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zaure567@yandex.ru; daur958@mail.ru**ABOUT ESSENCE OF INSTITUTES OF LAW
OF THE INTERNATIONAL ORGANIZATIONS**

Abstract. The law of the international organizations is understood as the set of norms, which define standard and legal status of the concrete organizations in the international system of the relations. A key problem of the similar rights is regulation of activity of the organizations among themselves and the state system. The regulatory base regulating activity of the similar organizations is divided into two extensive branches. In international law standard contracts act the main way of regulation of the activity of the organizations. There are: the documents, establishing the procedure of interaction of the countries, the principles and operating procedure of the association (constituent contracts, charters, agreements, etc.); the documents defining the status of personnel; the agreements with the country of residence, confirming the rights of the organization for placement of representation; arrangements with other institutes. Intergovernmental organizations have own legal personality, competency and capacity. They can participate in law-making process. For example, to sign collective interstate contracts, obligatory for execution. The international government and non-governmental organizations are created as a result of signing of contracts on cooperation. Therefore, any organization for obtaining the status of “international” has to correspond to a range of criteria. And for each type they are different. The independent states participate in intergovernmental as the members of the organization, respect sovereignty of member countries. Functioning of intergovernmental organizations is possible, taking into account the paragraphs of the foundation agreement.

Keywords: international organizations, governmental organizations, non-governmental organizations, state system, international system, law-making treaties, regulatory base, international procedure, foundation agreements, agreements.

When, in the middle 1990s, international organizations started to administer territory on more or less regular basis, discussions quickly ensued in the relation to their possible privileges and immunities. After all, international organizations and their staff are typically immune from prosecution; yet, to the extent that administering territory includes the performance of law enforcement tasks, granting immunity from prosecution to individuals engaged in law enforcement would be difficult reconcile with the rule of law, whatever the precise conception of law-abiding state.

International organizations (i.e, intergovernmental entities) come in all forms and shapes. There are roughly 300 or more of these creatures in existence and the international lawyer’s wisdom. While it is no doubt the case that when states create an organization they use existing as models, the variety among and between international organizations is nonetheless immense [1, P.55].

This variation is visible, when it comes to membership: organizations range from truly global (the United Nations) to almost global (the World Trade Organization) to regional (the EU, African Union, Organization of American States) and, indeed, even bilateral entities. In addition, some organizations have select membership along ideological lines (NATO, the Organization for Economic Cooperation and Development (OECD), Organization of Islamic Cooperation (OIC)). Variation is also visible with regards to their fields of activity: some are military alliances (NATO); some deal with finance (International

Monetary Fund (IMF)) or in effect investment banks (World Bank, Nordic Investment Bank); some address issues of trade or other aspects of the economy (WTO, International Labor Organization (ILO)); some are essentially research entities (European Forest Institute); some address issues of general human welfare (World Health Organization (WHO), the United Nations Children's Fund (UNICEF), United Nations Educational, Scientific and Cultural Organization); and some have more or less general jurisdiction (UN, Council of Europe).

Regardless of the variety among the entities are formally presented as international organizations, there also exist entities that may not be so presented. In addition, a recent trend is the creation of international hybrids made up of the variety of other actors, sometimes encompassing both the public and the private sectors. Examples include the GAVI Alliance (once known as the Global Alliance for Vaccines and Immunization) and the Global Water Partnership, while the Contact Group on Piracy off the Coast of Somalia more closely resembles a network, with ever-changing participants, than a formal entity [2, P.61].

The law of international organizations applies by and large the same principles to all international organizations, regardless of their composition, their set-up or their tasks. Thus, all international organizations are thought to work on the basis of powers conferred upon them, either expressly or impliedly, by their member states. All organizations (or parts of organizations) are granted privileges and immunities from the jurisdiction of their member states, even if the precise scope of privileges and immunities may differ from organization to organization. All organizations are deemed subjected to the same international responsibility regime, authoritatively formulated by the International Law Commission under the guidance of Special Rapporteur, Paradoxically, these results in the situation that there is no proper law of international organizations; there are notions that apply to most or all international organizations, such as the implied powers doctrine, but no rules that are valid for all organizations. Indeed, it is no coincidence that no one speaks about the 'rule of implied powers' - the term 'rule' would suggest the universal applicability. If variety is the spice of life, nonetheless the law tends to treat most of these entities as if no variation exists.

In the special literature the international organizations are typically seen as entities set up between states to perform the task or function, based on a treaty and endowed with, at least, one organ and some independent powers, which enable to formulate and exercise the aggregate of its member states [3, P.19]. These elements, strictly speaking, do not form legal requirements; it is generally recognized and acknowledged that the law of international organizations lacks a robust legal definition. Instead, they are best regarded as regularly recurring elements, without prejudice to possible exceptions. Thus, there are also entities widely recognized as international organizations, which are not exclusively set up between the states: WTO, for example, counts the EU among its founding members. Likewise, there are international organizations that have their legal basis, for instance, a resolution, adopted by another organization, such as the UN Industrial Development Organization, set up by the General Assembly resolution in 1966.

An important point to note these elements lays in its formal nature: international institutional law does not look the entities, accomplished as the serious element. This is no coincidence; the prevailing concept of international organization, with its insistence on formal characteristics, needs to come to terms with the ambivalences, undergirding the existence of international organizations. In other words, the only safeguard law offers against possibly malicious or nefarious international organizations, for all practical purposes, all over the world. The general presumption of all international organizations inherently "good": they embody international cooperation (also seen as inherently "good") and seen to perform the task in the public interest. Otherwise, refuse to do business with them: the invisible hand on the marketplace of ideologies, or the invisible college of international lawyers [4, P.100].

There are surprisingly few court decisions: presenting a definition or concept of international organization. Often, whenever an international entity appears before the court, its status as an international organization is taken for granted or simply not considered relevant. Many cases, arriving before the domestic courts, for example, concern the possible privileges and immunities of such entities. Since the matter is usually governed by an agreement on privileges or immunities or a headquarters agreement, the courts will not look further. The agreement will govern the legal relations between the entity, concerned the state and international organization.

Hence, case law concerning the concept of international organization extent relevant judicial decisions; they tend to be 'in the negative'. The one 'positive' thing means that the Court considered as very informative, regardless the nature of international organizations: the UN was described as a subject of international law 'and capable of possessing international rights and duties' [5, P.21].

Some of the work of the Permanent Court of International Justice, addressing the legal status of the ILO in one of its very first advisory opinions, already provides a glimpse into the concept of international organization, albeit not very explicitly. Confronted with the question of whether the ILO was empowered to regulate the agricultural sector (in addition to industry), the Court first made it clear that it was temperamentally disinclined to engage in any 'theoretical' reflection on the nature of the ILO or of organizations generally [6, P.22].

There are some court decisions, which are little more instructive and seem to have one thing in common: they all stress that one of the hallmarks of the international organization is that it is engaged in public tasks or works for the public good. An example of a domestic court decision along these lines is the decision by the Court of Appeal of Paris in 1966, in *Dumont Association de la Muette*. After the French Ministry of Cultural Affairs negotiated an extension to the OECD headquarters, neighbors brought together in the *Association de la Muette* (the Parisian neighborhood in question was called *La Muette*) complained about the disturbance and went to court to seek an order for an investigation. The lower court agreed, upon which the contractors appealed, suggesting that public entities under French law were outside the jurisdiction of the French courts.

The Appeals Court noted, perhaps not surprisingly, that the OECD was to be considered as an international organization, though not as a public entity under French law. Court said a few words in passing about international organizations, when it suggested that the OECD 'as the fundamental aim of realizing in the Member States the greatest possible expansion of their economies and improving the well-being of their peoples and that it was clear and, moreover, uncontested that the OECD's aim was 'of general and indeed universal interest'.

The Court of Justice of the European Communities (now the EU) has on several occasions addressed the question to international organization. The leading decision is *SAT Fluggesellschaft*, in which the Court was asked about the status of Euro control. The case arose before a Belgian court, when German airline company (SAT) complained about the charges due to pay to Euro control, an international entity engaged with aviation safety. SAT suggested that Euro control was guilty of abusing a dominant position, giving rise to the question of whether Euro control should be seen as an 'undertaking' within the meaning of EU competition law [7, P.13].

Although some commentators interpret Article 2(4) as banning only the use of force directed at the territorial integrity or political independence of a state, the more widely held opinion is that these are merely intensifiers, and that the article constitutes a general prohibition, subject only to the exceptions stated in the Charter (self-defense and Chapter VII action by the Security Council). The latter interpretation is also supported by the historic context in which the Charter was drafted; the preamble specifically states that "to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind" is a principal aim of the UN. This principle is now considered to be a part of customary international law, and has the effect of banning the use of armed force, except of two situations, authorized by the UN Charter. Firstly, the Security Council, under powers granted in articles 24 and 25, and Chapter VII of the Charter, may authorize collective action to maintain or enforce international peace and security. Secondly, Article 51 also states fixed: "Nothing in the present Charter shall impair the inherent right to individual or collective self-defense if an armed attack occurs against a state. There are also more controversial claims by some states of a right of humanitarian intervention, reprisals and the protection of nationals abroad" [5, P.29].

An Inter-governmental Organization (IGO) is defined as "association of States, established by and based upon a treaty, which pursues common aims and which has its own special organs to fulfill particular functions within the organization". IGOs are established by treaty or other agreement. The founding treaty or agreement acts as a charter for the organization. The legal authority and structure of the IGO can be found in its charter. The founding charter may be annexed by additional treaties or agreements if the functions of the organization grow over time. An IGO is provided privileges and immunities in pursuit of

its mandate, and may be global (the United Nations) or regional (ASEAN) in scope. Privileges and immunities include exemption from taxes, customs duties, inviolability of premises and documents, and immunity from judicial process.

Hallmarks of an IGO: ability to enter into international agreements with other IGOs or nation states have a legislative body with creates decisions, resolutions, directives and other legal documents that can bind IGOs and member nation states. May have a dispute resolution body or procedure to resolve conflicts among its member states. Often has an executive body or Secretariat that manages the IGO. A Non-Governmental Organization (NGO) is defined as “those organizations, founded by private individuals, who are independent of States, oriented towards the rule of law, pursue public rather than private goals as an objective, and possess a minimal organizational structure. NGOs are not established by treaty. They do not have the same privileges and immunity status as an IGO; however, like an IGO, they can be global (Human Rights Watch) or in scope. Privileges and immunities include exemption from taxes, customs duties, inviolability of premises and documents, and immunity from judicial process [6, P.30].

The founding charter and later agreements that affect the structure of the organization can typically be found at that organization’s web site. Documents and reports may be published directly by the IGO, or in other IGO publications (such as the United Nations or the Organization of American States). Anyone can review their web sites to make that determination. Many well-known international organizations are actually subsidiary bodies of the United Nations, and may collect national and international laws, related to their mission. For example, the International Labor Organization is a specialized agency of the United Nations. At its web site, you can find English translations of national labor legislation and related treaties, regarding the treatment of workers.

NGO’s and the people, who organize them, are committed to the particular purpose and can be large organizations or small groups. Their commitment often results in policy positions, reports, and collection of national, customary and international laws that are important to their cause. For example, the International Committee of the Red Cross maintains an excellent library of international and customary law on the laws of war and peace.

Not all NGOs are created equally. Article 71 of the United Nations Charter provides opportunities for NGOs to obtain consultative status with the UNO. NGOs interact with the UN Secretariat, the Economic and Social Council, programs, funds, agencies, and UN Member States. Organizations with consultative status have greater access to intergovernmental meetings at the UNO and with the UNO subsidiary organs, and may have the ability to hold summits and conferences on matters of international law. These NGOs are highly developed and provided more research materials and make their libraries available to the organizations, without the consultative status [7, P.14].

The Security Council is authorized to determine the existence international peace and security. In practice this power has been relatively little used, because of the presence of five veto-wielding permanent members with interests in a given issue. Typically measures short of armed force are taken before armed force, such as the imposition of sanctions. The first time the Security Council authorized the use of force was in 1950, to secure a North Korean withdrawal from South Korea. Although it was originally envisaged by the framers of the UN Charter that the UN would have its own designated forces to use for enforcement, the intervention was effectively controlled by the forces under United States command. The weaknesses of the system are also notable in that the fact that the resolution was only passed because of a Soviet boycott and the occupation of China’s seat by the Nationalist Chinese of Taiwan.

The Security Council did not authorize the use of significant armed force again until the invasion of Kuwait by Iraq in 1990. After passing resolutions, demanding a withdrawal, the Council passed Resolution 678, which authorized the use of force and requested all member states to provide the necessary support to a force operating in cooperation with Kuwait to ensure the withdrawal of Iraqi forces. This resolution was never revoked, and in 2003, the Security Council passed Resolution 1441, which both recognized that Iraq’s non-compliance with other resolutions on weapons constituted a threat to international peace and security, and recalled that resolution 678 authorized the use of force to restore peace and security. Thus, it is arguable that 1441 impliedly authorized the use of force.

The UN has also authorized the use of force in peacekeeping or humanitarian interventions, notably in the former Yugoslavia, Somalia, and Sierra Leone.

An important method develop people' capacity for a critical understanding of the role and impact of international organizations is the active use of case-studies, including international and domestic case-law and cases demonstrating institutional complexities as well as the development and interpretation of legal principles, rules and standards by particular international organizations and bodies.

The constituent documents of international organizations are strange creatures, often said to occupy a special place in international law. On the one hand, they are treaties, concluded between duly authorized representatives of states, and as such no different from other treaties [6, P.35].

Thus, one would expect, they are simply subject to the general law of treaties. Yet, such constituent documents are not ordinary treaties: they establish an international organization, and, for that reason, most authors appear inclined to grant those treaties a separate status, from which follows the applicability of some special rules or, conversely, the argument that in some circumstances different rules apply to treaties establishing international organizations may lead to the conclusion that these instruments therefore occupy a special place. Constituent treaties have an 'organic-constitutive element' which distinguishes them from other multilateral treaties and influences their working. The constituent treaties are the ways of functionalism in legal shape and form. Member states assign functions to their organizations, and typically do so by means of a treaty.

As a theoretical matter, the claim that constituent documents are somehow different from other treaties has yet to find serious elaboration and substantiation; authors usually limit themselves to detailing in what respects organizational charters differ in practice from other treaties.

Thus, for some, an important difference is that constituent documents are often concluded for an indefinite period; may only be amended or terminated with the help of the organization's pertinent organs; and are often interpreted in light of the organization's goals. Others find the special position of constituent documents predominantly in the common purpose served by organizations: constitutions are then characterized by the circumstance that power is used in the pursuit of a common goal, rather than the concurring goals.

International organizations are generally counted among the subjects of international law, together with the states, individuals and perhaps some other entities as well. Thus, in accordance with the standard definition of 'subject', they are deemed capable of independently bearing rights and obligations under the international law [7, P.20].

In the late nineteenth and early twentieth centuries, it was customary for international lawyers to claim that states could independently bear rights and obligations under international law. Other entities were not to be considered as subjects or, at best, were analyzed in state-centric terms: as gatherings of states, or as derogations from statehood (for example, servitudes) or as essentially unclassifiable experiments. And the question is whether international organizations could be regarded as subjects of international law, or reverberated into the second half of the twentieth century.

As the International Court of Justice (ICJ) recognized in the *Reparation for Injuries* opinion, the subjects of international law may come in various shapes and guises. The Court held that: 'the subjects of law in any legal system are not necessarily identical in their nature or in the extent of their rights, and their nature depends on the needs of the community'.

There is no standard set of rights and obligations for each and every subject of international law; 'subject' is a relative notion, the precise contents of which may differ from subject to subject and even between various subjects of the same category. While it is nowadays generally recognized, at least international organizations and individuals can be viewed as subjects of international law, not all individuals enjoy the exact same bundle of rights and obligations under international law: it may well make a difference, whether one lives in Norway or in Myanmar. Similarly, not all international organizations possess identical sets of rights and obligations.

In the conclusion we would like to note, that usually, the constituent treaties of international organizations control who can join the organization, under what conditions, and following which procedure. This makes, in principle, perfect functionalist sense: this way, organizations and their member states may screen applicants in terms of whether or not they are able to contribute to the organization's

functions. In practice, needless to say, decisions on membership do not always follow a functionalist logic: as it turns out, such decisions are often influenced by, for example, human rights considerations, or considerations relating more generally to the politics of the state concerned.

З.К. Аюпова, Д.Ө. Құсайынов

ХАЛЫҚАРАЛЫҚ ҰЙЫМДАРДЫҢ ҚҰҚЫҚ ИНСТИТУТТАРЫНЫҢ МӘНІ ЖАЙЛЫ

Аннотация. Халықаралық ұйымдардың нормативтік және құқықтық мәртебесін айқындайтын нормалардың жиынтығы белгілі дәрежеде құқықтық нақты ұйымдардың халықаралық жүйесіне айналды. Олардың негізгі міндеті - өзара және осындай құқықтық ұйымдардың қызметін реттеудің мемлекеттік жүйесі. Мұндай ұйымдарға бөлінетін қызметін нормативтік база мен екі көлемді келеді. Халықаралық құқықта ұйымдардың қызметін реттеудің нормативтік негізгі тәсілі болып табылады. Оларға жататыны: елдердің өзара іс-қимыл қағидаттары мен рәсімі, бірлестіктері, жұмыс тәртібін белгілейтін құжаттары (құрылтай шарты, жарғылар, келісімге және т.б.); айқындайтын құжаттардың тұлғалық мәртебесі; келісімді растайтын қабылдаушы елмен орналастыруға ұйымының құқықтық өкілдіктері; басқа институттармен уағдаластық. Үкіметаралық ұйымдар өз құқық субъектілігі, құқықтылық, сондай-ақ әрекет қабілеттілігі бар. Олар заң шығару процессіне қатыса алады. Мысалы, мемлекетаралық келісім бар ұжымдық қол қоюға орындауға міндетті болып табылады. Халықаралық үкіметтік және үкіметтік емес ұйымдарға ынтымақтастық туралы шартқа қол қою нәтижесінде құрылады. Сондықтан кез келген ұйым мәртебесін алу үшін «халықаралық» спектрі өлшемдерін сәйкес келуі тиіс. Сонымен қатар олар әртүрлі болып келеді. Жаңа үкіметаралық - Тәуелсіз мемлекеттер қатысады. Ұйымның мүшелері ретінде оның өзі де (қалай бірыңғай құрылым) қатысушы елдердің егемендігі құрметтеуге тиіс. Құрылтай шартының үкіметаралық ұйымдардың жұмыс істеуін тармақтарды ескере отырып жүргізіледі.

Түйін сөздер: халықаралық ұйымдар, үкіметтік ұйымдар, үкіметтік емес ұйымдар, мемлекеттік жүйе, халықаралық жүйе, нормативтік келісімшарттар, нормативтік база, халықаралық процедура, құрылтай шарттар, келісімдер.

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О СУЩНОСТИ ИНСТИТУТОВ ПРАВА МЕЖДУНАРОДНЫХ ОРГАНИЗАЦИЙ

Аннотация. Под правом международных организаций понимается совокупность норм, которые определяют нормативный и правовой статус конкретных организаций в международной системе отношений. Ключевая задача подобных прав- регулирование деятельности организаций между собой и государственной системой. Нормативная база, регламентирующая деятельность подобных организаций, делится на две обширные отрасли. В международном праве основным способом регулирования деятельности организаций выступают нормативные договора. К ним относят: документы, устанавливающие процедуру взаимодействия стран, принципы и порядок работы объединения (учредительные договора, уставы, соглашения и др.); документы, определяющие статус персонала; соглашения со страной пребывания, подтверждающие права организации на размещение представительства; договоренности с другими институтами. Межправительственные организации имеют собственную правосубъектность, правомочность, а также дееспособность. Они могут участвовать в правотворческом процессе. Например, подписывать коллективные межгосударственные договора, которые являются обязательными для исполнения. Международные правительственные и неправительственные организации создаются в результате подписания договоров о сотрудничестве. Поэтому любая организация для получения статуса «международной» должна соответствовать спектру критериев. И для каждого типа они разные. В межправительственных – участвуют независимые государства. Как члены организации, так и она сама (как единая структура) должны уважать суверенитет стран-участниц. Функционирование межправительственных организаций происходит с учетом пунктов учредительного договора.

Ключевые слова: международные организации, правительственные организации, неправительственные организации, государственная система, международная система, нормативные договоры, нормативная база, международная процедура, учредительные договоры, соглашения.

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**MARSIYAS ON THE EPIGRAPHIC MONUMENTS OF WEST
KAZAKHSTAN REGION**

Abstract. The article provides a comprehensive analysis of gravestone “joqtaý”. Studying the patterns and content of funeral songs that were conveyed from generation to generation in written and oral form we can see that they contain brief data about the person, his last name, patronymic, tribe, occupation, along with sorrow and mourning for the loss. Although these texts are rather short, they are very important as a source. The main feature of these monuments is that they provide information about the spiritual and material culture of a nation. On each epitaph of a well-known person there is the name, the social position and exact date of death. The original text on the epigraphic monuments cannot be changed as it is inscribed in stone in comparison with the written manuscript, and by this it represents its value and veracity. Marsiya or funeral cry is a special genre in Muslim medieval poetry, a lyrical posthumous elegy of a spiritual character, a way to convey feelings of sorrow and loss of a respected and worthy member of the family, society and the state by means of poetry. The author pays special attention to the deep logical idea that the gravestone inscriptions were based on religious teachings originating from, first of all, the Quran, Hadith, Muslim wisdom and have a great educative meaning.

Key words: gravestone, epigraphy, source, funeral cry (joqtaý), Marsiya (funeral singing), customs and traditions.

Along with such customs as performing funeral service (*arylayý*), mourning for the death (*artyn kútyý*), experiencing grief (*aza tutýý*), there are rituals like farewell (*aryzdasyý*), announcing death (*estirtýý*), expressing condolences (*kónil aityý*) and funeral cry (joqtaý). All the above-mentioned rituals comprise one of the main branches of the ethno-cultural tradition of Kazakh nation. It is widely known that joktay is an ancient tradition of oral literature of Kazakh people, one of the genres of ritual songs. Let us consider the views of folklorists who studied the tradition of ritual songs: “There are many samples of burial songs. But it is difficult to define the exact time of their appearance. Studying different versions of funeral songs that have been preserved to this day we can say that they all appeared at different times. It can also be noted that these funeral songs reflect the different views and beliefs of the people in the historical development of each stage. Some funerary songs, in addition, are short while others are meaningful and have reached a lengthy volume. It means that some short funerary songs evolved from small poems into literary poetry and went through the process of great development. Despite the fact that there is no concrete evidence of when funeral songs appeared, later they became one of the most important traditions of our nation” [1, 90]. We are fully supportive of the above-mentioned idea; thus, we can be sure that we have an opportunity to acquire various data from the funeral songs of different centuries.

Studying the oral and written joktay that have been preserved among the folk till today, we can see that along with sorrow and grief, they have a brief summary of the dead man, who he was, his last name, the tribe he belonged to, occupation as well as his achievements. Here is an example of the funeral singing about Qazybek Bi performed by his daughter Qamqa:

in Kazakh:

Bismilládan bastajyn,
Shariǵattan aspajyn,
Ishim toldy qajǵyǵa,
Azyraq kózim zhastajyn,
Alashtan ozǵan ákekem,
Zhoqtausyz qalaj tastajyn?

Dualy auyz ajtqan soń,
Qazaqqa bir zhol salǵany.
Ákemdej bolyp zhan tumas
Ruly úsh zhúz qazaqtan.
Batyrlarsha el shauyp,
Bir kúni zhaudan zheńilip,
Qalǵan emes han bolyp,
Ózine duspan kóbejtip,
Qalǵan emes azapqa!
Aqylmenen zhol tapqan,
Baǵymenen el tapqan.
Bатыr men handar sasqanda
Ákeme kelip zhol tapqan!
Qudajdyń bergen baǵynda,
Talaj hanmen qarysqan!
El de shauyp qan tókken,
Talaj ermen salysqan!
Bárin de zheńgen ákekem
Aqylmen orap alystan,
Qazaq, qalmaq bas qossa,
San zhújrikpen zharysqan!
Orynsyz zherde qan tógip,
Qas qylǵan emes bir zhangá,
Basyn iip qul bolyp,
Baǵynǵan emes bir hangá.
Qazaqqa arnap zhol saldyń.
Qolajly qylyp ár zańǵa

Interlinear and semantic translation into English:

In the name of Allah, Most Gracious, Most Merciful!
I will follow the Sharia rules
My heart is full of grief
Eyes filled with tears
The man who lived in the name of Alash,
How can I not mourn him?

Following the prescient words
He paved the way for the Kazakhs.
No more will be born such a person
None of the three Kazakh Zhuz
He fought like a hero
Did not know defeat
He was not a leader,
who had any enemies
He never was in a torture!
Wisely made decisions
He lived among a happy people
When the warriors and khans found it difficult,
Came to him for advice!
With the blessings of Allah,
He stood against many khans
Shed blood for his nation,
He struggled against many men.
Father who won the victory every time
Due to his wisdom
When the Kazakh and Qalmaq people gathered,
He competed with the best
Did not shed blood in vain,
Did not harm anyone
He did not bow his knee like a slave
In front of any khan!
He paved the way for Kazakh nation
Which obeys all the laws –

Thus, from the funeral singing we can see that Qazybek Bi possessed an oratorical skill, courageously fought against enemies, was advisor to the khans and heroes and wisely solved the problems of the nation and land without shedding blood. Qazybek Keldibekuly who lived in the XVII – XVIII centuries, was one of the three great advisers (bi) of our nation, public figure and statesman. Folk narrations about him and his oratorical speeches prove that he was highly educated, knew folk oral literature, traditions, customs and the law of the Kazakh people, moreover, he was shrewd, righteous, far-sighted, decisive and brave. He was often involved in public affairs, was an adviser to the khans in the domestic and foreign policy of the country and was an ambassador.

When the scholar Ualikhanov Sh.Sh. died (1835–1865), Torebay Yesqozhauly who was a compatriot of Tezek Tore spoke on behalf of his wife Aisara Koshenkyzy at the funeral. Torebay Yesqozhauly mentioned Sh. Ualikhanov's family and ancestors in the funeral singing, expressed his deep sorrow with the words that "he was good-natured, naïve and left no descendants". He concluded her funeral singing with the following words:

| in Kazakh: | Interlinear and semantic translation into English: |
|---|---|
| Dúnieden kedeı de ótken, sultan da ótken, Shárbatyn bul ólimniń árkim kútken. Qoımaıdy ajal seni tyǵylsań da, Aplaton ǵalym o da qaida ketken? Aqyry bul náýbettiń bári ketken. Aldy-arty osyndaiǵa jetkennen soń, Búginde qasiretke sen de jettiń! [2, 48-55]. | Both poor and rich men die Everyone is waiting for his time The death will not leave you even if you hide Where is the scientist Aplaton now? Everybody is in trouble Because they will face one ending You faced this trouble today! |

During the study of the manuscript of the central scientific library, I have studied the following funeral songs:

1. Marsiya baray Hakan Suiniish-Gali. [Text] = علی سوبیش خاقان برای مرثیه / Abubakir angles Musa = موسى اوغلی بکر ابو - Kazan; قران: M. Chirkova Printing House, 1899. - 32 p. – Arabic script.

2. Marsiya-i Abdur-Rahman Ishan bin Orazbai al-Haj Caliph Suyinishghali bin Otemish Myung salsalate Naqyshbandiya [Text] = من اوتامیش بن سونشعلی خلیفة علیه الله رحمة الحاج اورازبای بن ایشان الرحمن عبد مرثیه - Qazan, Printing Trade House «Brothers Karimovs», 1908. – 33 p. – Arabic script.

3. An extract from the funeral song of Kufin Qoyshybay uglu: Burial crying – Kazan; قران, 1913. – Arabic script.

An extract from the funeral song of Kufin Qoyshybay uglu:

| in Kazakh: | Interlinear and semantic translation into English: |
|---|---|
| Men sóleıin aǵalar, Aýyzǵa bitken qyzyl til. Jınalǵan halyq estir, Ishtegi sherim ajyrap. Sóleýge beldi bailadym, Kezdestim mundaı qaharǵa. Aıyryldym jalǵyz kókemnen, Bardyń kókem aqiretke, Násip etsin bir quдай, Artyńda qalǵan bizderdi. Baǵanaly asylymyz, Kókemiz mundaı bolǵan soń, Ketýge bizge shara joq. Qıyn qystaý is boldy, Kóterip kónil kóshkende. Esten ketti bul kúnde, Kókemnen qaldy úsh tóre ul, Artynan týǵan Qoshqarbai, Qadyrbek kórdi jasyнан, Úsh jasta qalǵan Qojantai. Alladan pármen bolǵan soń. Aınalayıń bir quдай, Aqyryn endi tileimin, Opasy joq sum jalǵan. | I will speak eloquently about my brothers. Gathered people should hear me I'm going to express my feelings of grief I decided to speak today. A large misfortune overtook us, I lost my only brother Brother, you are in the paradise We wish Allah would bless The people who left this world. You are our precious, We cannot leave you After successful move, We faced a trouble. We should not forget That three sons lost their father, His first son Qoshkarbay, A young Qadyrbek, And 3-year-old Qozhantay. Oh, Great Allah! We pray for The better and peaceful world! |

It is commonly known that funeral songs are written by outstanding people who have oratorical skills; however, they are performed by akyns and singers. We support the idea of scholar K. Islamzhanuly who studied Kazakh funeral folklore, “the genre of funeral folklore has a great social meaning and public value

for Kazakh nation. From the social point of view, a funeral song is a verbal monument for the hero. In case a funeral song is written by a chronicler, a historian, a wise man, saying by modern words – an ideologist-akyn, consequently it will have a great importance and meaning” [4, 218-219].

Epigraphic is an additional science that studies (ancient and medieval) inscriptions written on solid materials (stone, metal, ceramics). Now when it comes to funeral singing, first of all, the ancient Turkic inscriptions are worth mentioning. These inscriptions on stones are an invaluable legacy of the Turkic nation. Kultegin (648-731) - an outstanding military leader of the Turkic state of the Qapagan and Bilge-Qagan era, died on February 27 at the age of 47, Sheep Year. In the inscriptions of Kultegin, where bitterness and grief about loss are described, there are some visible similarities with our funeral songs. For example:

in Kazakh:

Inim Kúltegin qaza boldy,...
 ... Ózim qaiǵyrdym.
 Taǵdyrdy táńiri jasar,
 Adam balasy bári ólgeli týǵan.
 Qaiǵyrǵanym sonsha,
 Kózge ystyq jas keler,
 Kónilge aýyr sher keler,
 Taǵy da oilandym,
 Qatty qaiǵyrdym [5, 24].

Interlinear and semantic translation into English:

My brother Kultegin died ...
 ... I grieve myself
 Our destinies depend on the will of Heavens
 All men were born to die
 I grieve so much,
 That tears filled up my eyes
 I want to express my feelings of bitterness
 Once again, I thought,
 And deeply saddened.

Nowadays, such kinds of lyrical songs that are similar to funeral songs can be encountered in Western Kazakhstan region.

Moreover, a lot of epigraphic in Arabic style is found in West Kazakhstan and it is being introduced into scientific curriculum. [6; 7; 8].

Uzbek scholar, a researcher of epigraphic monuments B.B. Aminov in his work «Marsiya in the funeral epigraphy of Mavarannahr» states: «مرثية (Marsiyya, Marsiyat, risa) in Arabic means «funeral weeping» or «funeral singing». On the one hand it refers to Arab-Islamic or Old Semitic traditions, on the other hand it is believed that it has ancient Iranian roots. According to Shi'a traditions, the emergence of this genre is associated with the murder of Imam al-Husayn by the enemies which means this genre appears as a response to the tragic events that took place in Karbala» – thus explains the reason for the emergence of the genre of Marsiya. «Marsiya is a special genre of Muslim medieval poetry, a lyrical posthumous elegy of a spiritual nature, a way of expressing deep feelings through prosody, sorrow and loss of a respected and worthy member of a family, society or state» – by this quote he reveals the deep meaning of the Marsiya.

Studying the epigraphic monuments in Mavarannakhr, to whom they were dedicated, place of their burial, the meaning of the inscriptions, studying the calligraphic text, the author came to the conclusion that «Marsiya – is the most reliable source of information in determining the degree of literacy and level of language development in region where the monument is located...Analyzing the texts of the funeral songs, we noticed deep logical idea that texts written at the gravestone monuments are based on religious principles originating primarily from the Quran, Hadith, Muslim wisdom and teaching the norms of behavior. The basis of rhymed funeral singing is death and death-related concepts, also praising the dead man. ... Marsiya plays an important role in the Muslim world, especially in areas where Muslim religious doctrine is essential» [9, 38-62].

Nowadays, the Institute of Oriental Studies named after R.B. Suleymenov is implementing comprehensive research work of epigraphic monuments in West Kazakhstan region within the framework of scientific projects such as «Cultural monuments of the Kazakh people as a way of preserving and delivering spiritual heritage (based on epigraphic monuments of the West Kazakhstan region)» (2015-2017), « Arabic written monuments of the XVIII-XIX centuries in the West Kazakhstan region: comparative research of epigraphic, genealogical and archival sources» (2018–2020). Gravestones were established on the graves of ordinary as well as prominent people such as khans, heroes, akyns and

religious figures. The information which is provided in the gravestones is very important, despite the fact that inscriptions are short. The main feature of above-mentioned gravestones is that they notify spiritual and material culture of the nation. The name, title often found in the epithets and dates of death were written on the epitaphs of historical figures. The original text cannot be changed on the epigraphic monuments because it is written in the stone in comparison with the manuscript which represents its value and veracity.

We would like to study content and type of gravestone monuments from West Kazakhstan region that have similarities with Marsiya.

1. Bukey Horde region, The Gravestone Monument of Zhangir Khan Bukeykhanuly buried at the Khan Necropolis:

يكرمي يل سُرُوب خاتلق جهاتده
اوتبدور عمرى اننك بِل هماتده
قالان اولادلرني حق تعالى
بو دنيا هيچ ده ادم قالمز ايرمش
كران خان كران سلطان درويش

“After living 20 years in khan’s world
At this very time he has gone to the other world
We wish the God will protect
His descendants left in this world

Nobody will remain in this world neither khan, leader nor dervish” [6, 235]. This funeral singing was devoted to Zhangir khan Bukeikhanuly (1801 - 1845). He was a khan of Bukey Horde in the period 1821/23–1845 years. In this funeral singing the author praises Zhangir khan for 20 years leading the nation, then concludes his song with the philosophical idea that nobody will live forever whether it is khan or sultan or dervish. Many Arabic and Persian words were used in this funeral singing, let’s consider their meaning:

يل [نيل] – “year, mostly used in the description of years according to Mongolian twelve year cycle, which is found in business and accounting records” [10, p. 916].

خان [short form of: خوانين Arabic plural form خاقان] – khan is the title of Mongolian leaders [10, p. 279].

جهان – world, light, universe (“world” meaning: people, nation), دو جهان – two worlds: visible and invisible, this world and the other world, heaven and the earth [10, p. 225].

عمر [plural form: اعمار] – life, human age [10, p. 567].

هم – 1) also, equal, eve; 2) care, worry, anxiety [10, p. 904].

اولاد – children, sons, descendants, offspring [10, p.81].

حق – truth; God’s truth [10, p. 261].

تعالى – let him be extolled! (in Persian language the epithet God’s acquired the meaning of adjective Holly, the Most High), حق تعالى – (the Most High) [10, p. 166].

دنيا – world, universe, light [10, c. 350].

هيچ – nothing, nobody [10, c. 909].

ادم – Human, person, people, Adam’s sons [10, c. 16].

كران – boundary; ending; limit; brink; shore [10, 652 c.], ان – (Arabic conjunction) if [10, c. 69]

سلطان – sultan, tsar, ruler, monk; king, supremacy, power [10, 470 c.].

درويش – bare, poor, monk (Muslim) that abjured the world and being used of God and living for self-perfection – dervish (there exist about 40 types of Dervish orders named after their founders; the most popular ones: Mevleviyyy, Kadriye, Shazilye, Naqshbendiyye...) – this is a description in Persian dictionary [10, c. 331]. But in Islamic encyclopedic dictionary it described as: «Dervish (Persian-Turkish dervish; «bare», «poor man»; Arabic, synonym fakir) – general term that describe member of mystic brotherhood (tarikh) synonym term is a sufii. As a term its meaning is an equal to Arabic fakhir, Dervish (can be found in al-Mustamli and al-Khujviri) has become common to Persian language. It seems to be

from the middle of (not later than) XI century. During this period, the practice of creating temporary Sufi informal groups led by a teacher was widespread. In Iran, Central Asia, and Turkey, the word Dervish was also used in a narrower sense – a mendicant vagrant ascetic-mystic who had no personal property (before the beginning of the 16th century it was synonymous with the term calandar). The initial meaning of the term Dervish – «beggar» – emphasizes the special meaning that was used in Sufism to the doctrine of voluntary poverty and small contentment. Dervishes are divided into two big groups, regardless of their doctrine, practice, ritual and clothes of brotherhood: wandering – those who constantly wander (including members of brotherhood of Calandaria) and those who constantly lived in monastery under the guidance of «Holly elder» (sheikh, pir). Associated members (artisans, merchants, officials of various ranks, etc.), joined to those who constantly lived in monastery, they lived at their homes and had an occupation. However, they were obliged to everyday pray for their brothers and attend general meeting (zikhr) in monastery at certain days of the week or month as well as attend every religious holiday» – this is the description provided in the dictionary [11, p. 56].

2. We are going to give one more example taken from the same khan' necropolis where Shinali sultan's daughter lady Yermekzhan was buried. A researcher M. Zhakhatov gave the following explanation to the inscription: «in this grave was buried lady Yermekzhan who is descendant of Abilkhair khan leader of Little Zhuz, grand-son of Nuraly khan, Orman sultan's son Shinali sultan's daughter, Seitkerey Zhangirkhanuly's wife. She died at the age of 31, in the first half of 1850s. Rest in peace!» [8, 17]. We know from the inscription to whom this gravestone monument was devoted, when and at what age she died.

b) funeral singing on gravestone monument:

... اسد آخرنده الحام الله
 ... قبرها جعل الحق ...
 كل من عليها فان
 ... ابو الخير نيره
 دار دونيا لى ايردى اول ايره
 ولكن ازاب و تدبير كه اولاد
 بر اوغل بر قز يله اولدى ..ل شاد
 بولوب يردى قزينه اسم ايرمك
 اصل ايسمى سپاي ايدى كورمك
 بو قز اوسوب كمالاتغه طولدى
 حزان ايردى كه عمرى گلى صولدى
 كلى صرلغاج فارغ قالدى و باغلار
 ايكي فرزنان قالوب انلار كه يغلار
 كيچه كوندز انا ديو ايدوب اه
 بو دونيا اولى شاد اخرى واه
 برادارى بونك سلطان جهان
 دعا اوچون بو مرفدنى قويدى اول
 كاتيبى عبد الوهاب بن ملا
 جلال الدين الحابر

...grand-daughter of Abu-l-Khair, she opened gates of peace for us, she was a hero
 There is a grief in his family. He was happy father of a son and daughter.
 Her name was Yermek, we should know that her true name was Sipay.
 She grew up and became an adult.
 She was beautiful as paradise maiden, and now her flowers have faded.
 Her gardens faded and remain empty.
 Two children were left mourning
 Almost yesterday they called her a «mother», exclaiming Ah!
 Life starts with joy but ending is Ah!
 This gravestone was established by her brother Zhakhan to pray for her.
 The author is Abd al-Wahhab ibn Mullah Jalal ad-Din al-Hayi [12, 162-163].

From the inscription of funeral singing we know that it was devoted to woman whose name was Yermekzhan, she was a mother of 2 children, and that her children mourning her. The author says that life is a joy, happiness but it ends in grief. He compares the life of a woman with the flower and concludes with philosophic thoughts that dead flower is like a dead man. This funeral singing is full of grief and sadness. Also we can see a huge amount of Persian words, here is an explanation:

اسد – a lion, the zodiac sign of a lion (corresponding to the month of July), revered by an unfavorable constellation [10, p. 32].

دار – door, gate [10, p. 323].

دنیا – the world, the universe, the light [10, p. 350].

شاد – cheerful, joyful [10, p. 487].

اسم – name, title [10, p. 34].

کمال [کمالات] – perfection; fullness; mature age; talented, gifted [10, p. 666].

حزان – sadness, grief, sorrow [10, p. 256].

گل [گلی] – flowers, rose [10, p. 697].

کلی – whole; full; common; significant; huge; large; many [10, p. 665].

فارغ – 1) empty; 2) escaped, freed, free (from worries, labor) [10, p. 591].

باغ [باغلاز] – garden, باغ بهشت – paradise [10, p. 91].

فرزند [فرزندات] – son; child, descendant, firstborn [10, p. 600].

اولی [اولی] – the first, the beginning, first, before, earlier [10, c. 80-81].

آخری [آخری] – the last, final, end, finally [10, p.14].

واه – alas! Oh, woe! What a pity, wah! – jointly expressing regret [10, p. 886].

دعا – prayer, pray [10, p. 340].

مرقد – grave, tomb [10, p. 767].

کاتب – scribe; writer, secretary; copyist

3. Bokey Horde region, Khan necropolis, marsiya at the grave of the two-year-old daughter of Qanzada Khan Zhangir:

محیتی کا بو جهان بقا یوقدور

وفا یوقدور هم اننک عسر تیکا

Nobody lives forever in this world

There is no cure of its grave

There are some Persian words as usual in this funeral singing. Let's explain their meaning:

بقا [بقا دار] – dwelling of eternity, future world] – existence, being, stay, firmness, constancy, eternity [10, p. 107].

جهان – world, light, universe (world in the meaning of: people, nation), دو ان – two worlds: visible and invisible, this world and the other world; heaven and earth [10, c. 225].

هم – 1) also, and, equally; even; 2) care; worry; anxiety [10, p. 904].

عسرت – difficulty, constraint; poverty [10, p. 557].

4. Bokey Horde region, Khan necropolis, funeral singing at the grave of Kopbolsyn's son Qarauylkozha who died at the age of 32 in 1844.

کچوب بو دونیاده دوران سورالمای

اتاسی قالدی محروم هم کورالمای

After short time of living in this world he went to the other world

Dead grandfather could not see him

Let's see the meaning of the following Persian words used in this Marsiya:

دنیا – the world, the universe, the light [10, p. 350].

دور [دوران] – rotation; century, period, epoch; fate [10, p. 352].

محروم – Arabic word: person in need.

هم – 1) also, and, equally; even; 2) care; worry; anxiety [10, p. 904].

5. Bokey Horde region, Khan necropolis, funeral singing at the grave of the daughter of Abdolla Ismail uly Burbaev Bibi, who died in 1894 at the age of 19:

بولوب جوهر كى ده اولدى حسرة
ايدوب رخت كورالماي ماه عشره

She shined as a diamond, suddenly misfortune overtook her
She died even could not enjoy her life.

We are going to consider the meaning of abovementioned Persian words:

جوهر – jewel, jewelry, pearl, essence, being, nature, the main property [10, p. 224].

حسرة – grief, contrition, grief (for whom, with something), to suffer [10, p. 257 p.].

رخت – departure, going on a trip, journey; relocation; death, going to the afterlife; die, retreat (depart to eternity [10, 377 c.].

ماه – the moon, the month (as a star and as a measure of time) [10, p. 727].

عشرت [عشرة] – amusement, pleasure, enjoyment [10, p. 558].

6. Shyngyrlau region, Molais necropolis, 5-6 km east of the village of Ulgili, a gravestone inscription on the tomb of the son of Zholaman Elikbai:

1. The tribe Tabyn Ashibek
2. tayfasy Esen
3. region Keldi
4. Son of Elikbay Yola
5. man at the age of 63,
6. The son of yaddyr 185....
7. year
8. Tarakty sign, Tabyn ru

Meaning: this gravestone monument is dedicated to the son of Yelkibay Zholaman from Small Zhuz, Tabyn ru, Zhetiru community, Ashibek tribe. He died in 185... (the last number is not visible) year at the age of 63. Gravestone monument was established by his son; the name of son is not mentioned. There is a sign of Tarakty tribe on the gravestone [13]. We should pay attention to the following elegy on the gravestone:

تنده جانم نجه كون مهمان ايكاندى بلمادوم
اوتتى عمرم يارسى دوران ايكاندى بلمادوم

I did not know how many years my soul would stay in my body
My time has come, I did not recognize that this all is my life. [12, 191-192].

The wise man expresses his thoughts on this lyrical elegy about life and advises not to waste time and live a worthy life. Let's look through the meaning of Persian words:

تن – body, flesh [10, p. 183].

جان – the soul (as the beginning of life); life (spirit) [10, p. 205].

مهمان – guest [10, p. 841].

عمر [pl. اعمار] – life, human age [10, p. 567].

دور [دوران] – rotation; century, period, epoch; fate [10, p. 352].

Despite the fact that the above-mentioned funeral singings were devoted to the dead people, they passed a message to the people who were still alive. And besides, they contain a huge amount of notions about death and expressions associated with death. We understand that they promote principles of behavior that come from Muslim wisdom.

Funeral weeping or funeral singing as above-mentioned was given in the format of elegy. Elegy is a poem composed of rhymed lines; here the author expresses his deep feelings of grief and thoughts about death, love and war. It can also refer to weeping of relatives, friends over the loss of their close person, tragic songs about national disasters and troubles, songs of a man who grieves over the death of his loved ones. This kind of funeral weeping can be seen on the tombstone monuments of such ancient nations as Gans, Turkic, Greek-Roman as well as Chinese people.

After studying the jokyay on tombstone monuments, which is an invaluable legacy of our ancestors, we have arrived at the following conclusion: first, jokyays on gravestone inscriptions were based on religious teachings originating primarily from the Quran, Hadith, Muslim wisdom and have a great educative meaning. Second, we consider that inscriptions on epigraphic monuments were written by religiously literate and overall educated people.

Д.Е. Медерова

БАТЫС ҚАЗАҚСТАН ОБЛЫСЫНЫҢ ЭПИГРАФИКАЛЫҚ ЕСКЕРТКІШТЕРДЕГІ МӘРСИЯЛАР

Аннотация. Мақалада құлпытас бетіндегі жоқтау сарынына жан-жақты талдау жасалған. Ел ауызында сақталып келген, бұрын-соңды хатқа түскен жоқтаулардың үлгілеріне, мазмұнына тоқталсақ, қайғы-мұң, шермен қатар белгілі бір тарихи тұлға немесе қайтыс болған адамның кім екені, тегі, руы, қоғамда атқарған қызметі, көрсеткен ерлік істері жайлы деректер өте қысқа түрде болса да баяндалғанын байқаймыз. Ал құлпытас бетінде сақталған мәтіндер қысқа әрі ықшамды болғанына қарамастан олардың деректемелік маңызы аса зор. Олардың басты ерекшелігі халықтың рухани және материалдық мәдениеті туралы мол мағлұмат береді. Тарихи тұлғаға арналған әрбір эпитафияда есімдер, теңеулерде кездескен қайраткерлік дәрежесіне қарай титулдар, марқұмның нақты өлген күні туралы маңызды мағлұматтар сақталып қалған. Эпиграфиялық ескерткіштердің аса құндылығы мен шынайылығы сонда, алғашқы мәтіннің қолжазба нұсқасына қарағанда тасқа қашалған мәтіннің өзгеруі екіталай. Мәрсийа немесе жерлеу жоқтауы – ортағасырлық мұсылман поэзиясындағы ерекше жанр, рухани түрдегі лирикалық жоқтау элегиясы, жанұядағы бір кісінің, қоғамдағы немесе мемлекеттегі құрметті қайраткердің, болмаса сыйлы тұлғаның өмірден өткеніне орай қайғы-қасіретті терең сезімді білдірудің тәсілі. Автор құлпытаста жазылған жоқтау мәтіндерінде діни тұжырымға, ең алдымен Құраннан, хадистерден, мұсылман данышпандарының даналығынан туындаған мінез-құлық қағидаларына үйрететін тәрбиелік мәнге толы нақыл сөздерге негізделген терең логикалық ұғым жатқанына ерекше назар аударған.

Түйін сөздер: құлпытас, эпиграфика, дереккөз, жоқтау, мәрсийа (жерлеу жоқтауы), салт-дәстүр.

Д.Е. Медерова

МАРСИЯ НА ЭПИГРАФИЧЕСКИХ ПАМЯТНИКАХ ЗАПАДНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация. В статье приведен подробный анализ надмогильных памятников. Изучая образцы и значения погребальных пений, которые передавались из поколения в поколения в письменном и устном виде, мы можем заметить, что в них упоминается краткая информация об умершем великом или простом человеке, его фамилия, отчество, племя, род деятельности, достижения вместе с горечью и тоской об утрате. Несмотря на то, что надгробные памятники содержат краткую информацию об усопшем, эти сведения являются очень важными. Самой главной особенностью данных памятников является то, что они передают сведения о духовной и материальной культуре народа. На эпитафиях исторических личностей хранятся такие данные, как имя усопшего, его титул, которые часто встречаются в эпитетах, дата его смерти. На эпиграфических памятниках оригинал текста не подлежит изменению, так как оно пишется на камне, по сравнению с рукописью, и этим оно представляет свою ценность и правдивость. Марсийа или погребальный плач является особым жанром в мусульманской средневековой поэзии, лирическая посмертная элегия духовного характера, способ передачи посредством стихосложения глубоких чувств, скорби и утраты о

смерти уважаемого и достойного члена семьи, общества и государства. Автор обращает особое внимание на глубокое логическое представление о том, что тексты надгробных памятников основаны на религиозных рассуждениях, которые вытекают, в первую очередь из Корана, хадиса, мусульманской мудрости и учат принципам поведения.

Ключевые слова: надмогильный памятник, эпиграфика, источник, погребальный плач (жоқтау), марсийа (погребальное пение), обычаи и традиции.

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LINGUISTIC PECULIARITIES OF A FOREIGN LANGUAGE IN FORMATION OF LANGUAGE SKILLS

Abstract. The initial communication skills acquired by a primary school student through learning a foreign language include the formation of skills of competent communication, socialization through communication activities in various situations of everyday life, both in their native language and in English. The formation of the students' communicative skills requires the study of words, phrases and sentences in English, and determination of its linguistic features. In order to develop primary school students' competent speech skills, it is necessary to master the laws and rules of application of communication units.

Key words: communicative skills, primary, language, communication.

Introduction

The Law of the Republic of Kazakhstan "On Education" (2011) determines the need to manage the basic content of primary education within the policy of trilingual education, and to educate the individuals whose developed communication skills meet the requirements of society. That is, the development of the competitive younger generation with good communication skills, who can fluently speak foreign language, and who meet the requirements of society integrated into the global world is carried out through the implementation of the objectives and principles of modern education [1].

The initial communication skills acquired by a primary school student through learning a foreign language include the formation of skills of competent communication, socialization through communication activities in various situations of everyday life, both in their native language and in English.

Methods and Results

Informational, developmental and educational are the main three goals to be achieved in teaching English language. When implementing the informational goal, English is a source of information and knowledge from the outside world and the environment. One of the main goals in teaching the language is the formation of the competence and skills of using linguistic knowledge along with the formation of the students' thinking and communication skills. The students' ability to communicate and their ability to learn the culture of reading, speaking, listening, and asking questions in English increases the students' educational level and their ability to apply their knowledge verbally and in written form implements the practical goal, as well as develops their mental abilities, aesthetic tastes and worldviews.

The formation of the students' communicative skills requires the study of words, phrases and sentences in English, and determination of its linguistic features. Speaking is possible if the lexical, grammatical minima of the language are acquired. The phoneme, morpheme, word, phrase, sentence and text that form the language system are linguistic units, and in linguistic communication they play the role of communicative units. According to the definitions and concepts on linguistic units, "linguistic units are characterized by the following features: a) they have an independent meaning or affect the creation of a meaning; b) they form the word combinations in a ready form and are not dissected further; c) indicate the language system through own properties; d) refer to the same subject" [2].

F.Sh. Orazbaeva believes that in order to use communicative units in the process of communication, students must have speech skills and ability to creatively use communicative units. In order to develop the primary students' competence and skills of fluent speech, it's necessary to teach the laws and rules of using communicative units.

The scientist indicates the following communicative properties of a word:

- 1) a word ensures an appearance of a concept living in human consciousness
- 2) a word initiates the creation of other communicative units
- 3) a word explains the reality of life through a specific meaning, and helps people to convey thoughts to another
- 4) a word serves as the basis for implementation of communication between people [2].

