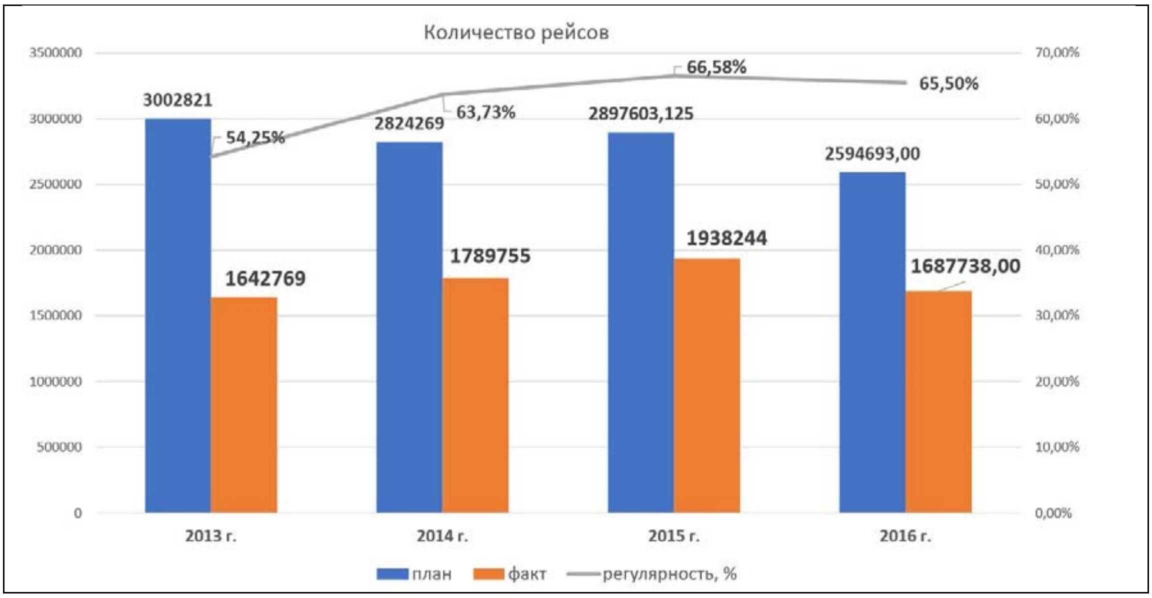

Рисунок 3 - Количество рейсов: план, факт, регулярность % [4]

Подводя итог, подчеркнем, что сейчас для управленцев в сфере транспорта на городском и национальном уровне разработаны и апробированы самые различные инструменты по развитию устойчивой транспортной системы и ее эффективной оценке. В заключение хотелось бы напомнить доклад комиссии Брундтланд, что «устойчивое и долговременное развитие представляет собой не неизменное состояние гармонии, а скорее процесс изменений,…в основе которого должна лежать политическая воля» [1].

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Ж.К. Малгараева, А.С. Дарменова

Нархоз университеті, Алматы қ., Қазақстан

КӨЛІК ЖҮЙЕСІНІҢ ТҰРАҚТЫ ДАМУЫНЫҢ НЕГІЗГІ КОНЦЕПЦИЯЛАРЫ ЖӘНЕ КӨРСЕТКІШТЕРІ АЛМАТЫ ҚАЛАСЫНЫҢ ҚОҒАМДЫҚ КӨЛІГІ МЫСАЛЫНДА

Аннотация. Алматы – Қазақстанның ең ірі қаласы, агломерациясының негізі, республикалық бюджеттің басты доноры. Экономикалық жетістіктерге қарамастан, қаланың экожүйесі көлік проблемаларына байланысты елеулі сынақтарға ұшырайды. Қаланың айналасындағы орташа қозғалыс жылдамдығы 17-19 км/сағ, қарбалас сәтте 12-15 км/сағ, ал қаланың экономикасы қазірдің өзінде кептеліс арқасында тәулігіне 210 миллион теңге немесе жылына 60 миллиард теңге шығынға ұшырауда. Экологиялық экономика тұрғысынан алғанда, қалалық көліктік жүйе тұрақты дамудың векторына сәйкес және болашақ ұрпақтар үшін мегаполис биосферасын тиісті түрде сақтау үшін бірқатар түбегейлі өзгерістер қажет. Бұл мақалада «тұрақты даму», «тұрақты қалалар», «көлік жүйесінің тұрақты дамуы», «қозғалыстың тұрақты түрлері» терминдерін анықтайтын заманауи тұжырымдамалық санатты аппараттар қарастырылған. Экологиялық экономиканың және тұрақты көлік жүйесінің негізгі ережелеріне қатысты көзқарасты баяндап, көлік тиімділігін бағалау көрсеткіштері келтірілген. Көлік жүйесінің тұрақты дамуының негізгі көрсеткіштеріне сәйкестігі үшін Алматы қаласындағы қоғамдық көліктің ағымдағы жағдайына алдын ала талдау жүргізілді. Мақаладағы нәтижелер Қазақстан Республикасының қалаларында қоғамдық көліктің тиімділігін бағалау кезінде қолданылуы мүмкін.