To form the primary school students' speech skills, a special attention should be paid to the study of words, its direct and figurative meaning, and its semantic forms. In the study of vocabulary, it is adequate to form the students' cognitive skills through different tasks. For example, students should understand that the change of one letter in a word can change the meaning of the word: **a cat - a bat - a rat, a pen - a hen, a cup - a cap.**

In addition, by introducing the students with lexical phenomena like homonym, synonym, antonym, the teachers contribute to the students' proper understanding of the meaning of words, and to formation of the students' lexical skills: **cold - warm, good - bad, long-short, big - small.**

In primary school, the words, word combinations, the connection of sentences with phonemes can be taught through didactic games, logical crossword puzzles, different tasks, anagrams, by increasing the students' interest in the subject, using visual aids and organizing the tasks for listening and writing. Therefore, a key role in improving students' speech skills belongs to proven conclusions of linguistics about words, phrase, sentence, and text.

So, a word is both a linguistic and communicative unit that consists of a unity of sound and meaning. Each area of linguistics has its own autonomy. They are united by a word. Phonetics studies sound in words, and grammar studies the connection between words.

“One of the effective ways of forming communication skills in educational process of primary school is an indication of the connection of a phrase with other linguistic units as in language everything is closely interrelated with each other. Knowledge of their internal continuity ensures the student's literacy, formation of the correct view on linguistic units, and correct application of these units” [3].

Morpheme is not only a structural part of the word, but also a linguistic unit that has an independent meaning. “A word denotes a certain thought, entering into a morphemic connection with other words” [4].

“By fulfilling this kind of tasks, students become aware of the important role of suffixes and flexions in modification of a word, creation of a new meaning. They start to understand that the flexions between words perform a linking function when forming sentences» [5].

So, if a separate word has one meaning, a morpheme added to a word gives another meaning, and enhances the words' combinability.

In teaching a language, it is important to teach the students the features and rules of using words in verbal speech, linguistic communication, and grammatical rules of forming word combinations. Since the speech, communication of thoughts through a sentence are carried out through the unity and connection between grammatical and lexical laws, it is effective to teach them together. “The grammatical structure of the language is the most complex, large scale linguistic level among other language levels in its volume and content. Specific features of language as a social phenomenon, the diversity of its functions, dialectical patterns of its development – all clearly seen in the grammatical structure of language [4].

In primary school, students obtain communicative skills by learning the appropriate use of words and phrases during communication. To form the speaking skills, students are asked to ask questions regarding the illustrations, which teaches them to systematically express their thoughts and develops the skills of conscious speech. The teacher's question should be a reference for students. In addition, the skills of distinguishing the connection of words denoting a name and action of a subject in a sentence are developed during the study of grammar. An explanation that interrelated words form a phrase, that each of them belongs to certain part of speech would not go amiss. The tasks on mastering parts of speech, phrases in a sentence help form the skills of linking words into sentences and phrases. These are the examples of simple phrases and sentences that primary school students should be able to form: **a little dog, a red pen, a**

blue pencil, a big table, this is a little dog, it is a red pen, it is a blue pencil, this is a big table. The organization of grammar games increases the students' interest. The formation of students' correct speaking skills through teaching the methods of forming sentences allows them to clearly express their thoughts in speech. A sentence is a communicative unit that conveys a substantive thought. Primary school students are taught the types of sentences (declarative, interrogative and exclamative), i.e. they are taught to recognize the feelings of a speaker through a certain intonation. Thus, through the help of intonation teachers introduce specific features of declarative, interrogative and exclamative sentences to students and help them form correct sentences.

In primary school, speaking skills are developed by the study of words, phrases and sentences. Students learn to make texts containing few sentences and to understand the logical connection between these sentences. The main goal here is to develop the ability to distinguish between sentences. In primary school, the structure of texts should be easy, should meet the age requirements, psychological abilities, level of knowledge and worldview of the student. With the help of the text, the student must learn the culture, customs, achievements, that is, the texts should have a great educational value that will motivate the student. Students learning a foreign language try to communicate in that language. It helps to form the student's skills of communication in a group, that is, the student's communication acquires a social character, which makes it easy for the student to perform some actions that he hesitated to perform before. Students' eagerness and openness while training the skills of performing individual actions make it easy to acquire those skills. A skill is a developed method of performing an action.

Thus, the formation of listening, speaking, writing, reading skills means a good command of the language, both oral and written. Spoken language competence is the ability to speak the language and understand it through listening, and written language competence is the ability to write and read in that language.

The acts of oral and written speech should have motif, purpose, and communicative situations. Psychology distinguishes two types of speech (external speech, internal speech). The forms of oral and written speech are in close dialectical connection. They are based on kinesthetic feelings arising from the movement of speech organs. Kinesthetic sensations are very important in speaking, writing activities, i.e. the formation of motor skills in school age helps develop muscle, motor sensitivity. The sensations during writing and speaking develop their perception, expand their field of attention, and develop their language and mental abilities.

In addition, writing creative works, such as paper works, presentations contribute to the development of the students' imagination [6]. Speaking skills develop on the basis of sensations, perception, imagination, memory and thinking through visual, auditory perception, and thinking. During the oral communication, information is perceived through listening, and during the written communication, information is perceived through vision. Thus, if written communication requires the perception and understanding through vision, the oral communication requires the skills of listening, perception, understanding, and response.

There is a great difference between the spoken and written language. We can clearly see these differences in children's speech. The reason for these differences is the dissemblance of written language, the complexity of its mechanical structure. Logical connection is strictly observed in written language. Both the direction and the content of the oral speech change depending on the students' opinions [7]. To reach the communicative goal in teaching English, the formation of speaking skills plays an important role.

Communication is a bilateral process, which consists of understanding and speaking. There are two types of communication:

1. dialogue - communication of two or more people; communication in the form of questions and answers.

Dialogue has the following psychological characteristics:

- 1) it is a free communication,
- 2) the participants of the dialogue speak in turn; the dialogue is mostly short and understandable only for the participants,
- 3) there are shortages on the logical side of the dialogue (consistency, feasibility, etc.);

4) the dialogue is supplemented by gestures, expressive movements of the face and eyes (hands, mouth, eyes, eyelid movements).

Students should be able to ask general, special questions and answer them, express consent or disagreement, make a request, and make remarks during the speech. Discussions, excursions and games play an important role in improvement of the students' speaking pace through the development of dialogic speech;

2. Monologue is a speech presented by one speaker, that is, the speech of one person directed to another, or to a large number of people.

Monologue is characterized by the following psychological features:

1) monologue is built in accordance with a certain plan, content, and requires preparation;

2) the logical side of the monologue is set strict requirements (special attention is paid to the meaning and clarity of the text).

3) monologue mostly requires the expressive moments that influence people (pronouncing words with proper intonation).

In teaching English language, linguistic support (stimulus, incentive) helps develop the students' knowledge, competence, and skills. Linguistic supports help develop the thought in particular direction, not make mistakes in speech, and organize speech activity. Through the help of linguistic support, students learn the monologue speech in English, which, in turn, develops the students' skills of free speech, cognitive interests and creative skills.

Providing these supports in the form of collages help the students to concentrate, view attentively, and pull thoughts together. In general, speech activity is characterized by its content and expressiveness. If the idea expressed is not clear and meaningful, it loses its value. The expressiveness of speech indicates the emotional state of a person. Depending on the speech intonation and apparatus, human speech shows different mental states (inquiring, demanding, joyful, sad, etc.).

"Speech cannot take place without the sounds of the language and outside the process of the pronunciation and perception of these sounds, that is, the speech occurs only through the linguistic units [1]. The pronunciation of the sounds can vary depending on the language: they have different perceptual ("images" related to sounds) articulation basis (regarding the function and place of speech apparatus).

The articulatory feature in pronunciation of the sounds of the English language is that individual sounds can be pronounced in one way, but written in another way, and some words can differ in writing, but sound the same. This feature is typical for the English language.

E.I. Passov: "Phonetic skill is the ability to carry out a synthesized action, which is implemented in the skill parameters and provides an adequate sound layout of the language unit". E.I. Passov points out that phonetic skill covers two operations:

- 1) articulation
- 2) intonation.

According to E.I. Passov, phonetic skill covers speaking skills in pronunciation of language units, as well as motor skills related to the movement of speech apparatus. Simple phonetic skills involve the production of one sound, and complex phonetic skills involve the production of one word, syntagma. Correct word stress, proper division of a sentence into syntagmas, correct voice rhythm contribute to correct understanding of the meaning of a word and a sentence. Formation of phonetic skills includes several stages:

1) perception - acquaintance: a) acquaintance with pragmatic aspect of pronunciation, b) creation of the correct sound image, c) imitation (establishment of connection between hearing and pronunciation of linguistic units);

- 2) differentiation of understanding (understanding the pronunciation of sound);
- 3) isolated reproduction (strengthening feedback);
- 4) integration (consolidation of all operations of pronunciation skills) [8].

So, speaking is a reverse process of hearing. During listening, the process is directed from the form of perception towards understanding and in speaking, the process develops from content to form [9-11]. Speaking includes several levels: initial (answering questions with the participation of the teacher); average (support of text with illustrations); independent (usage of complex structures in speech).

Conclusion and Discussion

In conclusion, in formation of communicative skills, proper formation and development of foreign language speaking skills directly influence the improvement of communication. In order to develop qualitative speaking skills, it is necessary to take into account such situations as the learner's need to speak the foreign language, the impact of the environment and the situation, individual abilities, determination of the ultimate goal of speech. By teaching the students to ask questions from a teacher or from each other in target foreign language, to exchange opinions, to discuss or describe the materials that they have read or listened to, to narrate, to participate in a dispute, make acquaintances in everyday life, to speak, teachers help develop the students' communicative skills. In addition, the formation of students' communicative skills by teaching them to start communicating in a foreign language, to provide incentives to their partners to continue communication will ensure the future generation's comprehensive development, adaptation to life and competitive ability.

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ТІЛДІК ДАҒДЫЛАРДЫ ҚАЛЫПТАСТЫРУДАҒЫ ШЕТ ТІЛІНІҢ ЛИНГВИСТИКАЛЫҚ ЕРЕКШЕЛІКТЕРІ

Аннотация. Шет тілін оқыту арқылы бастауыш сынып оқушысы игеретін бастапқы коммуникативтік дағдыларға олардың ана тілдерімен қатар ағылшын тілінде де сауатты қарым-қатынас жасау, түсінісу, күнделікті өмірдегі түрлі жағдаяттарда тілдесім әрекеті арқылы әлеуметтену дағдыларын қалыптастыру жатады. Оқушылардың коммуникативтік дағдыларын қалыптастыруда ағылшын тіліндегі сөз, сөз тіркестері мен сөйлемдерді оқыту, оның лингвистикалық ерекшеліктерін анықтауды қажет етеді. Бастауыш сынып оқушыларының тілдік қатынас кезінде жатық сөйлеу дағдыларының қалыптасуы үшін коммуникативтік тұлғалардың қолданылу заңдылықтары мен ережелерін меңгеруі қажет.

Түйін сөздер: коммуникативтік дағды, бастауыш, тілдесім, қарым-қатынас.

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ЯЗЫКОВЫЕ ОСОБЕННОСТИ ИНОСТРАННОГО ЯЗЫКА В ФОРМИРОВАНИИ ЯЗЫКОВЫХ НАВЫКОВ

Аннотация. Первоначальные коммуникативные навыки, приобретенные учеником начальной школы путем изучения иностранного языка, включают в себя формирование навыков грамотного общения, социализации в процессе общения в различных ситуациях повседневной жизни как на родном языке, так и на английском. Формирование у студентов коммуникативных навыков требует изучения слов, фраз и предложений на английском языке и определения его языковых особенностей. Чтобы развить компетентные речевые навыки учащихся начальной школы, необходимо овладеть законами и правилами применения коммуникационных подразделений.

Ключевые слова: коммуникативные навыки, первичный, язык, общение.

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STATE REGULATION OF INSURANCE SYSTEM IN AGRICULTURE OF THE REPUBLIC OF KAZAKHSTAN

Abstract. The article substantiates the need for legal regulation of insurance risks of agricultural producers in crop production in order to reduce natural risks in agriculture, and to protect the property interests of farmers from the effects of adverse natural phenomena. As well as deeply studied the stages of formation of state regulation of insurance of risk situations in the crop industry, identifying the advantages and disadvantages. Legal provision of insurance of risks in agricultural production on the basis of studying of legislative acts with determination of positive and negative sides of implementation of these measures is widely analyzed. The current mechanism of risk insurance is evaluated and proposed to improve the system of state regulation of risks in the field of crop production by creating a state Fund for reinsurance of risks of the insurer. Finally, it was suggested to move from subsidizing insurance payments to subsidize 50% of insurance premiums, it will contribute to the objective distribution of subsidies between insureds, producers of agricultural products; reduce the cost to farmers in the period of seasonal work. It is also proposed to revise the methodology for calculating insurance tariffs, taking into account the agro-climatic zones, which will reduce the unreasonable costs of agricultural producers and expand the list of insurance services in the crop industry, taking into account the main types of crops to improve efficiency.

Keywords: insurance, risks, insurance rates, crop production, crops, agricultural producers, government regulation, costs, agro-climatic zones.

Introduction. The transition of the economy to market relations significantly changes the economic and legal status of agricultural producers, expressed at the level of their responsibility for the results of economic activity. In addition, agriculture is affected by negative natural and climatic factors, as well as by economic processes. In such conditions full responsibility of owners for break-even of the work is required [1].

Today the insurance is a necessary sign of a civilized, modern and effective system of management. At the same time, insurance in agriculture, and in our country in particular, is one of the most risky sectors of the economy, since agriculture in Kazakhstan is carried out in unpredictable and unregulated climatic conditions.

Agricultural insurance is the most important risk management tool in agriculture, contributing to the sustainability of agricultural producers' income through state subsidies (insurance premium) [2].

Agriculture is one of the important sectors of the economy, which forms the food and economic security of the country, as well as labor and settlement potential of rural areas [3].

Crop risk insurance in Kazakhstan is an urgent problem for agricultural producers and insurers, as agriculture is in the zone of constant natural and economic risks. The main share of risks is associated with weather events, the most common risk is drought, especially affecting the production of crops in Kazakhstan. In order to reduce natural risks in agriculture, to ensure the protection of property interests of farmers in crop production from the effects of adverse natural phenomena, the law "on compulsory insurance in crop production" was adopted»[4].

According to the law, crops and oilseeds, sugar beets and cotton are insured in crop production, but vegetables and melons, potatoes, fodder crops, which are also subject to the negative impact of adverse natural phenomena, are not covered by insurance.

However, at present, the risk insurance system in crop production is equally unprofitable for both insurers and insureds. At the same time, the current mechanism of subsidizing insurance payments reduces the motivation of insurance companies to properly assess losses and can lead to collusion between the insurance company and the agricultural producer in order to overestimate the amount of insurance payments.

Crop insurance is facing major problems that are manifested in the following: lack of awareness of farmers about insurance products; the unavailability of high-quality and reliable data; the prevalence of systemic risk in crop production; inflexible regulatory environment; limited choice of insurance schemes; lack of adaptation used by the insurance programme to the needs of small farms.

Agriculture in the conditions of frequent natural-climatic and economic-risk situations and insufficient funds to cover their negative consequences needs state protectionism, as is the case in many developed countries (Canada, Spain, etc.). In Kazakhstan and its subjects in the near future it is impossible to carry out insurance of property interests of agricultural producers without financial, organizational and legal support of the state.

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Methods. The information base of the study was made up of normative legal acts on the state regulation of risks of agricultural producers in crop production, namely the Law of the Republic of Kazakhstan dated July 8, 2005 №66 "on state regulation of development of agro-industrial complex and rural areas", the Law of the Republic of Kazakhstan dated March 10, 2004 №533-II "on compulsory insurance in crop production", the State program for the development of agro-industrial complex of the Republic of Kazakhstan for 2017-2021, approved by the government Of the Republic of Kazakhstan dated July 12, 2018 №423. Analytical data of the National Bank of the Republic of Kazakhstan on insurance premiums and insurance payments for insurance (reinsurance) organizations, the Ministry of agriculture are also used. It also includes statistical reviews in the field of risk insurance regulation in agriculture, posted on the official websites of the Republic of Kazakhstan, as well as the works of leading scientists and economists, published in periodicals.

Various methods were used in the research process. Theoretical in the study of the stages of development of the system of insurance of risks of agricultural producers in the field of crop production. In the analysis of the existing measures of state regulation of risk insurance in agriculture, causal methods of analysis were used. In the study of the features of the risks existing in the crop - grouping method, logical and comparative methods. Economic and statistical methods-in the analysis and evaluation of the current state of insurance in crop production, as well as trends in its development, abstract and logical-in identifying problems and developing proposals for measures of state regulation of risk insurance in agriculture of the Republic of Kazakhstan.

Results. State regulation of insurance risks in agriculture has certain stages of its development, which are directly related to the formation of our Republic as an independent state.

The first stage refers to the period of 1991-1995, when private insurance and reinsurance companies first appeared in the conditions of transition to a market economy. They carried out crop insurance of agricultural producers only on a voluntary basis. At the same time, insurance rates have become 1.5-2 times higher than in the planned economy, and insurance premiums ranged from 2% to 8% of the sum insured.

Such insurance conditions were economically unprofitable for farmers, who due to the deep crisis were insolvent and suffered heavy losses from adverse weather conditions. On the other hand, insurance (reinsurance) companies had no interest in crop crop insurance because of high crop yields. In General, the current situation has led to the collapse of the agricultural risk insurance market, and the state was forced to move to a mandatory type of insurance.

The second stage can be associated with the adoption of the Law of the Republic of Kazakhstan dated October 3, 1995 №2475 "On insurance" (as amended by the Law of the Republic of Kazakhstan dated 23.08.96. It introduced compulsory insurance of agricultural production [5]. Within the framework of the

adopted law, the state agricultural insurance enterprise open Joint-Stock Company "insurance company "Kazagropolis" was created, the purpose of which was the insurance protection of agricultural producers of all forms of ownership from natural disasters and emergencies [6].

However, this measure did not significantly affect the development of the risk insurance market in crop production. Thus, according to the Agency of the Republic of Kazakhstan on statistics, in 1997 685 insurance contracts were concluded and insurance premiums in the amount of 1.9 million tenge were paid, in 1998 – 735 contracts with a premium of 15.3 million tenge, in 1999 -74 contracts with a premium of 5.2 million tenge, in 2000 -134 contracts with 13.4 million tenge [5]. Such amounts were not sufficient for the formation of insurance companies ' reserves for payment of insurance compensation. In this regard, the number of insurance organizations on the market began to decline. If in 1998 13 companies had a license for compulsory crop insurance, by 2003 there were only 7 of them. At the same time, due to the high cost of insurance policies (more than 20% of the cost of the crop), most farmers could not afford to purchase these policies.

With the adoption of the Law of the Republic of Kazakhstan dated March 10, 2004 №533-II "On compulsory insurance in crop production" (hereinafter the Law) begins the third stage of state regulation of crop risk insurance.

The law in the field of compulsory insurance in crop production is aimed at achieving three goals:

- Protection of farms and farms from loss of agricultural crops due to weather factors;
- Support to farmers and peasant farms in obtaining loans secured by insured crops;
- Assistance to improve the efficiency of state support for crop production [6].

The law establishes insurance tariffs only for four types of crops: cereals (tariffs are set by regions), oilseeds, sugar beet and cotton, as well as minimum and maximum tariffs for groups of crops. In practice, the amount of insurance premiums is calculated at the minimum insurance rate, which does not allow to form a sufficient reserve for insurance payments and leads to financial instability of insurance companies in the event of insured events.

The size of the insurance premium for each type of crop production is established by the contract of compulsory insurance within the insurance tariff according to the law and multiplied by the corresponding insurance amount. When an insured event occurs, the Commission determines the amount of damage according to the method of determining the areas of loss of crops [6].

The amount of damage is determined based on the standards of costs for the production of crop products subject to compulsory insurance, per hectare of cultivated area. For example, the standard costs for spring wheat in Akmola region, calculated by three types (wages, fuels and lubricants, seeds) per 1 hectare is 3457 tenge. While in fact, these costs exceed the order of 34,473 tenge. In this case, we see a disproportionate amount of insurance tariffs and cost standards. For this reason, farmers cannot cover their losses, which negatively affects the number of contracts concluded with insurance companies.

In accordance with the law, the policyholder is obliged to pay contributions during the sowing period on the basis of the sowing period on the basis of the contract, which leads to an increase in the current costs for him. For the conclusion of the contract, the farmer must provide the following documents: the application form, a certificate of the Bank account, and the act on the right to use the land. In the event of an unforeseen natural phenomenon in the form of extremely high temperatures, drought or hail, which led to partial or complete destruction of the crop, the farmer applies to the local Executive body to create a Commission. The composition of the Commission is formed from the representative of the local Executive body, the state agent for reimbursement of payments, the insurer and the agricultural producer, who go to the field to determine the area and the degree of destruction of the agricultural crop. At the same time, the farmer must submit a certificate from the Republican state enterprise "Kazhydromet" or the Agency for emergency situations about the fact of an adverse natural phenomenon [7].

The next step is the conclusion of the Commission and the signing of the act of inspection on the fact of adverse natural phenomena. On the basis of the act, the insurance company reimburses the agricultural insurance payment in the amount of 100% in case of complete loss of crops within 10 working days after receipt of all relevant documents. When a partial loss of crop not earlier than 1 month but not later 3 months from the date of the completion of harvesting in the presence of a full Pacaya documents [8].

Insurance companies are compensated for insurance payments in the amount of 50% of certain damage by the state agent represented by the joint Stock Company "Kazagrogarant" [9].

Such a mechanism of state regulation turned out to be unprofitable, primarily for agricultural producers, as not every policyholder could receive insurance compensation. In addition, the very procedure of confirming the insured event and receiving compensation required the collection of many documents and time for their approval. Therefore, in order to solve the problem in 2006, the mutual insurance society (MIS) was established, the activities of which were regulated by the Law of the Republic of Kazakhstan dated July 5, 2006 №163-III "On mutual insurance" [10].

The activities of the MIS had its advantages. It allowed to accumulate on the accounts insurance premiums and to direct means of the created monetary Fund on investment or crediting of members of society.

It should be noted the negative aspects of the mutual insurance society. First, agricultural producers independently set insurance tariffs, which were lower than those stipulated by the legislation. This circumstance led to an unfavorable situation in the market of risk insurance in crop production and a reduction in the number of contracts concluded with insurance companies.

Secondly, the mutual insurance societies were created by farmers whose lands were practically on the same territory. Under adverse weather conditions, the insured event occurred simultaneously for all participants, which increased the risk of non-payment of insurance claims. As a result, the mutual insurance societies could not fully realize their advantages in terms of funding of investment funds. The insolvency of the mutual insurance societies has led to a decrease in farmers' interest in this form of insurance, which has affected their share in the agricultural risk insurance market.

Thus, in Kazakhstan, the prerequisites for the formation of compulsory and voluntary insurance of agricultural risks have been gradually created, and the state has determined the terms of the insurance policy, which are now mandatory for today are mandatory for insurance companies and the mutual insurance societies. However, the imperfection of the state regulation of market participants' activities has led to the fact that only two insurance companies and 14 the mutual insurance societies provide services for crop risk insurance.

Having studied the stages of formation of crop insurance, it is necessary to list the main problems of the existing system:

- Systemic risk and lack of risk management. Kazakhstan is in the area of high-risk agriculture, where the average annual frequency of drought is 40 % (2 years out of 5), and in the West of the country reaches 60 % (3 years out of 5). The problem of frequent adverse weather events is complicated by their systemic nature, when droughts or heavy rainfall affect large areas of agricultural land in the country and can lead to massive (unpredictable) losses for insurers. The situation is aggravated by the fact that the Law does not provide for regional or global diversification of risks through reinsurance [11].

- Insufficient insurance rates. The law on compulsory crop insurance defines minimum and maximum tariffs for different crops. In practice, insurance premiums are calculated at the minimum rate, and it does not provide for the establishment of a sufficient reserve for future insurance payments and in the event of an insured event threatens the financial stability, and sometimes even the solvency of the insurer.

- The ineffectiveness of current government subsidies. At the moment, state support for compulsory insurance of agricultural crops is provided by 50 % compensation to insurance companies and the mutual insurance companies of the amount of insurance payments. The existing mechanism of subsidizing insurance payments reduces the motivation of insurance companies to properly assess losses and can even lead to collusion between the insurer and the insured in order to overestimate the amount of insurance payments [12].

- There is no regulation of Mutual insurance companies. Due to the withdrawal of most commercial insurers from the crop insurance market, agricultural producers increasingly rely on cooperation with Mutual insurance societies, which are most often established by them. Since mutual insurance Companies are not subject to insurance supervision by the National Bank or any audit requirements, the risk of inadequate assessment of losses and fraud by the mutual insurance Company is high. In the absence of reserves for losses, solvency margins and reinsurance, Mutual insurance companies cannot provide any meaningful insurance coverage against natural disasters and thus cannot be considered as underwriters and organizations capable of servicing risks. At best, mutual insurance Societies can act as a so-called "mutual aid Fund", whose obligations are limited to the amount of the annual insurance premium collected from its members. But such an approach can only work for diversified risks and is totally unsuitable for highly correlated risks, which can easily result in annual losses exceeding premium charges.

It is clear that the agricultural sector is a special and specific sector of the economy. Its functioning and development should be based not on the primitive market relations borrowed from the last century, but on the modern conditions of the beginning of the XXI century, with a complex interweaving of private and national interests, the state and the market. The financial sector, including insurance, does not exist on its own, it serves the needs of the economy and social sphere, and must be adequate to them. Now the need for insurance services is limited by the poor financial condition of agricultural producers and the low standard of living of most of the rural population.

Therefore, it is impossible to blame only the state insurance company for the difficult financial situation. It is difficult to work effectively in an inefficient sector of the economy. We believe that insurance of agricultural producers at this stage should be mandatory. Although the voluntary insurance regime is more consistent with market conditions and will take into account the peculiarities of individual regions of the Republic of Kazakhstan [13].

It should be recognized that to date, insurance has not yet become the norm for the Kazakh village after the collapse of the old insurance system. Due to the emergence of different forms of ownership in rural areas, it is very difficult to switch to voluntary insurance because of:

- lack of financial resources of the majority of agricultural producers;
- the high cost of tariffs for voluntary insurance;

-mentality of the rural population, mainly considering the issues of risk management in agriculture as a function of state bodies.

For example, loan guarantees represents one of the ways of agricultural subsidies applied in the world practice. In Kazakhstan, at present, there are no necessary and sufficient prerequisites and conditions for the creation of a system of guaranteeing agricultural loans. The state, financial intermediaries and rural producers do not have funds for this [14].

Today, farmers are forced to take out cash and commodity loans in commercial banks under the "firm pledge" - agricultural machinery, animals, etc. And could offer their future insured harvest as collateral. In such circumstances, banks would be able to pay for credit and insurance premiums. Thus, the creation of a system of agricultural insurance in the country to some extent would solve the problem of inaccessibility of credit resources and financial support for agricultural producers [15].

Currently, the existing fundamental shortcomings of the mechanism of compulsory insurance in crop production make it necessary to develop new, principled and clear approaches to financial and credit policy that are more appropriate to the needs of agricultural producers [16].

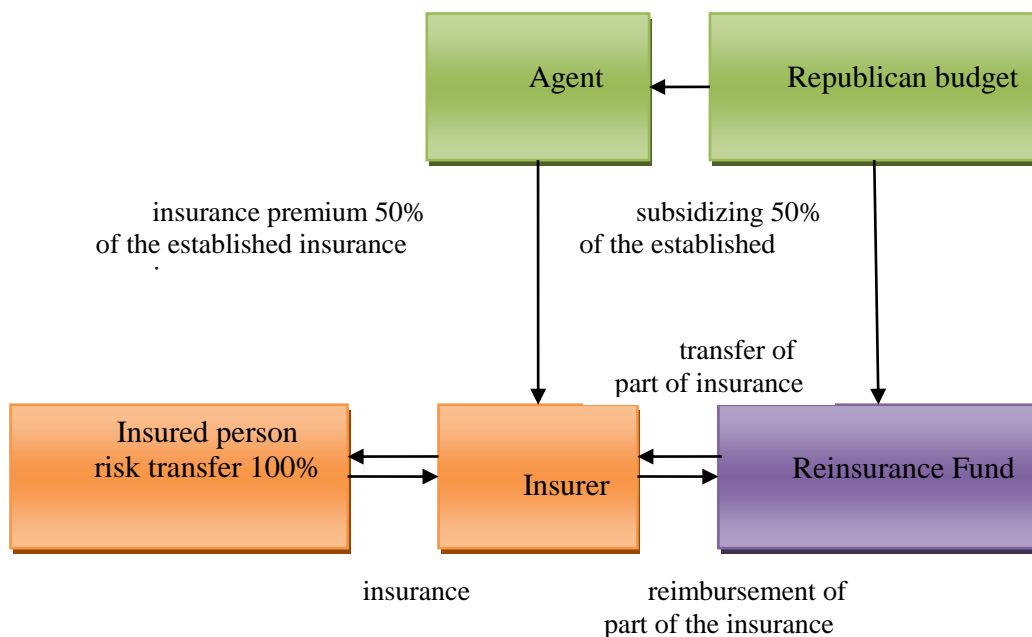


Figure 1 – Improved mechanism of state regulation in crop risk insurance

Note: compiled by the authors

Based on the above, an improved mechanism of state regulation of risk insurance in crop production is proposed, which is a harmonious interaction between the state in the person of the authorized agent for the management of budgetary funds, insurance organizations and agricultural producers. Such a mechanism is to develop public-private Partnerstva in the field of insurance of risks in crop production through the creation of a reinsurance Fund that may in the future become fully private company (Figure 1).

This mechanism involves, firstly, the transition from subsidizing insurance payments to subsidizing 50% of insurance premiums in order to reduce the costs of farmers during seasonal work. Secondly, the creation of the state Fund of reinsurance of risks of the insurer, which partially undertakes the obligation to pay insurance compensation. Third, the revision of the method of calculation of insurance tariffs taking into account agro-climatic zones, which will reduce unreasonable costs to expand the list of insurance services in crop production, taking into account the main types of crops.

In order to resolve the problematic issues, it is proposed to bring the standard of production costs in line with the actual costs, with reference to natural and climatic zones, as well as to revise them on a regular basis. At the same time, it is necessary to introduce a clearer gradation of insurance tariffs for natural and climatic zones, taking into account the frequency of occurrence of adverse natural phenomena on the basis of statistics on death and the results of actuarial calculations and revise them [17].

The proposal to carry out insurance not only taking into account climatic conditions, but also with the option of reducing technological and business risk [18].

In order to orient the economy to achieve high production results, it is necessary to switch from insurance of each crop separately and partial damage associated with the reduction of livestock to insurance of the overall final result (profit) of agricultural production in each economy, thus taking under insurance protection all stages of agricultural production before its implementation. Moreover, the widespread use of loans secured by the future harvest is strict and requires the preservation of the pledged property through insurance [19].

At a time when the legal basis of insurance of agricultural production is an extensive set of normative legal acts relating to various branches of law, and the analysis of the current practice of insurance of agricultural production clearly demonstrates the objective need for separate legal regulation of these relations, it is necessary to form a comprehensive Institute of "Legal regulation of insurance of agricultural production" within the framework of agricultural law. The formation of this community will cover the entire mechanism of insurance protection of property interests of agricultural producers [20].

Conclusions and Discussions. Analysis of state regulation of insurance risks in crop production allows us to draw the following conclusions:

- state support of farmers is compensatory in nature, but subject to full payment of the insurance premium in the season of sowing;
 - high tariffs for insurance and lack of alternative types of insurance services do not provide insurance protection to the majority of farmers;
 - non-transparent system of receiving state support in the form of compensation of insurance payments;
 - imperfection of the organization and methods of damage assessment, which leads to collusion between insurance companies and farmers and the emergence of corruption risks;
 - when calculating the insurance rates are not taken into account soil and climatic characteristics of zones and, consequently, an unfair assessment of the damage;
 - opacity of the system, inability to receive insurance payments, bureaucracy, and as a consequence, paperwork, etc.
- the absence of a mechanism of reinsurance;
- it is necessary to improve the insurance system in crop production.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ АУЫЛ ШАРУАШЫЛЫғыНДАғы САҚТАНДЫРУ ЖҮЙЕСІН МЕМЛЕКЕТТІК РЕТТЕУ

Аннотация. Мақалада ауыл шаруашылығындағы табиғи қатерлерді қысқарту және фермерлердің мүлкітік мүдделерін қолайсыз табиғат құбылыстарының салдарынан қорғауды қамтамасыз ету мақсатында елдің өсімдік шаруашылығындағы ауыл шаруашылығы тауар өндірушілерінің тәуекелдерін сақтандыруды құқықтық реттеу қажеттілігі негізделген. Сондай-ақ басымдықтары мен кемшіліктері анықтала отырып, өсімдік шаруашылығы саласындағы тәуекелдік жағдайларды сақтандыруды мемлекеттік реттеудің қалыптасу кезеңдері терең зерттелді. Осы шараларды іске асырудың оң және теріс жақтарын айқындай отырып, заңнамалық актілерді зерделеу негізінде ауыл шаруашылығы өндірісіндегі тәуекелдерді сақтандыруды құқықтық қамтамасыз ету кеңінен талданады. Тәуекелдерді сақтандырудың қолданыстағы тетігі бағаланды және сақтандырушының тәуекелдерді қайта сақтандыру мемлекеттік қорын құру жолымен өсімдік шаруашылығы саласындағы тәуекелдерді мемлекеттік реттеу жүйесін жетілдіру бойынша ұсынылған. Нәтижесінде сақтандыру төлемдерін субсидиялаудан сақтандыру сыйлықақыларының 50% субсидиялауға көшу ұсынылды, бұл ауыл шаруашылығы тауарын өндірушілер – сақтанушылар арасында субсидияларды объективті бөлуге ықпал етеді; маусымдық жұмыстар кезеңінде фермерлердің шығындары төмендейді. Сонымен қатар агроклиматтық аймақтарды ескере отырып, сақтандыру тарифтерін есептеу әдістемесін қайта қарау ұсынылды, бұл ауыл шаруашылығы тауарын өндірушілердің негізсіз шығындарын қысқартуға және тиімділікті арттыру үшін ауыл шаруашылығы дақылдарының негізгі түрлерін ескере отырып, өсімдік шаруашылығы саласындағы сақтандыру қызметтерінің тізбесін кеңейтуге мүмкіндік береді.

Түйін сөздер: сақтандыру, тәуекелдер, сақтандыру тарифтері, өсімдік шаруашылығы дақылдары, ауыл шаруашылығы тауарларын өндірушілер, мемлекеттік реттеу, шығындар, агроклиматтық аймақтар.

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ГОСУДАРСТВЕННОЕ РЕГУЛИРОВАНИЕ СИСТЕМЫ СТРАХОВАНИЯ В СЕЛЬСКОМ ХОЗЯЙСТВЕ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье обоснована необходимость правового регулирования страхования рисков сельхозтоваропроизводителей в растениеводстве страны в целях сокращения природных рисков в сельском хозяйстве, и обеспечения защиты имущественных интересов фермеров от последствий неблагоприятных природных явлений. А также глубоко изучены этапы становления государственного регулирования страхования рисков ситуаций в растениеводческой отрасли, выявляя преимущества и недостатки. Широко анализируется правовое обеспечение страхования рисков в сельскохозяйственном производстве на основе изучения законодательных актов с определением позитивных и негативных сторон реализации данных мер. Оценён действующий механизм страхования рисков и предложен путь по совершенствованию системы госрегулирования рисков в отрасли растениеводства путем создания государственного фонда перестрахования рисков страховщика. В результате предложено перейти от субсидирования страховых выплат к субсидированию 50% страховых премий, это будет способствовать объективному распределению субсидий между страхователями – сельхозтоваропроизводителями; снизятся затраты фермеров в период сезонных работ. Кроме того, предложено пересмотреть методику расчета страховых тарифов, учитывая агроклиматические зоны, что позволит сократить необоснованные затраты сельскохозяйственных товаропроизводителей и расширить перечень страховых услуг в растениеводческой отрасли, с учетом основных видов сельскохозяйственных культур для повышения эффективности.

Ключевые слова: страхование, риски, страховые тарифы, растениеводство, сельскохозяйственные культуры, сельхозтоваропроизводитель, государственное регулирование, затраты, агроклиматические зоны.

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**PRODUCTION AND CONSTRUCTION CORPS IN THE XINJIANG
UYGHUR AUTONOMOUS REGION OF CHINA AND ITS ROLE IN
CHINA'S FOREIGN AND INTERNAL POLICY**

Abstract. The article examines the deployment of a militarized production and construction corps in the Xinjiang Uyghur Autonomous Region of the People's Republic of China, which currently comprise up to 2.6 million ethnic Chinese, in the context of the national security of Kazakhstan and other sovereign states of Central Asia. Analysis of available data showed that the objectives of production and construction corps are not limited by domestic tasks only, since the Chinese concept of “moving to the West” (Xi Jin) also means “increasing activity” to the west of China, which is encompassing Kazakhstan and other post-Soviet states of Central Asia. The production and construction corps serves as a powerful tool that China has for influencing neighboring countries and achieving political goals. The system, historical-genetic or retrospective reconstruction method, historical-comparative and comparative-typological methods were used in the research. Xinjiang Uyghur Autonomous Region of China and, in general, China are one of the main and promising areas of development of the foreign policy of Kazakhstan and the states of Central Asia. Cooperation is beneficial for all its participants, but everyone must respect their own interests, in particular the interests of state security.

Keywords: Kazakhstan, Central Asia, XUAR of China, Production and Construction Building Corps, multi-vectoral policy, national security, economic development.

Introduction. The study examines the principles of the multi-vector foreign policy of the Republic of Kazakhstan within the framework of the project “Multi-vector foreign policy and security of the foreign policy of the Republic of Kazakhstan and Central Asia” which is based on cooperation in various fields, interests and safety of Kazakhstan. The research is also focusing on intensification of the struggle for leadership by the world powers, emergence and intensification of threats and the changes posed by the modern world. Current reality presents certain risks for the Republic of Kazakhstan (RK) and the Central Asia (CA) which are challenged by the threat of losing its sovereignty and stability. The relevance of the timely identification of real threats and exploration of the ways to solve them is due to the important strategic position of the region. In this regard, of particular interest is the policy of China in the Xinjiang Uygur Autonomous Region of the PRC (XUAR of the PRC), which shares common regional historical, ethnic, cultural and religious traditions with the Central Asian countries, and also raises questions about the risks to the security of Kazakhstan and Central Asia. For China XUAR is the region which connects Western China with the outside world [1, p. 195]. The Chinese concept of “moving to the West” (Xi Jin) means: in domestic politics, the development of the western regions of the PRC itself, i.e. primarily Xinjiang; and outside the country – “increasing activity” to the west of China, the area which covers Kazakhstan and other post-Soviet states of Central Asia. Here China acts as a truly global power, using the advantages of its economy for the purposes of its own development and accumulation of forces [2, p. 5-6]. Such a target, given the favorable conditions for its implementation (as noted by Chinese experts), at the same time, can not but alarm the Central Asian states.

The article examines the deployment of the militarized production and construction corps in the XUAR of China, which today includes up to 2.6 million “employees”, mostly ethnic Chinese. At the same time, the number of Corps tends to increase. Currently, it constitutes the seventh part of the total XUAR population. Considering the dramatic changes in the ethnic composition of the population of the autonomous republic, where the Han Chinese already became the predominant ethnic group already in the 1990s, according to Chinese data [3, Table. 2], Turkic people of the region do not have much of a chance to preserve their indigenous Turkic ethnic identity[4]. Another issue regarding China’s deployment of production and construction corps in XUAR, an area geographically adjacent to Kazakhstan and other Central Asian republics, is related to national security of Central Asian countries. What goals does the PRC pursue by supporting the presence of such a serious paramilitary structure in the autonomous region and what does it actually represent?

Methods. The system, historical-genetic or retrospective reconstruction method, historical-comparative and comparative-typological methods were used in the research. A systematic analysis of the political strategy in relation to the countries of Central Asia revealed the role of the XUAR in the PRC’s foreign policy. In assessing the processes which currently take place in Xinjiang, the author applied the theory of modernization. The use of the historical-genetic method allowed to examine the historical aspects of the issue, identify the causal relationships of the events taking place in the XUAR and draw conclusions about the subsequent development of the region. The study builds on the works devoted to theoretical and methodological understanding of the concepts of national and international security, including Chinese domestic and international politics. Among them, the work of B. Buzan and O. Waever [5], M.T. Fravel [6], A. Kostyukhina [7], K.L. Syroezhkina [8], M. Titarenko [9].

Results. To understand the essence of the issue we need to refer to our historical past. China began to advance to the West, towards Central Asia in the period of antiquity, when the Chinese Han dynasty entered into power (206 BC - 220 AD). The process of expansion has historically developed with varying success, intensifying during periods of strong centralized power, and fading away in the era of interregnum. Conquering new lands, China first of all tried to gain a foothold on them, that is, “mark” them as their property. To this end, in the occupied territory, the Chinese built fortresses and placed garrisons of military settlers. In addition to protecting their area, military settlers had to provide for themselves, as well as Chinese troops and officials sent to foreign countries with everything they need, above all food [10, p. 171]. To this end, they were engaged in tillage, cultivation of domestic living creatures, craft. The benefits of such paramilitary units were diverse: first, each new fortress became an outpost in moving westward, demonstrating to the outside world a new frontier of the empire; secondly, it was a supporting base, a springboard for further advancement; thirdly, it defended the economic interests of China, exercising control over the trade routes; fourthly, it contributed to the control and interaction of the Han people with the population of neighboring possessions; fifthly, it allowed to ease social tensions in the country, to get rid of declassified elements, since exiled criminals served in such garrisons. This list can be continued, but the Chinese goal of establishing of paramilitary units in the conquered territories is already clear.

In this way, China gradually mastered the territory of East Turkestan and at the beginning of AD reached the borders of West Turkestan. In the 50 AD Han China dealt with its opponents by the Northern Huns in the territory of the Union State Kangyuy that had accepted the Huns. The Han authorities sent an expeditionary corps to Kangyui, which included military settlers. The corps destroyed the Huns [10, p. 184-185]. Another example is from the history of the medieval Chinese empire Tang (618–907), which successfully continued its expansion to the West in the Han period in the first half of the 8 century. The Chinese seized Tashkent, which belonged to the Turks, which forced the Turks to finally rally against the eternal enemy of the nomads and to call for help from the Arabs. In 751 the famous Talas or Atlakh battle between the army of the united Turks and Arabs and the Chinese took place, where the latter suffered a crushing defeat. [11, p. 329]. Thus, further Chinese expansion to the West was suspended. Another example is from the history of the new time. Having destroyed the Dzungar Khanate in 1758, having cut out almost all of its population and seizing Eastern Turkestan in 1759, the Ching government began to develop the territory of the newly formed Xinjiang province by deploying military settlements here. In this historic advance to the West, war settlers played an important role, providing the Chinese army with necessary food, horse-drawn transport, military contingent, etc., that was separated from the rear of the

army. And the last example from modern times when On September 13, 1955, the Xinjiang Uygur Autonomous Region was established [12, p. nineteen]. In its territory, the Chinese authorities placed in advance the Xinjiang Production and Construction Corps (LVPS), formed on October 7, 1954 in accordance with Mao Zedong's decree on the basis of various military groups (parts of the PLA) [13, p. 18].

The main goal of the LVPS was to ensure stability in the newly conquered territory of the East Turkestan Republic (VTR). Over time, the tasks of the LVPS expanded and covered such specific functions as the economic development of the newly created Xinjiang Uygur Autonomous Region (XUAR) of the PRC [14]. At first glance, the purpose of the Corps is limited to internal tasks, but if we recall that since the late 1950s Chinese authorities began to question the validity of the existing state border of the USSR and China [12] and take into account the fact that this border remained unchanged with the acquisition of sovereignty by the Central Asian republics, it becomes obvious that the foreign affairs tasks also fall within the responsibility of the corps.

For more than 50 years, both the name of the Corps and its subordination to various structures in Xinjiang, the central government and the military district of Xinjiang have changed. In 1975, the Corps was abolished, however, due to changes in the geopolitical situation associated with the introduction of troops by the Soviet Union in Afghanistan, and the emergence of an armed conflict near the borders of China, the strategic need for the corps again became acute. In addition, in 1980-1981 ethnic rebellion broke out in Xinjiang. After these events, the Corps was restored and continued to carry out its functions. The uniqueness of the case for the PRC affected the fact that it was managed, one might say, by trial and error [13, p. nineteen].

The CPM (SPSC) functions independently in the autonomous region, since it does not report directly to the authorities of Xinjiang and is at the same level of hierarchy with the administration of the XUAR. Already in the mid-1950 the main tasks assigned to the Corps, in addition to maintaining stability in the XUAR and protecting state borders, were the economic development of the region. The Chinese authorities have always viewed the army as the leading force in the implementation of their policies. The production and construction corps consist of headquarters, agricultural divisions, engineering and construction divisions. Agricultural divisions, in turn, are divided into regiments-state farms [13, p. 18]. Thus, the production and construction corps is a well-organized militarized structure, ready at any moment to execute orders of the Central Government of China.

The corps run most of the correctional facilities, including prisons in Xinjiang in which there are prisoners from all over China, this is another "special role" of the Corps. Prisoners have always been used by the Corps in their economic activities, being a free labor force. The first prisoners of the camps of the Tarim Basin were the Kuomintang troops, who submitted to the CCP after the "peaceful liberation of Xinjiang PLA." These former soldiers helped the population arriving in the region, to plow virgin lands, fight the onset of deserts and build new cities [13, p. 20].

In the present conditions of tightening the policy of "fighting separatism, extremism and terrorism" against the local population, China has built the network of the so-called "Re-education camps" in the autonomous region [15]. Analyzing the content of the functions entrusted to the CPM, it can be assumed that the supervision of the "re-education" of national minorities in the region, primarily Uygurs and Kazakhs, in the so-called "Labor camps" is performed by the Corps, which has expanded its scope of activities. Our assumption is supported by some open data, which show that "... the activity of the Corps, including the "labor camps" system, remains one of the disturbing factors which provoke social tension in the XUAR of the PRC" [14].

As a result of complex measures to adjust the work of the Corps, it has been gradually transformed into a kind of transnational corporation (TNC) [14]. The Corps is currently used not only for the development of Xinjiang, but also outside of China. Some experience of China in this direction is reported, in particular, by the media. Some reports say that in the last months of Yanukovich's presidency, Ukraine has signed large-scale agreements with a number of Chinese enterprises, and in particular with the production and construction corps of the PLA (Xinjiang militarized structure), on leasing land, developing agricultural production and building deep-sea port in the Crimea. However, the implementation of these agreements was prevented by a change of power in the peninsula [16]. Of the local population, few doubted: having received the land, the Chinese themselves would settle and cultivate it. At the same time,

the nominal “property of the state of Ukraine” would in no way prevent the messengers of the Middle Kingdom to make this southern steppe their second homeland. Who has the strength to send them home? Similar situation happened in the Russian Crimea when, in the winter of 2018, China promised to invest 600 million rubles in the construction of a complex of greenhouses for tomatoes, eggplants, cucumbers, carrots, garlic, melons and berries. At the same time, it was agreed that the Chinese will grow products, observing environmental requirements and attracting locals to work. The base for the greenhouse complex was to be Nizhnegorsky district. However, China approached the implementation of these promises “in Chinese,” thereby causing a riot of the local population against the “Chinese invasion” [17].

Extensive opportunities are open to China in Central Asia. One of the main tools for the development of the Central Asian region for China is presence in the national economies of the Central Asian states through implementation of “large joint projects”. Thus, China places great hopes on the large-scale transnational project “The Economic Belt of the Silk Road (SREB)”, which is tightly linked to Central Asian states. Kazakhstan for China, as noted by many researchers, is a kind of gateway to Central Asia. In addition, Kazakhstan is a rich source of natural resources for China, a profitable market for Chinese products, which allows them to promote their goods to the entire space of the Eurasian Economic Union and further to Europe, and is also of interest due to its vast territory and attractive prospect for its development. Therefore, Kazakhstan is the leader among the trading partners of XUAR of China [20, p. 18].

An important area of cooperation between China and Kazakhstan is the establishment of joint ventures for processing of agricultural products, building materials, etc. At the same time, China intends to transfer a number of production facilities to Kazakhstan, thereby improving environmental, demographic, social and gender (use of Chinese labor in Kazakhstan) situation on its own soil [19, p. 6; 20]. This policy of China opens up prospects for the development of the Corps, which has been transformed in the conditions of market relations and sent most of the investment capital (6 out of 11) to the development of agricultural projects [13, p. 6].

However, despite the impressive results for China, the development of the Central Asian region has its own pitfalls. In the process of enhancing participation in Central Asian affairs, China faced a number of problems that forced it to change the strategy of behavior and the structure of economic cooperation.

Conclusion. Discussion. Thus, the study allows to draw certain conclusions within the framework of the multi-vector foreign policy of the Republic of Kazakhstan and the countries of Central Asia in the context of their security:

- XUAR of the People's Republic of China and, in general, China are one of the main and promising areas of development of the foreign policy of Kazakhstan and the states of Central Asia. Cooperation is beneficial for all its participants, but everyone must respect their own interests, in particular the interests of state security. At the same time, the states of the Central Asian region should take into account that they are dealing with a global power that uses its advantages, in particular, in the field of economy. Therefore, it is necessary to know the peculiarities of the strategy of such a partner and be able to use tactics of checks and balances;

- when dealing with a global partner, the states of Central Asia should understand the advantages of the regional commonwealth and strive to promote its strengthening and development;

- The production and construction corps operates in Xinjiang – a rapid response structure aimed at the effective implementation of the policies of the central government of the PRC, where each employee is ready to replenish the ranks of the regular army without special training if necessary. At the same time, the main essence of the corps remains the preservation of effective army (militarized) formations (PLA), without causing particular anxieties and fears from local residents and outside observers [14]. The corps is a very convenient tool in the hands of the Chinese government in implementing the strategy of mastering the west, both internal and external.

Given the participation of the corps in the development of the agricultural sector outside China (because it involves leasing land), the states of the Central Asian region should pay special attention to the preservation of national interests in this area, especially since here the agriculture and related industries are (including for Kazakhstan) the most promising sectors of the economy [21]. In particular, when considering the possibilities of Kazakhstan and other Central Asian countries to participate in the Chinese “Belt and Road” project, one should, as noted in the same Internet source, “carefully work out the details

of the practical implementation of all the components of this project, avoiding the emergence of Corps companies in Kazakhstan” [14] and other countries in the region.

Experts call the factors which can reduce to a certain extent the risks to the security of Central Asian states posed by China. These are counterbalances such as the reaction of the “big states” to Chinese advance in the western direction, in particular, relations with Russia, which considers the Central Asian states of the CIS a zone of its strategic interests; political turmoil in some states, interstate, national, confessional conflicts; the attitude of the local Central Asian elites and the population to the “expansion of China” as a kind of “neo-colonialism” and “raw material robbery”, etc. However, one should know that all the listed challenges in relation to Chinese policy are still secondary, they can only promote the collective policies of the states of Central Asia and their regional strategy. Each state in the region should be fully aware of what Chinese interests in the west are, what does the Chinese advancement to the west mean specifically for their state, for their security and, in general, for the security of the Central Asian region [2, p. 6].

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ҚХР ШҰАР АУМАҒЫНДАҒЫ ӨНДІРІСТІК-ҚҰРЫЛЫС КОРПУСЫ ЖӘНЕ ОНЫҢ ҚЫТАЙДЫҢ СЫРТҚЫ ЖӘНЕ ІШКІ САЯСАТЫНДАҒЫ РӨЛІ

Аннотация. Мақалада Қазақстанның және Орталық Азияның басқа да егеменді мемлекеттерінің ұлттық қауіпсіздігі контекстінде ҚХР ШҰАР-ның олармен шектес аумақтарына әскерлендірілген өндірістік-құрылыс корпусын (ӨҚК) орналастыру қарастырылды, оның құрамында бүгінгі күні 2,6 млн. “қызметші”, негізінен этникалық қытайлықтар бар. Зерттеу үшін қол жетімді материалдарды талдау ӨҚК -нің тағайындалуы ішкі саяси міндеттермен шектелмегенін көрсетті, өйткені “батысқа жылжу” қытайлық тұжырымдамасы (си цзинь) елден тыс ҚХР-ның батысына қарай “белсенділікті арттыру” дегенді білдіреді, оның ареалы Қазақстан мен Орталық Азияның басқа да кеңестіктен кейінгі мемлекеттерін қамтиды. Және ӨҚК қол астындағы күш қолдануға ыңғайлы, оның көмегімен Қытайға өз мақсаттарын жүзеге асыруға ыңғайлы. Жұмыста қолданылған жүйелік, тарихи-генетикалық әдісі немесе ретроспективті қайта құру, тарихи-салыстырмалы және салыстырмалы-типологиялық зерттеу әдістері. ШҰАР ҚХР, және тұтастай алғанда, Қытай бірі болып табылады негізгі және перспективалы бағыттарын дамыту Қазақстанның сыртқы саясатының Орталық Азия мемлекеттері. Ынтымақтастық үшін тиімді, оның барлық қатысушыларының, бірақ әркім ұстану және өз мүдделерін, әсіресе мемлекеттік қауіпсіздік мүддесіне.