Түйін сөздер: тұрақты даму, экологиялық экономика, көлік жүйесі, көліктің тұрақты дамуы, қозғалыстың тұрақты түрлері, қоғамдық көлік, көлік жүйесінің тұрақты даму көрсеткіштері.

Сведения об авторах:

Малгараева Ж.К. - Университет Нархоз, к.э.н., доцент, zhanat.malgaraeva@narxoz.kz; Дарменова А.С., Университет Нархоз, магистрант, aida.darmenova@narxoz.kz.

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А.М. Нысанбаева

Қ.А. Яссауи атындағы Халықаралық қазақ-түрік университеті, Түркістан қ., Қазақстан
alya77@bk.ru

ҚАЗАҚСТАНДА МЕМЛЕКЕТТІК ӘЛЕУМЕТТІК ТАПСЫРЫСТЫ ЖҮЗЕГЕ АСЫРУҒА ҮКІМЕТТІК ЕМЕС ҰЙЫМДАРЫ ҚАТЫСУЫНЫҢ ӘЛЕУМЕТТІК ТИІМДІЛІК ДЕҢГЕЙІНІҢ НАҚТЫ АСПЕКТІЛЕРІ

Аннотация. Мақалада Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-ы әлеуметтік тиімділік деңгейінің нақты аспектілері көрсетеді. Мақала жазу барысында салыстырмалы талдау, сараптамалық пікірлерді зерттеу, сауалнама әдістері қолданды.

Қазіргі кезде Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-дың әлеуметтік тиімділігі деңгейін бағалау мәселесі әлеуметтік салада ел басшылығының ең маңызды міндеттерінің бірі болып табылады. Осыған байланысты, Қазақстанда мемлекеттік әлеуметтік тапсырысты іске асыруға ҮЕҰ-дың қатысуының әлеуметтік тиімділігін бағалауды жаңа әдістерін іздестіру сектораралық өзара әрекеттесу саласындағы қазіргі күрделі ахуалды жақсартуы мүмкін. Мақала мемлекеттік әлеуметтік тапсырыстың әлеуметтік тиімділік деңгейін бағалау үшін ғылыми кызметкерлер, мемлекеттік органдарға арналған.

Түйін сөздер: үкіметтік емес ұйымдар, мемлекеттік әлеуметтік тапсырыс, сектораралық өзара әрекеттесу.

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А.М. Нысанбаева

Международный казахско-турецкий университет имени Х.А. Ясави

АКТУАЛЬНЫЕ АСПЕКТЫ УРОВНЯ СОЦИАЛЬНОЙ ЭФФЕКТИВНОСТИ УЧАСТИЯ НЕПРАВИТЕЛЬСТВЕННЫХ ОРГАНИЗАЦИЙ В РЕАЛИЗАЦИИ ГОСУДАРСТВЕННОГО СОЦИАЛЬНОГО ЗАКАЗА В КАЗАХСТАНЕ

Аннотация. В статье показаны актуальные аспекты уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК. При написании статьи были использованы метод компаративистского анализа, изучение экспертных мнений, анкетирование.

В настоящее время проблема оценки уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК становится одной из немаловажных задач руководства страны в социальной сфере. В этой связи поиск новых методов оценки уровня социальной эффективности участия НПО в реализации государственного социального заказа в РК может улучшить сложившуюся непростую ситуацию в сфере межсекторного взаимодействия. Статья адресована научным работникам, государственным органам для оценки уровня социальной эффективности реализации государственного социального заказа.

Ключевые слова: неправительственные организации, государственный социальный заказ, межсекторное взаимодействие.

Введение. Межсекторное взаимодействие в Казахстане наиболее активизировалось, начиная с 2005 года. Именно в этот период высшим руководством республики было принято решение о введении и реализации государственного социального заказа, был принят одноименный закон, призванный регулировать правовую сторону данного процесса. Если в первые годы реализации государственного социального заказа со стороны государственного сектора присутствовало определенное недоверие в возможность реализации неправительственными организациями государственного заказа в социальной сфере, то в настоящее время введена практика проведения государственного заказа в виде электронных закупок.