Түйін сөздер: Қазақстан, Орталық Азия, ҚХР ШҰАР, өндірістік-құрылыс корпусы (ӨҚК), көп векторлық, Ұлттық қауіпсіздік, экономикалық игеру.

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ПРОИЗВОДСТВЕННО-СТРОИТЕЛЬНЫЙ КОРПУС НА ТЕРРИТОРИИ СУАР КНР И ЕГО РОЛЬ ВО ВНЕШНЕЙ И ВНУТРЕННЕЙ ПОЛИТИКЕ КИТАЯ

Аннотация. В статье в контексте многовекторности и безопасности внешней политики Республики Казахстан и других государств Центральной Азии рассмотрено размещение на территории сопредельного с ними Синьцзян-Уйгурского автономного района КНР, военизированного Производственно-строительного корпуса, в составе которого на сегодняшний день насчитывается до 2,6 млн. «служащих», в основном этнических китайцев. Анализ доступных для исследования материалов показал, что назначение Производственно-строительного корпуса не ограничено только внутривнутриполитическими задачами, поскольку китайская концепция «продвижения на Запад» (си цзинь) означает также «наращивание активности» западнее КНР, ареал которого охватывает Казахстан и другие постсоветские государства Центральной Азии. И Производственно-строительный корпус служит удобной для использования подручной силой, с помощью которой Китаю удобно претворять свои цели. СУАР КНР и в целом Китай являются одним из ключевых направлений внешней политики Казахстана и государств Центральной Азии. Сотрудничество выгодно для всех его участников, но каждый должен соблюсти и свои интересы, в особенности интересы

государственной безопасности. В работе были использованы системный, историко-генетический или метод ретроспективной реконструкции, историко-сравнительный и сравнительно-типологический методы.

Ключевые слова: Казахстан, Центральная Азия, СУАР КНР, Производственно-строительный корпус (ПСК), многовекторность, национальная безопасность, экономическое освоение.

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**GREAT NAMES OF THE GREAT STEPPE.
CHOKAN VALIKHANOV**

Abstract. It is known that each era puts forward its heroes. Russia is Peter the Great, Pushkin, Tolstoy, Lomonosov... England is Shakespeare and Byron, Newton, Faraday and Rutherford... Among the whole galaxy of our noble countrymen there are many personalities, which are spoken of in legends for generations. In this context, the personality and achievements, scientific and socio-political activity of the first Kazakh scientist, historian, ethnographer, traveler, folklorist Chokan Valikhanov, who glorified the great steppe for many centuries, acquires a key role and importance in the history of independent Kazakhstan.

Ch. Valikhanov was born in November 1835 on the territory of modern Kostanay region of the Republic of Kazakhstan, in the vicinity of Kushmurun lake. The specific place of birth of the scientist, according to his formal list of service, for many years was considered the fortress of Kushmurun, which is on the territory of modern Kostanay region. Recently, however, a number of chokanologists claimed that the scientist was not born in the fortress built by Russian colonists in the mid-XIX century, and near it, in the area of Kuntimes – tract, which served as winter-shelter for the father of the scientist.[1].

Also, concerning the question of the year of birth of the scientist there is a different, from the officially recognized date, point of view. It was expressed at the time by Russian scientists P. Semenov-Tyan-Shansky, G. Potanin and a researcher-chokanologist H. Aidarova. They considered the year of birth of Ch. Valikhanov as 1837, which does not coincide with the officially announced 1835 [2;22-23]. However, Kazakhstan scientists J. Ermekbaev and M. Abuseitova believe that currently chokanology has no evidence that Valikhanov was born in 1837, not 1835, as announced in official documents. Where he was born – Kushmurun or Kuntimes, that is close to Kushmurun, or in Syrymbet, the Valikhanov family estate, is also unknown; in pre-revolutionary time the Kazakhs had no birth certificates about a birth and many people, including well-known, have now determined dates and places of the newborn depending on the time of year and the geographical location of the area [3]. The ancestors of Ch. Valikhanov belonged to the old Sultan's family of chinghizids - descendants of Chinghis Khan. His great-grandfather was Ablai - Khan of the Middle juz of the Kazakh Horde. The eldest son of Abylai Khan - Vali - the last Khan of the Middle Zhuz - was Chokan's grandfather, from whom he got his surname. Father of Chokan – Chingis was son of the youngest wife of Khan Vali – Aiganym, who became the head of the Khan family after her husband's death. Smart, far-sighted and for that time educated woman gave her son an excellent education: Chinghis graduated from the school of the Siberian linear Cossack army in Omsk, which gave a completed secondary education. Chinghis was one of the first Kazakhs, a well-mastered except for the Eastern literacy and Russian language [4].

At the end of the military school, Chingis became the senior Sultan of the newly formed Aman-Karagai district, later renamed into Kushmurun district. After moving to Aman-Karagai in 1834, he married Zeynep - the younger sister of the famous figure from Bayan-Aul Musa Shormanov, who was married to him as a child. The firstborn was named with a Muslim name - Mohammed-Khanapia. Regarding the history of this name there is an opinion that: Muhammad-Khanapia was Hodge, the founder of one of the branches of the Azret Ali – son-in-law of the prophet Muhammad – one of branches of which – Baksais kozha belonged to Sargaldak, father of Aiganym, grandmother of Chokan, who played a major

role in his spiritual development [5]. Anyway, the mother called her first-born son as Chokan, rather it was something in between of hypocoristic-diminutive and infantile nickname. Chinghis was elected to the post of senior Sultan of Aman-Karagai (Kushmurun) district six times in a row, while he was in this position for a total of twenty years. In 1853 the Kushmurun district order was abolished, after which Chingis Valikhanov moved to the family estate in Syrymbet, where he awaits his new assignment – the post of advisor to the regional board of the Siberian Kazakhs, which comes in 1854, with the place of work in Omsk.

Academician Alkey Margulan notes that although parents of Chokan remained in Kushmurun, Chokan spent most of his childhood in Syrymbet, in the Kokchetav district, the homestead of grandmother Aiganym, who knew several Oriental languages, was very interested in Russian culture, corresponded with the Asian Department of the foreign Ministry and the Siberian Committee in St. Petersburg. After the adoption of the «Charter of the Siberian Kirghiz» no any important event in Northern Kazakhstan was not held without her participation. According to biographers, Chokan as a child about three years studied in Kushmurun's madrasah Muslim literacy, also he mastered the basics of Arabic writing, studied Oriental languages, acquainted with medieval literature. Perhaps, these classes continued in summer-time in Syrymbet, where were the mullahs, Tobol Tatars Ualitsha Urazmetov and Kut-Mohamed Imankulov. «Patrimony of the Valihanov family resembles a Russian noble estate of the XIX century. And there is a reason. The estate was built by decree of Emperor Alexander I on April 30, 1824 and by order of the Governor-General of Western Siberia P. Kaptsevich for the widow of Khan Uali-Aiganym (Chokan's grandmother). [6]. Wise and far-sighted, she already understood the advantages of settled life and built the winter shelter by the architectural project of Russian engineers. Overall the Valihanov family homestead was built by Russian builders, as A. Gaines, researcher and general staff officer wrote, «in the manner of the landowner», the central decoration of the house also looked like the landlord's: mirrors, chandeliers, sconces, silk drapes, «sheathed with thin, but wide agramant», Chinese vases, lamp, sofa, etc. The family lived in Syrymbet only in winter, in summer they roamed on jailau (summer stations), first away from the Syrymbet, in the upper reaches of the Ishim river, and later – near the Syrymbet, at tracts of Saumalkol', Kuigenkol', Akzhar, near the village of Kokchetav. So Chokan childhood was spent in the wilderness, among the people that at an early age has identified the main features of his spiritual edifice – he had evolved, and sometimes talked like an adult. Falconry was a great pleasure for the young Chokan.

In 1847 Chokan at the age of 12 entered the best educational institution of the time-the Siberian cadet corps, with eight years of training, the former military school. Therefore, father and son studied in the same educational institution. On the inner life, the cadets were divided into two parts: company and squadron. The latter consisted of children of Cossacks and stood below the company in rank. Chocan was determined in a squadron. In 1853, at the age of 18, Chokan graduated from the cadet corps and was released as a cornet in the army cavalry, appointed an officer of the 6th regiment of the Siberian Cossack army. Thus, he can be considered as the first Kazakh personnel officer-trooper.

Chokan in the 6th cavalry regiment served formally, in fact, he was left with the Governor-General of Western Siberia, and a year later was appointed adjutant of General Gasfort, who then ruled Western Siberia and the North-Eastern regions of Kazakhstan. At the same time, through the Main Department of the region, Ch. Valikhanov was promoted to the post of officer of special assignments. [7]. It should be noted that in the same year and Sultan Chinghis moved to Omsk, after being determined to work in the Border Department, he lived in a house for sultans and elders, and perhaps Chokan lived with his father.

This period of Chokan's life was full of acquaintances with advanced people of Russia, who by the will of fate found themselves in Siberia. In particular, he was intimately acquainted with the great Russian writer Fyodor Dostoevsky, exiled to Omsk fortress, the first acquaintance of a young Sultan with writer occurred in 1854. in Omsk. At that time, the tsarist government planned to peacefully join the Kazakhs of the Elder Zhuz to the Russian Empire, that is, the region of southern Kazakhstan and Semirechye, which was then under the strong political influence of the Kokand khanate. A group of officers, in which K. Gutkovsky, M. Khomentovsky, M. Peremyshevsky and Ch. Valikhanov, who knew the language and culture of local residents, played a leading role, had to solve the task. Thus, in 1854-1857гг. Ciocan takes an active part in the decision of a question on joining of Kazakhs of the Elder Zhuz and Kyrgyz tribes bugu, sarybagysh and soltu to Russia. At the same time he begins to study the spiritual culture of these peoples. And in 1855 he took part in the trip of General Gasforth and made a great trip to Central

Kazakhstan, Semirechye and Tarbagatai. It marked the beginning of a deep scientific study of the history of the Kazakh people and their life. The mission of the young cornet was encouraged by a reward, in 1856. he was awarded the next rank of Lieutenant. In the same year he took part in a major military-scientific expedition organized under the leadership of Colonel M. Khomentovsky. Chokan spent two months among the Kyrgyz, in the basin of lake Issyk-Kul. There, he solved the problem of the reconciliation of Kyrgyz clans bugu and sarybagysh, at the same time collecting different information, mainly by studying the traditions and language of the Kyrgyz, took part in the shooting of Issyk-Kul lake, the result of which has changed the shape and contours of its shores on the new map, collected ornithological and entomological collection, made herbarium, studied the flora and fauna of Semirechie and Issyk-Kul. In a number of routes he traveled together with the outstanding scientist-geographer P. Semenov-Tian-Shan, with whom he met and established friendly relations in the spring of 1856 in Omsk. They largely determined the direction of all scientific activities of the Kazakh scientist.

«The Governor-General of Western Siberia decides to send a well-educated young officer Ch. Valikhanov to Kulja as part of a delegation to negotiate with the Chinese authorities. A diplomatic mission headed by a highly experienced Colonel Prince Paramilski M. D., one of the founders of the fortress of the Vernoe, a classmate of Mikhail Lermontov at the University of Moscow...».[8]. In August 1856 Chokan was sent by order of Gasforth to the Chinese city of Kulja to negotiate with the Chinese authorities regarding the establishment of trade relations with China and the resolution of disputed border issues. This important assignment was perfectly executed by him – after a series of meetings with Chinese dignitaries, they managed to establish trade relations and restore good-neighborly relations between the two states. Chokan's trip to Kulja laid the Foundation for the Treaty of Tarbagatai and the opening of a Consulate in Kulja and Chuguchak [5,353].

In 1857 CH. Valikhanov again made a trip to the Alatau Kirghiz, this time to monitor the progress of affairs in parts of Western China, adjacent to the southern border of Russian possessions, in connection with the unrest in Kashgar. This trip was essentially a trial step for the Kazakh scientist before his famous expedition to Kashgar. During the mission, the young researcher first drew attention to the famous Kyrgyz epic «Manas». The results of his three trips were brilliantly written travel essays «Diary of a trip to Issyk-Kul», «Western province of the Chinese Empire and Kulja» and «Notes on the Kyrgyz».

The winter of 1856. Chocan holds only in a regional archive of Western Siberia, where digging deep into all the Eastern sources relating to Kyrgyz. February 27, 1857. Ch. Valikhanov through P. Semenov-Tian-Shan elected to the full members of the Russian geographical society. This fact meant recognition of outstanding merits of the young Kazakh scientist before the Russian science.

In 1858-1859 he made his famous trip to Kashgaria, which gave him the fame of a brave traveler. After Marco Polo and the Jesuit Goes he was the first to enter Kashgaria. Having studied geography, history, political structure, features of culture and life of this country, almost unknown in Europe at that time, Ch. Valikhanov made a significant contribution to the scientific study of East Turkestan. This trip was very dangerous – because of the incessant national liberation war of the autochthonous peoples of this region against the Chinese power of Xin-Jian. For a number of years there was no stable government, and the country was in turmoil, flavored with suspicious attitudes of local authorities to everything foreign. «Valikhanov was traveling in Kashgar under the name of the merchant Alimbai Abdyllaev, allegedly citizen of Kokand and son of margelanic (ferganic) merchant. 28 Jun 1858 the scientist joined the merchant caravan from Semipalatinsk in the Karamula tract, thirty miles from Kapal»[9].

The journey to Kashgar was not only of scientific importance. Chokan also had to collect precious information for Russia about the current state of East Turkestan and explain the reasons for the troubles that were taking place at that time in the region. In the future, on the basis of the materials received by the expedition, it was supposed to develop a political course towards the countries of Central Asia. Geopolitically, the possibility of limiting the political and economic influence of the UK, which had possessions in India and was strengthening its presence in the region, was considered. Therefore, the expedition was planned by two main departments of the Empire-the foreign Ministry in the person of its Asian Department and the General staff of the armed forces of Russia, which suggests that the main purpose of the expedition caravan equipped by them was to collect materials of an intelligence nature. It is noteworthy that the Chinese side even at the end of the twentieth century considered this penetration from an intelligence point of view, as evidenced by the names of Chinese publications about Chokan, for

example, Professor-historian K. Hafizova indicates that in those years in the journal «Shixze lishi» («World history») there was a special article about Chokan called «The first tsarist spy in southern Xinjiang», where the Chinese authors put him on a par with European scientists who brought from Western China priceless cultural treasures: rare manuscripts, wall murals, sculptures, coins, etc.»[10]. Such opinions are expressed by Kazakhstan's biographers of Chokan in our time. So, retired Colonel of the KGB-KNB B. Kystaubayev writes that «until recently, no one focused their attention on the fact that «trip... of Chokan under the legend of the Muslim merchant Alimbai, it was nothing more than an illegal landing on the territory of a foreign state of a professional military intelligence Asian officer, who successfully collected valuable military-political and socio-commercial information and safely returned back». In addition, J. Ermekbay and M. Abuseitova indicate that the tenure of Ch. Valikhanov as a military intelligence officer has a right to be in his biography, especially since a trip to Eastern Turkestan was sanctioned and implemented with the filing of the MFA and the Military Department [3]. Today it is no secret that many outstanding personalities, for example, scientists-travelers Przhevalsky, Semenov-Tyan-Shan, artist Vereshchagin were related to the General staff, which has always belonged to military intelligence. Therefore it is possible to consider Chokan as the first Kazakh personnel army scout who headed a special expedition in the form of a caravan for penetration into the adjacent territory.

Chokan spent about six months in Kashgar (from October 1, 1858 to mid-March 1859.). During this time he managed to see close to town and well to explore the country of Six cities (Altyshar, which included the cities of Kashgar, Aksu, Uch-Turfan, Anykar, Yarkand and Hotan). In addition to Kashgar Chokan has managed to visit Yarkand, but was unable to reach Hotan due to the aggravated political situation. Valikhanov for the first time found out the circumstances of the death of the German geographer and a fellow of the British «East India» Adolf Schlagintweit, pupil of Alexander von Humboldt, penetrated to Kashgar a year earlier, and beheaded by the local authorities. In this he was helped by a woman from Kashgar; observing local customs, they were temporarily married (chauen, from a noble family). Chokan also acquired a number of unique Oriental manuscripts, compiled a numismatic collection, a herbarium, a collection of rocks, various relics: ancient letters, samples of applied and folk decorative art, artistic ceramics, etc.

Ch. Valikhanov 11 Mar 1859. went back, and on 12 April of the same year arrived to the fortress of Verny (current Almaty). The trip took a total of ten months and fourteen days. After resting here for about a month and a half, he returned to Omsk, where he began processing the collected materials. In St. Petersburg he was waited with impatience until Chokan finished his report, which took quite a long time, because he had to describe everything from memory. Chokan arrived to the capital of the Empire at the end of 1859, where he was left in St. Petersburg for scientific studies. He was assigned to The Asian Department of the MFA. Thus, he was transferred from the Military Department to the system of the Foreign Ministry, but with the abandonment of the army cavalry. This is stated in the order signed by Emperor Alexander II. Merits of the scientist-traveler were marked by his transfer to the rank of staff-captain, the award of the order and a monetary award.

Valikhanov's stay in the Asian Department is one of the brightest periods of his biography, taking into account the role he had to play during the accession of southern Kazakhstan and Central Asia to Russia. Besides, being surrounded by the progressive Russian intelligentsia, closely followed the progress of the young scientist and traveler, Chokan in the years with particular force could demonstrate his exceptional talent and knowledge: he has worked at several institutions – the Military academic Committee of the General staff, Asian Department, the Geographical society and at the same time attended lectures at the University. He worked at the higher school for academic studies at the Asian Department, where he taught Turkic languages for people traveling to Central Asia. On behalf of the Military-scientific Committee made maps of Central Asia and East Turkestan. Under his editorship were prepared: «Map of the space between lake Balkhash and Alatau ridge», «Reconnaissance of the Western part of the Trans-Ili region», «Plan of the city of Kulja», «Map of the Western edge of the Chinese Empire» and so on. He painstakingly studied ancient maps in different languages. All this gives grounds to consider Ch. Valikhanov as the first Kazakh surveyor and cartographer.

In the Geographical society, he participated in the preparation for the publication of Ritter's works, compiled materials on the geography and Ethnography of Kazakhstan and Central Asia, lectured to members of the Society. At the same time he prepared his works for issuance in the publications of the

Society. But in the spring of 1861 a serious illness forced Chokan to leave St. Petersburg – on the advice of doctors, he went to his native steppe in connection with the exacerbation of a long-standing disease: tuberculosis, as they said then «breast toad». In a native village he was expected by all the conditions, air, kumis, mutton, which are also considered the best means for the treatment of pulmonary tuberculosis («қырт ауру»).

Being in his father's house, in 1862 Valikhanov put up his candidacy for the position of elected senior Sultan of Atbasar district, so that, as he wrote, «to show by the example to fellow countrymen how the educated Sultan-the ruler can be useful for them», but he failed. Omsk officials blatantly failed, or rather didn't approve the winning Sultan. Soon Ch. Valikhanov leaves for Omsk, where he takes part in the work of the legal Commission of the regional Board and dealt with the issues of the Kazakh judicial reform.

In the spring of 1864 Chokan was invited to the military expedition of General Chernyaev, whose task was to join southern Kazakhstan to Russia. Valikhanov was specially sent to provide negotiations with the local population. However, according to Soviet historians, General Chernyaev made a number of violent actions that led to the outrage of the reform-minded officers, including Chokan, after the taking of the fortress of Aulie-ata (now Taraz). In July 1864. Chokan with the group comes back to Verniy. Academician A. Margulan connects this act of officers with a tendency among Siberians, fascinated by the idea of «Siberian autonomism». In Omsk at this time began the suppression of separatist fermentation, so because of the situation Chokan decided not to return to Omsk. Some chokanologists claim that he was in the Verniy in connection with a special mission for operational monitoring of the unrest in the border areas of Xinjiang. Anyway, after leaving Verniy, he comes to the aul of Tezek – senior Sultan of the Kazakhs kind Alban, where Chokan marries his sister Aisary. Archival documents, including a lively correspondence between Chokan and the chief of Alatau district and Kazakhs of the Senior Zhuz General G. Kolpakovsky, where they were talking about the progress of the Dungan revolt in Western China, the unrest among the local population of East Turkestan, including the sentiments among the Kazakhs of Semirechie given to understand that Chokan, being in the border with China Altyn-Emel, performed special tasks of Imperial administration, was making an extensive network of agents, which he himself once called «Agency», that is the border place, where he lived became a link between Russia and Xinjiang. Recent research shows that he may have left in connection with the outbreak of the Dungan uprising in Urumchi in those days. In any case, a few months before his death, he was listed in the service of the General staff and the Asian Department. There is also evidence that Chernyaev raised Chokan to the rank of captain, as a reward for work with Kokand.

Chokan Valikhanov died in April 1865. in the aul of Tezek, in the tract Kochen-Togan, near the foot of the Altyn-Emel ridge. According to the official version, he could not restore his undermined health, which can be proved by his last letter to his father. However, a number of biographers of the scientist believe that the circumstances of Chokan's death still remain a «white spot» and are fundamentally important for domestic researchers in terms of establishing the truth [3]. However, people who questioned the official version of the death of the scientist were among his friends and acquaintances. In particular, up close and personal with him, and first visited the aul of Tezek after the scientist's death Colonel A. Gaines casually stated then that the insults and blamings put the Chokan into the coffin. Indeed, the short but brilliant life of Valikhanov, who, in the figurative expression of the scientist-orientalist N. Veselovsky, like a meteor flashed over the field of science, has left a number of mysterious gaps in his biography, which became an object of discussion, especially on the eve of his jubilee celebrations, mainly on the part of researchers-chokanologists from among the creative intelligentsia. In late 1864-early 1865, Ch. Valikhanov wrote to G. A. Kolpakovsky four letters giving some idea of his activities in the last months of his life. From the letters it is clear that he carefully studied the events in the uprising-ridden Ili province of China, maintaining close relations with Chinese officials, took them to the aul of Tezek, mediated in the diplomatic correspondence between China and Russia, translated into Russian Chinese letters addressed to G. A. Kolpakovsky. However, he was still worried about the fate of his native people. In the fourth letter to G. A. Kolpakovskiy, he argues that the generic internal control in Kazakh villages is unfairly in the hands of only lords that it «is a terrible chaos and utter disgrace», that «there is a mutual responsibility between the lords, to rob the people», for example, that the Sultan of alban manages its numerous tulengutes «as a planter blacks». «Since at present, - Valikhanov wrote further, - continuous reforms and

transformations are being carried out, there is no reason to think that the Kyrgyz steppe has remained forgotten». [11]. In his last letter to Dostoevsky Chokan wrote that he wanted to get a place of Consul in Kashgar, and otherwise resign. The letter remained unanswered. A few months before his death, the Sultan was expelled from the Asian Department and transferred to the disposal of the commander of the troops of Western Siberia.

Ch. Valikhanov lived a short but bright and fruitful life. After his death in Altyn-Emel, a vaulted tomb of burnt brick was built on his grave by his relatives. Later, in 1881, on this mazar on behalf of the Governor-General of Turkestan region K. Kaufman, designed by architect P. Zenkov, a marble slab with an inscription in Kazakh and Russian languages was installed. Over time, the mazar collapsed, it was accidentally discovered in 1945, for the identification the body was exhumed, it belonged to the Kazakh, but buried for some reason not in a shroud, according to Muslim custom, but in the uniform of an officer of the Russian army. In 1958, on this place, the Soviet government erected a high obelisk, worthily perpetuating the memory of Chokan. The obelisk has become a popular place to visit.

The name of Ch. Valikhanov is currently reflected in both toponymy and architecture. Monuments and busts in Kazakhstan, Kyrgyzstan, Omsk, the Institute of history and Ethnology of the Committee of science of MES RK bears his name, the state University in Kokshetau, streets in the cities of Kazakhstan and Russia. In aul Syrymbet from Ayirtau region of North-Kazakhstan, there is a museum with reconstructed manor of Valikhanov family «Syrymbet», there is museum-memorial complex of Chokan Valikhanov «Altyn-Emel» in aul Shokan from Kerbulaksk region in Almaty district. In 50-70 and in the mid 80 - ies. XX century on behalf of the President of the Kazakh SSR K. I. Satpayev and under the scientific guidance of Acad. A. Margulan was carried out the publication of the collected works of Ch. Valikhanov. There is the prize of NAS RK Named after Ch. Valikhanov, awarded for outstanding achievements in the field of social and geographical sciences, as well as the state prize in the field of fine arts and architecture. A peak on the Northern slope of the Trans-Ili Alatau is named in his honor. Famous writer Sabit Mukanov wrote an art trilogy about the first Kazakh scientist «Аққан жұлдыз» («The streaking meteor»), Sergey Markov - novel «Going to the top», Irina Strelkova – documentary book «Chokan Valikhanov» (series of wonderful people's lives(WPL)), writer-essayist Zharylkap Beisenbaiuly in the early 70 - ies of XX century on foot passed along the Kyrgyz route of Chokan and wrote a book «Шоқан ізімен» («In the footsteps of Chokan»), and in 2014, organized by Kazakhstan geographic society on the eve of the 150th anniversary of the trip of Chokan in Kashgar the expedition was in his Kashgar route, the results of which are reflected in the books of the participant of the expedition of Ismailjan Iminov «On the caravan route of the great Chokan» and «Journey through Altyshtar». Feature films and documentaries are also dedicated to Ch. Valikhanov: «His time will come» («Kazahfilm», 1957, Director M. Begalin, starring Nurmukhan Zhanturin), multiseries art television movie «Chokan Valikhanov» (to the 150th anniversary of his birth, «Kazahfilm», 1985, Director A. Ashimov, starring Sagi Ashimov); documentary film «The man in uniform» (2006, Director I. Gonopolsky).

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ҰЛЫ ДАЛАНЫҢ ҰЛЫ ЕСІМДЕРІ. ШОҚАН УӘЛИХАНОВ

Аннотация. Әр дәуірде өз заманының озық ойлы кейіпкерлері туатыны белгілі. Ресейде Петр I, А.С. Пушкин, Л. Толстой, Ломоносов, Англияда - Шекспир мен Байрон, Ньютон, Фарадей және Резерфорд... Бізде де саналы ғұмыры ұрпақтан-ұрпаққа аңыз болып айтылып, дастан болып жырланған асыл азаматтар аз болған жоқ. Солардың бірі - Ұлы даланың көне мәдениеті мен өркениетін, тарихын дәріптеген тұңғыш қазақ ғалымы, тарихшы, этнограф, саяхатшы, фольклортанушы Шоқан Шыңғысұлы Уәлиханов. Оның тұлғалық келбеті мен ғылымдағы жетістіктері, қоғамдық-саяси қызметі тәуелсіз Қазақстанның тарихында маңызды рөлге ие.

Б. Айтмухамбетова

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ВЕЛИКИЕ ИМЕНА ВЕЛИКОЙ СТЕПИ. ЧОКАН ВАЛИХАНОВ

Аннотация. Известно, что каждая эпоха выдвигает своих героев. Россия - это Петр Первый, Пушкин, Толстой, Ломоносов... Англия - это Шекспир и Байрон, Ньютон, Фарадей и Резерфорд... Среди целой плеяды наших знатных земляков есть немало личностей, о которых говорят и складывают легенды целые поколения. В этом контексте личность и свершения, научная и общественно-политическая деятельность первого казахского ученого, историка, этнографа, путешественника, фольклориста Чокана Чингисовича Валиханова, восславившего Великую степь на долгие века, приобретает ключевую роль и значение в истории независимого Казахстана.

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muzei_satpaeva@mail.ru**GREAT NAMES OF THE GREAT STEPPE.
KAZAKH POETRY GIANT - DZHAMBUL DZHABAYEV**

Abstract. The name of Dzhambul Dzhabayev occupies an honorable place in the history of Kazakhstan. His life and work is a bright chapter in the history of Kazakh poetry. As a man of his time, akyn sincerely sang it, and the songs of Dzhambul became part of the new life of the Kazakh aul. Dzhambul left behind a precious legacy of creativity. His popularity was so great that his fame spread far beyond the great steppe.

The outstanding poet-improviser of the Kazakh people, storyteller Dzhambul Dzhabayev was born on February 16 (28), 1846 near Dzhambul mountain in the upper reaches of the Chu river (now Moyynkum district of Dzhambul region of Kazakhstan). According to some reports, the name of the newborn was given by his father – Jabay Istybayev (CA. 1812-1899), in accordance with the name of the mountain at the foot of which the baby was born. Meanwhile, the poet T. Zharokov in his memoirs, cites the story of Dzhambul, where he said, that he «was born in the winter of 1846, near the Chu river, at the foot of a small mountain Jamby - the mountain is so named because its peak was like Jamby – the prize a bar of gold or silver; from this mountain name parents called me Dzhambul» [1;112]. In his autobiographical work «My life» the poet says: «Байғара, Жамбыл, Ханда мен туыппын, / Жамбыл деп қойылыпты атым сонан ...» («At night near mountain Dzhambul,/ Huddled beside a snow hole,/ My mother, living so slavishly,/ In groans and agony had she me./ Silently gathered hungry aul,/ Thus Kazakhs gave me the name of Dzhambul ...»). It is possible that oronim Jamby is abbreviated from Dzhambul, which in the ancient Turkic-Mongolian language meant «fortress», «castle».

Dzhambul grew up an independent and mischievous boy, a ringleader in many clever and funny tricks. He liked noisy and cheerful feasts, crowded gatherings. But most of all he loved to visit the herdsmen, tamers of unbroken horses, shepherds, who knew many songs, entertaining and funny tales. He heard stories from shezhiresi (connoisseurs of genealogical stories and legends) about the origin of clans and tribes, of the outstanding people of the past, because Kazakh folk poetry in its pre-revolutionary state of many threads was associated with the remnants of the tribal system, are rooted in the feudal relationship. Folk singers, akyns, had to know exactly the history of the origin of the heads of clans, their family tree. As befits all improvisational poets, Dzhambul early became interested in poetry. First he learned to play the dombra, memorizing some songs. In his autobiographical work, the poet himself points out that this hobby began at the age of ten, interspersed with games while he was grazing lambs, riding on ox [«Он жаста ойнап жүрдім бала болып,/ Олеңге бөлдім көңіл алаң болып./ Райыттап тана мініп, қозы бақтым...»]. Among the immediate ancestors of Dzhambul was not poets, or singers. But his mother's Uldan uncle Kanadan was a renowned musician and composer. Watching the little boy play the dombra, the mother said: «Musical gift of my uncle Kanadan was handed down to him». Dzhambul soon learned to play the dombra. He began to distinguish among akyns-peers. The father did not like his son's hobby, but Dzhambul did not leave the dream of becoming an akyn [2; 68-69].

If up to that time Dzhambul mainly sang to the accompaniment in the style of tolgau (edification, meditation on the recitative), then from 15 years he has a vague desire to sing improvisations, this desire leads him to the famous akyn - Suyunbay, which Dzhambul idolized to the end of his life, calling it «pir», that is, the idol, inspiration. A number of researchers indicate, at the age of 19 Dzhambul spends time among the poets, was accompanied Suyunbay in his travels, as the younger one listened closely and

looked to his teacher, at the same time, learned professional skill – the skill of label characteristics, sarcastic mockery with a strong critical attitude to the negative character, implicitly learned by the teacher sung the legends and tales about heroes and national judges from clans Dulat and Shaprashty [3;17]. Life of Dzhambul remained a faithful disciple of Suyunbay. In his pre-revolutionary poetry to the end traced intransigence to abuse of power, exposing the mockery of untruth, the deepest sympathy for the poor and the oppressed and full identification with the people. He speaks against the rulers, against the Kazakhs oppressors, but also against Royal officials, but advocates — particularly in the competition — and against those singers who abuse stored for centuries, the treasure of the people, a great singing tradition and make the strings of the dombra to praise the oppressors and bloodsuckers [1]. The initial period of Dzhambul's creativity is celebrated with short poems, denouncing human vices such as greed, arrogant, bribery, chicanery, sloth («About Manke», «To Mambet», «To Shaltabay», «To Kali», «To Syat» etc.), and also stories in songs as «Khan and akyn», «The tale of the lazy» and so on [2]. There was an active process of enriching the repertoire, creative development of folk poetic tradition, which inevitably led him to one of the peaks of the poet's creativity-poetic competitions. His first major poetry competition in the form of sure aytis took place in 1881 with the famous in the southern region of the country poet-improviser Kulmambet nicknamed «Qulanayaq». Indeed, while Kulmambet was famous for the fact that he won nine of akyns in a row. And this ignorant master of defeat, of course, at first with disdain, looked down on his thirty-five, but still relatively little-known opponent. But the jury found the arguments of Dzhambul more tangible and evidence-based. Immediately after this contest, in Semirechie and in the South steppe Dzhambul was talked as gifted the akyn. Later Dzhambul competed with Dosmagambet from Zhalayyr kind. In General, this debate, in which the winner was again Dzhambul and then – also victorious, – reconciliation forces in 1902, is widely known poet-singer Shashubay from arka, showed how Dzhambul increased in terms of topic coverage, geography, and in relation to poetic language. The syncretic nature of the poetic role of the steppe bards was the reason that their performance was at the same time as akyn and zhyrshy-tellers tradition. In fact, tolgau legends and heroic epic helped them to participate in aytys, in poetic competitions they laid the foundations of future dastans. For example, the exact Kusep, the grandfather of the Suyunbay, first put individual dastan on the glorious acts of Utegen Batyr of a kind Dulat, his grandson Suyunbai Aronuly (1815-1898), was telling about Suranshi and Saurik warriors in the campaigns which he participated himself. Later, Dzhambul, based on these works, creatively develops them, enriches and creates his own versions that have come down to us. But to have a kind of training were the execution of such masterpieces of the Turkic and Kazakh tellings as tales «Kor-ugly», «Munlyk-Zarlyk», «Qyz-Zhibek», «Ernazar-Beket», «Manas», «Totynyn toqsan tarauy», «Er Toestik», «Shora» etc. It is known that Dzhambul had in the repertoire his version of the legendary «Shahname» [4;90]. Striking is the legacy of their different-genre – the epic, lyric-epic, Eastern Dastan. In terms of volume, some of them exceed 40-50 thousand lines, and if you add it all together, it turns out that Dzhambul kept in memory about a million lines! Many of them have sunk into Oblivion, being not recorded. It is said that at one time he told «Kor-ugly» for fifteen days, and what we have today is only 2255 lines. It is known that in the Kazakh land there are thirty-three variants of this pearl of ancient Turkic storytelling, especially in the area of the Syr-Darya river. Quite possibly, Dzhambul managed to find one of these invariants of dastan during his travels in the South of Kazakhstan. Today it is well established that the bard within 1867-1875 years repeatedly visited Auliye-Ata, a region of southern Kazakhstan, where he met with prominent poets, storytellers of those places Kulunchak, Mailykzha, Nuraly, etc. Near this period he, along with bard Kulmambet visits to Kyrgyz villages, in the course of the trip learns from a great connoisseur of the epic legacy of Kulmambet the tale "Kor-ugly sultan", and manages to remember a few sections of this huge epos. There is information that in 1891 he was at the funeral in honor of the famous personality Sarybai of Kastek acted as herald - singer-mouthpiece (zharshy).

Poetry competitions – aytys - was an opportunity for brilliant akyns to practice resourcefulness, wit, attacking the issues and reflecting the attack responses. Dzhambul so thought about it: «Often I had to participate in competitions between akyns-representatives of two genera. I always came out victorious, and the ancestor of the kind from which I acted, gave me a robe, a sheep or a colt». But then he proudly adds that he wasn't obliged to any bye, because he was representative not of one genus, but all Kazakh people, the singer of not byes, but the poor and the oppressed. «Many ancestors begged me to stay with them, promised to feed me well, respect and give rich gifts, so that I glorified them and participated in

competitions with akyns of other families. But I didn't want to be hypocritical and break away from the people, I didn't want to go to beys. Refused and went on» [3]. During this period of his life, thirty – year-old Dzhambul was in the prime of life-both physically and creatively. According to eyewitnesses, the bard was a man of solid build, very simple in a relationship, always alive in the movements and facial expressions. Here is how T. Zharokov describes it at their first meeting in the summer of 1928. The future poet went to Alma-Ata to study on the arba, on the way stopped for a halt in the village of Karakastek. In one of the yurts was a competition of local akyns. At the time when the travelers looked into the Yurt, one of the old men was singing on the dombra. «He was a very active, lively old man. Medium height, broad-chested, with a bright smile, sparkling eyes, he especially attracted the audience - T. Zharokov paints. There was a great deal of excitement in the kubitka. And he, pushing the carpet skullcap from his forehead to the back of his head, enthusiastically improvised. «Live long, Dzhambul! More, Zhake, more!» – there were shouts of approval and requests to continue. It was my first meeting with Dzhambul ...» [1;111]. There is an opinion that the singer was not averse to courting young women, but these and other qualities (relaxed openness, liveliness, humor) only added to the image of Dzhambul humanity, proximity to ordinary people, emphasized his nationality. Jambul was married three times. From his first two wives, who had passed away early, he had six sons and two daughters. From third wife were born four sons, the eldest called Algdai, others Tocculy, Taubay and Kuanysh.

In 1913 tsarist Russia celebrated the tercentenary of the Romanov dynasty. Dzhambul was already in old age and illness chained him to the bed. He rarely went out to people. Local authorities have collected akyns in the Verniy, where they praised «father-king». Dzhambul was also invited to this official gathering of singers. However, while the other sang about Nicholai II and his ancestry, Dzhambul sang about heroes of the Kazakh people, about batyrs, fought for the people's truth and freedom, Saurik and Suranshi. And then the old singer was driven out of the city, but from the wrath of the district chief hid his love of the people. So in any case presented the Soviet authors, according to them, the poet still did not escape prison three years later, in 1916, during the mobilization of the Kazakhs for rear work [5]. Resistance resulted in a broad popular uprising and Semirechye became one of the centers of popular indignation. The terrible events of 1916, the year briefly reflected in the work of Dzhambul, mainly in such poems as «Zildi buirik», «Petsha aemiri tarildi». The elderly akyn in his long thoughts does not see a way out of the situation, he is tormented in doubt, in unison with the popular mood of the time, in his own way trying to unravel the tangle: to leave, leaving his native land; to fight to the end; or to submit to fate. Analyzing this condition, the researcher E. Ismailov believes that akyn in this period of his work was looking for the truth of life. However, the apocalypse that occurred around and waste the blood shed did not give the elderly bard to rise to objective truth. In search of truth, he still returned to the heroic past of his people, finding solace and ideal in that era [2;84].

On this wave, on the crest of creative experiments to find the truth of life Dzhambul met the most powerful social upheaval of the twentieth century - the two revolutions of 1917. He was a year younger than Abay, a year older than the other large Kazakh poet Shangarei Bukeev, but having experienced both, became a witness to two centuries, and the most significant milestones of this complex historical era. The man from the same aul as he was, Mukhamedi Kankylbaev told how he became an involuntary witness of a meeting of the akyn with red high Commissioner Dm.Furmanov in the Verniy: «It was a summer day. Zhake came down from his donkey with lute, went up to the headquarters of Furmanov. I was outside. A few minutes later I heard the sound of dombra and Zhake's voice. When he came out, his whole face shone with joy and inspiration. It was evident that Zhake was very pleased with the meeting» [6; 105]. Apparently this was the case when, in 1920, Dzhambul, along with a group of young poets and storytellers were called to the Verniy to record their works. According to Dzhambul recorded legend «Utegen Batyr» and «Suranshi-Batyr». And in 1927 he composed the poem «Running time». In the same year, according to some reports, he takes part in the redistribution of the bey pastures and arable lands (in those years, 1 million 360 thousand hectares of mowing and almost as much arable land became the property of the Kazakh poor). Speaking on this occasion, at a public meeting in the village Uzyn-Agach, Dzhambul argued about who was more prominent bard: Bukhar, Suyunbai, Shortanbay or he himself, because he was more experienced than they, - saw two lives: «zar zaman» (the time of grief and sorrow), and the current happy life. «What about did Dzhambul sing? - writes Taiyr Zharokov remembering the cherished summer day in 1928 when he first saw singing in the tent Dzhambul. - He sang about the happy life of the Kazakh

people under the sun of October. What a pity that I didn't remember the words to the songs!..»[1;131]. But it was not easy to remember something, for we know how hard times turned back the years for the common people – forced collectivization, dispossession, when a wealthy part of the Semirechie moved to Western Kazakhstan, and in their place were deported bays from Oral. It happened one day that the only cow of Dzhambul was seized by local authorities, what is illegal, as argued elderly singer [5]. In the mid-1930s, we hear the voice of Dzhambul singing of happy collective-farm life (verse «Zhailauga» – «To summer pasture»): the terms of the hum, voices, polyphony, in which he was asked to spend their summer: «Zhake, take us to the summer pastures, Where blue water, blooming grass,/Where breathes like silk, warm wind,/Where no one has gone before no man, no flock...» In 1936, ninety Dzhambul literally in one day has become known all over the country, with the publication in the newspaper «Pravda» on 7 may, where he spoke briefly about the two epochs of the life of the Kazakhs, gave a picture of modern happy life. Since that day, Jambul becomes the herald of a new, socialist system - some kind of «Stalinist minstrel». To assist with the recording of the improvisation of the bard, there was an attachment of literary secretaries in two languages, which are now regularly record new improvisation and also old works from his own mouth. After recording, they were urgently translated into Russian and published in Newspapers in two languages day in day out. Thus, Dzhambul Dzhabaev literally in a year received all-Union recognition. In his work there are new themes – «Hymn to October», «in Lenin's Mausoleum» (1936), «Lenin and Stalin» (1936). In his songs can be found almost all the heroes of the Soviet ruling elite, he gave them the traits of epic heroes, legendary heroes, «the Elder Kalinin» (Kalinin – then nominal head of the Supreme Council), «Song of Batyr Yezhov» (then head of the Commissariat of Internal Affairs), «Our Kirov» (Kirov – major Bolshevik leader, comrade of Stalin). In the spring of 1936 Dzhambul takes part in the decade of Kazakh art in Moscow. After that, he twice visited the capital of the country, and in 1937, as part of the Kazakh delegation visited Georgia, to celebrate the 750th anniversary of the poem classic of Georgian literature Shota Rustaveli «knight in tiger skin». One after another awards follow: the Order of the red banner of Labor (1936), the order of Lenin (1938), the order «Badge of Honor» (1939). Not only personal modesty of the singer, but also awareness of his place in the history of literature forced him to say that «the awards do not belong to him, but to the folk poetry of Kazakhstan». Indeed, the centuries-old traditions of Kazakh folk poetry in his songs have become a fact of world literature. It is «world literature» in the truest sense of the word, as his songs through the Russian translation have received international recognition. Since 1938 he was a Deputy of the Supreme Soviet of the Kazakh SSR, a member of the Union of writers of Kazakhstan. In 1938, when the 75th anniversary of Dzhambul's poetic activity was celebrated, progressive writers and ordinary people from different parts of the globe addressed him with warm words of greetings.

In the spring of 1941 he was awarded with The state (Stalin) prize of the USSR of second degree for well-known poetry. His poems are really widespread being published in two languages, separate books: «Olen-zhyrlar» («Poems». 1937), «Verses. Poems» (1938), «Suranshi-Batyr» (1939, 1940), «Journey to the Caucasus» (1938), «the Works of Dzhambul» (vol. I, 1940), «Bolat tondy batyr» («hero, dressed in the armor» in 1940). In addition Dzhambul on the pages of periodicals readily responded to all significant events of his life: non-stop flights, the opening of new schools, the centenary of Pushkin's death, the Congress of the livestock producers, etc. for ten years, he created works imbued with Soviet patriotism and pathos of Communist ideas, such as «Armed people», «Anthem to October», «lullaby song», «Horse and horse», «Song about the brotherhood of peoples», a cycle of songs about the Stalin Constitution («the Law of happiness», «I choose Stalin», «Servant of the people», etc.). In 1937 – according to some opinions, under the name of Dzhambul gone ode to Nikolai Yezhov – «Song of Batyr Yezhov», the other option is «Narkom Ezhov», in translation of K. Altai. The song was put to music by M. Safronnikova, but better known in the form of the poem, as soon Yezhov was removed from all his posts, convicted and executed. His songs sincerely glorified life in the country, became part of the new life of the Kazakh village, according to the image of the Eastern sage-aksakal, welcoming the new system and its people, according to the patterns of the authorities. Be that as it may, the most prominent Soviet writers and poets Mikhail Sholokhov, Alexei Tolstoy, Pavel Tychina, Nikolai Tikhonov, Konstantin Simonov gave a high assessment of akyn's work. Foreign writers of the countries of people's democracy, acquainted with poems of the Kazakh akyn through the translation from Russian, so the famous French writer Romain Rolland in day 75-year-old anniversary of the creative life of the poet he wrote: «From the heart of the Western Alps

to the heart of the steppes of Kazakhstan fraternal greetings to Jambul singer of the Kazakh people and the new humanity» («Kazakhstanskaya Pravda», 22.05.1938). Danish writer Martin Andersen Nexø is also warmly welcomed the Kazakh singer: «You are the happiest man, – he wrote, – let them live in Your heart forever young, free and happy Soviet country, the heart of a man emerging from a rich and interesting life from nomadic to high advanced Soviet culture».

In 1941, when the Great Patriotic war began, Dzhambul was 95 years old. Despite his age, the singer vividly responded to the call: «Arm yourself, poet, because the song is a weapon!» and put a number of patriotic songs calling on the Soviet people's heroic struggle and the great victory that went into separate collections: «Maidan zhyry», («Songs of war», 1942), «Alinbas Kamal» («Impregnable fortress», 1943), «Wartime Songs» (1944), «Kamal buzgan kaharman» («Hero, who took the fortress», 1945). Widely known were his songs – more than forty of them - («at the hour when Stalin calls»), «Order of the Motherland», «Poem of love and anger», «To Moscow» («Moskvaga»), «Leningrad, my children!» («Leningradtik orenderim!»). Writer Vladimir Vishnevsky, poet A. Prokofiev and other wordsmiths noted mighty power of tolgau «Leningraders, my children!», which inspired the inhabitants of besieged Leningrad. This paternal message to the Leningraders was pasted up as posters in the most difficult days of the blockade. For these merits Dzhambul was awarded the medal «for valiant work in the great Patriotic war of 1941-1945». In 1942, the eldest son of the bard – Algadai Dzhambulov was drafted into the army. Served as part of the 19th cavalry regiment as a gunner, was missing. Only some time later the parents received word that their son died a heroic death at Stalingrad. Through the years, namely in the mid-1950s, the young pathfinders of the local school found out that Algadai died 25 Feb 1943 in the battles for the liberation of the station Sinelnikovo Dnipropetrovsk region of Ukraine, as part of the 35th division artillery. Among the dead, besides him, was another 67 Kazakhs cavalry, to identify the remains of Algadai helped saber, which Dzhambul presented to the son, accompanying him to the front. In 2005, the Kazakh sculptor, honored worker of the RK Bakhytzhan Abishev made the statue of Algadai Dzhambulov that was installed in the memorial complex of the city of Sinelnikovo in Dnipropetrovsk region.

Dzhambul heavily experienced this loss – sad news about his son's death undermined the health of 96-year-old singer (and before that another son - Istleu went missing at the front). He wrote the poem «Algadai turaly aerbit oi» (lit. «Every thought about my Algadai»), in fact it was zhoktau on the death of a beloved son – an old cry-song.

Akyn died on June 22, 1945, not having lived up to his centenary for eight months, in his own spacious house of twelve rooms, specially built for him in 1938, on the eve of the 75th anniversary of his work. According to the will of akyn, he was buried near his house, surrounded by an apple orchard. In 1946, on the eve of the 100th anniversary of the poet, a mausoleum was built here (architect I. Belotserkovsky, sketches by people's artist of Kazakhstan A. Kasteev). In 1946, the centenary of the poet, in the house where he lived his last years, was opened literary memorial Museum, which has now become a landmark and pride not only of Almaty region, but also of the whole Republic. It is noteworthy that at the entrance to the memorial complex visitors are greeted by two pyramidal trees - baitereks, silent witnesses of a bygone era, by the way, the same age as the house, planted in 1938. And nearby there is a garage where on display of visitors the personal car of Dzhambul «M-1» presented to akyn during his life is exposed, by the way, the car is still on the go.

Updated to the 170th anniversary of the akyn of the exposition of the memorial museum established multidisciplinary sculptural composition of Jambul surrounded by contemporaries – Dina Nurpeisova, Kenen Azirbayev, Umbetali Karibaev, Suyunbai Aronuly, Mukhtar Auezov, Sabit Mukanov, Kulyash Baiseitova, with whom he was friendly. Photographs presented in the Museum show that akyn communicated with such outstanding personalities as ballerina G. Ulanova, film Director S. Eisenstein, Heroes of the Soviet Union M. Gabdullin, B. Momyshuly. [8].

In the years of Independence somewhere on the sidelines, somewhere openly in the press began to appear the views, questioning the authorship of the poetry of Dzhambul, saying, for he wrote poets, officially referred to by the translators, and there were rumors persist, claiming that they were first created in Russian language, the Russian poets attached by a Dzhambul. This referred to the apocryphal memoirs of composers E. Brusilovsky and D. Shostakovich. Also cited memories of A. Aldan-Semenov, who argued that Dzhambul «created» it, when in 1934 got a job from the party to find some akyn. Dzhambul has been found them on the recommendation of the Chairman of the collective farm. The criterion of

choice was poverty and the presence of many children and grandchildren. Poems for him wrote Aldan-Semenov, after his arrest in the case involved other «translators». Among them, it is alleged, was Mark Tarlovsky, who is listed as translator of most of Dzhambul's military poems, including «Leningraders, my children» [9].

According to information collected by the Kazakh journalist Erbol Kurmanbaev, the authors of the verses attributed to Dzhambul were the Kazakh poets assigned to him under the guise of literary secretaries. According to Kurmanbaev, Dzhambul «was, according to many reports, akyn kind of shaprashty, but until 1936 no news of his greatness was not». In 1936, the people's Commissar of education of Kazakhstan Temirbek Zhurgenov summoned the poet Abdilda Tazhibayev and said that the first Secretary of the Communist party of Kazakhstan Mirzoyan called from Paris. «The Kazakhs are a lot of poets, – said Mirzoyan. Let's find to the first decade of Kazakhstan in Moscow, same old, as Suleiman Stalsky (Dagestani poet), akyn». Tazhibayev found Dzhambul, brought him to his home in Alma-Ata and presented him to the Central Committee. He also became the first Secretary of Dzhambul and published under his name poems «Tugan Elim» («My homeland»), translated into Russian by the poet Pavel Kuznetsov (who then translated Dzhambul for several years) and published in the newspaper «Pravda». Audience liked the poems, and then to Dzhambul was attached group of poets, scribes, whose duty was to record his creation. After Tajibaev followed Kalmakan Abdykadyrov, translator on the Kazakh language of fairy tales «1001 nights». From 1938 to 1942 for Dzhambul's poems were recorded Tair Zharokov, from 1942 until the end of life of the poet Gali Ormanov [10].

Rapidly flowing river of time, but people's love for Dzhambul is not quenched. The path to his memorial complex is not overgrown. Even during the life of the singer by the decree of the Presidium of the Supreme Council of October 14, 1939 was formed Dzhambul region. On may 4, 1993, by the resolution of the Presidium of the Supreme Council, the transcription of the name of Dzhambul region(Джамбул) in Russian was changed to Dzhambyl region(Жамбыл). In 1938, Mirzoyan city was renamed into Dzhambul(Джамбул), from may 4, 1993 – the city of Dzhambyl(Жамбыл). On January 8, 1997 by the decree of The President of Kazakhstan the city of Dzhambyl was renamed into Taraz. In the city to it the majestic monument in full growth is established. In 1939 Kastek district was renamed into Dzhambul district(Джамбулский район), since may 4, 1993 - Dzhambyl district(Жамбылский район) (Almaty region). In Dzhambyl region there is the village of Dzhambyl, Dzhambyl rural district centre. The name Dzhambul (Zhambyl) are about 40 settlements of Kazakhstan, as well as several districts, schools. There is a settlement of Dzhambyl in Namangan region of Uzbekistan. Streets and alleys are named after him: in the Russian Federation Dzhambul lane (b. Leshtukov lane) in St. Petersburg and Lipetsk alley, lane and street in Izhevsk, streets in Volgograd, Irkutsk, Kemerovo, Kurgan, Nizhny Novgorod, Khabarovsk, Krasnoyarsk, Ukraine – in Kiev, Donetsk region and Uzhgorod, as well as in Almaty, Astana, Rudnyi, Esik, Kazakhstan. Monuments: on Dostyk Avenue, in Almaty, in the town of Esik (Almaty region), in the village of Safonovo (Atyrau region), in Kiev, in the Park Nivki, in 2002, in the lane of Dzhambul in Saint-Petersburg built a 4-meter monument from bronze, the gift of Kazakhstan to the 300 anniversary of St. Petersburg. In honor of the 170th anniversary of the poet in the Serbian capital Belgrade was opened another monument. Name Dzhambul are: Kazakh state Philharmonic, regional drama theater of East Kazakhstan region, hotel in Taraz. In 1966 and 1970 issued postal art marked envelopes devoted to Dzhambul Dzhabaeva, and in 1976, the monument of Dzhambul in Dzhambul city. Postage stamps of the USSR (1971) and Kazakhstan were issued. In 1971, the breeder-taught Leonid Kolesnikov led a variety of lilac «Dzhambul», which became the world's first white-framef petals. About Dzhambul taken: a documentary film «Dzhambul: Great singer of humanity»(dir. Kalila Umarov,«Kazakhtelefilm»,1994), art. film «Dzhambul»(dir.Efim Dzigan,«Kazakhfilm"», 1952).

... Dzhambul continues to live in his volatile songs and poems, translated almost into all languages of the peoples of the former USSR, dozens of the world's languages; hundreds of portraits of the best artists; in the names of the museums, streets, cities, Philharmonic, and most importantly — in the grateful memory of posterity. Dzhambul and now continues to be a fortress and joy of the people.

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**ҰЛЫ ДАЛАНЫҢ ҰЛЫ ЕСІМДЕРІ.
ҚАЗАҚ ПОЭЗИЯСЫНЫҢ АЛЫБЫ - ЖАМБЫЛ ЖАБАЕВ**

Аннотация. Жамбыл Жабаевтың есімі Қазақстан тарихында құрметті орын алады. Оның өмірі мен қызметі - қазақ поэзиясы тарихындағы жарқын тарау. Өз заманының адамы ретінде акын оны шын жүректен жырлады, Жамбылдың әндері қазақ ауылының жаңа өмірінің бір бөлігі болды. Жамбыл артынан құнды шығармашылық мұра қалдырды. Оның танымал болғаны соншалық, оның даңқы Ұлы Дала шекарасынан тысқары жерлерде де таралды.

Б. Айтмұхамбетова

директор Мемориального музея академика К.И.Сатпаева

**ВЕЛИКИЕ ИМЕНА ВЕЛИКОЙ СТЕПИ
ВЕЛИКАН КАЗАХСКОЙ ПОЭЗИИ - ДЖАМБУЛ ДЖАБАЕВ**

Аннотация. Имя Джамбула Джабаева занимает почетное место в истории Казахстана. Его жизнь и деятельность – это яркая глава в истории казахской поэзии. Как человек своего времени, акын искренне воспевал его, а песни Джамбула стали частью нового быта казахского аула. Джамбул оставил после себя драгоценное творческое наследие. Популярность его была настолько велика, что слава его распространилась далеко за пределы Великой степи.

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**EFFECTIVENESS OF INTRODUCING A PROGRESSIVE SCALE
OF TAXATION FOR INDIVIDUALS AND LEGAL ENTITIES
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. Any fruitful discussion of tax reform should confirm how our tax code works and which groups pay the most. Lawmakers should be mindful of the trade-offs associated with trying to raise revenue from a small number of taxpayers, and the problem of generating significant revenue without extensive taxes for all Americans. As these graphs show, the current distribution of the tax burden is very different from what many might think. Progressive tax has a higher percentage of income from high-income groups than from low-income groups and is based on the concept of solvency. If the tax system were not progressive, each income group would have a more similar share of the total tax burden, equal to its share in the country's income.

Keywords: taxpayer, progressive tax, income, population, standard of living.

INTRODUCTION

Modern research has revealed that excessive population inequality is not only a destabilizing factor that creates a potential threat of conflict, but also negatively affects the country's economic and demographic indicators, affecting production motivation.

The experience of developed countries shows that a certain degree of income equality can exist even in a market economy and is achieved largely due to the relevant social policy of the state, based on a significant share of social expenditures in the budget and an effective system of taxation of population incomes. Income tax from individuals is an integral part of the tax system of the state, designed to carry out not only the fiscal function, but also contribute to the solution of socio-economic problems facing the country. An effective taxation system should stimulate the economic activity of citizens, as well as promote the redistribution of income in society in order to prevent sharp differentiation in the standard of living of the population and, as a result, the emergence of social tension in society.

MAINPART

The modern theory of optimal income tax progressiveness begins with the utilitarian principle, but considers the problem as a compromise between the social benefits of a more even distribution of income after taxes and the economic damage caused by highly developed taxes. Economists cannot solve the social benefits of equality — they are best left to theologians and philosophers for discussion. But the economic costs of progressive tax rates are understandable, in principle, and economists have put a lot of effort into knowledge. A progressive tax structure is one in which the tax liability of an individual or family as part of the income increases along with the income.

Kazakhstan is a country with an average level of economic inequality. The Gini coefficient, which allows you to see how big the difference in the share of income between different strata of the population is, in 2010 amounted to 0.278 according to the Statistics Agency of the Republic of Kazakhstan. The specificity of Kazakhstan (and Russia too) is a different level of stratification depending on the region of

residence. One of the reasons for the strong inequality is the high difference in income that different categories of citizens have. In Kazakhstan, in 2010, according to the annual survey of households conducted by the Agency for Statistics of the Republic of Kazakhstan, the income structure from households (wages and entrepreneurial income) accounted for 80.9% in the structure of household incomes. At the same time, income from employment amounted to 71.3% of all household incomes, income from self-employment and entrepreneurship 9.6%, pensions - 11.9%, scholarships - 0.3%, TSA and housing assistance - 0.1%, material assistance from relatives, alimony, other income - 3.3%. Inequality in the distribution of these sources of income is the main cause of economic inequality in the whole country. It is extremely important from our point of view to conduct a detailed analysis of the permissible boundaries of the inequality. For example, regional inequality is very high and needs to be reduced. It is necessary to use various mechanisms to reduce inequality, including property tax, and effective taxation of household income, which is used by all developed countries.

Experts propose to make adjustments to redistributive mechanisms, which will take place in four main areas:

The first direction. The introduction of a progressive scale of taxation of personal income as the most fair and allows to reduce inequality. The second direction. Since the existing tax rate on income received in the form of dividends is much lower than the tax rate on labor income, it proposes to increase the tax rate on income in the form of dividends.

The third direction. Introduce a progressive tax rate on the market value of real estate, while the cost of real estate should be taken into account, and the tax should not apply to owners of ordinary apartments. It should be noted that along with the problem of choosing a tax rate, a number of authors are actively discussing this issue. For example, it is proposed to introduce housing standards for one person and apply tax on real estate only for those who exceed these standards.

The fourth direction. Introduce a progressive luxury tax.

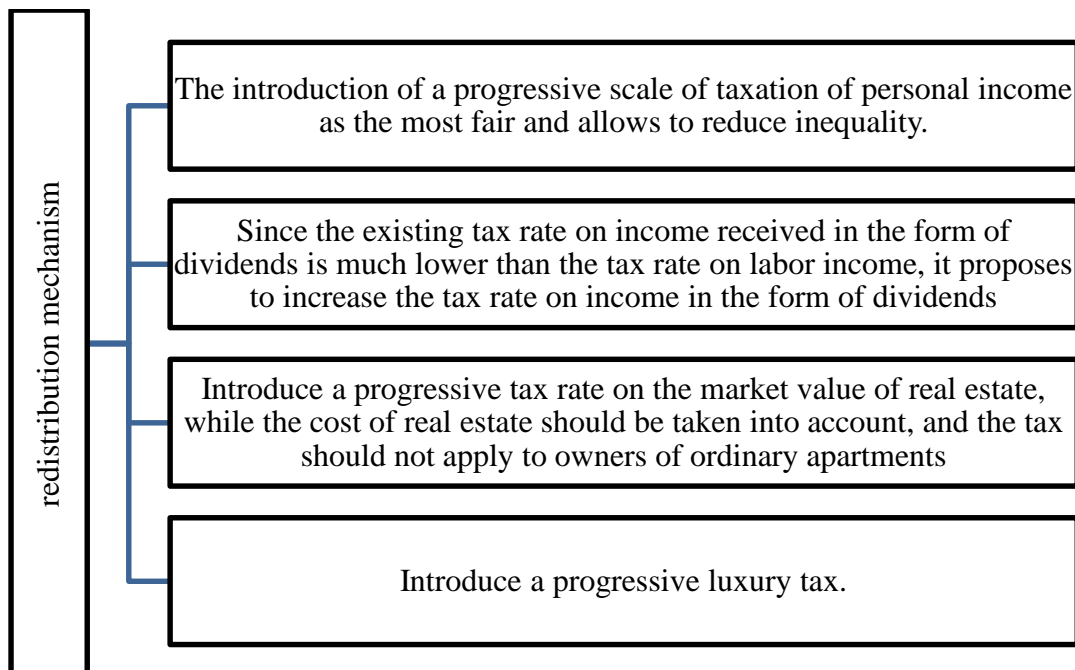


Figure 1 - Progressive tax input mechanism

Most foreign economists argue the use of a progressive tax system in that when income levels rise, consumption tends to fall. According to them, families with low incomes are more likely to quickly spend available money on necessary goods and services, and this leads to an increase in cash in the economy. At the same time, high-income families spend only some part of their money on goods and services, while a significant part of the money is not spent by them, but is accumulated or invested. Money that high-income families save or invest does not increase demand for goods and services in the economy. That is

why, according to foreign studies, economic consumption can be stimulated by reducing the tax burden on citizens with lower incomes and at the same time increasing it for taxpayers with higher incomes.

With the progressive taxation of personal income in most cases, a different number of rates is used, usually four to five. Since if you tax heavily only those who earn a lot, then collecting the necessary amounts into the treasury will fail. This is due to the fact that wealthiest citizens will try to use various schemes to reduce tax payments, and will also withdraw their finances from the country through offshore.

“In a number of countries tax measures are applied to support the poor. For example, in Australia, tax-free annual income is set at the equivalent of 4600 US dollars, in Brazil - 5300 dollars, in Germany - 9000 dollars, in the UK - 15500 dollars. In the USA, non-taxable the minimum is \$ 9,075.

In these countries, with minimal income, small business owners are exempted from taxes, which helps them grow faster. There are more companies that, over time, receive more and more income, and, accordingly, more money comes to the state treasury.

Pros and progressive tax system for owners of organizations.

1. The difference between the largest income and the smallest will decrease. This will reduce the number of property layers of our society. This will give an increase in the volume of markets for various goods, since the layers will merge with each other and in each of them there will be more people.

2. The increase in markets, together with lower costs, will intensify competition and lower prices, which will positively affect the lives of all segments of the population, especially the poor. Which, in turn, will reduce social tension and strengthen the political stability of our country.

3. Over time, part of the income that rich people will not receive will go to raising workers' wages. Which will increase the middle class of our country and positively affect our lives. People who earn more than they need to survive will spend more on entertainment, on improving their lives, will save more.

4. The reduced income difference will positively affect the lives of small towns and the entire Russian outback. There will also be vacancies with "capital" wages.

5. The introduction of a progressive tax system will change the attitude of owners to their business. The desire to make money quickly, to quickly get the result will decrease. This will positively affect the survival and stability of their organizations. The reliability of counterparties will also increase, which will also positively affect the work of economic entities. After a couple of decades of this situation, the owners will look at their business as a long process that will bring long income not only to them, but also to their children and grandchildren.

6. Economic crime will decrease, as it will be more difficult to withdraw and whitewash significant amounts. They will either need to be kept in the accounts of legal entities that are well controlled by banks. Either withdraw cash through criminal schemes, or fall under tax evasion. And any large amount of cash will immediately raise questions about its origin and the payment of taxes from it.

That is, the long-term functioning of economic criminal schemes will become more complicated, their organizers and beneficiaries will not be able to pretend to be law-abiding citizens for a long time. This will again have a positive effect on the economic climate and relations between businesses. The pros of the progressive scale for the rich far outweigh the minus, which can be offset by the low cost for them.

Now the movement of money between legal entities and individuals is unlimited in both directions.

CONCLUSION

The introduction of a progressive tax system will limit the movement of money from legal entities to individuals. Salaries and incomes will settle down for some time and will no longer depend on the amount of money circulating between legal entities. That is, of course, after solving the issue of illegal cashing, it will be possible to greatly increase the amount of funds of legal entities by increasing their lending for investment purposes without fear of greatly accelerating consumer inflation.

In addition, an important task is to ensure the preparedness of the tax authorities and the population for universal declaration of income. In countries where a progressive taxation scale is applied, almost all economically active people are obliged to declare their income on their own. In this case, citizens must take into account their income from various sources, summarize them, prepare a tax return, and, if necessary, prove to the representatives of the tax authorities the legality of their origin.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ЖЕКЕ ЖЕКЕ ТҮЛҒАЛАРҒА ЖӘНЕ ЗАҢДЫ ТҮЛҒАЛАРҒА САЛЫҚ САЛУДЫҢ ПРОГРЕССИВТІ ШЕҢБЕРІН ЕНГІЗУДІҢ ТИІМДІЛІГІ

Аннотация. Салық реформасының кез-келген жемісті талқылауы біздің салық кодексінің қалай жұмыс істейтінін және қай топтар ең көп төлем жасайтындығын растауы керек. Заң шығарушылар салық төлеушілердің аз санынан кіріс алуға тырысумен және барлық американдықтар үшін кеңейтілген салықсыз қомақты кіріс алу мәселесі мен байланысты сауда-саттықты ескеруі керек. Осы графиктер көрсеткендей, салықтық жүктеменің қазіргі кездегі таралуы көптеген адамдар ойластырғаннан мүлдем өзгеше. Прогрессивті салық табысы төмен топтарға қарағанда жоғары деңгейлі топтардағы кірістердің пайыздық мөлшеріне ие және төлем қабілеттілігі тұжырымдамасына негізделген. Егер салық жүйесі прогрессивті болмаса, әрбір табыс тобы жалпы салық ауыртпалығында ел кірістеріндегі оның үлесіне ұқсас келеді.

Түйін сөздер: салық төлеуші, прогрессивті салық, табыс, халық, өмірдеңгейі.

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ЭФФЕКТИВНОСТЬ ВНЕДРЕНИЯ ПРОГРЕССИВНОЙ ШКАЛЫ НАЛОГООБЛОЖЕНИЯ ДЛЯ ФИЗИЧЕСКИХ И ЮРИДИЧЕСКИХ ЛИЦ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Любое плодотворное обсуждение налоговой реформы должно подтверждать, как работает наш налоговый кодекс, и какие группы платят больше всего. Законодатели должны помнить о компромиссах, связанных с попыткой поднять доход от небольшого числа налогоплательщиков, и о проблеме получения значительных доходов без обширных налогов для всех американцев. Как показывают эти графики, нынешнее распределение налогового бремени сильно отличается от того, что многие могут подумать. Прогрессивный налог имеет больший процент дохода от групп с высоким уровнем дохода, чем от групп населения с низким уровнем дохода и основывается на концепции платежеспособности. Если бы налоговая система не была прогрессивной, каждая группа доходов несла бы более сходную долю общего налогового бремени, равную ее доле в доходах страны.

Ключевые слова: налогоплательщик, прогрессивный налог, доход, население, уровень жизни

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INVESTMENT OPPORTUNITIES IN THE DEVELOPMENT OF INNOVATIVE ECONOMY OF KAZAKHSTAN

Abstract. In recent years, the management of innovative development has become the main paradigm for the effective functioning of the economic system of the Republic of Kazakhstan and its constituent elements. The process of globalization highlights the need to increase the competitiveness of the national economic system. The implementation of a new model of world development is accompanied by a widening gap between the countries that have become scientific and technological leaders and the rest of the world. Investment opportunity. Of course, in the context of limited possibilities of budget financing, it is important to determine the possible directions for the development of innovations in various industries in the transition to a scenario of its further growth based on innovative products.

Keywords: strategic management, enterprise, investment, technology, innovation, innovation, innovation management.

INTRODUCTION

Investment opportunities of a business entity also affect the choice of model. In the absence of investment due to low profitability or problems in the credit market, it is possible to implement only non-linear strategies (combined chains, funnels, etc.) that are focused only on improving the existing product, since the implementation of basic technologies that can serve as the basis for new technological structure, requires significant investment resources. Innovation is an innovation mastered in the market. In turn, innovation is the result of intellectual activity: idea, device, technology, service, program, etc. The key features of innovation are novelty, industrial applicability, commercial relevance and feasibility [1, 2]. An innovative product is a product, the manufacture of which was the result of innovation. Promotion of an innovative product is part of the innovation management process aimed at increasing the share of a product, service, company or brand occupied by them in the market.

The innovative strategy is aimed at specifying the goals, methods and means of introducing innovations, determining the scope of their application, as well as evaluating the innovative capabilities of the company, taking into account the state and dynamics of the external environment. The problem of the taxonomy of innovation strategy lies in the complexity of innovation itself and in the versatility of the concept of innovation. In many ways, the classification of innovative strategies depends on what typology of innovations the authors accept, which is why such a variety of approaches is associated with.

MAIN PART

This distinguishes innovation economics from other branches of economics, including mainstream neoclassical theory, which views capital accumulation as the primary driver of economic development, chiefly in the form of economic growth. In the innovation economics paradigm, the socio-economic world

functions as an open and complex system, exhibiting tendencies to adaptation. This is in contrast to neoclassical economics that regards the economy as a closed system exhibiting tendencies to mechanical equilibrium.

Most enterprises currently have a significant need for investment. For the successful development of production, it is necessary to update equipment, introduce new technologies, and develop new types of products. Moreover, the main problem that impedes the development of investment processes is the lack of financial resources. The availability of credit sources for financing investment projects is limited by the high cost of borrowed capital and the volatility of the financial situation of Russian enterprises. Strategic investors are in no hurry to invest in domestic industry because of high risks, a long payback period and the inability of enterprises to meet investor expectations. One of the ways to attract financing and protect the interests of the investor is a competent and accurate assessment of the investment project. An enterprise's investments are an investment of capital in all its forms in various objects of its economic activity in order to ensure the growth of its market value, as well as to achieve other economic or non-economic effects [1]. According to the classification proposed in theoretical studies on this problem [1,2], investments are divided into real (capital-forming) and financial. Real investments are capital investments in the reproduction of fixed assets, in innovative intangible assets, in the growth of inventories and other investment objects related to the implementation of the operating activities of the enterprise or the improvement of working conditions. Financial investments characterize capital investments in various financial instruments for investing, mainly in securities, in order to generate income. The basis of the investment activity of the enterprise is real investment.

In most industrial enterprises in modern conditions, it is the only area of investment activity [1], therefore, the main emphasis in this article will be made on the assessment of real investments. The project evaluation includes technical, marketing, financial analysis of the feasibility of the project. The analysis and assessment of risks that may arise during the implementation of the project. But very often, an investor has to choose from several investment projects. The reasons may be different (for example, limited financial resources or a situation where their size or availability is not previously determined) [3, p. 81]. With this in mind, it is necessary to rank all projects to cut off less effective projects.

The ranking of the totality of investment projects should be carried out taking into account their classification. The following groups of projects can be distinguished:

a) Critical (K) are projects whose implementation is prescribed by the supervisory authorities, or the failure of which leads to production shutdown / failure of equipment, etc. (projects with the highest level of urgency).

b) Supporting (P). This category includes projects: • associated with the periodic updating or restoration to acceptable technical characteristics of the OS, the further operation of which is not economically feasible due to their physical or moral deterioration; • Failure to comply with which leads to a decrease in volume-quality indicators of production or a violation of the rules for operating equipment

c) Efficiency Improvement Projects - Development (R). This category includes projects:

- aimed at increasing production capacity;
- aimed at organizing the production of new types of products;
- aimed at improving product quality compared to the current;
- which are aimed at improving the level of customer service;
- aimed at adapting the products to the characteristics of new markets (safety and ergonomics requirements, national characteristics, climatic conditions, etc.);

d) Efficiency Improvement Projects - Cost Reduction (E).) This category includes projects aimed at reducing costs through the use of resource-saving technologies, advanced materials, more economical equipment, the introduction of new schemes of resource flows (including the development of transport and warehouse logistics), better organization of labor, advanced training of workers, etc.e) Strategic projects (C). These are projects included in the enterprise strategy that have a high cost, a long investment phase and have a significant impact on the enterprise. The rejection of critical and supporting projects is critical for business, therefore, the main stage in evaluating these investment projects is the analysis of uncertainty and the assessment of risks that will arise in the event of a project being abandoned. An assessment of the potential effects of investments is carried out for projects to improve efficiency (R, E) and strategic projects (C). It serves as a tool for choosing between various investment opportunities, optimizing

investment programs, minimizing risks and verifying investment intentions, taking into account compliance with the organization's goals. Currently, static and dynamic methods of investment calculations are known. Since static methods do not take into account the time factor, without which it is impossible to evaluate the main investment indicators [2, p. 109], dynamic methods should be taken as the basis for investment calculations.

The main dynamic methods are:

- 1) the method of net present value of the project (NetPresentValue - NPV);
- 2) the method of internal rate of return (InternalRateofReturn - IRR);
- 3) method of profitability index (ProfitabilityIndex - PI);
- 4) payback period method (DiscountedPayBack - DPBP)
- 5) the final cost method of the project.

Each of the above methods allows evaluating investment projects on the basis of only one criterion, which cannot provide comprehensive information about the quality of the investment project as a whole. Therefore, it seems rational to use the results of these unilateral methods as a basis for multilateral analysis of investment projects using an integrated indicator of the effectiveness of investment projects. To build a comprehensive system for assessing the effectiveness of investment projects, it is necessary to select evaluation criteria, set a weight value for each criterion, rank the projects for each indicator and calculate the integral investment indicator for each project.

In the case of innovative products, promotion is designed to solve several problems that arise when introducing such a product to the market, which are formulated for better understanding in the form of questions that management will have to answer during the development of a strategy and promotion concept: □ How to ensure demand for a new innovative product? Innovations can both improve (increase efficiency or objectively improve one or several properties) of an existing product, or offer the market a completely new solution to both an existing and a new problem (need). In the first case, the key objective of the promotion is to explain the benefits of using the improved product for the consumer, while in the second - the creation of a new market niche (blue ocean strategy). Both situations require the identification and explanation of needs, as well as the dissemination of information about the rational and irrational (image, status, etc.) product benefits. □ How to ensure public acceptance of an innovative product? The difficulty lies in the mixed reaction of the market and the public, as a party interested in innovations in various fields. The conservatism and skepticism inherent in people about the need, practical usefulness and safety of a product lead to the formation of a deliberately negative reaction and make it difficult to bring the product to market [3]. – How to distinguish an innovative product from other products to which innovation is attributed? In modern realities, innovative products are often called products that partially correspond to or are absolutely inadequate to the signs of innovation. Thus, a communication noise is formed, eroding the concept of “innovative product” and requiring companies to search for additional ways to emphasize the innovativeness of their product.

Given the enormous lag behind world leaders in this area, one can recall the theory of a change in technological modes, in accordance with it, during the period of changing one order to another, lagging ones can catch up with the leaders by going directly to the development of technologies of a new nascent order and this can be done by stimulating the activity of entrepreneurs to introduce technological innovation of a new technological structure.

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ИНВЕСТИЦИОННЫЕ ВОЗМОЖНОСТИ В РАЗВИТИИ ИННОВАЦИОННОЙ ЭКОНОМИКИ КАЗАХСТАНА

Аннотация. В последние годы управление инновационным развитием становится основной парадигмой эффективного функционирования хозяйственной системы РК и составляющих ее элементов. Процесс глобализации выдвигает на первый план необходимость повышения конкурентоспособности национальной

хозяйственной системы. Реализация новой модели мирового развития сопровождается углублением разрыва между странами, ставшими научно-техническими лидерами, и остальным миром. Инвестиционные возможности. Безусловно, в условиях ограниченных возможностей бюджетного финансирования важно определиться с возможными направлениями развития инноваций в различные отрасли при переходе к сценарию ее дальнейшего роста, основанному на инновационных продуктах.

Ключевые слова: стратегическое управление, предприятие, инвестиции, технология, инновация, инновационная деятельность, управление инновациями.

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ҚАЗАҚСТАННЫҢ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫНЫҢ ДАМУЫНДАҒЫ ИНВЕСТИЦИЯЛЫҚ МҮМКІНДІКТЕР

Аннотация. Соңғы жылдары инновациялық дамуды басқару Қазақстан Республикасының экономикалық жүйесі мен оны құрайтын элементтердің тиімді жұмыс істеуінің негізгі парадигмасы болды. Жаһандану процесі ұлттық экономикалық жүйенің бәсекеге қабілеттілігін арттыру қажеттілігін көрсетеді. Әлемдік дамудың жаңа моделін енгізу ғылыми және технологиялық көшбасшы болған елдер мен әлемнің қалған елдерінің арасындағы алшақтықтың ұлғаюымен қатар жүреді. Инвестициялық мүмкіндік. Әрине, бюджеттік қаржыландырудың шектеулі мүмкіндіктері жағдайында инновациялық өнімдер негізінде оның әрі қарай өсу сценарийіне көшу кезінде әр түрлі салалардағы инновацияларды дамытудың мүмкін бағыттарын анықтау маңызды.

Түйін сөздер: стратегиялық менеджмент, кәсіпорын, инвестициялар, технологиялар, инновациялар, инновациялар, инновациялық менеджмент.

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FEATURES OF FINANCIAL STABILITY OF THE ENTERPRISE

Abstract. Analysis of financial stability is a process of studying the financial situation and the main results of the financial and economic activities of an organization in order to identify reserves for increasing its market value and ensure further effective development. Based on the results of the analysis of financial stability, managerial decisions are made and a strategy for the further development of the organization is developed. Key financial markets and the financial institutional system are resistant to economic shocks and able to freely perform their main functions: financial intermediation, risk management and organization of payments. One of the main tasks of managing the financial stability of a company is the study of indicators that reflect its solvency, liquidity and financial stability.

Keywords: financial stability, financial assessment, indicators of financial condition.

INTRODUCTION

There are many definitions of financial stability. Common to most of them is that financial stability consists in the absence of system-wide episodes in which the financial system does not function (crises). It is also about the stability of financial systems to stress [5, p. 49]. Financial stability is characterized by the ability of an enterprise to finance its activities both at its own expense and at the expense of borrowed funds.

A stable financial system is able to efficiently allocate resources, evaluate and manage financial risks, maintain a level of employment close to the natural level of the economy, and eliminate the relative price fluctuations of real or financial assets that will affect the stability of the money supply or the level of employment.

MAIN PART

The true significance of financial stability is best illustrated by its absence during periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic value, and payments may not arrive on time. Significant volatility can lead to bankruptcy, hyperinflation, or a stock market crash. This can seriously undermine confidence in the financial and economic system [2, p. 68]. A lot of business operations that are carried out every day are like a “troublemaker” of a certain state of financial stability, a consequence of the transition from one type of stability to another.

Analysis of financial stability is a process of studying the financial situation and the main results of the financial and economic activities of an organization in order to identify reserves for increasing its market value and ensure further effective development. Based on the results of the analysis of financial stability, managerial decisions are made and a strategy for the further development of the organization is developed. The concept of "financial stability of the enterprise" is widespread in practice, but today there is no single unambiguous concept. One of the main tasks of managing the financial stability of a company is the study of indicators that reflect its solvency, liquidity and financial stability.

One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) K_a .

$$K_a = SK / A$$

where SK is the equity of the enterprise (all the funds that were invested in the company by its owners),

A - assets of the enterprise.

This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of K_a is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise. So, if non-current and least liquid assets are financed from own funds, then we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise.

So, for example, both of the above ratios (K_a and K_f) show how much the enterprise depends on borrowed sources. It is important to note here that borrowed sources of financing are not divided into short-term and long-term ones. Therefore, assessing the level of financial stability, it is additionally necessary to distinguish all borrowed sources into short-term and long-term ones. The thing is that unreasonably large short-term borrowed sources can provoke the insolvency of the enterprise, while long-term sources are often equated to their own.

At the present stage of its development, the world economy is in a rather difficult situation. There are a huge number of factors, such as, for example, crises, the uncertainty of legislation and others, which to varying degrees affect not only the global economy, but also the financial stability of enterprises in all sectors.

Therefore, the existing ratios showing the level of financial stability, in any case, should be specified in each case. In the current economic environment, any enterprise needs to take measures in order to ensure a stable financial condition. For example, it is very important to optimize the assortment, price, depreciation and tax policies, as well as increase the company's own resources (because in the classical sense, such an enterprise is financially stable whose own financial sources exceed borrowed ones). Speaking about the sufficient number of own sources, it means that the borrowed sources should be used by the company in the amount in which the company has the ability to fully and timely return them. Based on this, it can be concluded that the amount of short-term liabilities should not be more than the value of liquid assets, but not all, but only that part of them that can be converted into money without losing their original value, that is, they mean assets that, naturally, at a certain stage of their existence in the enterprise are transformed into cash. Such assets include cash and financial investments, as well as ready-for-sale product inventories and receivables. The basis for assessing the financial stability of an enterprise is its financial statements, on the basis of which, more than one hundred relative analytical indicators can be calculated. For example, indicators such as the coefficient of independence, the ratio of equity to borrowed funds, the investment ratio, the maneuvering ratio of working capital and a great many other factors. One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) K_a .

$$K_a = SK / A$$

where SK is the equity of the enterprise (all the funds that were invested in the company by its owners), A is the assets of the enterprise. This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of K_a is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise.

So, if non-current and least liquid assets are financed from own funds, then we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise. On the other hand, if K_a is close to 1, then this indicates that, despite the financial independence of the enterprise from external borrowing, it loses the possibility of additional financing. Another equally important factor is the financing ratio (K_f), which shows that part of the assets that are financed from own and borrowed funds.

$$K_f = SK / ZK,$$

where ZK - borrowed capital (all borrowed funds, both short-term and long-term). Since K_a should ideally be more than 0.5, it is logical that the value of K_f should not be less than 1. The reverse situation indicates that most of the property is formed at the expense of borrowed funds, and, consequently, the solvency and financial stability of the enterprise is reduced. If we analyze the value of some coefficients used to assess the financial stability of the enterprise, we can conclude that the same aspect of the financial stability of the enterprise can be disclosed in several indicators. And, making calculations, it is necessary to take into account the fact that many coefficients complement each other.

So, for example, both of the above ratios (K_a and K_f) show how much the enterprise depends on borrowed sources. It is important to note here that borrowed sources of financing are not divided into short-term and long-term ones. Therefore, assessing the level of financial stability, it is additionally necessary to distinguish all borrowed sources into short-term and long-term ones. The thing is that unreasonably large short-term borrowed sources can provoke the insolvency of the enterprise, while long-term sources are often equated to their own. The coefficient that specifies the composition of borrowed sources is the coefficient of long-term financial independence (C_{dn}).

$$C_{dn} = (C_k + W_{cd}) / A,$$

where W_{cd} - long-term borrowed funds. C_{dn} clarifies which part of all the assets of the enterprise is formed from its own and equivalent sources and does not depend on short-term borrowing. The value of this coefficient should be at least 0.7 on average. However, as in the case with other factors, it is necessary to consider the industry to which the enterprise belongs. In essence, C_{dn} is the same coefficient of autonomy, and if an enterprise has long-term obligations, then of these two factors it would be more appropriate to use it. In connection with the foregoing, it is also possible to clarify the funding ratio:

$$K_f (\text{refined}) = ZKK / SK + Zkd,$$

where ZKK - short-term borrowed funds. An equally important coefficient is the financial risk ratio (leverage) (K_{fr}). With its help, the share of borrowed funds used by the company, such as, for example, loans, liabilities and borrowings, in relation to equity is measured. K_{fr} is calculated by the following formula:

$$K_{fr} = ZK / SK$$

According to many analysts, the optimal value of C_{fn} should be less than or equal to 1. This means that more than half of all organization funds have a loan basis. And at the same time, if an organization is able to pay its debts and loans on time, then the higher share of borrowed sources of financial resources does not bother its management at all. Solvency ratio (K_p) is closely related to the financial leverage ratio. But instead of comparing borrowed funds only with equity, K_p considers all financial resources, showing the role of borrowed funds in the financial structure of the company.

$$K_p = ZK / A$$

The lower the value of this coefficient, the better. Although, again, it is necessary to consider its norms for different industries. If the value of K_p approaches 50%, then you need to make sure that the company makes enough money to cover its obligations. There is a group of coefficients, for the calculation of which the indicator of the presence of equity in working capital (SOS) is used. This, for example, the coefficient of maneuverability (K_m) and the ratio of security of own funds (K_{oss}). To determine the amount of SOS, it is necessary to subtract from the total amount of equity capital the amount of non-current assets (VNA):

$$SOS = SK - VnA$$

If the company has enough equity in circulation, then this indicates its stable financial condition. In the absence of working capital, we can say that the source of current assets are borrowed funds. A

situation is also possible when non-current assets are partially formed at the expense of borrowed funds. In this case, the SOS indicator has a negative value. The coefficient of maneuverability of own funds (K_m) reveals whether the company is able, at the expense of its own capital, to maintain its own working capital at a certain level:

$$K_m = \text{SOS} / \text{SK}$$

The recommended value of the coefficient is 0.2–0.5, depending on the capital structure and industry specifics. Equity ratio (K_{oss}) calculates the share of current assets (OA) financed from own current assets: $K_{oss} = \text{SOS} / \text{OA}$. If the ratio of equity at the end of the reporting period is less than 0.1 (10%), then the balance sheet structure company is considered unsatisfactory. In general, when calculating any coefficients, you always need to rely on the economic logic of these indicators and be sure to consider the individual characteristics of the particular company in question. Although the financial analysis literature offers normative values of financial stability indicators that are universal for all enterprises, it is very difficult, and at the same time, it is important to move away from their use and find your own normative values, considering the type of activity the company is engaged in, the nuances and scale of this activity.

Financial stability is characterized by the ability of an enterprise to finance its activities both at its own expense and at the expense of borrowed funds. Therefore, the main signs of solvency of the enterprise are:

- 1) the absence of overdue payables;
- 2) the availability of a sufficient amount of cash resources in the current account "

If solvency acts as an external manifestation of the financial condition of the organization, then financial stability is the internal side, reflecting the balance of commodity and cash flows, expenses and income, funds and sources of their formation. Financial stability is carried out by the ability of the enterprise to function and develop, to maintain the balance of its assets and liabilities in a changing internal and external environment, ensuring solvency and investment attractiveness of the enterprise within the limits of acceptable risk. A stable financial system is able to efficiently allocate resources, evaluate and manage financial risks, maintain a level of employment close to the natural level of the economy, and eliminate the relative price fluctuations of real or financial assets that will affect the stability of the money supply or the level of employment.

The basis for assessing the financial stability of an enterprise is its financial statements, on the basis of which, more than one hundred relative analytical indicators can be calculated. For example, indicators such as the coefficient of independence, the ratio of equity to borrowed funds, the investment ratio, the maneuvering ratio of working capital and a great many other factors. One of the most important coefficients showing the independence of the enterprise from borrowed capital is the coefficient of financial autonomy (independence) K_a . $K_a = \text{SK} / \text{A}$, where SK is the equity of the enterprise (all the funds that were invested in the company by its owners), A is the assets of the enterprise. This ratio shows the share of equity in the assets of the enterprise. In generally accepted practice, it is believed that the share of equity should be more than 50% of all assets, that is, the value of K_a is more than 0.5, depending on the industry. This means that if it will be necessary to pay off your debts to creditors, the company will be able to do this by selling its own assets. However, it should be borne in mind that if the company's equity is invested in assets with varying degrees of liquidity, there may be a risk that it will not be able to repay its debt as quickly as necessary if it is urgently needed. Therefore, the calculation of the optimal ratio of own and borrowed capital should be made depending on the composition of the assets of the enterprise. And so, if non-current and least liquid assets are financed from our own funds, we can conclude that in the long term an acceptable level of financial stability can be defined as the ratio of these assets to the sum of all assets of the enterprise.

There are a huge number of factors, such as, for example, crises, the uncertainty of legislation and others, which to varying degrees affect not only the global economy, but also the financial stability of enterprises in all sectors. Many modern economists in their works pay special attention to the study of the concept of financial stability and the means that provide it, since there is still no clear definition of this concept. Analyzing its various interpretations, we can say that, in general, financial stability is assumed to be a state of financial resources in which the company is guaranteed to be provided with its own funds, its income is steadily higher than expenses, and the production process is constantly expanding at the enterprise. That is, the financial stability of the enterprise directly depends on whether it is financially

stable or not. Analysis of the financial stability of the business entity is necessary in order to assess its position in the long term, to determine the feasibility of investment in this enterprise.

Thus, the authors use the concept of financial stability, which is defined as follows:

the company's ability to continue to achieve its operational goals and fulfill its mission for a long time;

the ability of the enterprise to conduct continuous industrial and economic activities in the market through the effective management of financial resources, ensuring its creditworthiness and solvency;

- building an internal system for organizing production and financial activities that ensures continuous market activity through balanced asset management of an enterprise, using its own and attracted sources of capital in the face of variability of environmental factors;

- maintaining financial stability for a long period of time in the face of variability of environmental factors.

The true significance of financial stability is best illustrated by its absence during periods of financial instability. During these periods, banks are reluctant to finance profitable projects, asset prices deviate excessively from their intrinsic value, and payments may not arrive on time. Significant volatility can lead to bankruptcy, hyperinflation, or a stock market crash. This can seriously undermine confidence in the financial and economic system [2, p. 68]. A lot of business operations that are carried out every day are like a “troublemaker” of a certain state of financial stability, a consequence of the transition from one type of stability to another. Knowing the limits of changes in the sources of funds to cover capital investments in fixed assets or production costs make it possible to generate such flows of business operations that lead to improved financial stability of the organization, to its increase [26, p. 88]. In this perspective, in the study of financial stability, a separate concept of “solvency” is determined, which cannot be identified with the previous one. Solvency here is an integral part of financial stability, its external sign. The financial stability of the enterprise is determined by the ratio of the values of its own and borrowed sources of reserves and the value of the reserves themselves. Provision of reserves and costs with sources of formation, as well as the efficient use of financial resources is the essence of financial stability, while solvency is its external manifestation.

CONCLUSION

Insufficient financial stability can lead to insolvency of organizations, lack of funds to finance current or investment activities, bankruptcy and excessive - it will hinder development, which will lead to the emergence of excess reserves and reserves, an increase in the time of capital turnover, and a reduction in profit [1]. Financial analysis allows you to justify the parameters of such sustainability. However, such an analysis not only makes it possible to judge the situation of the enterprise at the moment, but it serves as the basis, a necessary prerequisite for the development of strategic decisions that determine the prospects for the development of the company. When conducting the analysis, it is important to determine the rationality of the existing ratio of debt to equity, since each type of financing has its own advantages and disadvantages, which should be carefully considered.

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КӘСПОРЫННЫҢ ҚАРЖЫЛЫҚ ТҰРАҚТЫЛЫҒЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Қаржылық тұрақтылықты талдау - бұл нарықтық құнын арттыруға арналған резервтерді анықтау және одан әрі тиімді дамуды қамтамасыз ету мақсатында ұйымның қаржылық жағдайын және қаржы-шаруашылық қызметінің негізгі нәтижелерін зерделеу процесі. Қаржылық тұрақтылықты талдау нәтижелері бойынша басқарушылық шешімдер қабылданады және ұйымның әрі қарай даму стратегиясы жасалады. Негізгі қаржы нарықтары мен қаржы институционалды жүйесі экономикалық күйзелістерге төтеп береді және өзінің негізгі функцияларын: қаржылық делдалдық, тәуекелдерді басқару және төлемдерді

ұйымдастыру қызметін еркін орындайлады. Компанияның қаржылық тұрақтылығын басқарудың негізгі міндеттерінің бірі оның төлем қабілеттілігін, өтімділігі мен қаржылық тұрақтылығын көрсететін көрсеткіштердіз ерттеу болып табылады.

Түйін сөздер: қаржылық тұрақтылық, қаржылық бағалау, қаржылық жағдайдың көрсеткіштері.

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ОСОБЕННОСТИ ФИНАНСОВОЙ УСТОЙЧИВОСТИ ПРЕДПРИЯТИЯ

Аннотация. Анализ финансовой устойчивости является процессом исследования финансового положения и основных результатов финансово-хозяйственной деятельности организации для того, чтобы выявить резервы повышения его рыночной стоимости и обеспечить дальнейшее эффективное развитие. По результатам анализа финансовой устойчивости производится принятие управленческих решений, выработка стратегии дальнейшего развития организации. Ключевые финансовые рынки и финансовая институциональная система устойчива к экономическим шокам и способна беспрепятственно выполнять свои основные функции: посредничество финансовых средств, управление рисками и организацию платежей. Одной из главных задач управления финансовой устойчивостью компании является изучение показателей, которые отражают его платежеспособность, ликвидность и финансовую устойчивость.

Ключевые слова: финансовая устойчивость, оценка финансово-, показатели финансового состояния.

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**«SPACE AND TIME OF NATIONAL HISTORY»
AND NATURAL-SCIENTIFIC PICTURE OF THE WORLD**

Abstract. The article describes the modern natural-scientific and geographical picture of the world which is the result of synthesis of systems of the world's antiquity. In the development of the ideas expressed in the article «Seven faces of the Great Steppe» we rely on the scientific achievements of modern natural science and geographical science.

The modern natural-scientific picture of the world is the result of synthesis of systems of the world of antiquity, antiquity, geo - and heliocentrism, mechanistic, electromagnetic picture of the world and is based on scientific achievements of modern natural science. Today, geography is the science of space, just as history, for example, is the science of time. The category «space» is a philosophical conceptual basis of geographical science, its essence. Geographical objects, processes and phenomena are all represented spatially, all relations in it are reduced, one way or another, to spatial relations.

Keywords: space; time; of systems of the world's antiquity; the modern natural-scientific and geographical picture of the world.

The history of Kazakhstan should also be understood from the height of modern science, and not by its separate fragments....

«Seven Facets of the Great Steppe», Nursultan Nazarbayev

Foreword

Program ideas of the First President of the country N.A. Nazarbayev in the article "Seven facets of the great steppe" give a meaningful idea to Kazakh scientists and public figures.

N.A. Nazarbayev as the spiritual leader of the country in his article consistently presents the historical path of the Kazakhs, demonstrating the historical heritage of the Kazakh people as one of the most intelligent and as a great spiritual nation.

For example, previous secretary of the party «Nur Otan» said: an article head of state opened the way to the revival of national values, world culture, science, and the whole way for the development of the country's society, and he continues the history of our country - and he is for every Kazakh is pride and honor.

The article of our head of state was noted by the President of the "International Turkic Academy" that this article summarizes our history and the history of the entire Turkic people, and this article is an important link between our peoples, and this article should be introduced and used in modernization in the public consciousness of our peoples².

Supporting the ideas of such intellectuals, the article of the head of state considers the ideas and programs for the residents of the country, especially for future generations, as the main tool for the implementation of the program "Spiritual Revival".

The pedagogical community faces the task of modernizing the consciousness of students through comprehensive study and globalization of bright aspects of the rich history of our country. The main

direction of modern globalization and education is the creation of all conditions for human adaptation to the historical and cultural reality that reigns in a particular society.

The content of education should be aimed at supporting the formation of the individual in the history of the nation in relation to concepts, needs and ideals. To this end, based on specific scientific data, the role of the Kazakh state in the historical period of globalization and its contribution to world civilization is important, and this is the mission of the future.

¹ <https://assembly.kz/kk/tamara-duysenova-elbasynyn-makalasy-ulttyk-kundylyktardyn-kayta-zhangyruyna-dangyl-zhol-ashty>

² https://www.inform.kz/ru/kak-eksperty-otreagirovali-v-socsetyah-na-stat-yu-n-nazarbaeva-sem-graney-velikoy-stepi_a3462318

Main section

Modern concepts of General scientific Outlook generalize and systematize cognitive knowledge about nature, society and man, as well as their relationship and development in philosophical, socio-political, socio-economic, natural-scientific, technical and other aspects. As a result of differentiation of different branches of science, a conceptual system of the general scientific world is formed, in which philosophy plays a leading role.

Philosophy and natural science are aimed at achieving some kind of sincerity, and the facts of natural science imply some philosophical justification. Therefore, modern philosophers use new co-evolutionary methods (V.D. Komarov) in order to restore the equality of man with nature in society and the biosphere [1, 2]. This is the new paradigm of civilizations of the 21st century.

The scientific and technological revolution and the period of the transformation of science into social productive forces give rise to the concept of a new scientific worldview.

The concept of scientific worldview, in turn, forms the concept of General scientific, natural-scientific, social-scientific worldview, an important part of the overall scientific picture of the universe is the natural and scientific picture of the world this concept in the XIX century in the second half of the year arose in connection with the revolutionary transformation of natural science and expanded, supplemented and updated.

The natural-scientific picture of the universe represents a high level of inference and systematization of the relationship between natural and philosophical knowledge. It provides a single explanation of the most important achievements of natural science, their principles, laws, its development as the driving force of matter, the emergence of the world and man. The natural and scientific image of the universe includes fundamental knowledge about the world that is controlled and practiced. It can be considered as a set of separate scientific images of natural science. In the natural Sciences, the physical picture of the world is well studied. For example, for two centuries the "Newtonian image of the universe" prevailed. The twentieth century was originally developed space, time, atom, electromagnetism, quantum mechanics, relativity, relativistic cosmology [3].

Modern natural science, natural philosophy combined classical natural science of the middle ages and "post-classical" science, the general idea of their unity and unity of nature is the scientific basis of natural science. Therefore, one of the main worldview ideas considered in the natural sciences is the idea of unity of nature, its objects of study as a person, the surrounding and dead nature, and technology.

Space and time depend on the fundamental categories of matter in modern natural science; it turns out that the measurement of spatio-temporal characteristics of natural objects. Therefore, the natural and scientific picture of the world is connected with the teaching and connected with space and time. Space and time in philosophy are philosophical categories. Space – it is time categories are closely related, and their unity is reflected in the movement and development of any system. In philosophy and science of ancient times the order of classification of spatial and temporal categories was different [4].

When we analyze space and time from Aristotle to Einstein, we can conclude that space and time are universal, that is phenomena and events that are beyond space and time. It means that modern natural science is an educational history of each civilization and development of humanity in every social era. One of the most important components of the natural science image of the world is the geographical image

of the world, which is a comprehensive concept. For example, part of the geographical image of the world includes the nature of the Earth, the population of the globe, the third – the world economy; the last part includes the relationship between society and nature. The study of these geographical systems shows a close relationship between space and time and reveals their important methodological significance for the theory of geography. In everyday life, we are constantly confronted with the concept of space and time, for us it is familiar, known and to some extent defined. In philosophical and natural history, however, the understanding of these concepts is constantly debated. Cognitive science and geography expanded. For example, ethnic groups and civilization, natural and anthropogenic crises, global climate change associated with natural and social phenomena, demographic explosions, political conflicts, economic crisis, etc., becomes the subject of geography study.

Space in geography is not only the source of natural and social processes, but also the main factor influencing the nature of all economic, natural, social, demographic and geographical objects. It is one of the most dynamic driving forces and spatial-temporal coordination of social objects, phenomena and processes with the natural environment [5]. So, what is geographic space? Today, geography is spatial, and history is the science of time, geographical systems as a form of geography and space rise to a new level of research.

The first step to the creation of the concept of geographical space in the XIX-XX centuries in the writings of scholars meet (K. Rita, Gettner A. and G. Hartshorn.), for example, G. Hartshorn, developing the idea of space, introduced the concept of "time". In geographical science paradigm represent A. M. Berliant, V.S. Zhekulin, Y.G. Saushkin, V.M. Gokhman, B.L. Gurevich, B.B. Rodoman, A.M. Smirnov, A. F. Aslanikashvili, M.M. Ermolaev, V.S. Preobrazhensky, A.M. Trofimov, A.I. Chistobaev, V.D. Sukhorukov, S.V. Vasilyev and others, in the works of researchers. For example, B.B. Rodoman formed a geographical position in the geographical area. The basis of philosophical concepts of geographical science is the category of "space". As an important part of the geographical image of the world, it has a distinctive feature and characteristic that is very closely related to time, allowing the study of spatial conclusions. Therefore, in the analysis of the concept of "space" geography cannot remain outside. Geography is a bridge connecting natural, scientific and socio-cultural concepts of space. It is reported, Y.V. Kostinsky: "...in the geographical sense of space, the commonality of the diversity of things and the unity of the world are well known. The concept of "space" for geography serves as a spatial approach to the core of geographical knowledge"[6].

The content of geographical space was gradually updated, defining the concept of "space". Until the twentieth century, geography was dominated by an understanding of countries and places from the point of view of the geography of space; one of the tasks of geographical science was to study what supplemented this space. Spatial analysis revealed the relationships of individual phenomena. Thus, in accordance with the component-complex paradigm in geographical science, geographical space is considered as a separate and a combination of all phenomena in the earth's crust and, according to some geography scientists, is transmitted as a geographical area. Thus, the specific structure of geographical space makes up separate spatial concepts in terms of size, regionalization units, image, and substance in terms of filling and attributes [7].

In the economic part of geography, geographical space is considered not as a form of being, but as specific research methods. The basis of economic geographical research is to analyze the concepts of the space of the social system that make up material production as a social form of the movement of matter.

Space and time symbolize a specific geographical, biological and social space and "symbiosis" of time as a form of existence of matter in space and time in terms of specific geographical terms. In this regard, the geographical space can be compared with areas that show the interaction of nature and human. Researchers of economic and social geography suggest that "spaces" and "time" are closely interconnected, and each time has its own space, and each space has its own time, called the term "timespace", that is, they propose to call it "time span".

The development of the idea of a new and complex social space required the study of a non-Euclidean system to describe the spatial structure (Y.N. Gladky, L.B. Vampilov, A.A. Sokolov, V.D. Sukhorukov, etc.). Since geographical space is closely related to time, it forms a complex spatio-temporal structure and includes the geographical division of labor, geopolitics, geostrategy, differentiation, integration, etc. and

these can be an example. In recent years, the essence of space and time in geography has been subject to the development of existing cartographic and geographical information systems. This is due to the advent of computer cartography, the capabilities of the geographic information system, as well as the expansion of analysis methods in the spatial and temporal spheres [8].

At the same time, geographical space and time were created not only as an abiotic, biocomponent component of nature, but also as a space around a huge space surrounding the complex social and technogenic components of society (Geoversum is a unique space system of the Earth introduced by the first member in 1983. by founder A.B. Alaev) the spatial state of all spheres: lithosphere, hydrosphere, atmosphere, biosphere, noosphere.

Conclusion

Geographical space and time are closely interrelated and are of great importance for geographical scientific theory. According to K. K. Markov, the problems of space-time are directly related to the methodology of geographical science. Geographical science has evolved into a new system of research as geographical space and time as their forms of existence. Geographical patterns of material movement were not possible without geographical space and geographical time. Recognizing that geographical objects represent a special structural substance of the organization, the geographical form of the movement of the material leads to the recognition of the geographical space and time of movement. At the present stage of geographical science geographical space-time is considered from the point of view of objective materialistic and intellectual-idealistic. Therefore, the study of specific geographical structures is now complemented by geographical space-time analysis. In recent years, the understanding of space and time in the Humanities and natural Sciences, as well as in the Humanities, has become increasingly clear that scientists and practitioners recognize that all physical processes and human activities have their own geography and history. This may indicate that in determining the modern space of the great Steppe or Kazakhstan is perceived as a powerful image, in turn, as a geographical system in political, cultural, social and economic terms.

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«ҰЛТ ТАРИХЫНДАҒЫ КЕҢІСТІК ПЕН УАҚЫТ» ЖӘНЕ ӘЛЕМНІҢ ЖАРАТЫЛЫС-ҒЫЛЫМИ БЕЙНЕСІ

Аннотация. Мақалада ежелгі дүние жүйесінің саралануының нәтижесі болып табылатын қазіргі әлемнің жаратылыс-ғылыми және географиялық бейнесі қарастырылған. Тұңғыш Президенттің «Ұлы Даланың жеті қыры» мақаласында айтылған идеялардың дамуында біз жаратылыстану және география ғылымдарының қазіргі ғылыми жетістіктеріне сүйенеміз.

Әлемнің қазіргі жаратылыс-ғылыми бейнесі ежелгі дүние, гео- и гелиоцентризм, механикалық, электромагниттік жүйесінің саралануының нәтижесі болып табылады және ол жаратылыстанудың қазіргі ғылыми жетістіктерін бейнелейді. Бүгінгі таңда тарих уақыт туралы ғылым болса, география кеңістік туралы ғылым болып табылады. «Кеңістік» категориясы география ғылымының философиялық тұжырымдамалық негізін құрай отырып, оның географиялық кеңістік туралы мәнін ашады. Барлық географиялық нысандар, құбылыстар мен процестер кеңістікпен байланысты.