На осуществление государственного социального заказа в 2016 году было выделено: «Объем финансирования социальных проектов НПО по республике в рамках государственного социального заказа по данным Министерства финансов в 2016 году составил 9 441,1 млн.тенге» [1, 12].

Основная проблема реализации государственного социального заказа это неравномерность, непрозрачность его распределения среди неправительственных организаций при проведении конкурсов государственных электронных закупок. В целом, сама идея проведения подобных конкурсов путем электронных закупок продиктована решимостью высшего руководства республики скорейшей либерализации социальной сферы, сопровождающейся ее одновременной демонополизацией, вывода государства как непосредственного участника социальной сферы с передачей государственному сектору функций опосредованного оператора государственного заказа. Однако данная реформа на местах сопровождается множеством препятствий.

Конечно, это новшество в центре и на местах как со стороны неправительственных организаций, так и государственных органов было встречено неоднозначно, сказывается дефицит специалистов в области государственных закупок, недостаточная проработанность механизма осуществления государственного социального заказа в форме электронных закупок. Однако сама идея достаточно прогрессивна, способствует обновлению социальной сферы.

Однако основной недостаток процедуры проведения электронных государственных закупок заключается в невозможности осуществления общественного контроля из-за закрытости процедуры. Конкурсы по электронным закупкам объявляются, проводятся, оцениваются государственными органами, контроль над проведением конкурсов осуществляется также государственным сектором. За этой закрытой нишей и создаются условия для коррупции. В целях предотвращения коррупционных правонарушений государственным сектором можно предоставить возможность осуществления общественного контроля путем введения независимых экспертов оценщиков в состав конкурсных комиссий.

В отличие от тендеров в конкурсах государственного социального заказа неправительственные организации могут участвовать бесплатно.

С другой стороны, на сайте государственных закупок сложно отследить статистику по конкурсам государственного социального заказа. Однако существуют несколько сайтов Гражданского Форума и других организаций, на которых эта отчетность вывешивается. Однако в этой связи может возникнуть проблема степени объективности информации, предоставляемой этими неправительственными организациями.

Таким образом, анализ сайта электронных государственных закупок может свидетельствовать о наличии множества недоработок, и препятствий, мешающих неправительственным организациям подавать конкурсные заявки и осваивать средства при осуществлении государственного социального заказа.

Степень разработанности темы. Изучение и оценка деятельности НПО осуществлялось ранее исследователями в следующих направлениях:

- с точки зрения измерения экономической эффективности деятельности субъектов неправительственного сектора (Afonso A., Schuknecht L., Tanzi V., Dixit A., Lillis C., Shaffer P., Murillo-Zamorano L., Rojas R., Roos P., Rose-Ackerman S., Rotschild M., White L.) [2], [3], [4], [5], [6], [7], [8], [9];

- с позиций оценки социальной эффективности деятельности субъектов неправительственного сектора (Price J.) [10];

- оценки сравнительной эффективности деятельности общественных субъектов (Athanassopoulos A. D., Shale E.) [11];

- с позиций методологического анализа эффективности, менеджмента и измерения организационной эффективности деятельности социальных субъектов (Борисова Е.И., Полищук Л.И., Cameron K., Charnes A., Cooper W., Rhodes E., Connolly T., Conlon E., Deutsh S., Glisson C., Martin P., Hayes T.) [12], [13], [14], [15], [16], [17], [18];

- с позиции вклада субъектов гражданского неправительственного сектора в социальное развитие общества путем измерения социального капитала (Durlauf S., Franke S.) [19], [20];

- оценки эффективности межсекторного взаимодействия государства и неправительственного сектора в рамках осуществления государственного социального заказа (А.Гусарова) [21].

Методы исследования. Для изучения участия НПО в реализации государственного социального заказа исследователями применяются следующие количественные (анкетирование) и качественные (фокус-группы) методы социологических исследований.

Кроме этого, для определения уровня социальной эффективности участия НПО в реализации государственного социального заказа исследователями применяется западная методология для анализа казахстанской специфики: «К показателям социальной эффективности можно отнести социальный индекс Вайсброда, коэффициент социальной рентабельности. Социальный индекс (дословно индекс общественности) PI (publicness index) был введен американским ученым Вайсбродом для определения уровня производства социальных эффектов в некоммерческих организациях» [22, 147].