Түйін сөздер: кеңістік, уақыт; ежелгі әлем жүйесі; әлемнің қазіргі жаратылыс-ғылыми және географиялық бейнесі.

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**«ПРОСТРАНСТВО И ВРЕМЯ НАЦИОНАЛЬНОЙ ИСТОРИИ»
И ЕСТЕСТВЕННО-НАУЧНАЯ КАРТИНА МИРА**

Аннотация. В данной статье рассмотрена современная естественно-научная и географическая картина мира, которая является результатом синтеза систем мира древности. В развитии идей, высказанных в статье Первого Президента «Семь граней Великой Степи», мы опираемся на научные достижения современного естествознания и географической науки.

Современная естественно-научная картина мира является результатом синтеза систем мира древности, античности, гео- и гелиоцентризма, механистической, электромагнитной картины мира и опирается на научные достижения современного естествознания. На сегодняшний день география является наукой о пространстве, а история является наукой о времени. Категория «пространство» составляет философскую концептуальную основу географической науки, ее суть. Географические объекты, процессы и явления, все представляются пространственно, все отношения в ней сводятся, так или иначе, к пространственным отношениям.

Ключевые слова: пространство; время; древняя система мира; современная естественно-научная и географическая картина мира.

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**GENESIS AND MAIN CONTENT OF ROCK OPERA,
ROCK MUSIC AND ESTRADA GENRE**

Abstract. This article provides a conceptual analysis of the genres of rock, rock opera, rock music, pop music, including in Kazakhstan. The author analyzes these concepts and gives definitions for each of them: rock opera, pop music, musical, opera, rock music, etc. The author makes scientific theoretical and logical analysis on this topic and concludes that: the great range of rock-opera, pop music, musical and the world's best practices in the modern world of music have a great impact on the development of the inner spiritual world of mankind.

Keywords: art, music, stage, genre, musical, rock opera.

After gaining independence, our national spirit and rebirth of our existence broad-banded in every field of science and social life. This deployment also relates to the sphere of music. In this regard, the popularization of the worldview and art of our people will be one of the important measures. In this regard, president N.Nazarbayev presented the program called "Future orientation: The spiritual revival" and emphasized the importance of national music achievements and the need to modernize it in his article called "Seven facets of the Great Steppe" in 2008.

For the complex analysis in the study of art of the musical genre and rock opera in our country, first of all we will consider the pop music and pop music in Kazakhstan and the evolution of its development, the formation and development of rock music and the opera genre, the concept of rock opera and its first foreign visions and the concepts of musical. The main models of rock opera and musicals are synthesized art that comes from phenomena such as postmodern hybridization, the death of the author, anarchism, nomadism, carnival, theatricalization, etc., correspondingly above all we need to analyze the culture of modernism and postmodernism.

Postmodernism flows originally in art and culture, and then developed as a philosophical flow. Domestic philosophers analyze this phenomenon as follows: "Postmodernism is the basis of non-traditional thinking of the philosophical reflection common to spiritual culture. This direction refuses to distinguish philosophical knowledge from ontology and gnosophology, denies traditionalism and classics, accepts them as an ancient epoch, does not admit metaphysical issues, and explains modern thinking as postmetaphysical thinking, the subject and the object, feminine and heroism, it does not want to separate the dichotomy of internal and external, central and outside world. Postmodernism has established a system of self-concept and categorization through such non-linear thinking systems: Lotsentry, Discourse, Logotomy, Logomacy, Onto-Theo-TV-Fallo-Phono-Lombotherm, Postmethophysical Thinking, Binary, Chorus, "Death of Subject", Antipsychology, Symbolism, Accentrism, Deconstruction, Non-Participatory Body, "The death of the author", Semiotic Disposable, Nomadology, Rhizome, Chaosmos, Eon, Superficiality, Body without organs, Schizoanalysis, Narrativ, Metanarration Sunset, Methanarrage, Genealogy, Event, Simulation, Simulacrum, Neutralization Metaphysics, Discourse, Postmodernist sensitivity, Transgression, etc. [1,197p.].

This process really involved all aspects of public life. For example, in science, there were various processes such as integration and integrative methodology, pedagogy, and interdisciplinary communication. For example, astrophysics - astronomy and unity of physics, genetic engineering - the combination of genetics and engineering [2,34-44p.] Thus, art criticism has created similar types of synthesized art. For example, collage, mosaic, installation, and other types of synthesized art were created in fine art.

Thus, the types of arts, including theatre, fine arts, music, handicraft, sewing and other kinds of arts should be formulated. In this regard, in fact the postmodern hybridization is a synthesis and an instinct. Generally hybridization is one of the basic concepts of natural sciences. For example, according to the encyclopedia, "Cherry plum (tkemali), woody plant of the genus plum, fruit culture. It grows in Europe, Central and Western Asia, in the Caucasus, in the same place in culture (over 2 thousand years). The tree or shrub is 4-10 m tall, lives 50-60 years old, bears fruits from 2-4 years. Many varieties and hybrids, including plum (Mirabelle). Fruits (8-40 kg per plant) are rich in citric acid, pectin, carotene and vitamin C. There is an oil in the seed. From wood - various crafts [3, 114p.].

Or: "Verbena is a genus of single or perennial grasses and dwarf shrubs (Verbena family). Over 200 species, mainly in the tropics and subtropics of America. Cultivated verbena is used in ornamental horticulture. Heat-loving annual plant. Propagated by seeds. It blooms from June to October. The flowers are white, pink, red, blue, purple, collected in inflorescences [3,314p.].

The following is provided in the "Kazakh-Russian dictionary" which translated by K. Bektayev: "Hybrid is a crossbreed, hybridization is crossbreeding, hybridizing...", [4,104p.]. However, the researchers of postmodernism made a conclusion that hybridisation is also the convergence of diversity [5,114p.].

"According to Socio-Darwinist theory, human being also instinctively adopts and maintains this principle. Therefore, there is a natural and biological basis for an alignment. For example, synthesized hybrids are generated when two kinds of artificial insemination are crossbred, and subsequently, the species are born that reproduce the same male germ cell from two species. The transformation of this model into the human genre will reveal not only historical-political but natural-instinctive nature of the national culture's aspiration for identity"[6].

The "Glocalization", "derivative culture" and "the third cultures" are a separate typical indicator of succession, so in other words these are ways to connect different cultures. The main purpose of using Robertson's concept of "glocalization" is an indication of the intention to focus on the mutual interaction of the global and locality at the moment. The terms "derivative culture" and "the third cultures" are used to analyze the pattern emerging from the concept of global and locality [6].

Thus, we can give the following definition: "the musical and hybridization based on the genre of pop music is a new postmodern genre which creates an interest to the genre of world art generated by the expression and illustration of rock music, rock-opera and theatre".

Furthermore, according to the definitions of rock opera, there are also different explanations to it. "Rock opera is an opera created by the genre of rock music. In these musical and scenic compositions, the story line is distributed in rock-style compositions. Guitarists and other rock-musicians can be also on stage along with soloists performing vocal parties. This genre first appeared in the sixties of the twentieth century [7].

In this genre, all genres of rock music like hard rock, folk rock, metal rock, jazz-rock are freely used by the musician's desire and talent.

Hence, we offer the following definition of rock opera: "Rock opera is a form of postmodernist art that uses a variety of rock music, which can be guided primarily by the operatic genre of theatre". Consequently, we want to review notion about genre of musical.

"In general, "what is a musical? It is a music. It is a dance. It is a song. Art, acrobatics, scenery, theatre are all musical. It is a diverse creative synthesis and a combination of advanced technology. There is a beauty, secret and symmetry in the genre of musical. The main thing is that there is an artistic

character in musical, "commented on by art critics and gave some general information about this genre even though it does not make it clear [8].

In this connection, the phenomenon of carnivalism in postmodernism coincides to this. According to the philosophers of the carnival philosophy, "Bakhtin MM (1895-1975) is a prominent literary critic, famous representative of philosophical anthropology and an esthetic. His name is well-known for his significant discoveries in the history of philosophy and culture. He studied dialogue structures in F. Dostoevsky's novels, separated the types of the word "other", discussed the category of "laughter-humorous culture" in detailed, and differentiated the types of medieval and Renaissance cultures which are called "official" (churches) and "folk" (carnival). He represents the carnival as a nationwide holiday and pays great attention to its modernization initiatives in his work called "Francois Rable's Art and Folk Culture of the Middle Ages and Renaissance" (1965)" [9, 92p.].

Consequently, according to postmodernism we can present the following explanation: carnivalisation presents to carnivalize the social institutes, events and phenomena in every sphere of public life. For example, a variety of TV programs, illustrations of technique in pedagogy, and the preservation of various pride and religious rituals in religious activities and etc. may a real representation of carnivalism.

Hence, musical can be exposed to such kind of phenomena as it is a type of an art. That is why at the present time, the decoration of the theatre, in fact, is a carnival phenomenon and it has provided a significant meaning in this regard and demanded by the people and the spectator. That is why we can say that the phenomenon called "pancarnivalization" has a positive impact on music. By this way, we can give the following definition to musical: "Musical is a new kind of art that emerged at the end of the 20th century and has a world-wide historical root at the 21st century aimed at stimulating the audience for the hybridization, synthesis and integration of all forms of art".

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РОК-ОПЕРАНЫҢ, РОК-МУЗЫКАНЫҢ ЖӘНЕ ЭСТРАДА ЖАНРЫНЫҢ ГЕНЕЗИСІ ЖӘНЕ НЕГІЗГІ МАЗМҰНЫ

Аннотация. Бұл мақалада рок-опера, рок-музыка, эстрада, оның ішінде, Қазақстандағы осы жанрлар туралы концептуалды талдаулар жасалады. Автор бұл ұғымдарға талдаулар жасай келе, өзіндік анықтамаларын берген: рок-опера, эстрада, мюзикл, опера, рок-музыка ж.т.б. Ол бұл тақырып бойынша теориялық-ғылыми және логикалық талдаулар жасай келе, мынадай қортындылар жасайды: рок-опера, эстрада, мюзикл туралы қазіргі заманғы музыка әлеміндегі биік тәжірибелер мен практикалық мағыналардың адамзаттың ішкі рухани әлемінің дамуы жөнінде үлкен септігі тиетіндігі.

Түйін сөздер: өнер, музыка, эстрада, жанр, мюзикл, рок-опера.

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ГЕНЕЗИС И ОСНОВНОЕ СОДЕРЖАНИЕ РОК-ОПЕРЫ, РОК-МУЗЫКИ И ЖАНРА ЭСТРАДЫ

Аннотация. В этой статье анализируются концептуальные форматы в искусстве: рок-опере, рок-музыке, эстраде, в том числе в Казахстане. Автор анализирует эти понятия и дает свое определение каждому: рок-опере, эстраде, мюзиклу, опере, рок-музыке и т.п. Дается научно-теоретическое и логическое обоснование для этих тематик и делается вывод: мировые рок-опера, эстрада, мюзикл в современном музыкальном пространстве имеет большое практическое значение для развития духовного мира человечества.

Ключевые слова: искусство, музыка, эстрада, жанр, мюзикл, рок-опера.

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**TECHNOLOGY TRANSFER AS ONE OF THE WAYS OF
MODERNIZATION IN THE PRODUCTION SECTOR OF AIC**

Abstract. Creation of innovative infrastructure on the basis of scientific institutions (agricultural parks, technology transfer centers, business incubators, etc.) will make it possible to more fully use the scientific potential of the agricultural sector. Technology transfer is carried out both in non-profit and in commercial forms. Non-proprietary information accounts for the main stream of transfer in a non-commercial form, often this is accompanied by low costs and is often supported by the state line, or through company and personal contacts. By itself, the TT is aimed at introducing scientific and technological developments into practice and is not directly related to obtaining a commercial effect, so the formation of a technically feasible idea can be considered the beginning of the transfer of development, and the completion of the new development is brought to production.

Keywords: agriculture, transfer, technology, modernization.

INTRODUCTION

Technology transfer is the process of transferring (selling, exchanging) scientific and technical knowledge and experience with the aim of providing scientific and technical services, applying technological processes or organizing the production of competitive products in accordance with market needs. The “transfer” share of technology is actively separated into a special environment and form of economic relations. The criterion for the presence of the fact of transfer is the active use of the transferred technology for production purposes. Thus, transfer is a necessary tool for carrying out information activities (hereinafter referred to as ID), the purpose of which is to transfer knowledge to solve certain problems and the main form of promoting innovation.

A commercial transfer or commercialization of technology involves the process of transferring research results to the field of practical application, production and marketing activities in order to obtain commercial benefits. Commercialization is aimed at obtaining a commercial result and begins from the moment the prospects for commercial use of the new development are identified, and ends with the implementation of the development (the technology obtained with the help of the product or the service provided) in the market and the commercial effect. Thus, commercialization is a transfer element in which the consumer (buyer) pays a fee to the owner (who is or not the developer) of the technology in one form or another and in sizes determined by mutually agreed contractual terms.

MAIN PART

The objects of non-commercial technology transfer are:

- scientific, technical and educational literature, reference books, reviews, standards, patent descriptions, prospectus catalogs, etc. ;
 - international conferences, symposia, exhibitions;
 - training and internship of scientists and specialists at no cost or on a parity basis for reimbursement of expenses by the parties.
- The objects of commercial technology transfer are:

- objects of intellectual and industrial property (patents for inventions, certificates for industrial designs and utility models), with the exception of trademarks, service marks and commercial names, if they are not part of technology transfer transactions;

- technical experience and know-how in the form of feasibility studies, models, samples, instructions, drawings, specifications, tooling and tools, consultants and training;

- technical and technological knowledge.

Commercial forms of technology transfer also include licensing agreements, engineering, contracts and subcontracts for joint R&D and production cooperation (including the establishment of joint ventures), investment and other types of agreements related to the assignment, transfer and protection of intellectual and industrial rights own.

Technology transfer involves five sequential steps. At the first stage, based on the knowledge gained, a business idea is formulated, on the basis of which promising areas of commercialization, specific innovative projects are determined, a preliminary assessment of the needs for these projects is given. At this stage, the most diverse construction of commercialization schemes is possible, the first initiative innovative proposals to customers are born

- to buyers of new technologies (products, services). This is a comprehensive survey aimed at providing an objective assessment of the potential for commercialization and the potential for technology transfer.

At the second stage, innovative proposals turn into goods. It provides for the creation of a technology package, which acts as a product in the technology market. As a rule, this stage includes: attracting partners and investors' funds and taking into account their requirements at subsequent stages, conducting market research and developing a business plan, as well as the necessary tests and obtaining certificates. At this stage, there is a refinement of innovative proposals and the formation of commercial offers on their basis. Promotion of the created scientific and technological package to the market occurs at the third stage, by searching for specific buyers. For this, direct appeals and negotiations, participation in exhibitions and fairs, conferences and seminars, presentations are used. In this case, both traditional approaches and the possibilities of new information technologies (Internet, email, network transfer), the media (radio, television, press) are used. A directed search for potential buyers and preparing specific innovative business proposals for them is often effective.

Decisive is the fourth stage - adaptation (revision) of the initial scientific and technological package to the requirements of a specific potential buyer. The specificity of the technology market lies in the fact that there is no mass buyer on it; therefore, the seller must conduct individual work with each potential buyer.

The final stage of the transfer of the finished technology package is the process of its implementation on the market. This may be the sale of a patent or license, the creation of a joint venture, the joint continuation of R&D, entry into an existing enterprise with intellectual property, etc. The decisive role here is played by the degree of development of engineering services that provide technical assistance for the implementation of the development, operation of equipment, which helps to reduce costs maintenance and repair of new equipment. Transfer is necessary objectively, because as in reality, each subsequent stage is implemented, as a rule, by other people, and transmission is an integral part of the innovation process.

Commercialization can be carried out both by organizations that have relevant specialists (technology managers, patent experts, lawyers, information service workers, etc.), as well as small scientific and technical enterprises that do not have these specialists, as well as developers themselves as individual entrepreneurs or physical persons. The success of this work is largely determined by the methods and volumes of state support, the effectiveness of monitoring and scientific and information support for innovative development in the field of agriculture. And if the author can implement simple innovation himself, then as far as significant innovations are concerned, the sequence of actions from fundamental discovery to making a profit cannot be applied by the author on his own with today's knowledge. An analysis of the activities of intermediaries in the Russian market of services in the field of technology transfer and commercialization shows that most of them are consulting companies and non-profit funds that provide a mechanism for developers and investors to interact through the search for developers to solve the investor's technological problems and search for investors interested in buying or finalizing developer technology solutions. Each company in the innovation market has its own specifics. The sphere

of activity of some is not only the registration of intellectual property rights and their implementation, but also the promotion of an innovative product, investment project, increasing the sales volume of a client company. But most of the current intermediaries do not assume the costs and responsibilities of managing intellectual property, which greatly reduces the effectiveness of the technology commercialization process.

An analysis of the work of the relevant structures in Kazakhstan and other economically developed countries allows us to draw the following conclusion - commercialization and TT R&D should be carried out by specialists in the field of technology transfer in innovative-innovative structures specially formed for these purposes. In a well-developed infrastructure of agricultural production, they are an integral part of the innovation system of the agro-industrial complex, connected with the governing bodies and coordination of information in the agro-industrial complex. The interconnection of these elements should determine the formation of priority areas for the development of agricultural science, and determine the direction of fundamental and applied prospective research work for scientific organizations of the Ministry of Agriculture of Kazakhstan. Almost all organizational forms of innovation support used in the world have been created in the country. But the transmission mechanism has not been worked out - scientific research does not go into applied, and then into R&D and industrial products; the demand for agricultural innovation is not sufficiently studied, indicators of economic expertise and mechanisms for promoting production are not worked out. And there are no state statistical observations on the innovation activities of agricultural organizations.

To achieve the goal, the tasks of operational and strategic planning should be defined: intensification of innovative activity with the aim of creating new competitive products and improving the quality of products to world-class indicators and expanding due to this external and internal markets for industrial enterprises, the agro-industrial complex, food and processing industries region, etc .; the maximum possible use of the achievements of science in the implementation of the structural adjustment of the industries of the region; the formation of regional scientific, technical and innovative programs and projects in the interests of ensuring sustainable socio-economic development of the region. The main tasks of the technology transfer center include:

the involvement of intellectual property in the economy, the promotion of the promotion of the results of research and development activities of universities in the region in the real sector of the economy; transfer of innovative developments of regional universities to large industrial enterprises in order to organize large-scale production of domestic high-tech products;

the formation of a transparent information environment about the existing scientific and technological potential, innovative developments and products; Creation and support of information databases serving technology transfer clients; rendering assistance to subjects of innovative activity in the development and promotion of innovative and investment projects; training in the field of scientific and innovative entrepreneurship; organization of regional innovation structures of the TTC in order to create a unified national network of technology transfer centers and more.

CONCLUSION

The main incentives for diversification in crop production in the republic through the dissemination of knowledge Extension.

The following is:

- increasing the sustainability of agriculture;
- increasing resource efficiency;
- Reduction of risk in agribusiness;
- improving the availability of feed;
- improving food security;
- improving the well-being of the rural population.

An important role is played by the economic component of diversification, as alternative cultures are more profitable. Compared to wheat, these are crops such as lentils, sunflowers, mustard, flax, durum wheat, chickpeas, rape and others.

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ТРАНСФЕР ТЕХНОЛОГИЙ КАК ОДИН ИЗ ПУТЕЙ МОДЕРНИЗАЦИИ В ПРОИЗВОДСТВЕННОМ СЕКТОРЕ АПК

Аннотация. Создание инновационной инфраструктуры на базе научных учреждений (агротехнопарки, центры трансфера технологий, бизнес-инкубаторы и др.) даст возможность более полно использовать научный потенциал АПК. Трансфер технологий осуществляется как в некоммерческой, так и в коммерческой формах. На непатентованную информацию приходится основной поток передачи в некоммерческой форме, часто это сопровождается небольшими расходами и нередко поддерживается по государственной линии, или на основе фирменных и личных контактов. Сам по себе ТТ нацелен на внедрение научно-технических разработок в практику и не связан непосредственно с получением коммерческого эффекта, поэтому началом трансфера разработки можно считать формирование технически реализуемой идеи, а завершением - доведение новой разработки до производства.

Ключевые слова: сельское хозяйство, трансфер, технологии, модернизация.

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ТЕХНОЛОГИЯ АӨК ӨНДІРУ СЕКТОРЫНДА МОДЕРНИЗАЦИЯЛАУ ЖОЛДАРЫНЫҢ БІРІ РЕТІНДЕ

Аннотация. Ғылыми мекемелердің базасында инновациялық инфрақұрылым құру (ауыл шаруашылық парктері, технологиялар трансферті орталықтары, бизнес-инкубаторлар және т.б.) аграрлық сектордың ғылыми әлеуетін неғұрлым толық пайдалануға мүмкіндік береді. Технология трансферті коммерциялық емес, коммерциялық түрінде де жүзеге асырылады. Жеке меншік емес ақпарат коммерциялық емес түрдегі аударымның негізгі ағынын есепке алады, көбінесе бұл төмен шығындармен бірге жүреді және көбінесе мемлекеттік желі немесе компания мен жеке байланыстар негізінде жүзеге асырылады. ТТ ғылыми-техникалық әзірлемелерді тәжірибеге енгізуге бағытталған және коммерциялық тиімділікке тікелей байланысты емес, сондықтан техникалық мүмкін идеяны қалыптастыру дамуды трансферттің бастауы деп санауға болады, ал жаңа дамуды аяқтау өндіріске жеткізіледі.

Түйін сөздер: ауыл шаруашылығы, трансферт, технология, модернизация.

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**NATIONAL FEATURES IN MODERN COMPOSER'S WORK:
PROBLEMS OF INDIVIDUAL STYLE AND MODERNIZATION
OF CONSCIOUSNESS**

Abstract. The article includes updating of specific facets of the issue “Composer and Folklore” based on the example of piano transcriptions in the musical and creative practice of Kazakhstan in different decades. Based on the traditions of musicology in the study of national composition schools, the genre that acquired a special and ever-increasing representative value in modern cultural situation has been presented. In exploring the works that are in active demand in the field of musical performance, the expediency of relying on the text of the original source for the implementation of an adequate and complete interpretation (performing, musicological, etc.), regardless of the extend of its re-comprehension, has been emphasized.

Since the brightest patterns of folk and “oral-professional creativity” (T.B. Gafurbekov) have been interpreted more than once, the versions of various authors have been compared. The article includes the comments on the “succession of transformations” of the well-known folk song “Kamajay” with involvement of musical illustrations. Its two piano versions show the significance of variation methods using genre-style models that introduce new meanings to the content of the whole. “Improvisation” (1978) by A. Bestybayev (1959) in the historical context is a symbolic work in terms of its obvious conceptuality. The creative figure of the composer himself demonstrates the spiritual potential that will be even more convincingly marked and revealed later.

Perspectives of studying the category “National features” in its multiple displays in the development of the artistic culture of Kazakhstan are seen not only in view of determination of a broader theoretical context, but also the consistent introduction of the works, documents, facts, which were “forgotten” or not fully used for certain reasons in the research practice[1]. History and traditional values are able to update multi-level issues that are significant for the national self-determination on the “global map of the XXIst century” (N.A. Nazarbayev) through cultural achievements.

Keywords: tune, Kazakh song, original source, folklore, tradition, composer, modernization, globalization.

Introduction. The search for answers “to the challenges of the time” “without losing the great power of tradition” is possible through concrete projects, including those that characterize the modernization of national consciousness as the continuous process. However, understanding of the “new global reality” with its “examples of modernity” and “signals of the future” is hardly achievable without understanding and realizing of the “lessons of history” [2], including the artistic experience of those people who remained in the memory of generations which is localized in the space and time.

Methods. The traditions of national musicology are selected as the methodological basis of this work, which is conducted in the frame of the research project “Modernization of the Kazakh Traditional Culture in the Epoch of Globalization” [3]. In the context of a new study of a rich factual basis, the integrated approach methodology has been implemented, which suggests a combination of different, but complementary methods in view of studying the historical and theoretical aspects of the selected issues. In particular, the comparative historical and structural-functional methods allowed fixing the changes, which have fundamental importance in the development of musical-creative processes and the results of artistic and cultural activities based on a new empirical material.

Results. In view of general interest in the historical past, national traditions, folk art, the transcription of the songs and kyu gain the “second life”.

Features of the author's interpretation of the bright patterns of Kazakh folk and national-professional musical creativity are most clearly revealed in the works of composers of Kazakhstan who are currently active and in demand (B. Amanzhol, A. Bestybayev, B. Daldenbay, A. Mambetov, A. Tolykbayev and others). However, in comparative terms, it is also reasonable to reflect the experience of composers-predecessors.

It is significant that well-known songs, such as "Kamajay" (folk), AhanSere's "BalHadisha", Muhit's "AinamKoz", etc. [4], are still in demand as objects of modern re-intonation which are presented widely and artistically convincing in musical-historical past and current period.

The facts of "re-intonation" of precisely those patterns of traditional music that are already associated with specific composer's interpretations are noteworthy. For example, "BirBala" by B. Yerkovich, V. Velikanov and A. Tolykbayev; "Yapurai" by B. Yerkovich and A. Tolykbayev (we should also mention Fantasy on the topic "Yapurai" arranged for 2 pianos by S. Muldasheva) [5].

Currently the study of the piano creativity of the composers of Kazakhstan is supported by various factors: not only by conditions of really numerous competitions or by the active enrichment of musical literature – reprinting and publishing new (including author's) collections: for example, A. Tolykbayev, A. Abdinurov, L. Zhumanova (some of their works have already been introduced into the educational process).

The multiplicity of composer's "versions", confirming the originality of the author's "hearing" and the need for careful attitude to it, can be illustrated by the "life" (or rather "succession of transformations") of such well-known folk song as "Kamajay".

Taking into account only its piano transcriptions, one can build the following number of the names of the composers- interpreters:

"Kamajay" V. Velikanov, B. Erzakovich, N. Mendygaliyev, A. Bestybayev and others.

At the same time, in a comparative "term", it is advisable to attract options that seemed to be created solely for educational and methodological purposes, such as:

Kamajay

V. Velikanov

Екпіндете. Оживленно.

The image shows a piano transcription of the song "Kamajay" by V. Velikanov. The score is in 2/4 time, key of B-flat major. It features a melody in the right hand and a bass line in the left hand. Dynamics include piano (p), poco scherzando, and forte (f). The title above the score is "Екпіндете. Оживленно." (Ekpindete. Ozhivlenno).

In this case, taking into account the specifics of the perception of the beginning performing musicians, the possibility arises to set the objectives that will be discussed in view of the songs of Ahan Sere. Here it is necessary to get closer to the emotional sphere, which is actually determined by the text of the "original source"¹, which was unfortunately interpreted in term of a dance for many years.

¹We present a widely available version of the semantic translation of the words of the song:

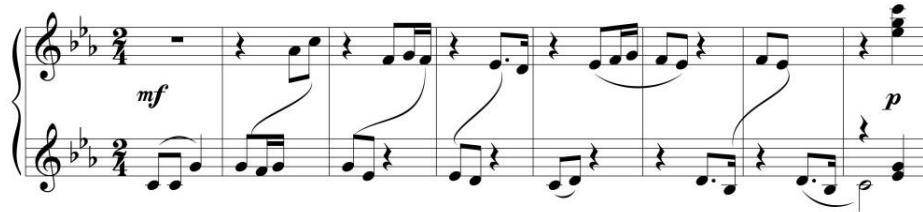
On the head of Kamajay - owl pen.
I lost Kamajay, made a fool of myself.
I lost Kamajay, and now -
The world is not nice to me ...

Quoted by: Lyricstranslate.com.

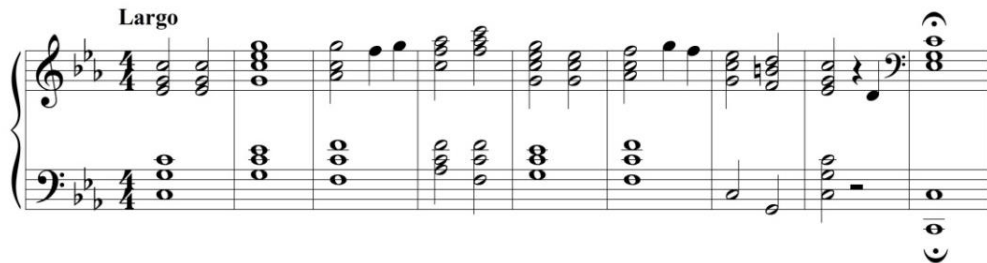
We should note the fact of attracting such genre forms as “Improvisation” (author's definition) or variations to the interpretation of this topic.

Both piano versions of this song – already fixed in the modern repertoire of young pianists such as “Improvisation” by A. Bestybayev and «Light Variations on the Theme “Kamajay”» by T. Syrtsova – are remarkable due to the final transformation of the original folklore image:

Allegretto



At the same time, the significance of the imaginative-emotional “modulation” that caused the “immersion” into a very remote (in spatial and temporal dimension) stylistic context is predetermined by tasks which have different orientation and scale. Attracting musical and stylistic norms of the traditions which are unrelated to the original source, expands its content, and is subordinated to the author's intention:



In the work of A. Bestybayev, the conceptual level in view of its meaning is achieved (1978) in common use of the variational principles in the process of re-intonation. The creative figure of the young author (1959), who will be characterized by organic synthesis of various techniques and styles with deep meanings and emotions in the future, will discover the excellence with pronounced features of artistic individuality in the expression of a unique design.

Kamajay

A. Bestybayev

Allegretto



“Karatorgay” by E.G. Brusilovsky (1905-1981) and “BalHadisha” by Dm.Dm. Matsutsin (1898-1980) can be surely attributed to the popular, fixed in time, instrumental versions of the well-known songs of the famous composer-singer².

Their performance, of course, implies a well-defined level of piano skills, which is associated with solving problems which are largely of artistic than technical aspect. In both plays, it is necessary to achieve not only the expressive sound of cantilena or natural slowdowns, but also a “culture of sound producing”, which have not a sadly narrative character, but psychological “subtext” predetermined by bitterness of loss³.

Referring to the “original source”, the available information about it, which is now widely replicated and accessible can contribute to the understanding and overcoming of these performance difficulties⁴. The following quotation is important in this regard: “It is impossible to analyze, to know how it is structured - to know how to perform is impossible without it!” – emphasized A.P. Isakova (1940-2012) in one of her interviews who also worked in the genre of piano transcription.

For a meaningful interpretation of a musical work, the possibility of comparing different composer’s decisions in the interpretation of a single text that has emerged today is also significant:

“**Karatorgay**” A. Zataevich, E. Brusilovsky, Dm. Matsutsin, V. Strigotsky-Pak, G. Uzenbayeva and others.

“**BalHadisha**” A. Zataevich, E. Brusilovsky, Dm. Matsutsin, S. Mukhamedzhanov, Vl. Novikov, E. Umirov et al [6].

BalHadisha

A. Zataevich

This particular opportunity enables presenting and comprehending the results of creativity, which have many different parameters (including the ratio of sound and hearing) in a new way from a historical distance, in a retrospective.

² Ahan Sere Koramsauly (1843-1913) – the author of the works which are significant for the national artistic culture (“Kulager”, “Syrymbet”, etc.), “a symbol of beauty and nobility” (M. Zhumabayev).

³Remind:

You are well-known, beautiful Hadisha! Beautiful Hadisha!
The bridegroom is eighty-five years old: he is an old man,
Hadisha!
You should thank your father till death,
That he found such a match for you.

In the steppe, you are like a lonely chinar,
On which I, the falcon, wish to sit.
But there are a lot of obstacles between us
Hey, sweetheart, beloved!
(*Semantic translation*).

Quoted by: Erzakovich B. Kazakh SSR. - M.: Muzgiz, 1957. - P.15.

⁴We also note practitioners oriented publications, for example: Estemesova S.S. Musical and theoretical analysis of piano works by composers of Kazakhstan. Training manual.–Shymkent, 2006. - 106 p.

Are the differences in the creative activities of representatives of different generations significant? How independent are the composers in their auditory and sound preferences? What is the measure of individual excess of their genre canons?

The phenomenon of “double hearing” as conditioned historically and typologically can be disclosed in the context of other genres of composer’s creativity. Musical material of the Kazakh opera classics of the 1930s with its practice of extensive use of “citation drama” is the most representative (L.I. Goncharova).

In view of the specifics of the perception (of composers, performers, listeners, researchers), it becomes necessary to set the tasks which are predetermined, first of all, by the semantic “field” of the cited original. And here “the return” to the emotionally meaningful sphere is important, which in reality was determined by the text of the “original source”, which is chosen as the object of re-intonation.

A very expressive statement by A.V. Zataevich (from a letter to Academician B.V. Asafiev) has preserved: “Personally, I will point out dozens of topics to everyone which can serve as a basis for the magnificent symphonies, poems, suites and even operas! I don’t give the examples - until our meeting, as it would have led me too far” [7].

In connection with the opera “Akhan and Zayra” “on the Kazakh plot” (from the life of akyns, singers), which was ordered to B.V. Asafiev, we would add: the volume of musical material and material “on the topic” which are presented in the collections of A.V. Zataevich's, taking into account the author's remarks of librettists (M. Auezov and S. Mukanov) was also more than sufficient for independent choice⁵.

Wide opportunities for creativity, which were opened up thanks to the material collected by A.V. Zataevich, were evaluated immediately, and not only by musicians:

“In the report on the concert presented by the organizers to Kirnarcompros, it is said that no one can be sure that based on the Kazakh song, in the future“ ... major musical works will also be created, and perhaps Kyrgyz operas”.

“Also the People’s Commissar of Education wrote. “...I am sending you a book about “Kozy-Korpesh and Bayan-Slu”, in my opinion, now there is an opportunity for composers to create an opera based on your book “1000 Songs of the Kazakh People”, taking poems of this book as a text. How do you like it? Perhaps, you will write about your opinion?””[1].

In the creative practice of that period, these opportunities were actively implemented. So, for example, in the musical design of the productions of the Kazakh Drama Theater the following works from just one collection of A.V. Zataevich (“500”) were used:

- “Han Kene” (1934) – №№ 2, 15, 45, 265, 300, 350;
- “TungiSaryn” (1935) – №№ 7, 18, 20, 28, 44, 54, 476;
- “Bizdinjigitter” (1935) – №№ 99, 359, 418, 473, etc.

It was noted in press of that period: “[...] *Comrade Kotsyuk put the folk Kazakh songs with some musical improvisation and insertion in the basis of music. All 47 musical numbers are arranged in “Ushug. [...]”*

Comparison of the musical text of the specific numbers of the clavier “Shuga” (libretto by B. Mailin) with the corresponding patterns of collections by A.V. Zataevich confirms the fact of their various forms and wide use. As an illustration of the creative refraction of the relevant material, a fragment from the musical part of the main character –Shuga– Act II No. 6 “Zheneshay” is indicative in comparison with the original record in “1000” (No. 524).

We should add that the text of the musical drama contains examples of a less independent design of the original source quotation. These include numbers which used collection “1000” No. 239 “Teriskahapay” (act I No. 8), No. 860 “Sholdedim” (act II No. 4), No. № 843 and 845 “Baksy” (act IV No. 1) etc. The text of the published piano transcriptions by A.V. Zataevich is also actively used.

⁵For example, the introduction of the song “Syrymbet”, specified in the text of the libretto, in “1000”, as well as in “500”, was provided (in addition to various options) with additional information in the “Index of songs with the same titles and authors”.

“In each of the two first operas—“Kyz-Zhibek” and “Zhalbyr”, about fifty folk themes were used, in “Yer-Targyn” their quantity is about eighty” [8] - this thesis is remarkable by the statement of the fact that it is firmly based on the cited material, however, without necessary clarification of the connection with A.V. Zatayevich’s records.

Conclusion. History and national traditions as “a platform connecting the horizons of the past, present and future” (N.A. Nazarbayev) update the multi-level issues, including that one that, at first glance, may not seem so large-scale, but in reality is significant for the obvious process of self-determination of the nation on the “global map of the XXI century” through cultural achievements [2]. In this regard, it is natural to interpret the national in modern composer's work, first, through the prism of the problem of “composer’s folklore”. Permanent updating of musical and stylistic norms, predetermining the diversity of approaches to written tradition with a folklore and/or oral-professional primary source in the work of composers, enables the discovery of its new facets in present period.

Prospects for studying this category (“the national”) in its multiple expressions in the process of the development of musical and theatrical art, as well as in the whole artistic culture of Kazakhstan, should be identified not only in connection with the determination of a broader theoretical context (including that one which updates the issues related to studying the phenomenon of “double hearing”), but also with the consistent introduction of works, documents and facts into the research practice, which were previously inaccessible, or for certain reasons, “forgotten” and not involved [1].

The necessary material is actually contained in archival collections, various music-critical and journalistic sources (publications, “scattered” in publications of different profiles). Their involvement opens up new opportunities for revising one-sided and, and sometimes, clearly tendentious assessments and statements that are rooted in the works devoted to the legacy of professional composers of the XXth century.

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ҚАЗІРГІ ЗАМАН КОМПОЗИТОРЛАРДЫҢ ШЫҒАРМАШЫЛЫҒЫНДАҒЫ «ҰЛТТЫҚ» КАТЕГОРИЯ: ТҰЛҒАЛЫҚ ҚОЛТАҢБА МЕН САНАНЫ ЖАҢҒЫРТУ МӘСЕЛЕЛЕРІ

Аннотация. Мақалада, Қазақстанның әр онжылдық музыкалық-шығармашылық тәжірибесінде, мысалы, фортепианолық өңдеулердің жекелеген қырларында «Композитор және фольклордың» мәселелері өзекті болып табылады. Қазіргі заманның мәдени жағдайындағы ерекше және көрнекті ұлғаю маңызына ие ұлттық композиторлық мектеп тарапынан ұсынылатын жанрдың зерттелуі музыкатану дәстүрін негізге алады. Орындаушылық бағытта сұранысы жоғары туындыларға назар аударуда, халықтық түпнұсқа мәтіндерін дәлме-дәл жүзеге асыруда және оның шамадан тыс саралануы мен толыққанды жеткізілуінде (орындаушылық, музыкатану және т.б.) тұтастық негізі ерекшеленеді. Халықтық және «ауызша кәсіби шығармашылық» (Т.Б. Гафурбеков) үлгілерінің ең таңдаулылары бірнеше рет пайымдалғандықтан, түрлі авторлардың нұсқалары салыстырылған. Кең танымал «Қамажай» халық әнінің «қайта түрлену кезеңі» деген ескертпе-түсініктемесі мен ноталық мысалдары қарастырылған. Фортепианоға арналған екі нұсқада тұтас мазмұнға жаңа мағына әкелген жанрлық-стильдік модельдің қолданылуы вариациялық әдістердің маңыздылығын көрсетеді. Ә. Бестібаевтың (1959 жылы туылған) «Импровизация» (1978) туындысы айқын концептуалдық тұрғысынан тарихи контексте ерекше мәнді көрсетеді. Өзінің рухани әлеуетін көрсете білген композитордың шығармашылық тұлғасы кейінгіде нанымды сомдалып ашыла түседі.

«Ұлттық» категориясының келешекте зерттелуі оның Қазақстанның көркемдік мәдениет дамуындағы көп қырлылығы тек теориялық контекст ауқымында ғана емес, кейбір себептерге байланысты «ұмытылып кеткен» немесе толығымен қамтылмаған шығармаларды, құжаттарды, фактілерді ғылыми-зерттеу тәжірибелеріне енгізу тарапынан байқалады [1]. «XXI ғасырдың жаһандық картасында» (Н.А. Назарбаев) мәдени жетістіктер арқылы көп деңгейдегі тарих және дәстүр құндылықтарының өзектілігін көрсетуге қабілеті ұлттың тұрақталуына маңызды.

Түйін сөздер: әуен, қазақ әні, түпнұсқа, фольклор, дәстүр, композитор, жаңғыру, жаһандану.

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**НАЦИОНАЛЬНОЕ В СОВРЕМЕННОМ КОМПОЗИТОРСКОМ ТВОРЧЕСТВЕ:
ПРОБЛЕМЫ ИНДИВИДУАЛЬНОГО СТИЛЯ И МОДЕРНИЗАЦИИ СОЗНАНИЯ**

Аннотация. В статье актуализированы отдельные грани проблемы «Композитор и фольклор» на примере фортепианных обработок в музыкально-творческой практике Казахстана разных десятилетий. В опоре на традиции музыкознания в изучении национальных композиторских школ представлен жанр, приобретший в современной культурной ситуации особое и всевозрастающее репрезентативное значение. В обращении к произведениям, активно востребованным в сфере музыкального исполнительства, подчеркнута целесообразность опоры на текст народного первоисточника для осуществления адекватной и полноценной интерпретации (исполнительской, музыковедческой и пр.) вне зависимости от меры его переосмысления.

Поскольку наиболее яркие образцы народного и «изустно-профессионального творчества» (Т.Б. Гафурбеков) оказываются проинтерпретированными не единожды, сопоставлены версии разных авторов. С привлечением нотных иллюстраций прокомментирована «череда перевоплощений» общеизвестной народной песни «Камажай». Два ее фортепианных варианта показывают значимость методов варьирования с использованием жанрово-стилевых моделей, привносящих новые смыслы в содержание целого. «Импровизация» (1978) А. Бестыбаева (1959 г.р.) в историческом контексте предстает знаковой с точки зрения своей явной концептуальности. Творческая же фигура самого композитора – демонстрирующей тот духовный потенциал, который будет в последующем еще более убедительно обозначен и раскрыт.

Перспективы изучения категории «Национальное» в ее множественных проявлениях в развитии художественной культуры Казахстана видятся не только в связи с утверждением более широкого теоретического контекста, но и с последовательным введением в научно-исследовательскую практику произведений, документов, фактов, по определенным причинам «забытых» или задействованных не в полной мере [1]. История и традиционные ценности способны актуализировать многоуровневую проблематику, значимую для самоопределения нации на «глобальной карте XXI века» (Н.А. Назарбаев) через культурные достижения.

Ключевые слова: напев, казахская песня, первоисточник, фольклор, традиция, композитор, модернизация, глобализация.

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asel_4747@mail.ru, gshnet@bk.ru, agabekova_s@miras.edu.kz**AGRICULTURAL ECONOMY: DEVELOPMENT
OF CROP PRODUCTION AND ITS COMPETITIVENESS**

Abstract. In the Republic of Kazakhstan, great attention is paid by the state to the creation of competitive, export-oriented industries and non-primary sector production through the formation of corporate leaders of regional and world scale; development of a competitive industrial-innovation infrastructure that meets international standards and meets the requirements of the market; creating a favorable business environment and investment climate. The development of entrepreneurship in rural areas directly depends on the development and tasks of agricultural production, as one of the areas of the agro-industrial complex is providing food to the population, balancing supply and demand. As practice shows, this is possible only with the use of fundamentally new methods of management and the development of competitive market relations. The volume of agricultural production is one of the main indicators characterizing the activities of agricultural enterprises. The volume of sales, the level of its cost, the amount of profit, the level of profitability, the financial position of the enterprise, its solvency and other economic indicators depend on its value. In the conditions of market relations, the responsibility and independence of enterprises in the development and adoption of management decisions to ensure their effective work increases. The results of production, commercial, financial and other types of economic activity depend on a variety of factors that are in varying degrees of relationship between themselves and the final indicators. Their actions and interactions vary in their strength, nature and time. The causes or conditions causing these factors are also different. This complex work can be done qualitatively only with the help of a comprehensive analysis of economic activity, that meets modern requirements for the development of a competitive market economy.

Keywords: competition, competitiveness, crop production, sustainable development, agricultural production.

Introduction. State regulation of agriculture is the economic impact of the state on the production, processing and sale of agricultural products, raw materials and food, as well as on the production, technical and logistical support of the industry in order to create conditions for expanded reproduction, solving social and environmental problems, as well as improving the level and quality of life in rural areas.

At the present stage of development of society, the creation of a sustainable mechanism of management in the agricultural economy is one of the significant factors in the growth of the competitiveness of our country. With the strengthening of the economy of Kazakhstan, the mechanism of economic management in agriculture began to function in a more rational mode. The advantages of domestic agricultural production should be used in the production of competitive food products, namely: the presence of huge areas of land, economic purity of products, excess labor, etc. To improve the efficiency of agricultural production, strategic programs were developed: the Concept of transition of Kazakhstan to sustainable development for 2007-2024, the State program of development of agriculture of the Republic of Kazakhstan for 2017-2021, the Law "On state regulation of development of agriculture and rural areas", separate regulations. The development of agriculture is associated with various aspects of sustainability: political and legal, economic, environmental, social, globalization, information, management. One of the most important elements of the management aspect is the effective state regulation of agriculture.

In economic theory, it was believed that a positive result of economic regulation is achieved in the case of a rational combination of state regulation of the economy and self-regulation of producers. Due to specific features, neither agriculture nor the food market are self-regulating systems: the main means of land production, insufficient infrastructure development, lagging behind scientific and technological progress and innovation, dependence on climatic conditions, conservatism and inelasticity, low profitability and price disparity.

State regulation of agriculture is the economic impact of the state on the production [1], processing and sale of agricultural products, raw materials and food, as well as on the production, technical and logistical support of the industry in order to create conditions for expanded reproduction, solving social and environmental problems, as well as improving the level and quality of life in rural areas. We highlight the following areas of state regulation of agriculture: the development of cooperation in rural areas; increasing the availability of credit resources; price policy; regulation of the market of agricultural products, raw materials, food and commodity distribution networks; insurance of risks in agriculture; technical and technological modernization of agriculture; preservation and reproduction of land and other resources; sustainable development of rural areas; regulatory budget support; improvement of the taxation system in agriculture; improvement of the legal framework; creation of information field of agriculture, greening of production.

Conditions and possibilities of reproduction of agrarian specifics and needs of the country in agricultural products can significantly diverge, which necessitates state regulation of agricultural production and the food market, the main task and essence of which is to ensure sustainable development of the agricultural sector, taking into account its specificity, while rational use of agricultural potential in order to meet the needs of society.

In the process of regulation, the interests of the state, industrial and agricultural producers, credit and financial, trade structures, urban and rural population collide, therefore, the main task of regulation is to find ways and forms of harmonizing the interests of all these groups. The effectiveness of state regulation in the agricultural economy is manifested in the achievement of the goals set by the public authorities and recorded in the policy documents, in the legislation.

The content of the agricultural policy of the state is the achievement of sustainable development of agriculture and rural areas. its objectives are to increase the competitiveness of products, employment of the rural population, the preservation of natural resources, increasing the investment attractiveness of agriculture, etc. In essence, the above objectives of agricultural policy are the criteria for the effectiveness of state regulation of agriculture.

The most important indicators of the efficiency of state regulation of the agricultural economy the growth rate of gross output and gross value added in comparable prices, the growth index of investment in fixed capital of agriculture, the share of profitable agricultural organizations in the total number of agricultural organizations, profitability, productivity.

Kazakhstan's long-term agricultural policy should focus not only on the transition from extensive to intensive production technology, from mechanization to automation, but also from import substitution to export-oriented production. In this regard, it is important to conduct an adequate regional policy aimed at improving the competitiveness of products, the development of logistics infrastructure, support for domestic producers.

In addition, it is necessary to form: a full cycle of production of grain and fruit and vegetable products, oilseeds and sugar beet; create conditions for a massive inflow of investment in the above industries, especially in the development of high-tech and knowledge-intensive production processes; build an effective mechanism of institutions in the agricultural sector. There is also no doubt the development of non-productive areas – agricultural technologies, agricultural science and education.

In our opinion, the innovative way of development of agriculture has three interrelated directions: innovation in the human factor, the biological factor and technological innovation. In this regard, it is important to develop a State program for the introduction of modern technologies in the regions, the main purpose of which should be the adoption of specific measures to modernize agricultural production and improve its competitiveness.

It is necessary to solve the problems of formation of innovative infrastructure of agricultural production, reform of agricultural science, deepening the connection between science and production, training for innovation.

Deepening cooperation within the EurAsEC framework is of priority importance for the economy of Kazakhstan, as well as its agricultural sector. According to experts, EurAsEC is the most advanced integration Association in the CIS, where significant results have been achieved in foreign trade, customs, border areas, and transport cooperation.

In our opinion, the actual directions of development of cooperation between Kazakhstan and the EurAsEC countries should be ensuring food security of the Community States, development of joint forecast food balances, harmonization of the regulatory framework related to the functioning of the common agricultural market of Kazakhstan and the EurAsEC States, development of scientific and technical cooperation and information support in the agricultural sector.

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Another important area for Kazakhstan is the development of cooperation within the Shanghai cooperation organization (SCO). The SCO's advantage, in this case, is that the integration process is becoming broader, going beyond the post-Soviet space. Within the framework of the integration Association, there is an opportunity for constructive and profitable cooperation in the agricultural sector.

The economic literature has not yet developed a single concept of "competitiveness", despite the close attention to this problem both abroad and in Kazakhstan. According to M. Porter, "there is no generally accepted definition of competitiveness. For firms, competitiveness meant being able to compete in the global market with a global strategy. For many congressmen, competitiveness meant a positive foreign trade balance. For some economists, competitiveness meant low production costs per unit of output, reduced to the exchange rate" (Blanc, 2003: 406).

This idea, expressed by M. Porter in the late 80-x years, has not lost its relevance to the present time. The main reasons for the plurality of interpretations of this category lie in the difference of approaches to what is considered as the subject of relations - the enterprise, industry, region or the economic system of the country as a whole. Definitions are linked to various objects, subjects and the subject of evaluation.

Usually, the term "competition" is interpreted as competition, the struggle for the best results. According to the definition given in the Law "On competition" competition - competitiveness of economic entities, when their independent actions effectively limit the ability of each of them to unilaterally affect the General conditions of circulation of goods in the relevant product market". Based on these definitions, we can assume that competitiveness is the presence of potential (prerequisites) for winning the competition. With this approach, competitiveness is a property of almost any economic objects, both goods and economic systems that produce these goods.

In various studies, the concept of "competitiveness" is used in the characteristics of different economic systems: enterprises producing goods and services; industry as a group of enterprises; cities, individual regions, countries, groups of countries. However, such a broad interpretation meets with objections. In particular, P. Krugman refers to the "passion for competitiveness" critically, considering that competitiveness is an "attribute of companies" [2]. A. Ravens in the classification of subjects of competitiveness does not include such a subject as a country, based on the fact that "there is no example (except for world military conflicts), where for any object of competition would compete the whole country" [3]. V. Andrianov does not include regions in the sphere of competitiveness research [4]. Thus, to date, it remains debatable to which objects and subjects the property of competitiveness is applicable. At the same time, all production and territorial economic systems are the subjects of research in the theory of competitiveness.

In all likelihood, each of the author's definitions reflects a certain aspect of "competitiveness". With all the differences in the definitions, it can be said that competitiveness can be determined only in comparison, i.e. it is a concept that characterizes the comparative advantages of one object of evaluation over another. It should be noted that there is a close relationship between the competitiveness of goods and the level of competitiveness of various economic systems, ranging from the enterprise to the economic system of the individual country as a whole, which is noted by almost all researchers of competitiveness. At the same time, however, there are still differences on the issue of the balance between different levels of competitiveness. So, according to V. Andrianova, "...behind the position of the country in the world economy are primarily the position of its real sector in the world market both inside and outside the country [5]. A country's ability to take its rightful place in the global economy depends on the ability of its firms to take (hold) its rightful place in the world's commodity markets" [6]. A similar point of view is held by S. V. Emelyanov [7].

Other researchers insist on an inverse relationship. In particular, M. porter notes that "...the success of a firm in competition with its competitors depends primarily on the state of Affairs in the country" [8]. "A competitive product will not appear without an effective flexible manufacturer. A competitive firm can only be born in an economic system that encourages it to compete for advantages over its rivals. Competitive is not the country that has a running snatch goods, and the one that has a dynamic potential for the production of new products - the leaders of the world market. The economic mechanism of the country should be competitive" [5].

At the same time, it is controversial, in our opinion, the statement that "a synthetic indicator that combines the competitiveness of goods, producers, industry competitiveness and characterizes the country's position in the world market is an indicator of country competitiveness" [7], because for these entities there is a different competitive field. Even with a certain group of competitive goods, a country cannot be classified as competitive.

Of course, there is a link between the efficiency of the national economic system and competitiveness, both in the demand and supply markets. Since the manufacturer of competitive goods are enterprises, all other economic systems create conditions for the development of competitive advantages in a particular group of enterprises. Among the leading factors in improving the competitiveness of goods and firms producing them are industrial policy, national and regional legislation, providing a favorable environment for the development of competitive industries, internal political and social stability, the presence of related and supporting industries in the economy, the activity of competitors, etc.