Результаты исследования. В целях выявления отношения НПО к проведению государственного социального заказа в декабре 2016 года автором статьи был проведен экспертный опрос среди экспертов - представителей НПО Казахстана по оценке социальной эффективности участия неправительственных организаций в государственном социальном заказе. Экспертный опрос проводился методом анкетирования по электронной рассылке среди экспертов - представителей НПО. Было опрошено 40 экспертов. В ходе обработки анкет были получены следующие результаты.

По степени активизации уровня участия НПО в государственном социальном заказе были выявлены следующие уровни: от пассивного участия до активного участия НПО в реализации государственного социального заказа. Кроме этого, были выявлены основные причины, препятствующие участию НПО.

На вопрос об участии НПО в государственном социальном заказе положительный ответ дали 55% респондентов, негативный ответ 35% респондентов, 10% затруднились с ответом. Среди участвовавших в конкурсе постоянно становились победителем 40%, были отклонены 15%, остальные - не участвовавшие 45% затруднились с ответом. Это может свидетельствовать о том, что из большинства участвовавших НПО (55%), постоянно становятся победителями конкурса только 30%, гораздо реже становятся победителями 10%, отклоненные 15% респондентов, скорее всего, негативно относятся к конкурсу.

В ходе анкетирования были выявлены 3 группы: проправительственный (40% респондентов), оппозиционный (15%) и блок пассивных наблюдателей (45%).

Среди причин, мешающих участию НПО в электронных закупках, были названы следующие:

- нехватка специалистов, способных оформить заявку НПО для участия в электронных закупках (25%),
- недостаточный уровень знания правовой базы проведения электронных закупок (15%),
- высокая конкуренция среди НПО за получение государственного социального заказа (15%),
- коррупция (15%),
- отсутствие постоянного финансирования (10%),
- отсутствие постоянного помещения (10%),
- местничество (5%),
- недостаточная осведомленность о деятельности НПО на местах (5%).

Как видно по диаграмме 1, эксперты склонны оценивать гораздо выше эффективность участия НПО на местном уровне (от 25 до 35 %), чем на республиканском (20%). Возможно, это связано с локальностью и меньшим охватом целевых групп на местах в отдельных регионах, такие социальные проекты легче организовать и реализовать, чем в целом по республике. В свою очередь, можно предположить, что наименьшим уровнем социальной эффективности участия будут обладать представители оппозиционного блока, наибольшим - представители проправительственного блока. Основной причиной неэффективности становится нежелание поступиться собственными принципами, и принять правила игры, принятые государственным сектором. С другой стороны, основной причиной является пассивный уровень межсекторного взаимодействия и диалога НПО с государственным сектором, низкий уровень доверия к НПО со стороны государственного сектора.

При определении основных источников финансирования представители неправительственного сектора были склонны отмечать следующие виды:

- государственный социальный заказ (20%),
- государственные гранты (5%),
- гранты международных фондов (15%),
- спонсорская помощь (20%),
- благотворительные взносы, пожертвования (15%),
- собственные взносы (15%),
- членские взносы (5%),
- предпринимательская деятельность НПО (5%).

Предпринимая попытку примерного вычисления социального индекса Вайсброда, который позволяет выявить уровень самофинансирования НПО. Хотелось бы отметить, что статьи самофинансирования включают последние 3 позиции в этом списке (собственные взносы, членские взносы, предпринимательская деятельность НПО), не превышают 25%. Это позволяет самофинансировать НПО лишь на четверть годового бюджета, естественно, не может покрыть всех расходов НПО. Однако, могут свидетельствовать о самостоятельных попытках неправительственных организаций к обретению финансовой независимости.

Социальный индекс Вайсброда «рассчитывается как отношение финансовых поступлений от создания общественных благ к доходам от выпуска частных благ» [22, 147].

Соответственно, социальный индекс Вайсброда является соотношением верхних статей общественных доходов (госсоцзаказ, госгранты, спонсорская помощь, благотворительность) к нижним статьям собственных доходов. В данном случае, социальный индекс Вайсброда в среднем по ответам респондентов составляет 3. Рост данного индекса может свидетельствовать о потере НПО возможности самофинансирования своей деятельности. Все верхние статьи общественных доходов не являются постоянными и стабильные и не могут принести НПО финансовую устойчивость, а значит не могут обеспечить возможность осуществления долговременной социально значимой деятельности НПО.