The variety of approaches to the definition of competitiveness is associated with uncertainty in the subject area of this concept. In our view, the diversity of approaches stems from the confusion of the concepts of object, subject and subject of competition, as well as areas of competition.

Fatkhutdinov R. A. [9] in one list gives both subjects of competition (goods and services), and the subject of competitiveness - the personnel which is the carrier of specific goods "labor". According to V. L. Lunev, the subject of competition is goods (services), and the object - consumers and buyers. This division points to two spheres of influence in competition: goods (object) and consumer (object) [10].

According to Yu. Kormnov "there is no universal definition of competitiveness for all subjects and objects. It all depends on what object (subject) or subject it refers to" [11], i.e. the author separates the concepts of object and subject of competitiveness, but puts an identity sign between the object and the subject of competitiveness.

In our opinion, all actions of subjects are directed on fight for the consumer and (or) on fight for the seller. Therefore, the objects of competition include supply and demand.

In many works, including the classic work of M. porter "international competition", the subject of competitiveness is called the industry. In our opinion, the industry can be considered only as a derivative of competitiveness, as being a group of enterprises, the industry itself is not the owner (owner) of the competition. At the same time, enterprises of one industry can produce products of different levels (degrees) of competitiveness and be included in the "double" competition: between enterprises of one industry and with enterprises of other industries offering analogous goods.

Thus, in the market of demand, only people and firms can be subjects of competition, and all other subjects create prerequisites for the manifestation, development and maintenance of competitive advantages of a manufacturer of goods or a group of goods. This idea is partly confirmed by L. Berg, E.

brown and J. Meer, considering that "in the world economy, the production infrastructure of which is increasingly composed of information flows, cities and regions are increasingly becoming key actors in economic development, putting themselves on the role of entrepreneurs. Their leaders want to involve their region in the competition, attracting new activities in the form of investments and various kinds of visitors. They also strive to create better conditions for local firms, which are participants in the competition" [12].

It should be noted certain distinctive features of the territorial system as a subject of competition.

First, in General, the competitive process leads to the "creative destruction" of economic systems that are not competitive and give way to competitive systems [13].

Secondly, competitiveness at the territorial level does not provide for a "zero-sum game", where the success of some takes place at the expense of others, as at the microeconomic level. In fact, the success of one region also creates opportunities for other regions, especially neighbouring ones. These regions, among other things, can benefit from the growth pole effect created by the dynamic region [14].

Thus, the formation of a competitive economy requires, first of all, the development of the theory of competitiveness, the formation of a system of evaluation indicators, the development of both state and regional competitiveness policy of economic systems.

Methods. In modern conditions, when the world market and national industry markets are divided between the participants [15], the greatest interest is the study of individual market segments and the identification in this regard, the reserves of the enterprise due to a clear target orientation of production to the requirements of specific consumers.

A market segment is a part of a specific product market in which a certain group of consumers focuses on a certain modification of the product. The basis of market segmentation is the provision that a single enterprise in a competitive environment is not able to meet all the needs for a particular product and should focus its activities on those segments that are most preferred in terms of its competitiveness [16].

Market segmentation may vary depending on the target function. There are geographical, demographic segmentation; segmentation by socio-psychological factors; segmentation by groups of specific consumers (single buyers, regular buyers, potential buyers, etc.) and a number of others.

Closely related to the reserves of the correct choice of the target market and its segment reserves assess the conditions of activity in the target market. These reserves can be identified in the preparation of objective forecasts of economic, political, technical and technological conditions of the markets of interest and their segments, allowing to determine and extrapolate trends in demand, competition, profitability [17].

The group of reserves for the use of the market situation includes reserves related to the extent to which the company effectively uses the opportunities to improve its competitiveness by maximizing the use of formal rules of activity established by the state. These are reserves associated with the use of various tax benefits for certain areas of activity; reserves for the use of the system of state subsidies, subsidies, investments, loans; insurance activities; reserves arising from the implementation of state programs to improve the competitiveness of enterprises; reserves of competent accounting and use of the legal and regulatory framework of management. All these reserves can and should be identified in the course of practical activities of the marketing services of the enterprise when assessing the environment in relation to it. The level of competitiveness of the enterprise will largely depend on how successfully these divisions of the enterprise will operate. The remaining 4 groups of reserves of competitiveness of the enterprise are associated with the use of the potential of its own individual components: organizational, production and technological, financial, economic and human potential.

The second group is associated with the use of the organizational potential of the enterprise. This includes reserves for the use of its scientific and technical potential to compete with innovations, as well as reserves for other aspects of the enterprise's activities that determine its capabilities in the field of non-price competition.

In the conditions of equalization of the total costs of production of the main producers in the world markets of great importance are reserves to improve competitiveness at the stage of operation of the product. These reserves are associated with the expansion of the network of post-production, service and warranty service of its products by manufacturers; expansion of the volume and increase in the terms of warranty and service, etc.

The third group of reserves to improve the competitiveness of the enterprise is associated with the use of reserves of production and technological potential of the enterprise, that is, with the use of reserves of available tools and means of labor. From these positions it is possible to allocate reserves of use of fixed assets including reserves of use of floor spaces, Fund of operating time of the equipment, the tool and adaptations; reserves of updating of structure of fixed assets; reserves of improvement of production technology including reserves of improvement of technological continuity; intensification of technological processes; reduction of technological preparation of production, and also reserves of improvement of material and technical support of production; improvement of installation, commissioning and loading and unloading works and transport services.

The fourth group of reserves to improve the competitiveness of the enterprise reserves of its financial and economic potential. Through financial analysis of profitability and structure of capital and costs, balance sheet structure and net working capital, liquidity and financial stability; turnover and profitability; investment attractiveness the tendencies and regularities of its economic development are revealed, the reserves that the enterprise can use to improve its financial position and, consequently, competitiveness are determined.

Results. The total area of agricultural land in Kazakhstan is 89.6 million hectares, of which 23.4 million hectares are arable land. It should be noted that the Republic has large reserves of arable land, with the skillful development of which can significantly expand the area of arable land.

Various climatic conditions of Kazakhstan allow to grow almost all crops of a moderate thermal belt and to develop animal husbandry. Natural and climatic conditions of the Northern and a large part of the Central regions of the country are favorable for the cultivation of grain crops, and first of all, food wheat.

Here are grown strong and hard varieties of wheat with a high gluten content, which is in high demand in the world markets. Therefore, this area is currently one of the most promising areas for investment, as according to the most conservative estimates, the capacity of grain markets of neighboring countries with Kazakhstan is estimated at 15 million tons per year.

Currently, Kazakhstan is a world leader in the export of flour, and wheat exports - is among the top 10 exporters in the world.

At the same time, the available land, labor and material resources of the country, subject to the transfer of the industry to modern technology, can in the near future increase the volume of grain production and exports.

The Eastern and South-Eastern parts of the country are favourable for the cultivation of oilseeds, sugar beets, maize, fruits and vegetables. In the South of the country, along with fruits and vegetables, melons, cotton and rice are traditionally grown. And all cotton and a significant part of rice is exported.

Grain farming is the main branch of agriculture in Kazakhstan. It provides the population with bread and animal feed. Kazakhstan produces a lot of high-quality commercial grain [18].

The Northern regions specialize in the cultivation of grain crops and livestock, and the southern regions, where irrigation is essential, have a greater diversification of cultivated crops - grains, oilseeds, fruits and berries, vegetables, cotton.

Kazakhstan produces 13.5-20.1 million tons of grain, which gives the country the right to be in third place in the CIS after Russia and Ukraine. The average grain yield is 10-13 C/ha. the Growth of grain production increases the volume of its implementation and increases the profitability of the industry.

On average, 2.8-7.0 million tons of grain are shipped for export. In addition, about 1.3-2.2 million tons of flour are exported. Spring wheat occupies more than 3/4 of grain crops. It is sown mainly in the Northern part of the Republic, and in the South cultivated winter wheat. The total sown area of wheat is 11.8-13.5 million hectares.

The yield of 9-13 kg/ha allows to obtain 11.2-16.6 million tons of wheat. Of these, 7.4-7.53 million tons is spent on domestic consumption, and 3.0-8.2 million tons is exported. Carry-over stocks is 1.0 to 3.0 million tons.

Everywhere there are crops of barley, oats, corn, and in the North-West of Kazakhstan occupies a large area of millet. The acreage of barley is 1.6-2.1 million tons. The yield of 9-14 kg/ha allows for a gross harvest of 1.5-2.8 million tons. 1.35-1.6 million tons of barley are needed for domestic consumption.

Export is 0.1-0.8 million tons, import is insignificant. Rolling stocks – 0.2-0.6 million tons. The acreage of corn is 0.1 million hectares, with a yield of 30-32 kg/ha, the country receives about 0.3 million

tons of corn for domestic consumption. In the South of the Republic with artificial irrigation give high yields of cotton (in the total export of agricultural products of the country is about 15%), sugar beet, tobacco, rice.

Due to the fact that Kazakhstan is in the zone of risky agriculture and at the same time uses mainly outdated methods of farming, there is an extremely high volatility of production.

For example, the growth of gross agricultural output by 15% in 2009 was replaced by a decline of 12% in 2010, in 2011 the growth reached 27%, to subsequently fall by 18% in 2012. In 2017, thanks to the relatively favorable climatic conditions and high yields, agriculture increased by 5.5%, compared with 3.4% in 2016.

Output in crop production is 39% formed by peasant and farm enterprises, 31% are provided by agricultural enterprises and 30% of the population.

Output in animal husbandry is 71% dependent on households, 15% are given by peasant and farm enterprises and 13% is accounted for by agricultural enterprises.

Thus, taking into account crop production, almost half of the agricultural products in Kazakhstan are produced by households, about 30% by farms and a little more than 20% by agricultural enterprises.

The activities of households, in our opinion, should rather be considered as a form of self-employment, and as a source of additional income primarily in kind. For example, the slaughter weight of cattle in households is 20% lower than the same indicator of agricultural enterprises, egg production of chickens is 80% lower, milk yield is less than twice. This, in turn, explains the low performance of agriculture as a whole. While households have no incentive (producing mainly for own consumption), no options (no medical knowledge, Finance) to improve performance [19, 20].

It is obvious that the prevalence of small-scale production of agricultural products, not market-oriented, gives reason to assume a low and questionable quality in terms of security of agricultural products.

Kazakhstan's exports of agri-food products peaked in 2012 (\$3.4 billion), associated with a very high harvest in 2011, after which they fell steadily to \$2.1 billion in 2017. The share of agricultural exports in the country's total exports was 6%. The main export item of agricultural and food products are cereals, the export of which brings more than \$1bn per year on average over the past 10 years, and together with the export of flour, the share of these products exceeds 60% of total exports. At the same time, there is a gradual decrease in grain exports and since 2015 Kazakhstan has fallen out of the top ten world grain exporters. Other export products are also declining, following prices in the world market, where prices of plant products have declined, while beef prices have remained almost unchanged but have risen for poultry.

According to the forecast data of the OECD and the FAO, the growth of global wheat production until 2026 is expected at the level of 10.6 % and will amount to 820.8 million tons. The growth of world consumption by this period will be 12.9 % and will reach the level of 815.3 million tons (Fig. 1).

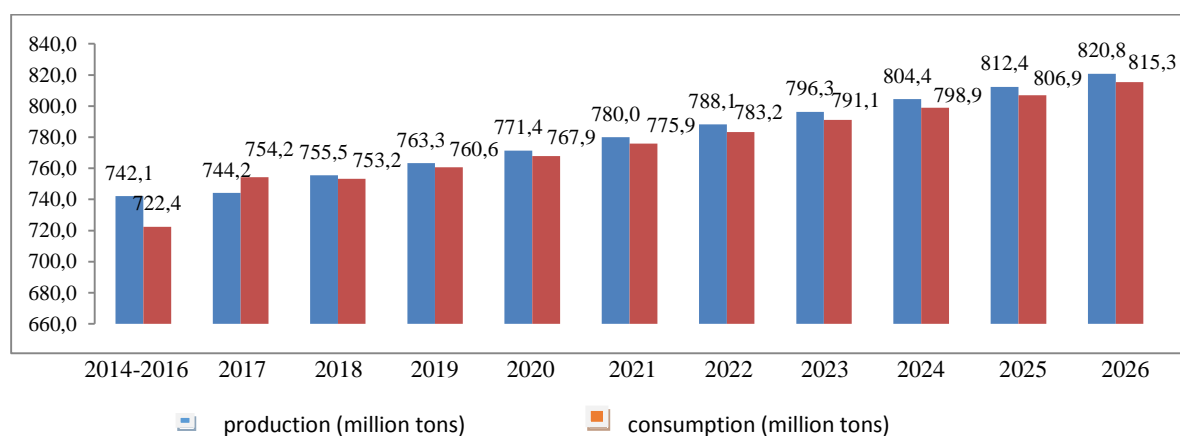


Fig. 1- Forecast of world wheat production and consumption for 2017-2026

By 2026, the growth of wheat acreage is estimated by the OECD and FAO at a low level of 1.8% and will reach 226.7 million hectares.

The growth of the final stocks of wheat is estimated at 7.6 % and by 2026 will be 243.5 million tons.

Global wheat exports will increase by 15.3% to 191.1 million tonnes.

World wheat prices are projected to rise by 20.1% to us \$ 248.9 per tonne.

Maize production and consumption will increase by 2026 (Fig. 2). So the level of maize production will reach the level of 1,163.7 million tons (13.6%), consumption of 1,161.2 million tons (14.4%).

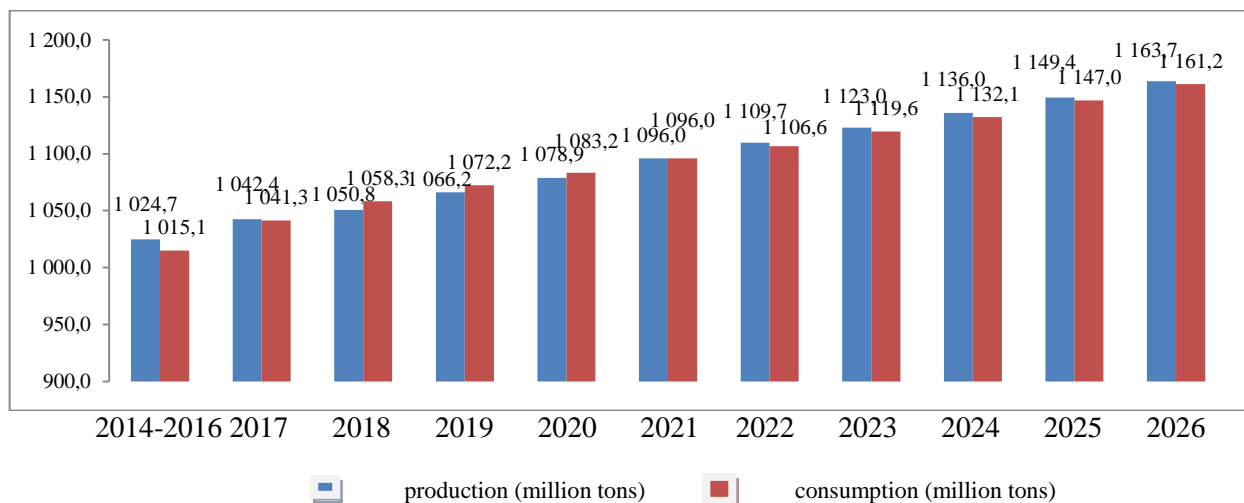


Fig. 2 - Forecast of world corn production and consumption for 2017-2026

Forecast indicators of final corn stocks reduced by 8.7% to 208.8 million tons.

The volume of corn exports is estimated to be higher by 2026 compared to the average for 2014-16 by 14.2%, the level is projected at 154.5 million tons.

Corn acreage will increase by 2.2% by 2026, the total world area will be 181.8 million hectares.

By 2026, OECD and FAO had provided a forecast with a significant increase in world corn prices by 19.7% to us \$ 196.7 per ton.

The volume of rice production and consumption in the world market by 2026 will increase to 560.9 million tons and 560.1 million tons, in percentage terms, the growth will be 13.4% and 13.2%, respectively.

World rice prices will rise by 10.8% to us \$ 415.5 per ton (Fig. 3)

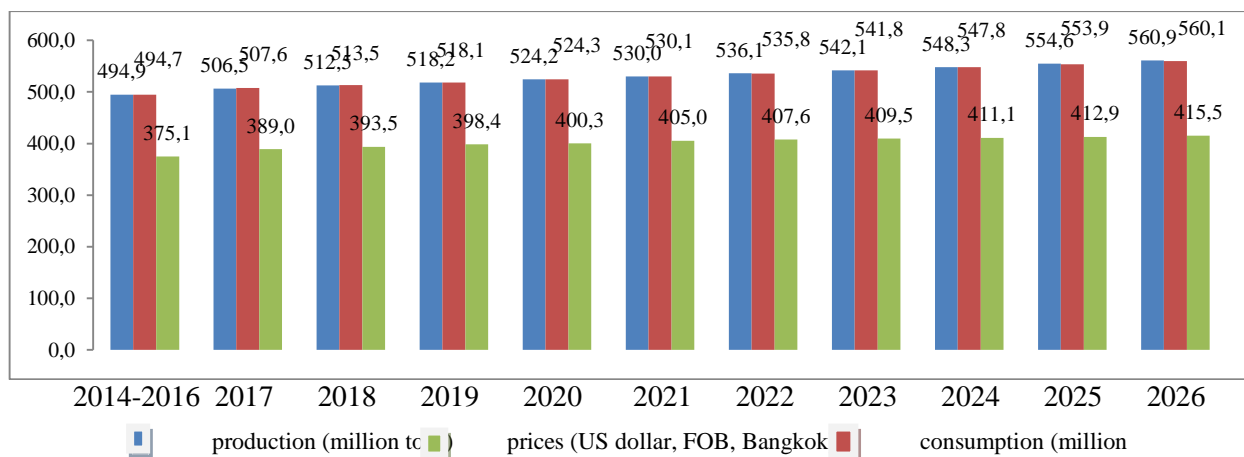


Fig. 3- Forecast of world production, consumption and world prices for rice for 2017-2026

A slight increase in global rice acreage is expected by 2026, according to the OECD and FAO forecast of 1.2 % to 164.2 million hectares.

World rice exports will increase significantly by 16.3 % to 51.2 million tonnes.

By 2026, the volume of final stocks of rice, on the contrary, will decrease by 2.8 % to 166.8 million tons.

Currently, a Map of modernization of agricultural science is also being developed, which will provide accelerated innovative development of agriculture on the basis of close integration of production, education and science.

Kazakhstan agricultural science has its own competitive achievements widely used in crop and livestock production. Currently, about 160 varieties and hybrids (25 types of crops) of Kazakhstan's selection are allowed to use, including 39 varieties of potatoes, 103 varieties of vegetables, etc.

Conclusions and Discussions. Analysis of the dynamics of the volume of agricultural production in Kazakhstan indicates the preservation of mainly positive trends in the growth of this indicator. However, despite the adoption by the government of the Republic of appropriate measures for the development of agriculture, to change the situation in the industry fundamentally has not yet succeeded. The level of its competitiveness remains low.

There is no doubt that the existing approaches to solving the problem of increasing the competitiveness of agriculture do not fully meet the modern requirements of socio-economic development of the Republic, its adaptation to the globalization of economic life.

It is necessary to highlight the following main problems hindering the growth of competitiveness of agriculture of the Republic:

1. Maintaining a low level of state support for agriculture. Despite the use of forms of state support for domestic producers, such as subsidizing interest rates on loans and various forms of assistance in the acquisition of fuels and fertilizers, the level of such support does not go to any comparison with the level of support provided to farmers in developed countries.

The high level of state subsidization of costs of foreign suppliers artificially overestimates the competitiveness of their products and reduces incentives for the development of Kazakhstan's production. In accordance with the data of the Ministry of agriculture, subsidized products of foreign countries are offered in the domestic market at prices that are 2.5 times lower than the supply of domestic producers.

2. The high level of dependence of the domestic market of Kazakhstan on imports of food products. In recent years, the rate of growth in agricultural and food production has remained below the rate of increase in food imports. Of course, the preservation of a certain share of imports is necessary to expand the range, meet the needs of Kazakhstanis in nutrition, as well as to preserve the competitive environment. However, if the import to cover the needs of the market exceeds 16%, it is not Supplement domestic production, a suppresses it leads to a narrowing of reproduction in the sector and potentially leading to its decline. That is, 16% is the economic threshold of food security. In Kazakhstan, imports exceed the threshold for food security. At the end of 2017, the share of agricultural products in total consumption amounted to 23.8%, which indicates a low level of competitiveness of the agricultural sector.

3. Low level of solvency of agricultural producers. The main component of this problem is to maintain a high level of credit rates for agricultural producers. At the same time, only large agricultural producers have the opportunity to receive these funds, which provide loans to small farms at the level of 8-10%. The interest rate eventually increases to 20-22%. For comparison, in the US this figure is 3%, in Germany – 1%, in Hungary – 4%.

This trend is reflected in the provision of agricultural enterprises with mineral fertilizers, equipment upgrade. It is alarming that the agricultural sector is technologically backward and far behind. Depreciation of fixed assets in the industry reached 80%. The strongest wear leads to an increase in the cost of production, a decrease in labor productivity. In particular, the indicator of labor productivity in Kazakhstan's agriculture is 15 times lower than the same indicator of the USA.

4. Imperfection of the financial mechanism. Currently, the system of state financial control still has problems associated with the misuse of budgetary funds aimed at the development of agriculture, the lack of an effective mechanism for their development, the underutilization of public funds.

At the same time, for the development of the agricultural sector of the Republic's economy, the preservation of the above dangerous trend is a serious deterrent.

5. Low level of competitiveness of agricultural enterprises. This problem is explained, firstly, by the persistence of a stable trend of technological backwardness of enterprises in the industry. Agriculture remains unattractive to investment. In recent years, despite the increase in investment in value terms, the share of investment in agriculture in total investment did not exceed 2% for all years. The lack of financial resources is a deterrent to the introduction of modern technologies.

Secondly, the persistence of small-scale agriculture is a serious problem. The reform of collective and state farms, the fragmentation of large farms into small, subsequently ineffective, led to a decrease in labor productivity in agriculture, the quality of the final product. Small agricultural enterprises are not able to solve the problems of increasing competitiveness, innovation, supply of safe food for the health of the population.

Thirdly, the most important problem in agricultural production is the insufficient level of development of cooperative relations between agriculture and the processing industry and trade. The presence of various intermediary structures leads to a rise in the cost of agricultural raw materials in the final price of the product, which ultimately leads to a decrease in the competitiveness of enterprises. The level of competitiveness of the main agricultural products also remains low. Thus, the assessment of the competitiveness of agricultural products in terms of profitability shows that the greatest potential is available only in three sub-sectors of agriculture: grain, oilseeds and potatoes.

6. Low level of qualification of personnel in rural areas. One of the factors that weaken the development of the competitiveness of the industry is the presence of personnel problems. The industry is acutely felt: shortage of specialists and managers; insufficient level of management, organizational and consulting work on the formation of new market structures.

In the new global reality, the priority is given to the accelerated development of the agricultural sector. In the next five years, the production and processing of agricultural products should become the main source of diversification and a driver of economic growth. The implementation of the new role of the agro-industrial complex will balance the sustainable development of the country, increase productivity and improve the standard of living of the main part of the population. Rural residents, who run subsidiary farms, will have new opportunities to engage in commodity production through large-scale cooperation and targeted state support. Despite all the positive trends in the development of the crop industry, there are a number of negative factors constraining the growth of the competitiveness of the industry as a whole:

1. Not used a huge resource of personal subsidiary farming and small farms, farms unresolved issues of procurement and marketing of products

The country has more than 1.6 million smallholders and 185 thousand farms. They account for up to 70-90% of fruit, vegetable and potato production.

2. The low share of processed products. Less than 30% of fruits and vegetables are processed, while loading the capacity of all 403 processing enterprises is only 20-60%.

3. The imbalance of production in agriculture is the predominance of wheat over other crops

This leads to an annual accumulation of wheat reserves of up to 2-3 million tons and insufficient production of feed (1.3 million tons), barley, corn, fodder and oilseeds (2.7 million tons). At the same time, the amount of wheat subsidies reaches a quarter of the state support for crop production, which reduces the efficiency of budget spending. In turn, the lack of animal feed hinders the development of animal husbandry.

4. Low level of exports and high share of imports

Production of meat and legumes fully meets domestic needs and has a large export potential. At the same time, there is a significant share of imports of food products (40-90%), which can be produced in the country – sugar, butter and vegetable oils, canned fruits and vegetables.

5. Low level of innovation. Unclaimed, weak agricultural science and the lack of a system of transfer of world agricultural technologies.

6. Low availability of government support. Uneven distribution of funds: less than one third receive subsidies manufacturers, and half of direct lending "KazAgro" accounts for only 1% of all borrowers of the holding. This leads to a negative balance of foreign trade in food products – \$ 1.3 billion.

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**АГРАРЛЫҚ ЭКОНОМИКА: ӨСІМДІК ШАРУАШЫЛЫҒЫНЫҢ ДАМУЫ
ЖӘНЕ ОНЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІ**

Аннотация. Қазақстан Республикасында өңірлік және әлемдік ауқымдағы корпоративтік көшбасшылардың қалыптасуы арқылы бәсекеге қабілетті, экспортқа бағдарланған салаларды және шикізаттық емес секторды құруға мемлекеттің назарын аударады; халықаралық стандарттарға сәйкес келетін және нарық талаптарына жауап беретін бәсекеге қабілетті индустриялық-инновациялық инфрақұрылымды дамыту; қолайлы бизнес-ортаны және инвестициялық климатты құру.

Ауылдық жерлерде кәсіпкерлікті дамыту ауыл шаруашылығы өндірісінің дамуына және міндеттеріне тікелей байланысты, өйткені агроөнеркәсіп кешенінің бірі халықты азық-түлікпен қамтамасыз етіп, сұраныс пен ұсынысты теңдестіруде. Тәжірибе көрсеткендей, бұл басқарудың түбегейлі жаңа әдістерін қолданумен және бәсекелес нарық қатынастарын дамытумен мүмкін.

Ауыл шаруашылығы өндірісінің көлемі ауыл шаруашылығы кәсіпорындарының қызметін сипаттайтын негізгі көрсеткіштердің бірі болып табылады. Сатудың көлемі, оның құнын, пайда мөлшерін, рентабельділік деңгейін, кәсіпорынның қаржылық жағдайы, оның төлем қабілеттілігі және басқа да экономикалық көрсеткіштері оның құнына байланысты.

Нарықтық қатынастар жағдайында кәсіпорындардың тиімді жұмысын қамтамасыз ету үшін басқару шешімдерін әзірлеу мен қабылдауда жауапкершілігі мен тәуелсіздігі артады. Өндірістің, коммерциялық, қаржылық және экономикалық қызметтің басқа түрлерінің нәтижелері өздері мен соңғы көрсеткіштері арасындағы қатынастардың әртүрлі дәрежесіндегі түрлі факторларға байланысты. Олардың әрекеттері мен өзара әрекеттері олардың күшіне, табиғатына және уақытына қарай өзгереді. Бұл факторлардың себептері немесе жағдайлары әр түрлі. Бұл кешенді жұмыс сапалы түрде бәсекеге қабілетті нарықтық экономиканы дамытудың заманауи талаптарына жауап беретін экономикалық қызметтің жан-жақты талдауының көмегімен ғана жасалуы мүмкін.

Түйін сөздер: бәсекелестік, бәсекеге қабілеттілік, өсімдік шаруашылығы, тұрақты даму, ауыл шаруашылығы өндірісі.

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**АГРАРНАЯ ЭКОНОМИКА: РАЗВИТИЕ РАСТЕНИЕВОДСТВА
И ЕЕ КОНКУРЕНТОСПОСОБНОСТЬ**

Аннотация. В Республике Казахстан уделяется большое внимание созданию конкурентоспособных, экспортоориентированных отраслей и производств несырьевого сектора путем формирования корпоративных лидеров регионального и мирового масштаба; развитию конкурентоспособной индустриально-инновационной инфраструктуры, соответствующей международным стандартам и адекватным требованиям рынка; формированию благоприятной бизнес-среды и инвестиционного климата.

Развитие предпринимательства на селе напрямую зависит от развития и задач сельскохозяйственного производства, в качестве одной из сфер АПК - это обеспечение снабжения населения продуктами питания, сбалансирование спроса и предложения. Как показывает практика, это возможно лишь при использовании принципиально новых методов хозяйствования и развития конкурентных рыночных отношений.

Объем производства сельскохозяйственной продукции является одним из основных показателей, характеризующих деятельность сельскохозяйственных предприятий. От его величины зависят объем реализации продукции, уровень ее себестоимости, сумма прибыли, уровень рентабельности, финансовое положение предприятия, его платежеспособность и другие экономические показатели.

В условиях рыночных отношений повышается ответственность и самостоятельность предприятий в выработке и принятии управленческих решений по обеспечению эффективной их работы. Результаты производственной, коммерческой, финансовой и других видов хозяйственной деятельности зависят от

разнообразных факторов, находящихся в разной степени связи между собой и итоговыми показателями. Их действия и взаимодействия различны по своей силе, характеру и времени. Причины или условия, порождающие эти факторы, также различны. Качественно выполнить эту сложную работу можно только с помощью комплексного анализа хозяйственной деятельности, отвечающего современным требованиям развития конкурентоспособной рыночной экономики.

Ключевые слова: конкуренция, конкурентоспособность, растениеводство, устойчивое развитие, сельскохозяйственное производство.

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meiriban@mail.ru**PEDAGOGICAL BASES OF FORMATION OF PROFESSIONAL
COMPETENCE OF FUTURE TEACHERS OF FOREIGN LANGUAGES
(ENGLISH) WITH USE OF INNOVATIVE TECHNOLOGIES AND
ELEMENTS OF THE UPDATED EDUCATION**

Abstract. The article discusses the main levels of development of the system of vocational education; describes the features of innovative technologies; describes the methods of training future teachers of foreign languages; the main directions of the use of new technologies in higher education. The article deals with the problems of the necessity of introducing different types of social innovations; describes the nature and direction of innovations in higher education; the role of subjective factors and value orientations of subjects of education; the main characteristics of innovations and their management in the system of higher education of the Republic of Kazakhstan are structured. The definition of innovation in education is given. The features of application of innovative teaching methods in the system of higher education are structured.

Key words: innovative technology, high school training, specialist of the new formation, education, educational environment.

1. INTRODUCTION

In the modern world community, the Republic of Kazakhstan acts as an equal participant in the planetary dialogue of civilizations, a carrier of high and original spiritual culture [1]. Education is seen around the world as a process that accompanies a person throughout life and ensures everyone's realization in the professional, personal and socio-cultural spheres. In the new concept of higher education of the Republic, the emphasis is shifted from a narrow professional approach to the training of specialists to the formation of students' competence [2].

The system of technical and vocational education is designed to solve a fundamentally new global problem associated with the preparation for life and work of the future English teacher in a completely new conditions of the information society, to create conditions for the use of innovative technologies in a new information and learning environment [3]. To form personal and professional competences and new outlook, new content of educational and methodical complexes, methods of teaching English in the process of professional training in future teachers of English [4].

Pedagogical innovation – innovation in pedagogical activity, changes in the content and technology of education and upbringing, aimed at increasing their effectiveness [5].

Training of a modern teacher of a foreign language is no longer based only on the knowledge of a foreign language system and the skills of listening, speaking, reading and writing, characteristic of the traditional system of education [6].

2. METHODOLOGY

To solve the problems the author used a set of interrelated methods: sociological (questionnaires, interviews, expert assessments, "round tables"), psychological and statistical, allowing to carry out the modeling of innovative processes.

The main applied methods include:

- analysis of scientific-methodical and psychological-pedagogical literature on the problem of continuous multi-level professional education;
- study and analysis of documents on professional education, planning educational documentation.

3. RESULTS

The main purpose of training students in the International Educational Corporation (mean Kazakh-American University) is to provide students and teachers with a wide range of modern educational materials, technologies that allow to achieve more significant results in the educational process [7]. In addition to classroom and laboratory classes, students devote considerable time to independent work with a multimedia program remotely from any audience to the world wide web [8]. Students have the opportunity to communicate remotely with students from other countries, which are part of the multi-million world community learning English [9].

The status of a foreign language teacher sets the task of significantly modifying the professional training of teachers, updating the content and technology of linguistic education, improving the quality of technical and vocational education. For effective implementation of the professional activity the future teacher of a foreign language has to be fluent in a foreign language, skills of professional competence [10].

Since the 2011 academic year in KAU conducted an experiment on the implementation of the system English Discoveries Online / Offline. The experiment combines the most modern teaching methods, advanced technologies based on multimedia software systems, multi-functional control systems, control and monitoring of the educational process, traditional classroom, distance learning system [11].

It is an integrated system of comprehensive foreign language teaching, which includes the most advanced teaching methods, as well as advanced multimedia teaching software and the latest teaching resources [12].

Multimedia training program English Discoveries - 10 different courses in common-language English from primary to advanced:

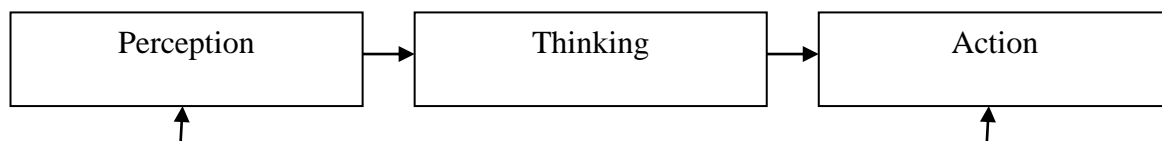
- English for beginners;
- Basic level 1, Basic level 2, Basic level 3;
- The average 1st level; Medium 2 level Medium 3 level;
- Advanced level 1, Advanced level 2; Advanced, level 3 [13].

Thanks to this, our students learn English in the shortest possible time. The competence-based approach in training specialists in the field of foreign languages and cultures focuses on overcoming the explanatory, illustrative and reproductive way of learning through the formation of such abilities of the future teacher as the ability to apply the acquired knowledge, skills in a practical environment, the ability to change them depending on the novelty of the situation [14].

Professional competence and professional lexical competence of the future teacher of a foreign language are interrelated and simultaneously developing categories of competence-based educational model, units of measurement of teacher professionalism.

Activity-oriented teaching implies not only the assimilation of the theoretical material, but also the actions themselves. Theory is absorbed through solving increasingly complex professional-practical problems [15].

The process of activity-based learning is schematically shown in scheme 1. In this form of learning the repetition cycle of the triad: the perception — thinking — action.



Scheme 1 - The process of activity-based learning (Compiled by the author based on research)

For quality education in KAU created an expert group designed for analysis, examination of experimental and educational activities of students. The expert group includes teachers of English and members of the administration, programmers.

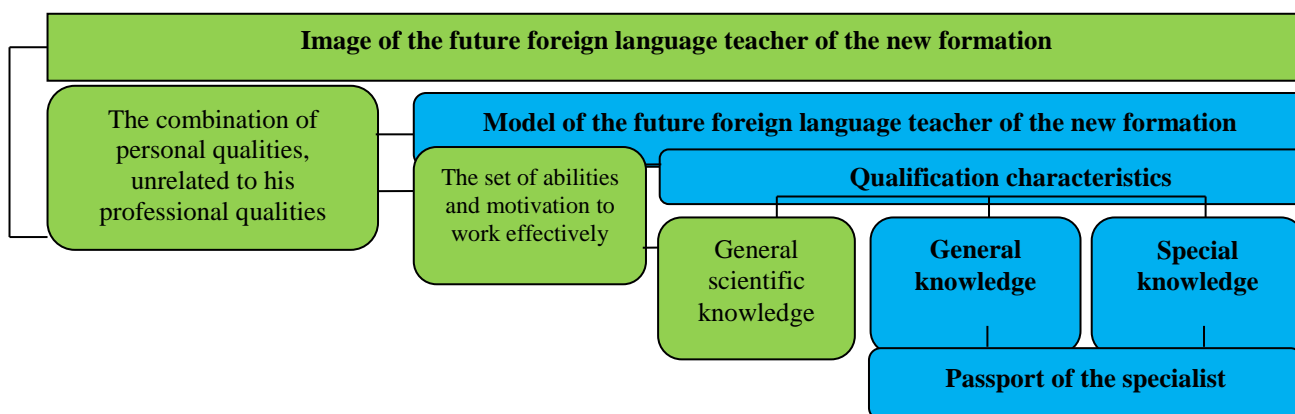
The formation of a competent specialist may, in our view, if you highlight a complex of pedagogical conditions, including (scheme 2):

> The formation of the internal motivation of professional training i.e. focuses on self-awareness, collaborative activities, new knowledge;

> The contents of the educational process must be based upon the qualifying characteristics of the profession and models of the graduate;

> Respect of gradualism in training related to the gradual preparation of students for independent professional activities [16];

> Building a learning activity and reflection basis. The allocated pedagogical conditions contribute to the convergence of the processes of professional learning with the realities of modern life and production, and based on the concept of activities. In the development of pedagogical conditions were taken into account:



Scheme 2 - The model structure of the bachelor of Economics (Compiled by the authors based on the research).

In relation to the pedagogical process, innovation means the introduction of new goals, content, methods and forms of training and education, the organization of joint activities of teachers and students [17].

The defining direction of training is methodological support, guidance and control on the implementation of didactic conditions for the formation of professional competence of future teachers of a foreign language.

4. CONCLUSIONS

The problem of improving the quality of professional training of future teachers of foreign languages (English), able to carry out intercultural communication, using their pedagogical competence, is put forward in a number of important pedagogical problems that require their study and solution. Its actuality is conditioned by the social order, insufficient theoretical and practical development of the system of formation of sociocultural competency training in universities and specificity of professional pedagogical activity of teachers of a foreign language (English).

A special system of competence formation which has been built from positions of the systemic-cultural approach that includes motivational-target, content-procedural, organizational, technological and criterion-level components; the system's core is a cultural project and play nature with open coordination. All components of this system are interconnected and achieve the goal together.

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Халықаралық білім беру корпорациясы. І. Жансүгіров атындағы
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**ИННОВАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАР МЕН ЖАҢАРТЫЛҒАН БІЛІМ БЕРУ ЭЛЕМЕНТТЕРІН
ПАЙДАЛАНА ОТЫРЫП, БОЛАШАҚ ШЕТ ТІЛІ (АҒЫЛШЫН) МҰҒАЛІМДЕРІНІҢ КӘСІБИ
ҚҰЗЫРЕТТІЛІГІН ҚАЛЫПТАСТЫРУДЫҢ ПЕДАГОГИКАЛЫҚ НЕГІЗДЕРІ**

Аннотация. Мақалада кәсіптік білім беру жүйесін дамытудың негізгі деңгейлері қарастырылады; инновациялық технологиялардың ерекшеліктері сипатталады; болашақ шет тілі мұғалімдерін дайындау әдістері; жоғары білім беруде жаңа технологияларды пайдаланудың негізгі бағыттары сипатталады. Мақалада әр түрлі элеуметтік инновацияны енгізу қажеттілігі бойынша міндеттер қарастырылған; жоғары білім берудегі жаңалықтардың сипаты мен бағыттылығы сипатталған; білім беру субъектілерінің субъективті факторлары мен құндылықтық бағдарларының рөлі көрсетілген.; Қазақстан Республикасының Жоғары білім беру жүйесіндегі инновациялар мен оларды басқарудың негізгі сипаттамалары құрылымдалған. Білім берудегі инновация ұғымына анықтама берілді. Жоғары білім беру жүйесінде оқытудың инновациялық әдістерін қолдану ерекшеліктері құрылымдалған.

Түйін сөздер: инновациялық технологиялар, ЖОО-да оқыту, жаңа формация маманы, білім беру, білім беру ортасы.

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**ПЕДАГОГИЧЕСКИЕ ОСНОВЫ ФОРМИРОВАНИЯ ПРОФЕССИОНАЛЬНОЙ КОМПЕТЕНТНОСТИ
БУДУЩИХ УЧИТЕЛЕЙ ИНОСТРАННЫХ ЯЗЫКОВ (АНГЛИЙСКОГО) С ИСПОЛЬЗОВАНИЕМ
ИННОВАЦИОННЫХ ТЕХНОЛОГИЙ И ЭЛЕМЕНТОВ ОБНОВЛЕННОГО ОБРАЗОВАНИЯ**

Аннотация. В статье рассматриваются основные уровни развития системы профессионального образования; описываются особенности инновационных технологий; описываются методы подготовки будущих учителей иностранных языков; основные направления использования новых технологий в высшем образовании. В статье рассмотрены задачи по необходимости введения различного типа социальных инноваций; описаны характер и направленность нововведений в высшем образовании; указана роль субъективных факторов и ценностных ориентаций субъектов образования; структурированы основные характеристики инноваций и их управления в системе высшего образования Республики Казахстан. Дано определение понятию инновации в образовании. Структурированы особенности применения инновационных методов обучения в системе высшего образования.

Ключевые слова: инновационные технологии, обучение в вузе, специалист новой формации, образование, образовательная среда.

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CREATION OF INFORMATION AND EDUCATIONAL ENVIRONMENT IN EDUCATIONAL INSTITUTIONS AS A CONDITION FOR ACHIEVING A NEW QUALITY OF EDUCATION

Abstract. The article discusses the main levels of development of the educational environment; describes the features of new technologies in education; describes the methods of training specialists of natural and mathematical profile; the main directions of the use of new technologies in higher education. The article deals with the problems of the necessity of introducing different types of educational innovations; describes the nature and direction of innovations in higher education; the role of subjective factors and value orientations of subjects of education; the main characteristics of innovations and their management in the system of higher education of Kazakhstan are structured. The features of the educational environment in educational institutions to achieve a new quality of education are structured.

Key words: innovative technology training in high school, items updated education, education, educational environment.

1. INTRODUCTION

The state of modern education and trends in the development of society require new system-organizing approaches to the development of the educational environment. Modernization of Kazakhstan's education one of its priorities highlights the Informatization of education. The main task, which is to create a unified information and educational environment (IEE) [1].

IEE is considered as one of the conditions for achieving a new quality of education.

The new quality of education is its compliance with the modern vital needs of the country's development. Today, the school reflects aspects of the modern information society, in which there are serious changes, the establishment of a new civilization, brought up on the multimedia and digital culture [2].

Modernization of the school is connected with the need to solve one of the main tasks at the present stage:

- at the personal level-to form the information competence of the participants of the educational process: mastering the skills of working on the internet, the use of new electronic educational resources, information tools, technologies [3];
- corporate level-to master the skills of collaboration in the local network, the internet, joint project activities.

Local, global networks have changed the methodology of knowledge search and production. The core, the basic component of Informatization of education is the development of educational products with new information quality [4].

Information and educational environment (EE) should comprehensively provide all processes in the EE: training, education, innovation, management activities [5].

Information and educational environment of the school is a system of information and educational resources and tools that provide conditions for the implementation of the basic educational program of an educational institution [6].

School IEE includes a set of technological tools (computers, databases, communication channels, software products, etc.), cultural and organizational forms of information interaction, the competence of participants in the educational process in solving educational, cognitive and professional problems with the use of information and communication technologies (ICT), as well as the availability of support services for the use of ICT [7].

The basic principles of the systematic introduction of computers in the educational process.

The principle of priority. Informatization of education should become a priority area of state policy in the field of Informatization, which should be expressed in enhanced resource provision [8];

The principle of a systematic approach. This means that the introduction of computers should be based on a system analysis of the learning process. That is, the goals and criteria for the functioning of the learning process should be defined, structuring is carried out, revealing the whole complex of issues that need to be solved in order to design the system best meets the established goals and criteria.

Principles of continuous development of the system. With the development of pedagogy, private techniques, computers, the emergence of different types of educational institutions, new problems arise, improved, modified old. At the same time, the created information base should be subject to proper rearrangement, but not a radical restructuring [9].

Principles of document flow automation. The main flow of documents related to the learning process goes through the computer, and the necessary information about it is issued by the computer upon request. In this case, the teaching staff focuses on setting goals and making a creative element in the search for ways to achieve them [10].

Principles of a single information base. The meaning of it, first of all, is that the machine media accumulates and constantly updated information necessary to solve not one or more tasks, and all the tasks of the learning process. This eliminates unnecessary duplication of information in the main files, which inevitably occurs if the primary information files are created for each task separately [11]. This approach greatly facilitates the task of further improvement and development of the system.

2. METHODOLOGY

The methodological base of the research is represented by the reproductive, institutional and situational approaches, the approach based on simulation.

The basis of the development of the problem and the solution of the formulated problems were the principles of the system-structural approach to the study of socio-economic objects and the theory of decision-making. Methods of economic-statistical, logical, comparative analysis, tabular and graphical methods of statistical data presentation, as well as bootstrap methods and simulation models were used for processing, analysis and generalization of materials in accordance with the goal and formulated tasks.

The information and empirical base consist of the data taking place in monographic studies and publications of domestic and foreign scientists, materials of scientific conferences, Internet resources, materials of periodicals, as well as data obtained personally by the author in the process of research.

The main applied methods include:

- study and analysis of documents on professional education, planning educational documentation;
- generalization of best practices, survey method, questioning, testing, pedagogical observations;
- system analysis of cognitive activity, expert evaluation in the study of the level of professional self-development.

3. RESULTS

The main goal of the IEE is the unity of the educational space of the school, improving the quality of education, creating conditions for the gradual transition to a new level of education based on information technology, creating conditions for the provision of distance learning services.

Priority areas of activity of the teacher.

1. Awareness of Internet technology as part of the general information culture of the teacher [12].
2. The use of information resources of the Internet in the organization of cognitive activity of students in the classroom.
3. The use of Internet resources in the cycle of humanities, natural and mathematical subjects and in the course of computer science.
4. Distance education, advanced training.
5. Introduction of information technologies and Internet resources in separate stages of the traditional lesson.
6. The creation of the Internet – lessons, integrated lessons.
7. Lessons based on ready-made software products.
8. Development of own software, formation and use of the library.
9. Creation of a data bank for the development of students with the help of electronic programs.

Priority activities of the student

1. Internet technologies are part of the general information culture of students.
2. Use of information resources of the Internet in the course of self-education.
3. Internet technologies in the organization of additional education of children [13].
4. Training on individual routes.
5. Distance learning.
6. Computer technology to prepare for the lesson.
7. Extracurricular activities: organization of circle and optional activities based on computer technology.
8. Training testing programs.
9. Computer competitions.
10. Distance learning olympics.
11. Discussion of current problems on the Internet forum of the school site. This academic year our school became a participant of distance learning. Two teachers of our school gave remote lessons (in mathematics for the 11th and 9th grade).

Priorities of the parent

1. Development of information literacy courses.
2. Attending computer literacy courses.
3. Getting information about the schedule of training sessions; about the school activities and their results through the school website.
4. Internet communication with school management and teachers on the forum site [14].
5. Internet familiarity with the legal and regulatory support of the educational process.
6. Electronic journal.

Properly organized information and educational environment in an educational institution, in particular the competent use of ICT in the educational process, allows for a new level of differentiation of training, increase the motivation of students, provide visibility of almost any material, teach modern methods of self-knowledge, which, of course, is a condition for achieving a new quality of education.

4. CONCLUSIONS

In the conditions of developing information educational environment of the school, the intensification of all levels of the educational process is carried out, the efficiency and quality of the learning process is increased due to the opportunities provided by the information educational environment. Formation of information and educational environment of educational institution on the basis of application of information and communication technologies is the key point in creation of optimum conditions for development and self-development of the teacher, improvement of his educational and methodical activity, pedagogical creativity and information competence.

Efficiency of implementation of information and educational environment

- Improving the quality of education through the effective use of modern pedagogical technologies and ICT.

- Ensuring access of teachers and students to information resources.
- Availability of information culture of teachers and students, increase of their level of General education and professional training in the field of modern information technologies.
- Use of computer information technologies for teaching various subjects.

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Қазақстан Республикасы.

БІЛІМ БЕРУДІҢ ЖАҢА САПАСЫНА ҚОЛ ЖЕТКІЗУ ШАРТЫ РЕТІНДЕ БІЛІМ БЕРУ МЕКЕМЕЛЕРІНДЕ АҚПАРАТТЫҚ-БІЛІМ БЕРУ ОРТАСЫН ҚҰРУ

Аннотация. Мақалада білім беру ортасы жүйесінің негізгі даму деңгейлері қарастырылады; оқытудағы жаңа технологиялардың ерекшеліктері сипатталады; жаратылыстану – математикалық бейіндегі мамандарды даярлау әдістері; жоғары білім беруде жаңа технологияларды пайдаланудың негізгі бағыттары сипатталады. Мақалада білім беру инновациясының түрлі түрін енгізу қажеттілігі бойынша міндеттер қарастырылған; жоғары білім берудегі жаңалықтардың сипаты мен бағыттылығы сипатталған; білім беру субъектілерінің субъективті факторлары мен құндылықтық бағдарларының рөлі көрсетілген.; Қазақстанның жоғары білім беру жүйесіндегі инновациялар мен оларды басқарудың негізгі сипаттамалары құрылымдалған. Білім берудің жаңа сапасына жету үшін білім беру мекемелеріндегі білім беру ортасының ерекшеліктері құрылымдалған.

Түйін сөздер: инновациялық технологиялар, жоғары оқу орнында оқыту, жаңартылған білім беру элементтері, Білім беру, білім беру ортасы.

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СОЗДАНИЕ ИНФОРМАЦИОННО-ОБРАЗОВАТЕЛЬНОЙ СРЕДЫ В ОБРАЗОВАТЕЛЬНЫХ УЧРЕЖДЕНИЯХ КАК УСЛОВИЕ ДОСТИЖЕНИЯ НОВОГО КАЧЕСТВА ОБРАЗОВАНИЯ

Аннотация. В статье рассматриваются основные уровни развития системы образовательной среды; описываются особенности новых технологий в обучении; методы подготовки специалистов естественно-математического профиля; основные направления использования новых технологий в высшем образовании. В статье рассмотрены задачи по необходимости введения различного типа образовательных инноваций; описаны характер и направленность нововведений в высшем образовании; указана роль субъективных факторов и ценностных ориентаций субъектов образования; структурированы основные характеристики инноваций и их управления в системе высшего образования Казахстана. Структурированы особенности образовательной среды в образовательных учреждениях для достижения нового качества образования.

Ключевые слова: инновационные технологии, обучение в вузе, элементы обновленного образования, образование, образовательная среда.

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456123zx@mail.ru, kaidarova_l4@mail.ru, Zaryn24@mail.ru**ECONOMIC METHODS OF ENVIRONMENTAL MANAGEMENT**

Abstract. Economic methods of environmental management are among the most common in world practice. These are payments for resources and pollution, the provision of services in the taxation of enterprises, the provision of preferential terms for short and long-term loans for the implementation of projects regarding the rational use of natural resources and environmental protection, exemption from taxation of environmental funds; transfer of part of the funds of extrabudgetary funds for environmental protection on long-term contractual terms to enterprises, institutions, organizations and citizens for taking measures with guaranteed reduction of emissions and discharges of pollutants, for the development of environmentally friendly technologies and production, investments in environmental protection, the creation of state and regional environmental funds.

Keywords: methods, management, economics, environmental management, ecology, safety.

INTRODUCTION

Economic methods of environmental management are among the most common in world practice. These are payments for resources and pollution, provision of privileges in taxation of enterprises, provision of short-term and long-term loans on favorable terms for the implementation of projects to ensure the rational use of natural resources and environmental protection, exemption from taxation of environmental funds; transfer of part of the funds of extrabudgetary funds for environmental protection on long-term contractual terms to enterprises, institutions, organizations and citizens for taking measures to guarantee the reduction of emissions and discharges of pollutants, the development of environmentally friendly technologies and industries, investments in environmental protection, the creation of state and regional environmental funds.

A significant role is played by the Society for the Conservation of Nature, which conducts a lot of work (propaganda and educational) among the population on the protection of natural monuments, protected areas, flora and fauna. A successful solution to the problems of rational nature management is possible only under the condition of a sharp rise in ecological culture and knowledge of the population. Conscious and careful attitude to the nature of each person should become the law of society, the norm of everyday life.

MAIN PART

One of the most important economic methods is payment for resources. The scientific basis for determining the amount of such payment is their economic assessment, which is based on a differentiated rent.

In general, there are six types of payments for resources:

1. Payments for the right to use natural resources.
2. Payment for reproduction and protection of natural resources.
3. Rental payments for the exploitation of the best natural resources or for quality, or for their location relative to the market.
4. Penalties for exceeding the rate of use of natural resources.

5. Compensation payments for the extraction of natural resources from their intended use or deterioration of their quality caused by the activities of these enterprises.

6. Payment of enterprises for the use of the environment for the placement of production waste.

Regulatory payments for land are differentiated by type of agricultural land, by type of soil and are used in calculating the monetary value of objects that are built on lands taken from agricultural circulation.

The costs of compensation for losses, together with the losses themselves, constitute economic losses. These two forms of losses act one in relation to the other as a kind of alternative.

Economic losses are a complex value. Most often they are expressed by the sum of the main local losses:

- a) from the deterioration of public health;
- b) for utilities;
- c) in agriculture and forestry;
- d) for industry.

Economic losses are calculated in five ways:

1) actual losses, i.e. losses or negative changes that arise from environmental pollution and can be estimated in value form in the reporting period;

2) possible, which will be observed in the future through possible environmental pollution, i.e. have a conditionally theoretical character;

3) prevented, which make up the difference between actual and possible losses;

4) liquidated - that part of the losses by which they were reduced due to the implementation of environmental protection measures;

5) potential - losses that may be caused to society in the future through the current pollution of the environment.

At the expense of the state budget, mainly large-scale environmental measures of a general purpose are invested: state programs for eliminating the consequences of industrial accidents and natural disasters, state territorial, sectoral long-term and current plans for the protection and reproduction of natural resources, state plans and estimates for the conservation of nature reserves in nature reserves parks, natural monuments, nature reserves, etc. Investments in these measures were always insignificant, often allocated on a residual basis.

In environmental management, various methods are used to influence the teams of enterprises and organizations, individual workers and the country's population. Among them, the most widespread are administrative-legal, organizational, socio-psychological and economic management methods. All these methods in environmental management should be applied comprehensively, in the system, with the priority of economic management methods. Administrative and legal management methods consist in the development and • issuance of legal and administrative acts regulating the organization and management in the field of environmental management, the rights and obligations of managers, employees, officials and the country's population on the economical use and reproduction of natural resources and ensuring equilibrium in the natural environment. Administrative acts are binding and directly affect the teams of enterprises, organizations, individual workers and the population of the area.

A special place in the system of rational environmental management is occupied by organizational methods, covering the processes of preparation, adoption and implementation of decisions aimed at preventing and eliminating violations, environmental pollution, the organization of low-waste and non-waste technologies when using natural resources. Organizational methods provide the distribution of functions in the field of management, maintaining technological discipline, control, generalization of experience, rationalization of management based on the achievements of science and technology.

Socio-psychological management methods are a system of means of social and psychological impact on the teams of enterprises and organizations, individual workers and the population of the area in order to ensure favorable natural living conditions for the person, reduce the morbidity of the population, increase the life expectancy of people and their ability to work, preserve aesthetic values of natural landscapes, protected areas, etc.

Economic methods of environmental management are the widespread use of the system of prices, tariffs, payments, fines, premiums, economic incentive funds, loans, etc. They are designed to ensure the rational and integrated use of mineral and other resources, the protection and reproduction of the natural

environment. When using economic methods, there is no need to force collectives and individual workers of enterprises to reduce mineral losses during mining and processing, to restore disturbed lands, and to clean water discharged into water bodies and air emissions. These tasks are solved through the use of the system of economic incentives for rational environmental management. The final results of the work of enterprises should be closely linked with the effectiveness of their environmental protection measures, so that every labor collective and every employee is interested in observing the requirements of environmental legislation.

An increasingly important role in ensuring the protection of the environment and the rational use of natural resources is played by methods for optimizing management decisions. They are based on the wide use of economic and mathematical methods, network models, automated control systems and computers in the development, optimization and management decision-making. With their help, environmental protection models are developed in the area of industrial enterprises, regions of the country and water basins. Such models allow you to observe future situations, analyze the impact of various projects and decisions on the state of the environment, make adjustments and suggestions to prevent consequences.

Enterprises and associations pay a fee for natural resources in accordance with established standards, which provide for a fee for the right to use, for the reproduction and protection of natural resources, for emissions of pollutants, etc. If the maximum permissible emissions of pollutants are exceeded, payments are levied in a multiple amount, based on the costs of eliminating pollution.

The funds levied from enterprises and organizations for environmental pollution and wasteful use of natural resources are allocated for environmental protection measures.

Total payments of any subject of the federation are calculated by the formula:

$$\Pi_c^0 = \Pi_{np}^0 + \Pi_s^0, \quad (1.1)$$

where Π_{np}^0 and Π_s^0 - payments for natural resources and for pollution of environmental components.

In accordance with the Decree of the Government of the Russian Federation of October 28, 1992 No. 828, the Regulation on the Procedure and Conditions for Mutual Payments for the Right to Use Subsoil, Water Area and Seabed Sites was approved. By the Decree of the Government of the Russian Federation of June 9, 1992 No. 478 "On Temporary Minimum Rates of Payments for the Right to Use Subsoil", payments were approved and put into effect on June 1, 1992 for all enterprises and organizations regardless of their form of ownership, including joint ventures and foreign firms, engaged in mining in the Russian Federation, its continental and economic zones. The indicated payments are calculated according to the formula:

$$\Pi_{np}^0 = \sum_1^n \Pi_{np}^F = \sum_1^n \Pi_n^P + \sum_1^n \Pi_s^F + \sum_1^n \Pi_3^P, \quad (1.2)$$

where Π_{np}^0, Π_{np}^F - payments for natural resources in the territory and regions, rubles / year;
 $\Pi_n^P, \Pi_s^F, \Pi_3^P$ - payments charged for the use of subsoil, water and land, rubles / year.

Financial revenues from the natural sector take the form of profits from state-owned enterprises in the environmentally exploiting sector or deductions from the income of private enterprises. Revenues to the state budget for the use of natural resources take the form of payments, rents, dynamic rents, fixed in tax legislation, and taxes (direct and indirect), fixed in laws on taxes and investments.

Economic damage to the environment means the actual and departmental losses expressed in value form caused to the economy of the region by environmental pollution, or the additional costs of compensating for these losses.

For a long time in economic science, various approaches have been applied to the economic assessment of natural resources and the establishment of fees for their use. They can be classified into the following groups:

Costly approach. In accordance with it, the assessment of natural resources is determined by the value of the costs of their extraction, development or use. The establishment of fees for water withdrawal by

industrial enterprises, which is currently in force, is based on this principle. The main disadvantage of this approach is that a resource of better quality, located in a place convenient for development, receives less cost, while its consumer value will be higher than worse in quality. Thus, this approach does not contribute to environmental management and further sustainable development.

Productive approach. In accordance with this approach, only those natural resources that are profitable have an economic valuation (cost). In other words, the cost of a resource is determined by the monetary expression of the primary production received from the exploitation of a natural resource, the difference between the income earned and current costs. This approach also has many drawbacks in terms of environmental management. Firstly, it is not possible for each natural resource to determine the cost of primary production. Secondly, the income from the use of the resource can be either direct or indirect, which is very difficult to adequately assess. This applies, in particular, to the use of natural objects for recreational purposes, to the climatic resources of the territory and the like. Thirdly, this approach does not take into account the time factor. An unused resource that does not have a cost in accordance with this approach can be used and even become scarce in the process of developing the territory, developing new technologies and production as a whole. Therefore, assessments of the potential effect on the future are necessary when planning environmental management.

Cost-resource approach. According to this approach, when determining the value of a natural resource, the costs of its development and income from use are combined. This concept has the advantage that the assessment of the natural resource obtained in this way will be higher than in previous cases, which creates an opportunity to stimulate the rational use of natural resources. However, it also has the disadvantages of previous approaches.

Rental approach. The use of rent theory in assessing natural resources is recognized as more reasonable:

- with rental appraisals, the best resource (the use of which brings more income at the same cost) receives a greater value;
- the development costs of the resource are oriented to a certain average level and, therefore, their assessment is more objective;
- the necessity of distinguishing between the owner of the resource and its user for the emergence of the category of rental payments is justified;
- rental estimates take into account the factor of limited natural resources.

Reproduction approach. This approach is relatively new because it is associated with an environmental crisis. Its essence lies in the fact that the totality of medium-sized utilitarian (renewable and non-renewable) natural resources in a certain territory and the state of the environment close to the natural (predetermined) level are considered as a certain standard, a starting level. In this case, the use of any natural resource should imply its restoration in the previous quality (for renewable resources) and the amount or (for non-renewable) compensation, taking into account the non-deterioration of the environmental quality standard in this place. The cost of a natural resource will in this case be defined as the aggregate of the costs necessary for the reproduction (or compensation of losses) of a resource in a particular territory. This approach implies a potential scarcity of natural resources and, in many cases, can lead to their overvaluation. However, taking into account the fact that the reserves of extensive exploitation of natural resources have been exhausted in the main commodity regions, and the environment is close to catastrophic, this approach seems most appropriate.

Monopoly departmental approach. This approach is a form of costly. Its essence is that the size of payments for the use of natural resources should correspond to the needs of financial support for the activities of specialized public services, which currently carry out monopoly disposition (management) of natural resources. In the Law of Ukraine "On Environmental Protection" this approach is reflected in the division of fees for the use of natural resources into two types - fees for the right to use and fees for the reproduction and protection of natural resources. The second type is the cost compensation of special departments that carry out the reproduction and protection of natural resources.

CONCLUSION

Thus, when determining the size of this type of board, two circumstances must be taken into account. First, these payments should include part of the differential rent, since the cost of restoring resources in better conditions will be less than in worse ones. Therefore, the size of payments should be differentiated

depending on the conditions of use. Secondly, in determining the costs of specialized services, it is necessary to take into account the economic efficiency of these costs in order to minimize subjective factors in determining the size of payments. None of these circumstances are taken into account when introducing payment for the use of natural resources in accordance with those regulatory documents developed by resource departments.

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ЭКОНОМИЧЕСКИЕ МЕТОДЫ УПРАВЛЕНИЯ ПРИРОДОПОЛЬЗОВАНИЕМ

Аннотация. Экономические методы управления процессом природопользования принадлежат к наиболее распространенным в мировой практике. Это – платежи за ресурсы и загрязнения, предоставление услуг в налогообложении предприятий, предоставление на льготных условиях кратко- и долгосрочных кредитов для реализации проектов относительно обеспечения рационального использования природных ресурсов и охраны окружающей природной среды, освобождение от налогообложения фондов охраны окружающей среды; передача части средств внебюджетных фондов охраны окружающей природной среды на долгосрочных договорных условиях предприятиям, учреждениям, организациям и гражданам для принятия мер с гарантированным снижением выбросов и сбросов загрязняющих веществ, на развитие экологически безопасных технологий и производства, инвестиции на охрану природы, создание государственного и региональных экологических фондов.

Ключевые слова: методы, управление, экономика, природопользование, экология, безопасность.

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ТАБИҒАТТЫ ПАЙДАЛАНУДЫ БАСҚАРУДЫҢ ЭКОНОМИКАЛЫҚ ӘДІСТЕРІ

Аннотация. Қоршаған ортаны басқарудың экономикалық әдістері әлемдік тәжірибеде кең таралған. Бұл ресурстар мен ластануға төлемдер, кәсіпорындарға салық салу кезінде қызметтер көрсету, табиғи ресурстарды тиімді пайдалану және қоршаған ортаны қорғау жобаларын іске асыру үшін қысқа мерзімді және ұзақ мерзімді несиелер бойынша жеңілдіктер беру, экологиялық қорларға салық салудан босату; қоршаған ортаны қорғауға арналған бюджеттен тыс қорлардың бір бөлігін ұзақ мерзімді шарттармен ластаушы заттардың шығарындылары мен төгінділерін азайту, экологиялық таза технологиялар мен өндірістерді дамыту, қоршаған ортаны қорғауға инвестициялар салу, мемлекеттік және аймақтық қоршаған ортаны құру үшін шартты түрде қабылдау үшін кәсіпорындарға, мекемелерге, ұйымдарға және азаматтарға беру қаражат.

Түйін сөздер: әдістер, менеджмент, экономика, экологиялық менеджмент, экология, қауіпсіздік.

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**ECONOMY OF ORGANIZATION: METHODS
OF ANALYSIS AND SYSTEMATIZATION OF PROBLEMS**

Abstract. The set of work performed within the framework of this article is quite extensive: information collection, processing, classification, systematization, storage and analysis for management purposes. Analysis precedes all management functions, but does not characterize the activity of the subject of control on the control object. Analysis is an internal management function of the organization. The authors present methods of analysis and systematization of problems, while the main characteristic feature of any problem situation is the frequency of a possible occurrence. The article proposes to divide each situation into separate elements according to the degree of their influence on the achievement of the main goals and objectives and presents analysis methods, problems and solutions.

Keywords: economics, organization, analysis methods, problems, approach.

INTRODUCTION

Analytical activity is the lot of the manager. For the manager, analytical activity lies in the plane of the basic process and is the subject of the most serious thoughts. An analyst is a decision-making manager. The right to give the results of analytical activity the status of a norm, the need for their implementation, remains in the hands of a manager of a higher rank, who begins in this situation of division of labor to be responsible for the co-organization of the feasibility of all functions (including analytics) in the integrity of all management activities.

Management analysis shows:

- what prevents to achieve efficiency
- what prevents the achievement of an effective allocation of values;
- whether there is a vacuum or duplication of functions in the control system;
- whether there is a conflict of rights;
- are there coordination mechanisms and are they not heavy;
- whether executive vertical and horizontal connections are effectively used;
- Are powers and responsibilities balanced?
- Is there a separation of power, is there an excessive concentration of one person at the expense of others or, conversely, its dispersal;
- whether the management system is adequate to the selected market segment, organizational structure and personnel.

Economic analysis shows:

- which placement of values is most effective now;
- what structural processes occur in the economy and in the enterprise;
- how these processes will affect the effectiveness of the distribution of values;
- What will be the most effective placement of values in the future.
- Financial analysis shows:
- How efficiently are financial resources used;

- the ability to pay your bills now and in the future;
- how the company is doing with cash and what can be expected in the future;
- how quickly the main and current assets turn around;
- Are production capacities too worn out?
- are there enough technology investments (patents, licenses), is there any risk of being with obsolete products;
- what happens to stocks, work in progress and receivables;
- What is the capital structure and is there a high risk of falling into a debt hole.

MAINPART

During the analysis of the problem:

- it is divided into many separate parts;
- highlights the main and secondary characteristics of the problem;
- possible relationships and interdependencies between them are identified;
- the whole set of causes and effects is recognized;
- patterns of occurrence and existence of the problem are determined;
- recommendations for action are being developed.

As part of the analysis function, the manager seeks to concretize the problem facing him by processing the largest possible amount of information related to the problem.

The problem situation is a set of circumstances (conditions) arising under the influence of internal and external influences that disrupt the specified functioning of the system, require its transfer to a new state. The problem in a literal translation from Greek means an obstacle, difficulty, task.

The main characteristic sign of any problem situation is the frequency of a possible occurrence. Each situation can be divided into separate elements according to the degree of their influence on the achievement of the main goals and objectives. These elements are variable and constant. The leader must be able to quickly and clearly identify the essential, important elements of the situation, among which:

- status of implementation of the plan, program at present (for the past period);
- personnel potential, labor productivity;
- condition of material and technical base, its possible changes;
- goals and objectives of management in a particular area, their perspective;
- the relationship between material resources (volume, structure, limitations, conditions for increase) and goals and objectives; reserves and conditions for their identification;
- the scope of the operational space, the possibility of its clear fixation and possible changes;
- main regulatory factors (behavior, organization);
- temporary conditions (terms, progress of the production process) and other restrictions that must be taken into account when performing the task;
- environmental conditions and the quality of relations with it;
- domestic and foreign market of buyers and suppliers, infrastructure at the location of the enterprise;
- material, moral incentives and their effectiveness;
- performance managers;
- position of the leader (prestige, authority), his objective position.

Further, the subject of economic analysis is economic processes and the final results, emerging under the influence of objective external factors. Constantly influencing economic activity, they usually reflect the effects of economic laws. In the process of economic analysis, in many cases one has to deal with, for example, the action of the price factor (changes in prices, tariffs, rates). Prices for finished products, goods, transportation tariffs and rates for services are set taking into account the requirements of the law of value, laws of the market. Prices, tariffs, rates are inconsistent values. If prices for raw materials, materials, semi-finished products, finished products, and goods have changed, this will affect almost all indicators (especially financial) of industrial, construction, agricultural, commercial and other enterprises. Accounting for changes in prices, tariffs, rates in the analysis process leads to a complication of economic

calculations. A price factor independent of one or another enterprise is excluded by index counts; its effect is revealed especially, without regard to other factors.

The tasks of economic analysis, of course, are not limited to the above list. The versatility of economic situations poses many tasks of an autonomous nature. And they can be solved using general and particular analytical methods.

In this regard, distinguish:

- technical and economic analysis, which deals with the technical services of the enterprise (chief engineer, chief technologist, etc.). Its content is the study of the interaction of technical and economic processes and the establishment of their influence on the economic results of the enterprise;

- financial and economic analysis (the financial service of the enterprise, financial and credit authorities) focuses on the financial results of the enterprise: fulfilling the financial plan, efficient use of own and borrowed capital, identifying reserves for increasing profit, increasing profitability, improving financial condition and solvency of the enterprise;

- audit (accounting) analysis is an expert diagnosis of the financial "health" of the enterprise. It is carried out by auditors or audit firms in order to assess and predict the financial condition and financial stability of business entities;

- socio-economic analysis (economic management services, sociological laboratories, statistical bodies) studies the relationship of social and economic processes, their influence on each other and on the economic results of economic activity;

- economic and statistical analysis (statistical bodies) is used to study mass social phenomena at different levels of government: enterprise, industry, region;

- economic and environmental analysis (environmental authorities) explores the interaction of environmental and economic processes associated with the preservation and improvement of the environment and environmental costs;

- marketing analysis (marketing service of an enterprise or association) is used to study the external environment of the enterprise, the markets for raw materials and the sale of finished products, its competitiveness, supply and demand, commercial risk, pricing policy, development of tactics and marketing strategies.

According to the method of studying objects, the analysis of economic activity can be comparative, diagnostic, factorial, marginal, economic-mathematical, economic-statistical, functional-cost, etc.

In a comparative analysis, they are usually limited to comparing reporting indicators on the results of economic activity with indicators of the current year plan, data from previous years, and advanced enterprises.

Factor analysis is aimed at identifying the magnitude of the influence of factors on the growth and level of effective indicators.

Diagnostic (express analysis) is a way of establishing the nature of violations of the normal course of economic processes based on typical signs that are characteristic only for this violation. For example, if the growth rate of gross output outpaces the growth rate of commercial output, this indicates an increase in the balance of work in progress. If the growth rate of gross output is higher than the growth rate of labor productivity, then this is a sign of non-fulfillment of the action plan for mechanization and automation of production, improvement of labor organization and, on this basis, a reduction in the number of employees. Knowledge of the feature allows you to quickly and fairly accurately establish the nature of violations without making direct measurements, i.e. without actions that require additional time and money.

Margin analysis is a method of evaluating and substantiating the effectiveness of managerial decisions in business based on a causal relationship between sales, cost and profits, and dividing costs into fixed and variable.

Using economic-mathematical analysis, the most optimal solution to the economic problem is selected, the reserves for increasing production efficiency due to a more complete use of available resources are identified.

Stochastic analysis (dispersion, correlation, component, etc.) is used to study the stochastic dependencies between the studied phenomena and the processes of economic activity of enterprises.

Functional Cost Analysis (PSA) is a method for identifying reserves. It is based on the functions that the object performs, and is focused on optimal methods for their implementation at all stages of the

product's life cycle (research, construction, production, operation and disposal). Its main purpose is to identify and prevent unnecessary costs by eliminating unnecessary components, parts, simplifying the design of the product, replacing materials, etc.

By subjects (users) distinguish between internal and external analysis. Internal analysis is carried out directly at the enterprise for the needs of operational, short-term and long-term management of production, commercial and financial activities. External analysis is carried out on the basis of financial and statistical reporting by economic management bodies, banks, financial authorities, shareholders, investors.

According to the coverage of the studied objects, the analysis is divided into continuous and selective. With a continuous analysis, conclusions are drawn after studying all objects without exception, and with a selective analysis, only part of the objects are examined by the results of the survey.

According to the content of the program, the analysis can be complex and thematic. With a comprehensive analysis, the activities of the enterprise are studied comprehensively, and with a thematic analysis, only its individual sides are of particular interest at a certain moment. For example, issues of the use of material resources, the production capacity of the enterprise, reducing the cost of production, etc.

A systematic approach to management suggests analytically identifying structural processes that arise again and again. As a result of the analysis of any managerial problem, "typical structures" and "archetypes of systems" appear. They represent the key to the ability to identify real-life problem situations, since most management situations are quite universal.

System archetypes help managers to efficiently and conveniently solve the problems of structuring, systematizing and accumulating knowledge and skills. The remarkable properties of archetypes are not only that they allow you to concentrate complex managerial experience, but also that they allow managers to apply knowledge of related disciplines when solving problem situations: psychology, cognitology, mathematics, ecology, physics, anthropology, genetics, sociology.

The archetype is something familiar. Experience accumulates, over time, the pattern is realized, the archetype of the situation is formed, which is subsequently applied in practice. Under the conditions of a dynamically changing market environment, an archetypal vision of problems becomes an indispensable tool for a manager to fit into the minimum time for solving problems.

Obviously, it is cheaper to periodically conduct a comprehensive diagnosis of the organization and its individual components (departments, lines of activity, individual employees, projects, resources) than to run problems, turning them into chronic ones. At an early stage, many problems are still toys, and their solution does not require significant effort. Launched problems can endanger the very existence of the organization.

CONSOLUTION

Thus, the concept of sustainable development involves the analysis of at least three aspects of the sustainability of the economic system: economic, environmental and social. The analysis of each of these aspects requires the use of special indicators, measured using various quantities. The main problem of forming a general assessment of development sustainability is the need to take into account and integrate indicators that describe various aspects of sustainability and have different dimensions. The solution to this problem requires the use of complex procedures for processing and aggregating information. The ambiguity of its solution caused the emergence of a large number of different methodological approaches. The inconsistency and inconsistency of existing approaches to the analysis and assessment of sustainable development can be overcome through the use of a systematic approach to the study of systems at various levels.

Improving the theory and methodology for assessing the sustainable development of socio-ecological-economic systems based on system analysis and economic-mathematical modeling is an urgent scientific problem, the solution of which will not only describe the resource potential of the economic system and the dynamics of changes in its indicators, but also formulate a development strategy based on priorities of stability and sustainability.

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ЭКОНОМИКА ОРГАНИЗАЦИИ: МЕТОДЫ АНАЛИЗА И СИСТЕМАТИЗАЦИЯ ПРОБЛЕМ

Аннотация. Совокупность выполняемых работ в рамках данной статьи достаточно обширна: сбор информации, ее обработка, классификация, систематизация, хранение и анализ в целях управления. Анализ предваряет все функции менеджмента, но не характеризует активность воздействия субъекта управления на объект управления. Анализ является внутренней функцией управления организации. Авторами представлены методы анализа и систематизация проблем, при этом главным характеризующим признаком любой проблемной ситуации является частота возможного появления. В статье предложено каждую ситуацию разделить на отдельные элементы по степени их влияния на достижение основных целей и задач и представлены методы анализа, проблемы и пути решения.

Ключевые слова: экономика, организация, методы анализа, проблемы, подход.

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ҰЙЫМ ЭКОНОМИКАСЫ: ТАЛДАУ ӘДІСТЕРІ ЖӘНЕ МӘСЕЛЕЛЕРДІ ЖҮЙЕЛЕНДІРУ

Аннотация. Осы мақала аясында орындалған жұмыстардың жиынтығы өте кең: ақпаратты жинау, өңдеу, жіктеу, жүйелеу, сақтау және басқару. Талдау барлық басқару функцияларынан тұрады, бірақ басқару объектісіндегі басқару субъектісінің қызметін сипаттамайды. Талдау - бұл ұйымның ішкі басқару функциясы. Авторлар проблемаларды талдау және жүйелеу әдістерін ұсынады, ал кез-келген проблемалық жағдайдың басты белгісі – мүмкін болатын жиілік. Мақалада әр жағдайды олардың негізгі мақсаттар мен міндеттерге жетуіне әсер ету дәрежесі бойынша жеке элементтерге бөлу ұсынылады және талдау әдістері, проблемалары мен шешімдері ұсынылады.

Түйін сөздер: экономика, ұйымдастыру, талдауәдістері, проблемалар, тәсіл.

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NEWS

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Zh.I. Sarieva¹, N. A. Kudaibergenov², A.A. Zhakupova³, K.B. Kashkimbayeva⁴^{1,2,4}Ablai Khan Kazakh University of International Relations and World Languages;³Narxoz University, Almaty, Kazakhstanjsarieva@mail.ru; kanur1312@mail.rual.zhakyp@gmail.com; kashkimbayeva73@gmail.com**MARKET RESEARCH OF BEAUTY PRODUCTS
IN THE MARKET OF ALMATY**

Abstract: The presented article is devoted to the study and analysis of the market of cosmetic products in Almaty. The paper analyzes the demand of consumers of cosmetic products and the determination of customer preferences that affect the decision-making process on the purchase of cosmetic products. The conducted studies allow us to form a comprehensive picture of the state of the cosmetic market in Almaty, to serve as the basis for decision-making on the development of strategies and tactics of individual companies, as well as for further scientific developments in this field of competition in the perfumery and cosmetics industry. The results will be useful for researchers in the market of cosmetics, especially consumer behavior, changes in their preferences.

Keywords: cosmetic products, competitiveness surveys, respondents, personal needs, consumer preferences, procurement points, decision-making.

Introduction

Consumer analysis is an integral part of the marketing plan that involves the studying of specific consumers of goods in order to identify a market segment. Consumer analysis includes the identification of reasons of buying preferences, estimate of production requirements and forecasting the dynamics of product demand [1]. Consumer analysis of products includes the issue of paying capacity of buyers.

The collection of market share distribution information mostly depends on the market type. The markets of consumer goods are information-rich, they have a lot of secondary information that is easy to find on the Internet and in the trade press.

The purpose of the study is to identify the reasons, preferences and intentions of consumers, as well to estimate the commonly used and renewed beauty products.

In order to get the relevant and reliable information about the beauty products' market, it is necessary to monitor the retail sales, to audit the retail outlets and determine how various brands are presented on store shelves.

During this study we used both a continuous method of statistical observations and sampling observations in order along with the quantitative data to obtain also the qualitative information on the state of the market of beauty products. Thus, one of such methods of obtaining information is the business research, which is widely used in the international practice [2].

The advantages of market surveys in the market economy are: the simplicity of the information being collected, the forms and methods of its obtaining, the interest of the respondents themselves in providing such information. The market survey system allows organizing the monitoring of quality indicators of various sectors of the economy (changes in demand, estimation of reserves of finished goods, short-term expectations of consumers, etc.) [3].

Unlike the traditional statistical research, the market research is based on the study of the subjective opinions of respondents. Compared to the traditional statistics, the market surveys summarize a wider range of information. [4].

The specific nature of beauty products is that it is not a good of prime necessity. And at the same time, the modern society pays more attention to a healthy lifestyle and appearance. In this regard, the need for care and hygiene products is increasing, and manufacturers are interested in expanding the range of beauty products.

Results

The analysis of the market of beauty products in Almaty gave us the following results:

- it was determined the dependence of the consumer income level on the sales volume, as well as the features and dynamics of the development of the beauty products' market;
- it was determined the structure of the beauty products' market and its distribution by gender;
- the main sales channels were identified and the segmentation of the cosmetics market was carried out;
- the criteria for competitive advantages in the beauty products' market were classified.

Discussion of results

Hereunder we studied the market of beauty products of Almaty and to conduct the study we applied the methods of desk and field studies. This allowed us to formulate more reliable and correct results.

Let's consider the consumer preferences and changes in customer behavior that effect on the decision-making process on the purchase of cosmetics by consumers in the market of Almaty.

The study of the social process is impossible without taking into account the amount and structure of those population groups that participate therein. Those needs that every person needs to satisfy (food, clothing, housing, etc.) also cannot be addressed to an abstract person or the total population. The volume and structure of needs of different population groups vary significantly [5]. This is confirmed, for example, by developing standard models of food consumption for people of different sexes, ages, and health conditions. The lifestyle and the structure of the needs of women and men, youth and older people are significantly different.

So, Table 1 shows the change in the population of the Republic of Kazakhstan for the period from the beginning of 2018 to January 1, 2019.

Table 1 - The population of the Republic of Kazakhstan since the beginning of 2018 on January 1, 2019 [6]

| | Population as of January, 1, 2018, person | Population as of January, 1, 2019 | Total growth, % |
|--|---|-----------------------------------|-----------------|
| Kazakhstan | 18 157 337 | 18 395 567 | 1,31 |
| Almaty | 1 801 993 | 1 854 656 | 2,92 |
| Note* www.strategy2050.kz | | | |

The main characteristics of the population structure that are significant in terms of social processes include, among others, the distribution by age groups. Grouping the population under these characteristics are necessary to address many social tasks.

Based on the above we can conclude about the type of structures in the Republic of Kazakhstan. This can be clearly seen in table 2.

Table 2 - The population of Almaty city for certain age groups as of January 1, 2019 [6]

| | Total | Including in the age of | | |
|--|------------|-------------------------|------------|--------------|
| | | 0-15 | 14-65 | 64 and older |
| Men | 8 940 433 | 2 049 866 | 6 441 931 | 470 784 |
| Women | 9 508 145 | 1 962 594 | 6 778 551 | 904 353 |
| Total | 18 448 578 | 4 012 460 | 13 220 482 | 1 375 137 |
| Note* www.strategy2050.kz | | | | |

As table 2 shows, there is a predominance of the female population over the male in Almaty.

The standard of living of the population is primarily determined by its incomes, which serve as the main source to meet the vital needs of the population. The instability of the economy, the ongoing

structural changes in the areas of production and employment, inflation cannot but affect the level of income and expenses and their distribution in the society.

The income level of the population is the most important indicator of the well-being of the society. The income is a direct source of meeting the needs of every person. In a socially oriented state, an analysis of income level is practically significant, since the income level is a determining factor in the living standard of the population. Also, cash incomes of the population influence the formation of current and future demand.

Table 4 – Level of the subsistence minimum for socio-demographic and age-sex groups in 2018 [7].

| | Level of the subsistence minimum(KZT) |
|-------------------------------------|---------------------------------------|
| Per capita on average | 27822 |
| Men, including adolescents of age | |
| 14-17 | 35231 |
| 18-62 | 33108 |
| Women, including adolescents of age | |
| 14-17 | 26996 |
| 18-57 | 26288 |

The population's nominal cash incomes per capita as estimated in January 2019 amounted to KZT94 975, which is 10.%, higher than in January 2018, while the real cash income for the specified period increased by 5,1%. Changes in income led, respectively, to growth in the purchasing power of the population, including of Almaty.

Retail sales in January 2019 amounted to KZT 694,6 billion or by 4,4% more than in the corresponding period of 2018 [7].

According to COMCON Group, in the overall structure of expenses of Kazakhstani women, the cost of cosmetics take about 12%, which is 1,5-2 times more than similar indicators of the residents of the United States or the EU [8]. The main consumers of cosmetic products in Kazakhstan are women.

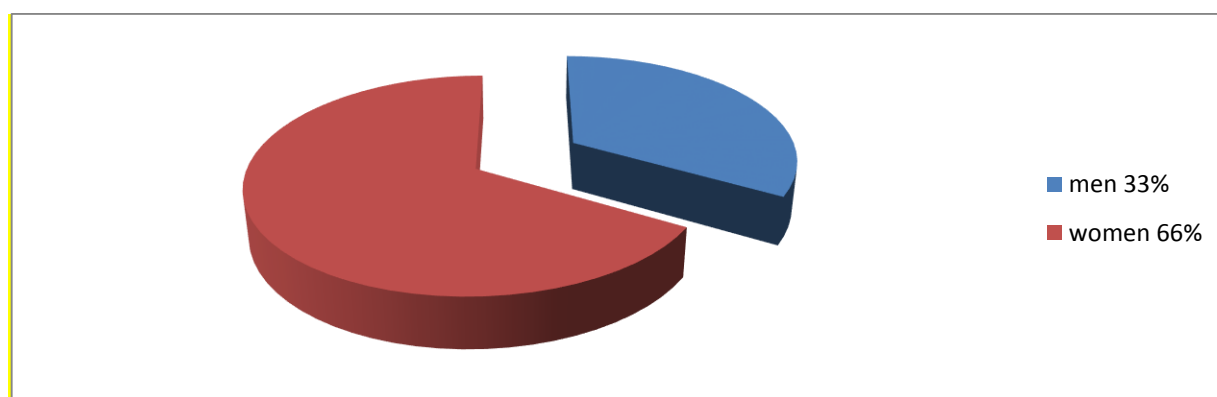


Figure 1 - Shares of consumers of beauty products in Kazakhstan among men and women

This indicates both the difference in income levels and the willingness of consumers to spend the substantial sums of money for care and hygiene.

A significant influence on the market growth and structure is exerted by the trend towards a gradual transition of the consumption of cosmetic products from cheap brands to mid-priced products. With rising incomes, people can afford to spend more on the more expensive beauty products.

The volume of cosmetics market of Kazakhstan today exceeds trillions of tenge. An increase in prices in January 2019 compared to the previous month was noted for certain types of goods of personal use (including cosmetics) - by 0,9-1,4%, pharmaceutical products - by 2, 4 – 4,2% [7].

During 2018, many categories of cosmetic products showed a decrease in sales both in kind and in price terms. Mostly, the consumers in the cosmetics market either purchase products during the price cuts

or switch to the low-cost brands. [9]. A quarter of the total adult population (25%) does not buy cosmetics themselves or do it extremely rarely. This is common for both men and women, mostly above the age of 30 years and with income below the average. Half of the active buyers make purchases stably at one point of sale, and the second half at no more than at two or three points of sale.

In the last decade, the significant changes have occurred in the perfume and cosmetic field due to several factors. First of all, new trends in the production of perfumes and cosmetics have largely changed the range of products offered. Most of the perfumes and cosmetics began to possess a number of additional properties besides the basic properties. Fundamentally new products have appeared that make it possible to meet the challenges of preserving the youth of the skin, correcting its structure, as well as improving the proportions and lines of the body. The view of experts and manufacturers of perfumes and cosmetics on packaging has been radically changed [10].

In general, the assortment of cosmetic products shows a constant upward trend, which contributes to a more complete satisfaction of the needs of various sectors of society.

Currently, the market of cosmetics in Almaty is characterized by a transition to the world standards of trade. There is an expansion of retail chains and the emergence of new perfume stores, if someone paid attention, the trend related to online sales of cosmetics via the Internet has recently become widespread.

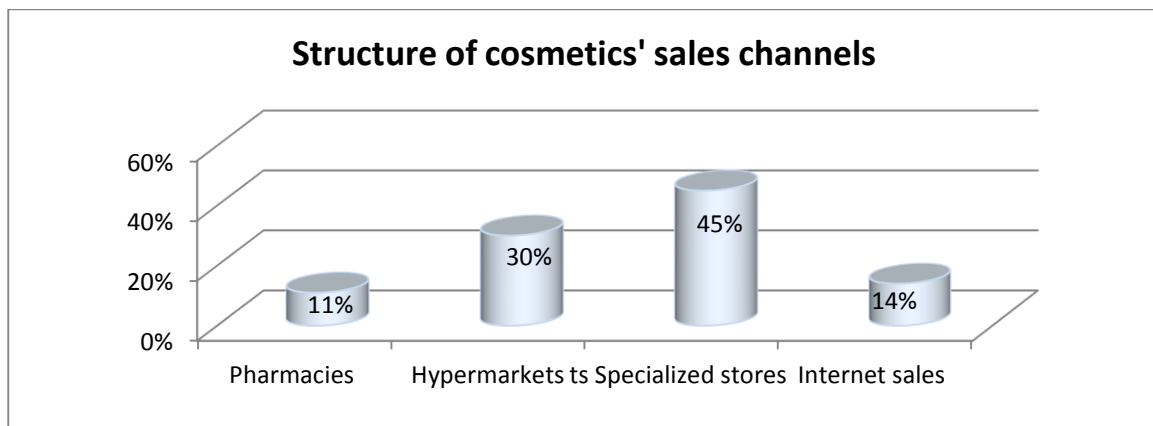


Figure 7 - The structure of sales channels for cosmetics.

The development of brands in cosmetics and perfumes has become more relevant due to an increase in consumer demand for cosmetic novelties. The package of goods is one of important factors for the modern buyer [11].

Today, the largest retail chains selling cosmetics and perfumes in Almaty are: BSB French House, Beautymania LLP, Mon Amie. They control about 60% of specialized retails.

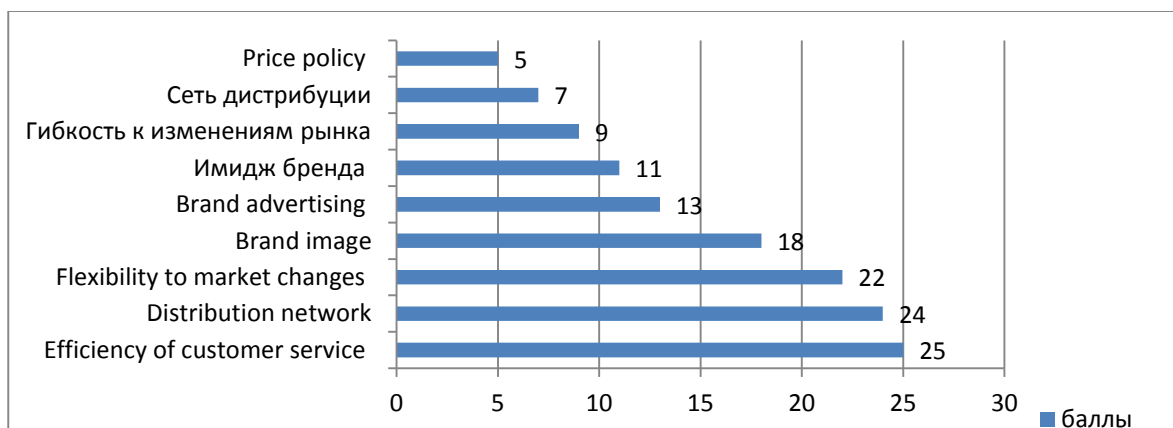


Figure 14 - Criteria for competitive advantages at the cosmetics market

[Marketing periodicals <http://www.marketing.spb.ru/mass>].

The upper-middle income buyers prefer to shop at the top brand stores or overseas, or from the personal beauty consultants. This group has the highest demand for cosmetics from men (52% regularly shop). 57% of buyers stably prefer one retailer to other and 36% choose Mon Amie and Beautymania stores as the second alternative points.

The choice of cosmetics is often determined by users' adherence to certain brands.

According to the results of a number of studies, the perfumes and cosmetics are among the five most popular gifts among the adult population. One of the most promising direction of the market development is expensive and luxury cosmetics, including hygiene products for children and girls SPA [12]. The cosmetics market in Almaty has been developing quite successfully in recent years. The most productive segments are: the segment of skin care cosmetics and the segment of hygiene products, including various bath products sold through pharmacies [13].

Special consumer requirements relate to the quality of perfumes and cosmetics.

Marketing research of the cosmetic and perfumes' markets showed that the body and skin care products have steadily high demand and, in this regard, there is an obvious tendency to reduce counterfeit goods on the market.

Conclusion

Under the results of the research of the Kazakhstan perfumery and cosmetic market, it can be argued that it belongs to the type of market with monopolistic competition, like most consumer goods markets. The features specific to the market in question are: the presence of a large number of buyers and sellers; production and sale of a differentiated products; lack of entry and exit barriers.

Manufacturers of perfumes and cosmetics pay more and more attention to finding new niches in the market. The main areas of search are: new consumer groups, increasing the number of product functions, popularity, expanding the product line, creating a fundamentally new product [14]. The number of new products is annually increasing. Orientation to the innovation policy allows the companies to strengthen their position in the market and makes it possible to make significant profits [15].

Recently, new forms of trade in cosmetics have become more widespread in Almaty and Kazakhstan as a whole, among which trading through electronic channels, through the Internet and trading by ordering goods with delivery to homes are of particular importance.

The results, main points, conclusions and recommendations of the research performed can serve as the basis for further scientific developments in the field of competition in the perfume and cosmetics industry. At the same time, these results will be useful to employees of analytical centers, the research results of which can be used by the media in summarizing and explaining the main development trends of the Kazakhstan perfumery and cosmetic market.

Thus, a review of the market of cosmetics in Almaty shows that this market has a tendency to develop, new players are appearing in this market, as well as consumer preferences and market structure are changing.

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ПОВЕДЕНЧЕСКИЕ ФАКТОРЫ ПОТРЕБИТЕЛЕЙ РЫНКА КОСМЕТИЧЕСКОЙ ПРОДУКЦИИ

Аннотация. Представленная статья посвящена изучению и анализу рынка косметических товаров г. Алматы. В работе проанализирован спрос потребителей косметической продукции и определение предпочтений клиентов, влияющих на процесс принятия решений о покупке косметических продуктов. Проведенные исследования позволяют сформировать комплексное представление о состоянии косметического рынка в г. Алматы, послужить основой для принятия решений о разработке стратегии и тактики отдельных компаний, а также для дальнейших научных разработок в данной сфере конкурентной борьбы в парфюмерно-косметической отрасли. Результаты будут полезны для исследователей рынка косметических средств, особенностей поведения потребителей, изменения их предпочтений.

Ключевые слова: косметическая продукция, исследование конкурентоспособности, респонденты, личные потребности, потребительские предпочтения, точки закупок.

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КОСМЕТИКАЛЫҚ ӨНІМДЕР НАРЫҒЫНДАҒЫ ТҰТЫНУШЫЛАРДЫҢ МІНЕЗ-ҚҰЛЫҚ ФАКТОРЛАРЫ

Аннотация. Бұл мақалада қазіргі кездегі маркетингтің өзекті мәселелерінің бірі қарастырылған. Осы мақаланың мақсаты-косметикалық өнімдерді, тұтынушылардың сұранысын зерттеу және Алматыдағы дүкендерден косметикалық өнімдерді сатыпалу туралы шешім қабылдауға әсер ететін факторларды анықтау.

Жұмыстың нәтижесіне талдау жүргізуде қолданылуға арналған косметикалық өнімдердің шартты жіктемесін әзірлеу болды; болашақта косметикалық фирмалардың бәсекеге қабілеттілігін арттыруға ықпал ететін косметикалық өнімдердің ең қарқынды дамып келе жатқан топтарын және басқа нәтижелерді (әзірлемелерді) анықтау.

Зерттеу нәтижелерінің тәжірибелік маңызы сауда компаниялары мен косметикалық өнімдерді өндірушілер үшін үлкен қызығушылық тудырады, сонымен қатар косметика тұтынушыларының қалауын анықтауға мүмкіндік береді.

Түйін сөздер: косметикалық өнімдер, бәсекелестік күрес сауалнамалар, респонденттер, жеке қажеттіліктер, тұтынушылардың қалауы, сатып алу нүктелері, шешім қабылдау үрдісі.

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G. Baitayeva¹, A. Bekmetova²¹Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan.²Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan.baytaeva@mail.ru; aruna_67@mail.ru**THE MANAGEMENT OF ENTERPRISE COMPETITIVENESS**

Abstract. The article deals with the features of enterprise competitiveness management, its financial stability; the importance of enterprise stability in the development of the foreign economic environment of the state; the main components of enterprise competitiveness in the economy of Kazakhstan. The authors consider the world experience of enterprise competitiveness management. The article presents the features of the enterprise development and factors affecting its competitiveness in the context of global economic trends. The paper highlights the importance of financial and economic criteria in ensuring the competitiveness of the enterprise and its sustainability.

Key words: competitiveness management, enterprise stability, foreign economic activity, economic development, economic trends.

1. INTRODUCTION

Globalization of the world economy, participation in this process of the Republic of Kazakhstan means an increasingly close intertwining of national economies, which contributes to more intensive development on this basis of foreign economic activity (FEA) [1]. Accession of the Republic to the world trade organization (WTO), participation in the world customs organization implies, on the one hand, the disclosure of the domestic market for foreign competitors, and on the other - a certain facilitation of access of domestic enterprises to world markets.

Thus, the liberalization of foreign economic activity sets the task for enterprises to improve foreign economic activity in the context of increasing competition both in domestic and foreign markets [2]. The problem of ensuring the competitiveness of industrial enterprises, which requires a deeper scientific understanding of the use of the potential of priority areas and methods of foreign economic activity, is becoming more acute. The problem of ensuring competitiveness and development of foreign economic activity of enterprises remains especially poorly investigated in relation to the new economic conditions.

In the Republic of Kazakhstan, the formation of a market economy has opened up opportunities for enhancing the development of foreign economic activity, the effectiveness of which should be characterized as one of the main directions of sustainable economic development [3].

For many domestic industrial enterprises, the foreign economic factor is of particular importance. Moreover, individual enterprises and even industries survive thanks to the activation of foreign trade [4].

However, foreign economic activity has its own characteristics, arising not only from national legislation, but also from international rules and regulations, it is mediated by many stages of its implementation and a variety of performers on foreign trade transactions. National legislation in the period since the liberalization of foreign economic activity has been enriched by special legislation, instructions and guidelines [5].

The difficulties of domestic industrial enterprises come not only from many adverse circumstances in our country, but also largely due to changes in international business [6].

2. METHODOLOGY

In the process of the study were used general methods of research: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and other.

The following methods were used to study the management of competitiveness of the enterprise and foreign economic activity of the Republic of Kazakhstan:

- review of the regulatory framework;
- analytical method;
- studying of foreign experience;
- collection and processing of statistics;
- economic-mathematical calculations.

The methodological basis of the study was the economic theory and general scientific principles of the system approach, modern analytical, statistical and graphical methods of research using the methods of expert assessments, empirical and calculated data obtained by the author in the process and as a result of the research.

3. RESULTS

The creation of competitive advantages by Kazakh companies requires the study of best practices of foreign countries, mainly the United States. And this is not accidental. On the one hand, American producers were the first to draw attention to the need to introduce targeted programs to control production costs and promote goods to domestic and international markets [7]. On the other hand, the high efficiency of the use of such programs by American companies is obvious: according to the research of the world economic Forum on the index of micro-economic competitiveness of States, reflecting the competitiveness of national companies, the United States took the first place in 2002. This result is mainly due to the complex policy pursued by American companies aimed at creating innovative and global competitive advantages, the core of which is the technological policy [8].

Support for innovative competitive advantages in the United States is carried out through:

- application of financial and credit instruments to stimulate R & d (research and development) [9];
- promotion of the quality standards system in the world trade;
- implementation by public authorities of part of the marketing functions usually performed by enterprises;
- protection of intellectual property and copyright;
- cooperation of the forces of state bodies, business, universities and military laboratories in the development and transfer of technologies [10].

The creation and exploitation of the global competitive advantage of American firms is a relatively new development trend; it is generally not only independent of the industry of producers, but also linked to the substitution of scientific, social and managerial firms for production operations [11].

Applicable to Kazakh Industrialists, the Japanese and American competitiveness management model is as follows (figure 1)

In practice, the implementation of the basic functions of competitiveness management is difficult due to the imperfection of the regulatory and methodological support of this type of activity, as well as the lack of sufficient motivation and experience of the company's managers [12].

The external environment (business environment) consists of two parts:

- macro environment (remote environment);
- micro-environment (industry or the local environment) [13].

The macro environment includes General reactions that do not relate to the short-term activities of the organization, but can affect its long-term decisions. The strategic factors of macro-environment are the directions of its development, which, firstly, have a high probability of implementation and, secondly, a high probability of influence on the functioning of the enterprise (Tab.1) [14].

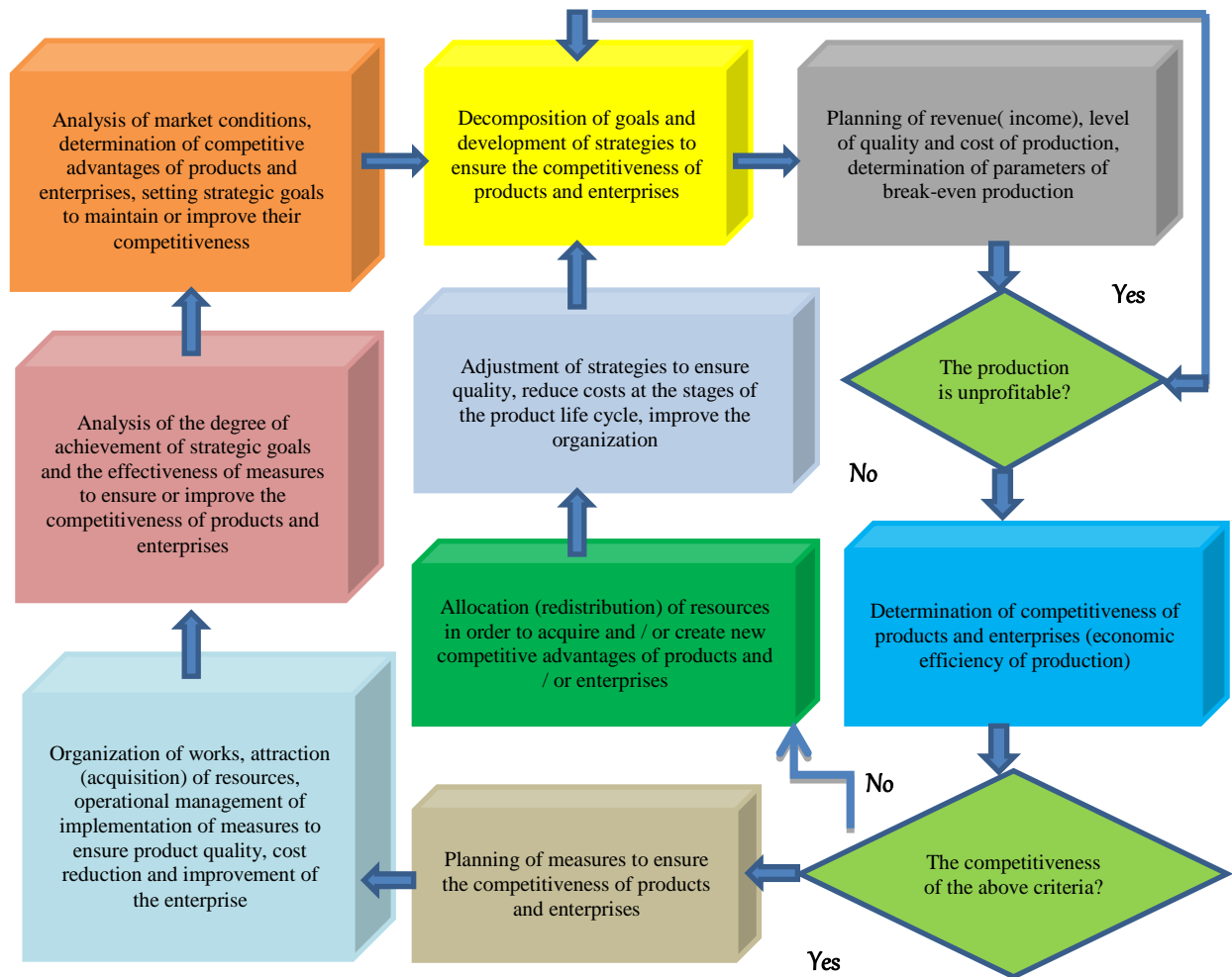


Figure 1 - The general scheme of management of competitiveness of products and businesses

Note: compiled by the authors on the basis of the studied material.

Table 1 - The main directions of analysis of macro-environment factors.

| | |
|---|---|
| <p><i>Political and legal factors:</i></p> <ul style="list-style-type: none"> - government stability; - tax policy; - antimonopoly legislation; - environmental protection; - foreign economic legislation; - policy towards foreign capital; - trade unions, etc. | <p><i>Economic forces:</i></p> <ul style="list-style-type: none"> - gross national product trends; - the stage of the business cycle; - national currency exchange rates; - rate of inflation; - control of prices and wages; - energy prices; - investment policy, etc. |
| <p><i>Socio-cultural factors:</i></p> <ul style="list-style-type: none"> - demographic structure; - lifestyle, customs; - social mobility; - activity of consumers, etc. | <p><i>Technological factor:</i></p> <ul style="list-style-type: none"> - expenditures on R & d; - protection of intellectual property; - state policy in the field of scientific and technological progress; - new products, etc. |

Note: compiled by the authors on the basis of the studied material.

The study of a wide range of problems of development of foreign economic activity and competitiveness of industrial enterprises allowed making a number of conclusions and proposals aimed at theoretical justification and methodological elaboration of competitiveness in the process of foreign economic activity of industrial enterprises at the present stage of economic development [15].

Industrial enterprises are the main link of foreign economic activity. The formation and use of the potential of foreign economic activity of these enterprises is directly dependent on the level of competitiveness.

4. CONCLUSIONS

In a market economy, improving the competitiveness of foreign economic activity of industrial enterprises is a necessary condition for the country's integration into the global economy. The development of the concept of increasing the competitiveness of foreign economic activity of an industrial enterprise is not an easy task. Therefore, depending on the impact of the external environment, internal factors, strategic objectives, individual characteristics of the enterprise, it is necessary to take measures to improve the competitiveness of foreign economic activity, which should include: the choice of an effective export strategy and optimal forms of international economic cooperation; improvement of organizational and managerial conditions of enterprises in the foreign market; improvement of product quality; better use of resources; to expand the range and improve the product structure; to organize an effective system of certification of exported products, to introduce mechanisms and rules of bar coding for manufactured products by light industry enterprises.