Прогнозируя будущие перспективы развития уровня социальной эффективности участия НПО в реализации государственного социального заказа в Казахстане, эксперты склонны выделять следующие тенденции**:**

- участие НПО сохраниться на прежнем уровне, без особых успехов (35%),
- уровень участия НПО заметно снизится, и НПО будут на грани выживания (30%),
- трудно сказать однозначно, все будет зависеть от политики и властей, от повышения нулевой терпимости к коррупции (20%),
- НПО достигнут более высокого уровня участия и будут успешно функционировать (10%),
- трудно сказать однозначно, все зависит от активности общества (5%).

Обсуждение результатов. Таким образом, По итогам анкетирования были выявлены 3 группы: проправительственный (40% респондентов), оппозиционный (15%) и блок пассивных наблюдателей (45%).

Наиболее активно предпочитают участвовать, как правило, представители проправительственного блока (НПО с большим опытом оказания социальных услуг и лояльной позицией к государственному сектору). Представители оппозиционного блока участвовали в конкурсе, но были отклонены. Возможно, самый низкий уровень доверия к государственным органам - у представителей оппозиционного блока, самый высокий уровень доверия – у представителей проправительственного блока. Представители блока пассивных наблюдателей предпочитают игнорировать и не участвовать в конкурсе.

Если экспертом А.Гусаровой в ее исследовании государственной поддержки НПО в Казахстане было проведен SWOT-анализ межсекторного взаимодействия государства и неправительственного сектора, были выявлены основные причины, препятствующие росту эффективности межсекторного взаимодействия [21; 42,46,49], то в данном исследовании основное внимание было уделено оценке уровня социальной эффективности участия НПО в реализации государственного социального заказа на местном и республиканском уровне, выявлены причины снижения уровня эффективности межсекторного взаимодействия в рамках государственного социального заказа, а также для определения уровня самофинансирования НПО сделана попытка вычисления социального индекса Вайсброда.

Выводы. Обобщая результаты анкетирования, удалось выявить несколько групп респондентов: проправительственный (40% респондентов), оппозиционный (15%) и блок пассивных наблюдателей (45%).

Кроме этого, прогнозные оценки экспертов могут свидетельствовать о сохранении государственной монополии в социальной сфере, НПО сектор вынужден будет уступить свои позиции государственному сектору, межсекторное взаимодействие будет сохраняться по принципу вертикальных патрон-клиентских отношений при сохранении государственного доминирования.

В свою очередь, только развитие социального предпринимательства в Казахстане способно обеспечить устойчивую основу деятельности НПО в долгосрочной перспективе. В этой связи создание государством необходимой правовой базы, эффективных социально-экономических механизмов развития социального предпринимательства позволило бы превратить третий сектор в устойчивого партнера в межсекторном взаимодействии, и позволило бы преодолеть затянувшийся системный кризис в социальной сфере.

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А.М. Нысанбаева

Қ.А. Яссауи атындағы Халықаралық қазақ-түрік университеті, Түркістан қ., Қазақстан

ҚАЗАҚСТАНДА МЕМЛЕКЕТТІК ӘЛЕУМЕТТІК ТАПСЫРЫСТЫ ЖҮЗЕГЕ АСЫРУҒА ҮКІМЕТТІК ЕМЕС ҰЙЫМДАРЫ ҚАТЫСУЫНЫҢ ӘЛЕУМЕТТІК ТИІМДІЛІК ДЕҢГЕЙІНІҢ НАҚТЫ АСПЕКТІЛЕРІ

Аннотация. Мақалада Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-ы әлеуметтік тиімділік деңгейінің нақты аспектілері көрсетеді. Мақала жазу барысында салыстырмалы талдау, сараптамалық пікірлерді зерттеу, сауалнама әдістері қолданды.

Қазіргі кезде Қазақстан Республикасында мемлекеттік әлеуметтік тапсырысты жүзеге асыруға ҮЕҰ-дың әлеуметтік тиімділігі деңгейін бағалау мәселесі әлеуметтік салада ел басшылығының ең маңызды міндеттерінің бірі болып табылады. Осыған байланысты, Қазақстанда мемлекеттік әлеуметтік тапсырысты іске асыруға ҮЕҰ-дың қатысуының әлеуметтік тиімділігін бағалауды жаңа әдістерін іздестіру секторараралық өзара әрекеттесу саласындағы қазіргі күрделі ахуалды жақсартуы мүмкін. Мақала мемлекеттік әлеуметтік тапсырыстың әлеуметтік тиімділік деңгейін бағалау үшін ғылыми кызметкерлер, мемлекеттік органдарға арналған.

Түйін сөздер: үкіметтік емес ұйымдар, мемлекеттік әлеуметтік тапсырыс, секторaралық өзара әрекеттесу.

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