Due to the availability of resource potential for some types of raw materials, it is necessary to use opportunities to stimulate entrepreneurship and the development of small and medium-sized businesses as a basis for the development of existing and search for new opportunities for foreign economic activity of enterprises.

It is necessary to carry out fundamental changes and transformations in the formation and implementation of new forms of foreign economic policy, providing: structural adjustment of production in order to reorient the sectors of the national economy to the preferential and accelerated development of export-oriented enterprises and industries.

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КӘСІПОРЫННЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН БАСҚАРУ

Аннотация. Мақалада кәсіпорынның бәсекеге қабілеттілігін басқару ерекшеліктері, оның қаржылық тұрақтылығы; мемлекеттің сыртқы экономикалық ортасын дамытудағы кәсіпорынның тұрақтылығының мәні; Қазақстан экономикасындағы кәсіпорынның бәсекеге қабілеттілігінің негізгі құрауыштары қарастырылады. Авторлар кәсіпорындардың бәсекеге қабілеттілігін басқарудың әлемдік тәжірибесін қарастырады. Мақалада кәсіпорынның даму ерекшеліктері және жаһандық экономикалық үрдістер жағдайында оның бәсекеге қабілеттілігіне әсер ететін факторлар берілген. Жұмыста кәсіпорынның бәсекеге қабілеттілігін және оның тұрақтылығын қамтамасыз етудегі қаржылық-экономикалық өлшемдердің маңыздылығы белгіленген.

Түйін сөздер: бәсекеге қабілеттілікті басқару, кәсіпорынның тұрақтылығы, сыртқы экономикалық қызмет, экономикалық даму, экономикалық үрдістер.

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УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ ПРЕДПРИЯТИЯ

Аннотация. В статье рассматриваются особенности управления конкурентоспособностью предприятия, его финансовая устойчивость; значение устойчивости предприятия в развитии внешнеэкономической среды государства; основные составляющие конкурентоспособности предприятия в экономике Казахстана. Авторы рассматривают мировой опыт управления конкурентоспособностью предприятий. В статье представлены особенности развития предприятия и факторы, влияющие на его конкурентоспособность в условиях глобальных экономических тенденций. В работе обозначена важность финансово – экономических критериев в обеспечении конкурентоспособности предприятия и его устойчивости.

Ключевые слова: управление конкурентоспособностью, стабильность предприятия, внешнеэкономическая деятельность, экономическое развитие, экономические тенденции.

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**MODEL OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY
IN THE CONDITIONS OF INTEGRATION PROCESSES
AND GLOBALIZATION**

Abstract. The article discusses the economic prerequisites of integration processes; the relationship of the Eurasian economic space and the Republic of Kazakhstan; describes the main problems of formation and development of integration processes at the present stage; discusses the impact of globalization on the economy of the country; proposes the main ways to eliminate the problems of development of modern integration processes. The article considers the factors of foreign economic activity. The article describes the features of the development of foreign economic activity (FEA) in the era of globalization. The model of development of foreign economic activity in the conditions of globalization and integration processes is presented. Features of development of modern directions of development of economic integration of Kazakhstan are specified.

Key words: foreign economic activity, globalization, management, economic growth, integration, development model.

1. INTRODUCTION

The authors characterize the concept-category "territory marketing", which is the relationship of two independent, at first glance, components - marketing and territory [1]. The term "marketing" means a system of methods and means to promote goods or services from producer to consumer, including market analysis, design, packaging development, sales system, advertising. In turn, the territory is understood as part of the earth's land with its bowels, as well as outer space and the celestial bodies in it [2].

Therefore, "territory marketing" is an activity that allows to develop a set of measures aimed at the most effective and profitable use of available resources for the territory in order to increase its competitiveness and image in a systematic way with the help of basic marketing technologies, tools and strategies [3].

Here, the main purpose of marketing of the territory is to increase its competitiveness, primarily by increasing the competitiveness of its enterprises, industries and formed clusters [4]. The strategic goal of territory marketing is to ensure the competitiveness of the territory as a result of improving the living standards of its population. It is the growth of welfare of the population and investment in the territory that is the declared goal of the competitiveness policy [5].

2. METHODOLOGY

In the course of the research general methods were used: methods of analysis of historical facts: horizontal, vertical, ratio, comparison and others.

To study the integration process in Europe and Asia, general scientific and special research methods were used:

- study of essays and literature;
- study of the legal framework;
- analytical method;

- economic realities;
- SWOT – analysis.

3. RESULTS

The paper reflects that Eurasian integration plays a key role in the integration processes in the post-Soviet space and in the processes of regionalization of Eurasia [6]. The main feature of the economic space, in our opinion, is the formation within it of two interdependent spaces of different importance for the prospects of regional integration. We are talking about the space of the Union state of Kazakhstan and the EAEU countries and Europe, or conditionally about the "European" and "Asian" fragments of the common space of the Eurasian economic community [7].

The countries participating in the Eurasian space are significantly differentiated both in terms of their economic potential and market capacity. Russia is significantly superior to other countries in all socio-economic indicators. Kazakhstan is the second in terms of potential [8]. The combined share of these two States in many respects exceeds 90% (for example, in gross domestic product it is 96%) " [9].

Currently, the enterprises of Kazakhstan and the countries participating in the Eurasian integration are reliable foreign economic partners, where a quarter of the foreign trade volume of the regions of the Republic belongs to the participating countries [10].

Almost all inter-regional trade is exclusively of production and technical nature (raw materials, technological equipment, components, spare parts, consumables, etc.). Consumer goods in trade between the countries participating in the Eurasian integration are practically absent [11].

Identification of strengths and weaknesses of the regions of the Republic of Kazakhstan in the process of SWOT analysis allows to predict the factors that in the future may positively or negatively affect the development of cross-border and foreign economic cooperation of the regions of Kazakhstan and the countries participating in the Eurasian integration (Tab. 1) [12].

Table 1 - SWOT - analysis of opportunities and threats to the development of cross-border cooperation between the regions of Kazakhstan and the countries participating in the Eurasian integration.

| <i>Opportunities</i> | <i>Threats</i> |
|--|--|
| Favorable economic and geographical position of the regions, contributing to the development of the international transport corridor, which should connect Europe with the countries of Central Asia | The spread of genetically modified products as a result of accession to the WTO, increased anthropogenic load and environmental pollution can cause increased mortality and deterioration of public health |
| Increased employment through cooperation, joint ventures, increased capacity of export-oriented industries, etc. | Possible bankruptcy of enterprises due to non-competitiveness of the relevant products and the release of a significant part of the workers in the conditions of Kazakhstan's accession to the WTO |
| Strengthening of foreign economic, scientific and technical ties in the framework of cross-border cooperation | Increased international competition for industrial and agricultural enterprises in border regions in the context of globalization and international integration |
| Significant expansion of the scope of foreign economic activity, in particular foreign trade | Limited impact and delayed effects of government restructuring programmes on sectors of the economy that are relatively vulnerable to international competition |
| Increased investment attraction for all areas in cross-border cooperation | Lagging behind in the development of modern transport and logistics systems, which can lead to a change in the direction of transit cargo flows |
| Increase of labor potential as a result of migration of able-bodied population | Growth of the share of the shadow economy as a result of illegal migration |

| <i>Opportunities</i> | <i>Threats</i> |
|---|--|
| The growth of the number of joint ventures with the attraction of capital in these areas in the framework of cross-border cooperation | Insufficient experience of international economic cooperation |
| Establishment of a common environmental protection system | Loss of pace of scientific, technical and innovative development due to insufficient level of financing of innovative activity and introduction of modern technologies |

Note: compiled by the author himself

Within the framework of the development of the integration process, the following opportunities and prospects are opened for the regions of Kazakhstan and the countries participating in the Eurasian integration:

- joint investment of projects and programs within the framework of cooperation [13];
- establishment of a regional cross-border commercial transport network;
- formation of joint financial and industrial groups;
- development of modern border infrastructure, improvement of transport infrastructure and creation of transit corridors.

In our opinion, in order to ensure the effective development of cross-border cooperation and the spread of volumes and directions of foreign economic activity of enterprises in the region, it is necessary to identify and implement the most useful practical experience in the creation and operation of Euroregions [14].

It is also important to determine the strategic priorities for the development of cross-border cooperation in the region, its directions and degree of integration into the overall strategy for the development of foreign economic activity in the country. The author's model of the organization of foreign economic activity is presented in figure 1.

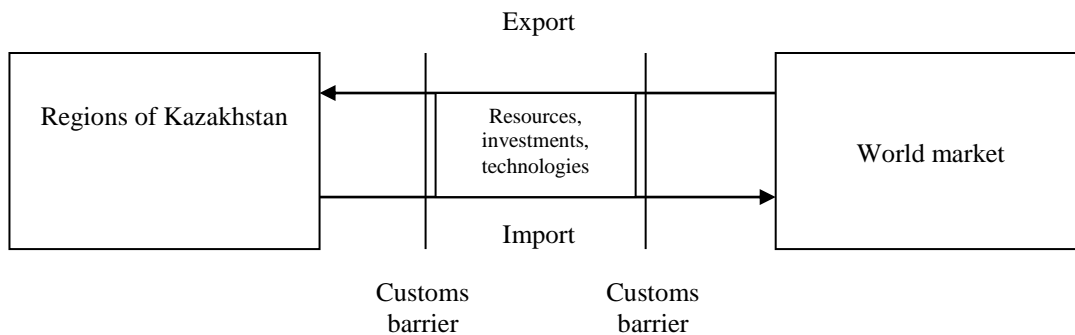


Figure 1 - Model of organization of foreign economic activity of the region outside the Eurasian integration

Note: compiled by the authors.

As shown in the figure, in the conditions of participation in the Eurasian integration, the structure of the region's foreign economic activity is changing - it highlights foreign economic relations and relations with the countries participating in the Eurasian integration[15]. Within the framework of the integration association, a single customs space is being formed. Within the framework of the Customs Union, customs barriers are eliminated, which simplifies the process of conducting foreign economic activity. Production cooperation is also becoming available.

4. CONCLUSIONS

The conducted research revealed the opportunity to make a reasonable inference that participation in the EAEU opens for the regions of Kazakhstan the opportunities and prospects of cooperation with countries - participants of the Customs Union, which is manifested in the form of establishing joint

production and distribution of products, simplify the procedure of export and import, sharing of resources, investment, technology.

A separate factor of economic development of regions in the conditions of participation in the EAEU is the migration process that, on the one hand, leads to the development of labor potential of regions of Kazakhstan and the decision of the General for the Customs Union to the problems of unemployment and on the other contributes to the increase in the share of the shadow economy through illegal migration. Therefore, the issue of labour migration requires state regulation.

The impact of the EEU on the economy of the regions of the Republic are positive, as in the framework of the Customs Union is the development of trade and business, expanding markets, increases the competitiveness of enterprises of the Customs Union, increase tax revenues to the budgets of regions, etc. Therefore, the development of foreign trade activities of regions in the conditions of participation in the EEU contributes to the development of the national economy as a whole.

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ИНТЕГРАЦИЯЛЫҚ ПРОЦЕСТЕР МЕН ЖАҒАНДАНУ ЖАҒДАЙЫНДАҒЫ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІҢ ДАМУ МОДЕЛІ

Аннотация. Мақалада интеграциялық процестердің экономикалық алғышарттары; Еуразиялық экономикалық кеңістіктің және Қазақстан Республикасының өзара байланысы қарастырылады; қазіргі кезеңдегі интеграциялық процестердің қалыптасуы мен дамуының негізгі проблемалары сипатталады; жаһандану ел экономикасына әсер ету бағыттары қарастырылады; қазіргі интеграциялық процестердің даму проблемаларын жоюдың негізгі жолдары ұсынылады. Мақалада сыртқы экономикалық қызметтің факторлары қарастырылған. Мақалада жаһандану дәуіріндегі сыртқы экономикалық қызметтің (СЭҚ) даму ерекшеліктері сипатталған. Жаһандану және интеграциялық процестер жағдайында сыртқы экономикалық қызметтің даму моделі ұсынылған. Қазақстанның экономикалық интеграциясын дамытудың қазіргі заманғы бағыттарын дамыту ерекшеліктері көрсетілген.

Түйін сөздер: сыртқы экономикалық қызмет, жаһандану, басқару, экономикалық өсу, интеграция, даму моделі.

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МОДЕЛЬ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ И ГЛОБАЛИЗАЦИИ

Аннотация. В статье рассматриваются экономические предпосылки интеграционных процессов; взаимосвязь Евразийского экономического пространства и Республики Казахстан; описываются основные проблемы становления и развития интеграционных процессов на современном этапе; рассматриваются направления влияния глобализации на экономику страны; предлагаются основные пути устранения проблем развития современных интеграционных процессов. Рассмотрены факторы внешнеэкономической деятельности. Описаны особенности развития внешнеэкономической деятельности (ВЭД) в эпоху глобализации. Представлена модель развития внешнеэкономической деятельности на в условиях глобализационных и интеграционных процессов. Указаны особенности развития современных направлений развития экономической интеграции Казахстана.

Ключевые слова: внешнеэкономическая деятельность, глобализация, управление, экономический рост, интеграция, модель развития.

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METHODS OF ORGANIZING INTERNAL AUDIT IN THE ORGANIZATION OF WATER SUPPLY

Abstract. An internal audit team will be able to evaluate the effectiveness of the system of internal control, but not to say that the implementation of the process is very productive and resource-intensive. A good overseas auditor evaluates SBCs for separate business processes or companies. Modern trends in the company's business relationships with the role and value of internal controllers for the company. Leading managers start their own business, which is why business can only be fully managed and managed by the internal control system.

Keywords: methodology, internal audit, financial reporting, analysis, water supply.

INTRODUCTION

Internal control executed by credit organization (including bodies, subdivisions and service providers) and directed to the acquisition of funds. The system of internal controls is defined by the internal auditors and internal documents, as well as the subdivisions and responsibilities of executives operating within the frames of internal control. Succeeds in many methods of verification of functionality and the importance of internal control in auditing organizations. Any organization can be able to choose a method, for which it is possible to do, and it can also develop its own. The company is developing a documented formalized system of internal control, including the principles and procedures for controlling the process, as well as documenting all processes, providing the functionality of the internal control system.

MAIN PART

It can be an internal standard or an auditing organization (such as rules, regulations, instructions, methodological recommendations) that are required by the auditor's organization to ensure that the reasonable assurance is in the principle that the principle and procedures are applied and practiced. From the standards of the internal standard, it is impossible to assess the control of the auditing organization.

Sufficiency in the methodology of internal control: The firm can choose to offer or propagate its own. I look at the two methods of controlling how often these are happening in science literacy, and in practice. The first methodology of "Methodology of verification of organization and effectiveness of functioning of systems of internal control", Yu. Hooked to the book "Audit in Control". Typewriting software is a standard of compliance and standardization, as well as auditing organizations pre-ordered, distributed in video surveys, and for internal control.

Only the following methods can be used to determine the underlying factors: The methodology does not examine the specific procedures for assessing the quality of the auditor's work in each aspect of the system internal audit; The methodology is included in the subjectivism. Controller in the control that this

person is able to handle the process and process, cannot objectively evaluate each requirement; The methodology does not specify any of the qualitative characteristics that can be attributed to the quality of the audit. The second methodology is the method of daily reporting. The wise methodology is the beginning of a medium-term analysis of middle-class managers of middle class. It is presumed that the auditor always compiles the report on the published work in the workplace and obliges it to make a profit. For example, a report is included in the report and the results can be summed up. For all organizational purposes, it is possible to solve the problem of the problem (for work), for the auditor, for the latest report, to use unified tariffs. This is the time to make a timely review of the report.

Looking at the minute method, it is possible to say, that: titrates the value of the time of the report, the number of hours, the weight of the flag or the process of inspections; detainees, fired or coincident with the day-to-day reports, as well as watching similar controls; For example, during the past week, months or months of testing, it is desirable to attain colossal time at reporting bureau; (or, for example, the manager of the Service Management), which is required to perform a separate work or service; slippery and piousness of the backbone plan-factual analysis, as well as the removal of the trafodatrata.

Privatized areas are also valid for the requirements of the auditor's standards and are not adequate to the extent that they are objectively and systematically evaluated as part of the audit of the auditing organization.

For more information, please contact the Audit Office of the International Auditing Office for Audit:

1. Auditing of internal audit systems in internal audit. The following is a list of requirements for using the "Control List for Testing Controls, Organization of Internal Controls in Audit Organization".

2. The function of the verification of the effectiveness of internal control in the audit. Certification Effectiveness is a system of internal control of the functionalization of auditors, implementation, real-time policy and concrete procedures, which ensure that the auditor organization in each of these systems is installed on an individual basis.

Only the following methods can be used to determine the underlying factors: The methodology does not examine the specific procedures for assessing the quality of the auditor's work in each aspect of the system internal audit; the methodology is included in the subjectivism. Controller in the control that this person is able to handle the process and process cannot objectively evaluate each requirement; The methodology does not specify any of the qualitative characteristics that can be attributed to the quality of the audit.

The second methodology is the method of daily reporting. The wise methodology is the beginning of a medium-term analysis of middle-class managers of middle class. It is presumed that the auditor always compiles the report on the published work in the workplace and obliges it to make a profit. Также в данном отчете можно последний работы на следующий день. For example, a report is included in the report and the results can be summed up. For all organizational purposes, it is possible to solve the problem of the problem (for work), for the auditor, for the latest report, to use unified tariffs. This is the time to make a timely review of the report. Also, the report is included in the plan for the next day on the work and the results, which are supposed to be by the plan.

Looking at the minute method, it is possible to say, that: ttrates the value of the time of the report, the number of hours, the weight of the flag or the process of inspections; detainees, fired or coincident with the day-to-day reports, as well as watching similar controls; For example, during the past week, months or months of testing, it is desirable to attain colossal time at reporting bureau; (or, for example, the manager of the Service Management), which is required to perform a separate work or service; slippery and porousness of the backbone plan-factual analysis, as well as the removal of the trafodatrata. Taksim, represented by the methodology of the day-to-day reporting, has significant impotence. However, it can be applied to smaller auditing firms with a small number of state auditors, whose task force is to be superseded by the immediate general director.

The cost-effectiveness of the report cannot be justified by the fact that most of the planning work in the majority of audit firms, but not for the implementation of the problem in the holding of a wedding or an in-house auditoria procedure. From the source, it is recommended to include the report, including the following items: list of active tasks (workspace) auditor (able to enforce priorities); task (работы), выполненныенанасегоднешнийдень; the tragedy, the burden of commitment (work); планпозадачам (работам) наследующийрабочийдень.

Modern trends in the company's business relationships with the role and value of internal controllers for the company. Leading managers start their own business, which is why business can only be fully managed and managed by the internal control system.

Organization of internal quality control of sanitary-microbiological research of water "(hereinafter referred to as the Methodological Instructions) are intended for laboratories performing sanitary-microbiological research of water while ensuring state sanitary-epidemiological and production control of water quality: drinking, household water supply, water objects of recreation, sport and others. The internal quality control of microbiological research is a set of measures and procedures performed by the laboratory, The direction to ensure the stability and control desired conditions of the desired microorganism, as well as preventing adverse effects of factors arising during the preparation, performance and evaluation results of the analysis that may affect the accuracy of the result.

A feature of sanitary-microbiological studies of water is the need for a quantitative assessment of the result.

The specifics of the object of microbiological research, a living microorganism that has individual (generic, species, strain) properties and features of life in the aquatic environment, creates problems independent of the researcher in assessing the accuracy of the quantitative result and causes an error of microbiological methods reaching hundreds percent.

The most significant objective factors affecting the result of the analysis include the following:

- uneven distribution of microorganisms, causing data scatter in the analysis of two identical volumes of one water sample;
- the ability to absorb on suspended solids with the formation of complexes that are difficult to separate during agitation, which, when sown, can be recorded as one microorganism;
- the effect of concomitant antagonist microbes that inhibit the development of the desired microorganisms when they are present in the analyzed water sample;
- the possible presence in the test water of extraneous chemicals or the formation of their compounds with nutrient components that can inhibit (stimulate) the growth of the studied microorganisms, as well as affect the change of specific biochemical identification characteristics;
- the presence of a microorganism in a "stress" state under the influence of adverse conditions of the aquatic environment, as a result of which its ability to develop is inhibited.

Based on this, the main task of microbiological research is to create optimal conditions for the development of the allocated microorganism in order to obtain reliable, comparable quantitative results.

To eliminate the distortion of the thermometer due to the rapid temperature change in the thermostat when the door is opened, the thermometer is placed in a test tube with glycerin or with molten paraffin. After the paraffin has solidified, the prepared thermometer can be placed in a horizontal position.

To control sterilization regimes, it is necessary to use three types of control.

Table 1 – types of control

| Type of control | Control ratio |
|-----------------|---------------------------|
| Chemical | every sterilization cycle |
| Thermal | 1 time in 2 weeks |
| Biological | 2 times per year |

Thermal and chemical control of the sterilization regime is carried out by the steam sterilizer operator, who has undergone special training in the safe operation of autoclaves.

The organization of internal quality control at all stages of the microbiological analysis of water is the basis for obtaining a qualitative result.

The main directions of the organization of internal quality control:

1. Monitoring compliance with the requirements for the analysis (laboratory facilities, air, temperature incubation and storage, disinfection and sterilization, etc.).
2. The implementation of regulated procedures for conducting test cultures.
3. Quality control of culture media.
4. Quality control of membrane filters.

5. Quality control of distilled water.

6. Evaluation of the reliability of a qualitative result by using obviously positive and negative controls.

7. Assessment of the confidence limits of the quantitative result.

8. A systematic analysis of the results of control procedures in order to improve the quality manual.

The structure of the organization of internal quality control, the frequency and frequency of procedures

Documentation of the results of the control procedures is carried out in an arbitrary form, convenient for the contractor and visual for other specialists involved in various commissions to verify the laboratory (for certification, accreditation, etc.). In this case, journal forms of accounting or forms of individual control sheets can be used, which are subsequently stitched for a certain period of time (month, quarter, and year) depending on the frequency and type of control.

Registration and storage of control results can be carried out on electronic media.

A mandatory section of internal quality control is the periodic, but at least 1 time per year, analysis of the results of the performed control procedures, taking into account which the quality manual of the testing laboratory is updated.

Ensuring the quality of the research performed is only possible with qualified personnel. Specialists with higher and secondary specialized medical / biological (microbiological) education who undergoes at least 1 time in five years a refresher course are allowed to work on the implementation of sanitary-microbiological water analyzes.

Biological control is carried out by the bacteriologist of the laboratory conducting sanitary-bacteriological studies of water, or by disinfection stations commissioned by the laboratory.

About all cases of unsatisfactory passage of any type of sterilization control, the responsible executor informs the head of the unit.

If the control is unsatisfactory, the use of the entire batch of materials is prohibited. The material requires re-processing. The sterilizer is not used until the reasons for the unsatisfactory operation are clarified.

CONCLUSION

Thus, the following will be achieved: discipline of auditors, when performing the audit; time management and a clear presentation of the work plan for the next business day; competent formulation of the problems that arose during the course of the activity, and in the future, the search for solutions to these problems within the framework of not only an individual auditor, but also the whole company. The organization of quality control of audit work at the level of audit firms involves stimulating auditors to perform quality work. The cornerstone of audit quality control is the professionalism of the auditors themselves, therefore, examples of ways to ensure internal control on the main aspects of the internal audit quality control system should be considered, including from the standpoint of controlling the activities of auditors in the company.

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МЕТОДИКА ОРГАНИЗАЦИИ ВНУТРЕННЕГО АУДИТА В ОРГАНИЗАЦИИ ВОДОСНАБЖЕНИЯ

Аннотация. Внутренний аудит ставит перед собой цель – оценить эффективность системы внутреннего контроля компании, но следует отметить, что реализация данной цели является очень трудоемким и ресурсозатратным процессом. Поэтому часто аудиторы оценивают СВК отдельных бизнес-процессов либо компаний. Современные тенденции в деятельности компании связаны с повышением роли и значимости

внутреннего контроля для достижения целей компании. Руководители крупных компаний начинают понимать, что успех в бизнесе возможен только при наличии четко выстроенной и эффективной системы внутреннего контроля.

Ключевые слова: методика, внутренний аудит, финансовая отчетность, анализ, водоснабжение.

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СУМЕН ЖАБДЫҚТАУДЫ ҰЙЫМДАСТЫРУДА ІШКІ АУДИТТИ ҰЙЫМДАСТЫРУ ӘДІСТЕМЕСІ

Аннотация. Ішкі аудит компанияның ішкі бақылау жүйесінің тиімділігін бағалау мақсатын алдына қояды, бірақ бұл мақсатты іске асыру өте көп еңбекті қажет етіп және ресурс шығынды процесс болып табылатынын атап өткен жөн. Сондықтан аудиторлар жиі жеке бизнес-үдерістердін емесе компанияларды СВК бағалайды. Компания қызметіндегі заманауи үрдістер компанияның мақсаттарына қол жеткізу үшін ішкі бақылаудың рөлі мен маңыздылығын арттырумен байланысты. Ірі компаниялардың басшылары бизнестегі табыс ішкі бақылаудың нақты құрылған және тиімді жүйесі болған жағдайда ғана мүмкін екендігін түсінеді.

Түйін сөздер: әдістеме, ішкі аудит, қаржылық есеп, талдау, сумен жабдықтау.

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THE HISTORY OF RESEARCH ON STONE AGE SITES IN MANGYSTAU

Abstract. The Mangistau Peninsula is important for addressing the evolutionary challenges of humanity in Eurasia. The first discovery of a stone tool on the peninsula was made in 1862. Since then, many archaeological expeditions and individual researchers have worked on the peninsula. The works of the Paleolithic detachment (led by A.G.Medoev) of the Mangyshlak complex expedition of the Institute of Geological Sciences named after K.I.Satpayev of the Academy of Sciences of the Kazakh SSR in 1966-1969 proved to be especially effective. However, paleolithic materials of researches and A.G.Medoev, A.N.Melentyev, L.L.Galkin has not yet been put into scientific circulation. Works of the Institute of Archaeology named after A.Kh.Margulan in the scope of the grant theme "Paleolithic Mangistau (introduction to the scientific circulation of the collections of A.G. Medoev and their modern interpretation)", planned for 2018-2020 are intended to partially fill this gap.

Keywords: Mangistau Peninsula, Caspian Sea, Paleolithic, Mesolithic, Neolithic, Eneolithic, flint tools.

Introduction. The Mangystau Peninsula is located at the crossroads of migrations of ancient human ancestors and is important for solving the problems of human evolution in Eurasia. The Caspian Sea, washing the peninsula from three sides, in the era of regressions ceased to be an insurmountable barrier on the way of ancient people from the Middle East and Transcaucasia to the expanses of Asia. The peninsula is composed of Cretaceous rocks containing strata, lenses and nodules of flint and siliceous rocks - ideal raw materials for manufacture of stone tools. The peninsula was intensively populated in different eras of the Stone Age. Never the less the comprehension of its pre-historic remains very weak.

Despite the large number of multidisciplinary studies of the Paleolithic, Mesolithic and Neolithic region, their results received only preliminary coverage in the scientific literature. To close this gap in the study of the ancient history of Kazakhstan, since 2018, the Institute of Archeology named after A.Kh. Margulan of the Ministry of Education and Science of the Republic of Kazakhstan is conducting scientific work under the grant program "Paleolithic Mangystau (introduction to the scientific circulation of the collections of A.G. Medoev and their modern interpretation)." A necessary part of these works is a generalization of information on the history of studies of the Stone Age Mangystau.

Methods

The work was carried out by summarizing all available published scientific and popular science publications, as well as the study of archival materials stored mainly in the Archives of the Institute of Archaeology named after A.Kh. Margulan.

Results

The history of studies of the Stone Age of Mangystau begins earlier than in other regions of Kazakhstan - in the XIX century. So, H.A. Alpysbaev in a brief summary of the first research of the Stone Age on the territory of Kazakhstan mentioned the find in the fort of Alexandrovsky (now the Aktau city, Mangystau region) in 1862, a knife-shaped blade; in the early twentieth century, stone artifacts were discovered at the Sarytash bay by the famous geologist V.N. Andrusov [1, p. 223, 229].

However, a targeted search for Stone Age sites in the region began in 1966 and is associated with the activities of the Mangyshlak integrated expedition led by A.G. Medoev. As a result of these large-scale studies the paleolithic sites of a wide chronological range were discovered - from the oldest stage of

settlement of the peninsula by archaic man (according to the researcher, the Late Pliocene) to the Late Paleolithic. The studied complexes of the stone industry were located on a relatively small area on the shores of Sarytash Bay (north of the Mangystau Peninsula) and are localized on a plateau, sea terraces of different ages and on dry valley terraces of Shahbagata and Kumakape. In the mountainous part of Mangystau, the expedition discovered sites near the springs of Tuschibek, Ondy, Shair, and others, which resulted in collection of thousands stone artifacts from the Mesolithic and Neolithic Ages [2].

At the same time the Caspian detachment of the Astrakhan expedition of the Leningrad branch of the Institute of Archeology of the USSR Academy of Sciences under the direction of A.N. Melentiev was working in the West Kazakhstan. The main area of work was the Northern Caspian, but it was proposed to expand the area of exploration in the eastern and southeast directions. In 1968, the detachment identified 4 locations (Baynau 1-4) with flint material and ceramics in the vicinity of Sam Sands and 15 locations from the Neolithic to the Middle Ages on sand dunes and lumpy sands east of the Sam village [3, p. 11-12; 4, p. 8-10].

In 1969, A.N. Melentyev conducted surveys of Ustyurt and the Mangystau Peninsula, with the aim to identifying the earliest sites (Paleolithic-Mesolithic) on the one hand, and "elucidating the appearance of Neolithic sites in the territories adjacent to the areas of the Kelteminar culture and the Kara-Bogazin Neolithic complex on the other" [5, p. 2]. The researcher came to the conclusion that the dry valleys of Ustyurt and Mangystau did not flood even with the maximum rise in the level of the Caspian Sea during the period of the Lower Khvalyn transgression. On the Mangystau Peninsula, he examined two siliceous regions, one extending from Buzachi Peninsula to Sarytash Bay, and the second near the western Ustyurt Chink to the north-east of the Ak-molla well [5, p. 3]. Neolithic dune and spring sites were discovered and re-examined in the vicinity of Senec, Tuschibek, Kulanshi, Tuluz, Udyuk, Ushkan and others. One of the significant results of the detachment's work was the discovery of the Senec paleolithic site at the southern edge of Tuesu sands 2 km east of the village of the same name. In the ridges of sand on an area of 110 square meters, an accumulation of patinized flint inventory was discovered, including nuclei, scrapers, incisors, punctures, retouched blades, etc. The site was tentatively dated to the final Paleolithic [5, p. 11; 6, p. 194-197].

In 1970, the Pre-Caspian detachment continued the study of the North Pre-Caspian and Mangystau, where the Mousterian age site was discovered on the Tupkaragan Peninsula and identified as "Denticulede Mousterian". The site is located on the edge of the main plateau, bordering the southwestern part of the depression of Sarytash Bay, where flakes with secondary processing, scrapers, retouched blades, and others were collected on an area of 90x25 m [7, p. 2, 22]. Perhaps these are the same sites that were discovered earlier by A.G. Medoev in the valley Kopam. In addition, Amanbulak site was discovered near the Tuschibek village, and re-inspected site at the well of Chile, near the Senec village et al. [7, p. 21, 24].

In the final year of the Caspian detachment of the Astrakhan expedition, in 1972, the locations and sites in the tracts of Uali, Begesh, Zhanasor, Azhi and others in Western Ustyurt were discovered [8, p. 33-34].

The next stage in the study of the territory of the Mangystau region is connected with the work of the Volga-Ural expedition of the Institute of Archeology of the USSR Academy of Sciences together with the Geographical Department of Moscow State University under the leadership of L.L. Galkin. They were planned to work for 5 years. The main goal of the work was to date the sites by linking them to the absolute elevation of the area against the backdrop of a change in "... the level of the Caspian Sea and the flooding of deep areas in the Holocene" [9, p. 10]. In the first year of 1978, work was carried out on the settlement of Sherkala, a barrow group near the northern coast of Mangystau near the village of Sarytash (Kochak Bay), a fishing village of the 17-18 centuries and Neolithic site on the Ustyurt plateau. The latter is located on a small hill on the southern shore of Sora, 6 km southeast of Kzylasker station. On an area of 150x50 m, whole and fragmented knife-like blades, scrapers, chips, and the arrowhead of the "Kelteminar" shape made of light gray flint were collected [9, p. 27]. Also in the sands of Sam, 11 km south of the Sam village among the sand blowings, were picked materials of the Stone and Bronze epochs [9, p. 28].

In 1981, a detachment led by L.L.Galkin, in addition to foot reconnaissance, also conducted air reconnaissance, with the help of which a Neolithic site was discovered with a flint to accumulation on an area of 80x30 m. The site is located 1.5 km north-northeast of the Kamyr well in a vast valley that cuts

through the western chink of Ustyurt. The locations of the lithic tools were also found in the area of the shelter-keep on the outlier in the Kulandy Valley, 32 km east-southeast of the Senek village. [10, p. 2]. Single finds were made by the researcher in the airport area and on the southeastern outskirts of the Oporny village. [10, p. 22].

In 1982, work in the Mangistau region under the leadership of L.L. Galkin were continued. The site at the Kamyr well was additionally investigated. Were laid an exploring shaft and excavation on the site, which showed the absence of a cultural layer. A large number of flakes, with rare mix of tools, and the lack of a cultural layer allowed the researcher to come to the conclusion about the temporary region of the site [11, p. 2].

Approximate to the Senek village, in the sands of Tuyesu, were discovered the dune sites of the Neolithic period [11, p. 3]. Approximate to the Kyzylsu village along the coast of a stream with a salt source revealed a site with flint industry, including knife-shaped blades, scrapers, a double-sided biface fragment, attributed by the author to the Late Paleolithic. A sample for radiocarbon dating was selected from a coastal site with preserved peat to determine the age of the reservoir [11, p. 3-4]. The author notes the effectiveness of combining aerial reconnaissance with ground reconnaissance in identifying sites from the Stone Age to the Middle Ages in this little-studied region of Mangystau [11, p. 19].

In 1983, the Volga-Ural expedition conducted more detailed studies of the Stone Age site near the Kyzylsu village, the vicinity of the Senek village, Shebir village and Shakpakaty area. In the Kyzylsu site on an area of 200x80 m, stone artifacts (scrapers, knife-like blades, geometric microlites, pencil-shaped nuclei has been discovered) were collected. The cultural layer on the monument is destroyed, the material as a whole was dated to the Neolithic age, although some archaic-looking materials with patinization are presumably attributed to the Late Paleolithic [12, p. 10]. In the area of the Senek village in the sand massifs of Bostankum, flint products of the Stone Age were revealed (knife-shaped blades with one retouched extremity at one end, scrapers, pencil-shaped nuclei) [12, p. fourteen].

In the area of the Shakpakata Mausoleum L.L. Galkin investigated Paleolithic locations, discovered a site of the Paleolithic era 150 meters northwest of the mausoleum, which is an accumulation of flakes, nucleus and scrapers [12, p. 13, 19]. Apparently, this is a collection point of stone artifacts "1b" according to the field documentation of A.G. Medoev.

Sand blowings was investigated near the Koshkar-ata basin, 5 km southeast of the Akshukur village, where a Stone Age site was determent; on the southern coast of the Mertvy Kultuk a 50x20 m site with flint microlithic to industry was discovered [12, p. 15]. Isolated findings were made in sand blowings in the area of the villages Shebir, Ak-Kuduk, at the Tushchykuduk well, at the Mausoleum of Mankaza, at the Akkurt winter camp and others [12, p. 11-13].

L.L. Galkin noted the small number of Paleolithic sites and the prospects of their study in the Shakpakata and Kyzylsu regions. In the first case, he speaks about the possibility of detecting stratified objects. In contrast to the Paleolithic, Mesolithic and Neolithic is represented en masse on the paleolithic shores of dried reservoirs and channels. Their wide distribution indicates that during these periods the zone of the northeast Caspian littoral abounded with fish, game, large ungulates, which were abundant in food in hot, but well-flooded areas of this region "[12, p. 36]. Monuments of the Eneolithic era are relatively fewer, due, according to the researcher, the deterioration of the environmental situation in the region, the drying up of reservoirs and channels. "The topography of findings of this time is confined to the coastal slopes of dried reservoirs, from which it could be assumed that the population of that time located their dwellings near existing watering holes for their herds" [12, p. 36-37].

In 1984, the work was concentrated in the sands of Bostankum near the Senek village. During this expedition a dispersed site, with flint industry (knife-like blades, end scrapers, nucleus, flakes without secondary processing has been discovered). The prospects of studying the interior of the Bostankum sands for detecting sites of the Stone and Bronze Age, possibly with a preserved layer, were noted [13, p. 22-23].

In the middle of the 80s of the last century, J.K. Taymagambetov conducted research on Mangistau, where he located a range of paleolithic sites Onezhok 1-7, close to the industry camps of Shakpakata. The stone collection of the camps belongs to different epochs, Onezhok 5 to the Moustier, Onezhok 1 to the Late Paleolithic [14, pp. 28-29, 34]. Flint was used as a favorite raw material. Nuclei, scrapers, bifaces, dart tips and a large number of flakes are distinguished among the stone products. The collection is

represented by large Levallois flakes. Among the nuclei there are billets intended for removal of the Levallois blade technologie. Onezhek industry is characterized by the presence of nuclei with a platform, symmetrical blades of various morphology shapes (triangular, rectangular) and a small number of well-manufactured tools.

Also, Zh.K. Taymagambetov re-examined the locations of Shakhbagata 1. Paleolithic artifacts lay on the surface of the abrasion terrace in an undisturbed state, as evidenced by the *in situ* occurrence of prismatic nuclei and adjacent knapped knife-like blades. Among the Neolithic sites there are such sites as Besbulak, Tulkuli 1-2, Sultanepe 1 and 2, with a large number of chalcedony and flint artifacts. [15, pp. 581; 16, pp. 3-5].

Geologist B.Zh. Aubekeroev has collected a vast and typologically representative to collection of material in Mangistau. B.Zh. Aubekeroev gives a substantiation of the geological age of the open-type sites studied by A.G. Medoev. He also confirms, in general, the correctness of the culture periodization of the Stone Age in Kazakhstan, developed by A.G. Medoev. According to him, "...multi-temporal camps occupy different geomorphological positions - plumes of removal cones, ridge tops, terraces of dry valleys or spring banks.

The Protolevallois-Ach and Arystandy cultures - the Pliocene is the first half of the Lower Pleistocene, the Asheulian, Mousterian and Late Paleolithic cultures do not go beyond the boundaries of the Middle and Upper Pleistocene, the Epipaleolithic culture is dated to the early Holocene or the very end of the postglacial period, the Carasorian culture and the culture of microlite industries are attributed to the Holocene. The age of the some sites requires further study" [17 p. 47; 18, p. 10-14].

In the late 80s - until the mid-90s, as part of the Western Kazakhstan archeological expedition under the leadership of Z. Samashev worked groups to study the Stone Age Mangistau and Ustyurt. So, in 1989 A.E. Astafiev as a member of the Mangyshlak detachment gathered lifting material in the areas of open sands near the villages of Akshukur, Tushikuduk and Shebir, of the eastern and north-eastern sands of Buzachi Peninsula. He carried studies of Senek 5, 6, Koshkar-ata 2/1 [19 pp. 135-137, 145-146]. In 1992, the work carried out in the sands of Sam, Tuyesu, Sauyskan and Kyzylkum. He discovered 16 sites of the Mesolithic, Neolithic and Eneolithic periods and collected a large sample of lifting material. For some sites, he determined the cultural and chronological belonging, in particular, the sites of Senek 1, 4 and 8 were correlated with the Oyuklin Early Neolithic culture [20, pp. 27-40]. The site of Shebir 8 with the Khvalyn Eneolithic culture [20, p. 67], the sites of Sarsha 1 and Shebir 6 were attributed to the late Mesolithic [20, pp. 24-27, 50-67], etc. In 1991, L.L. Galkin during the identification and inventory process of monumets discovered in Mangistau region 2 sites of the Stone Age. This is a site in Besbulak tract, 900 sq. m. in area and a site of 30 sq. m. in area of 3.1 km to the south-west of Sisem-Ata cemetery [21, p. 123]. In 1992, he discovered Neolithic sites 4 km southwest of Aiguroshkhan Hill in Mangistau region 4 km north-west of the village of Tauchik (scattered sites of Tauchik 1-2, etc.) [22, p. 118, 147-149].

From the end of the 80s to the present, A.E. Astafiev has been studying the Stone Age, in particular its late stages (Mesolithic-Eneolithic). He obtained lithic materials characterizing the Mesolithic, Neolithic, Eneolithic periods of the Mangyshlak Peninsula (Kyzylsu 1, Senek 10, Ushtagan 1 and others) [22]. A.E. Astafiev distinguished two cultures attributed to Neolithic period of the Mangistau region. It means the Oyuklinsky and Tuluzsky cultures. They are formation took place on the local Mesolithic culture, studied on the materials of the site Kyzylsu 1. Quantitatively, the Oyuklinsky type sites found on the Buzachi Peninsula (Shebir 7) and in the Sands of Tuyesu (Senek 1, 4, 5, 8). The Tuluzsky culture is represented by the Ushtagan 1, Senek 10 sites located in the sands of Sauskan and Tuyesu in the Central Mangystau. The Tuluzsky and Oyuklinsky cultures have much in common. This hypothesis suggests the genetic relationship of these complexes. A.E. Astafiev also examined the site of Koskuduk I, which became the first supporting Eneolithic site on the Mangistau Peninsula [23]. According to the author, in the Eneolithic period, cultures formed under the influence of three components coexisted on the territory of Mangistau: local component, Central Asian component and Lower Volga component [24].

The Paleolithic of the region was studied in 1998-1999 by joint Russian-Kazakhstan archaeological expedition led by A.P. Derevyanko and J.K. Taymagambetov. In 1998, during the exploration work, 6 Paleolithic sites with a surface occurrence of artifacts were discovered. All sites are confined to the outcrops of siliceous rocks. In 1999, the western ledges of the Ustyurt plateau, the sands of Bostankum, the Kulanda ledge, and the territory near Lake Karashek have been examined. 11 new locations dating

back to the Paleolithic period have been discovered. The point site 13 was highlighted as the most promising, because the archaeological materials are distinguished by increased concentration, diversity, and great typological severity. Here, along with the well-presented primary splitting of the stone, there is a large number of tool types. The location has been defined as a workshop with elements of a settlement complex [25, p. 44]. According to the degree of surface preservation, the material is divided into series from the Early to Late Paleolithic period [26, p. 17-24].

In 2018, the works of the authors on the grant theme “Paleolithic Mangystau (introduction to the scientific circulation of the collections of A.G. Medoev and their modern interpretation)” began. The main purpose of the work was the introduction into the scientific circulation of archaeological complexes discovered in 1966-1969 by the expedition of A.G. Medoev. The program began with the localization of collection points of the Paleolithic collections of A.G. Medoev in the Shakpakata valley according to archival materials and their correlations with the collected materials stored in the funds of KazNU named after al-Farabi. It was possible to identify all points of collection of stone artifacts in the tract Shakpakata, to determine their coordinates in the global positioning system. Because of the dating changes of the transgressions of the Caspian Sea and, consequently, of the sea terraces, where the Paleolithic sites were situated, the periodization scheme of stone industries created by A.G. Medoev, will undergo some changes too.

As for the large Holocene sites, such as Shair, Ondy, Tuschibek 1, etc., from which numerous collections of archaeological material have been obtained, They are attached to watery springs. Over the past 50 years, large villages have grown on the site of parking, monuments are almost completely destroyed. From these large sites there were only collections kept by archaeologists of various organizations. Now, they are stored in museums of different countries.

Another group of Holocene sites, such as Kosbulak, Akmysh, Zhaksytamdy, Zhamantamdy are also situated in a zone of springs. These archaeological sites are less susceptible to anthropogenic impact, but there are not reach in lithic artifacts. [27, p. 5-60].

Discussion

Despite the considerable number of archaeological expeditions exploring the region, a significant number of identified sites of the Stone Age, they are practically not put into scientific circulation. With the exception of A.E. Astafyev’s monograph on the most significant Holocene monuments and cultures, the remaining sites and locations are known only from archival materials and preliminary publications.

The archaeological work of A.G. Medoev and other researchers was carried out at a rather high methodological level at that time. The collection of stone material from sites with a surface cultural horizon was carried out quite fully. This was showed by our field observations. Therefore, the unique collections of stone industries collected in the last century acquire special significance - this is an irreplaceable source for studying the country's ancient past.

Conclusion

The study of the Stone Age of Mangystau is of great importance for understanding the processes of settlement of Kazakhstan and neighboring territories. The peninsula, due to its geographical location, served as a transit point on the migration routes of ancient hominids and people from south to north, from west to east and back. In the era of transgressions, the Caspian Sea made populations of hominids isolated; in the era of regressions, on the contrary, it facilitated their dispersal in different directions.

The history of Stone Age research of Mangystau partly reflects the main scientific ideas about the evolution of Stone Age cultures in the region. Unfortunately, most of the open sites of the Paleolithic, Mesolithic and Neolithic Mangystau are not put into scientific circulation. Most of the monuments had a superficial, open character. The expedition staff of A.G. Medoev carried out full, continuous gatherings, so that on the surface of the former sites of artifacts there were practically no left. The only source of data for the study of the Paleolithic, for example, the Shakpakat tract, are collections collected in 1966-1969.

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МАҢҒЫСТАУДАҒЫ ТАС ДӘУІРІ ЕСКЕРТКІШТЕРІН ЗЕРТТЕУ ТАРИХЫ

Аннотация. Маңғыстау түбегі Еуразиядағы адамзат эволюциясы мәселелерін шешуде маңызды орын алады. Түбекте алғашқы тастан жасалған құрал сонау 1862 жылы табылған болатын. Содан бері Маңғыстау түбегінде көптеген археологиялық экспедициялар мен жеке зерттеушілер жұмыс жүргізді. Әсіресе 1966-1969 жж. Қазақ КСР Ғылым академиясының Қ.И.Сәтбаев атындағы Геологиялық ғылымдар институтының Маңғыстау кешенді экспедициясының палеолиттік отрядының (А.Г.Медоев жетекшілігіндегі) жұмыстары нәтижелі болды. Алайда А.Г.Медоевтың, А.Н.Мелентьевтің, Л.Л.Галкиннің зерттеулерінің палеолиттік материалдары әлі күнге дейін ғылыми айналымға енгізілмеген. Ә.Х.Марғұлан атындағы Археология институтының 2018-2020 жылдарға арналған «Маңғыстау палеолиті (А.Г.Медоев коллекцияларының ғылыми айналымға енгізілуі және олардың қазіргі заманғы интерпретациясы)» гранттық тақырыбы аясындағы жұмысының мақсаты – осы олқылықты жартылай орны толтыру.

Түйін сөздер: Маңғыстау түбегі, Каспий теңізі, палеолит, мезолит, неолит, энеолит, шақпақтас құралдары.

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ИСТОРИЯ ИССЛЕДОВАНИЙ ПАМЯТНИКОВ КАМЕННОГО ВЕКА В МАНГИСТАУ

Аннотация. Полуостров Мангыстау имеет важное значение для решения проблем эволюции человечества в Евразии. Первая находка каменного орудия на полуострове была сделана еще в 1862 г. С тех пор на полуострове работало немало археологических экспедиций и отдельных исследователей. Особенно результативными оказались работы Палеолитического отряда (под руководством А.Г.Медоева) Мангышлакской комплексной экспедиции Института геологических наук им. К.И.Сатпаева АН Каз.ССР в 1966-1969 гг. Однако палеолитические материалы исследований и А.Г.Медоева, А.Н.Мелентьева, Л.Л.Галкина до сих пор не введены в научный оборот. Работы Института археологии им. А.Х.Маргулана в рамках грантовой темы «Палеолит Мангыстау (введение в научный оборот коллекций А.Г. Медоева и их современная интерпретация)», рассчитанный на 2018-2020 гг., имеют целью отчасти заполнить этот пробел.

Ключевые слова: полуостров Мангыстау, Каспийское море, палеолит, мезолит, неолит, энеолит, кремневые орудия.

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IN THE ERA OF GLOBALIZATION (THE GREAT SILK ROAD)**

Abstract. The article deals with the economic background of the historical and geographical description of the world; historical facts of the Great Silk Road; describes the main problems of formation and development of the Great Silk Road at the present stage; examines the direction of the influence of the Great Silk Road on the economy of the participating countries; proposes the main ways to address the problems of development of modern directions of the Great Silk Road. The article considers the factors of foreign economic activity. The article describes the features of the development of foreign economic activity (FEA) in the era of globalization. A map of the development of foreign economic activity on the segments of the ancient Silk Road is presented. Features of development of modern branches of the Great Silk Road are specified.

Key words: Foreign economic activity, globalization, governance, economic growth, Great Silk Road.

1. INTRODUCTION

Any science is determined primarily by two concepts—the object and subject of research. The object of science is a generic concept, so it includes the object of the limit (wide), specific and specific objects. Many Sciences have a common wide object of study—the Earth. The subject of science is different from its object clearly limited to those parties that at this time we study a particular scientific theory with the obligatory account the angle of view of the consideration of this object. Thus, all geographical and historical Sciences share a common point of view—the identification of territorial and spatial-temporal relations between the elements of specific objects.

Each of us probably wondered: how did it all start? Originates from the historical description, Our homeland, Our country, around the world?

In the history of human civilization there are many examples of long-term mutually beneficial cultural and economic cooperation between countries and peoples with different political, religious and ethnic traditions. For example, there was a legendary way "from the Varangians to the Greeks", which operated for a long time between Russia and the Scandinavian countries (Sweden, Norway, Denmark). Known in history and salt trade route, which passed through the African continent, passing mainly through The Sahara Desert. But the most significant, widely known in the world was the GREAT SILK ROAD (GSR), stretching from the shores of the Atlantic Ocean to the shores of the Pacific, crossing the entire Asian continent and connecting the Mediterranean countries with the Far East in ancient times and the early middle ages. It was not just a road or even a system of roads from the ocean to the ocean, it was a complex cultural and economic bridge between East and West, connecting peoples in their quest for peace and cooperation.

2. METHODOLOGY

In the course of the research general methods were used: methods of analysis of historical facts: horizontal, vertical, ratio, comparison and others.

To Study the Silk Road as a method of eliminating free trade in Europe and Asia, General scientific and special research methods were used:

- study of essays and literature;
- study of the legal framework;
- analytical method;
- economic and historical realities.

3. RESULTS

"Geopolitics of the new silk road" - defines priorities in the modern transport system on the new Silk road of China, Iran, Turkey, India, Pakistan, Afghanistan.

The Europe-Asia transport corridor, which is the silk road, has once again been laid in the middle of the vast Eurasian continent. None of the countries gravitating to him, was not bypassed.

This project is especially relevant for the countries of Central Asia, which previously had outlets only in the Northern direction, and now have transport access to world markets in the southern, Eastern and Western directions.

As part of this policy, Chinese Railways have connected with Kazakhstan, Turkmenistan and Iran. In the future, the Central highways of China, Central Asia, the South Caucasus, Iran and Turkey should become a single transport system (Primbetov, 2016).

For several years, the Beijing — Almaty — Tashkent — Tehran — Istanbul cross-railway has been operating and further to Europe. This TRANS-Asian road runs parallel to the TRANS-Siberian railway, but two thousand kilometers to the South.

The second birth of the great silk road is of great importance for Kazakhstan, whose geopolitical position for thousands of years made the country a "Golden section of the great silk road". The opening of routes to overseas ports creates favorable conditions for strengthening traditional ties not only with neighboring Central Asian countries and Russia, but also with the countries of the South Caucasus, Turkey, China, Korea, Iran and Pakistan. With the completion of the transport corridor "Western Europe – Western China" will increase the international status of Kazakhstan as a transit country. The developed system of pipelines allows not only to export natural gas to neighboring countries, but also to provide gas pipelines for gas supply to Russia and other countries. All this makes it possible to attract significant in size and quickly payback foreign investments to the countries of Central Asia.

The revival of the use of the silk road at the international level began in the middle of the II century BC (Fig.1). The envoys of the Chinese Emperor Woo-Di, sent on a diplomatic mission to Western countries in 138, returned only 13 years later. The establishment of diplomatic relations between the Turkic Khaganate and Byzantium, facilitated by trade through the silk road, was achieved in 568.

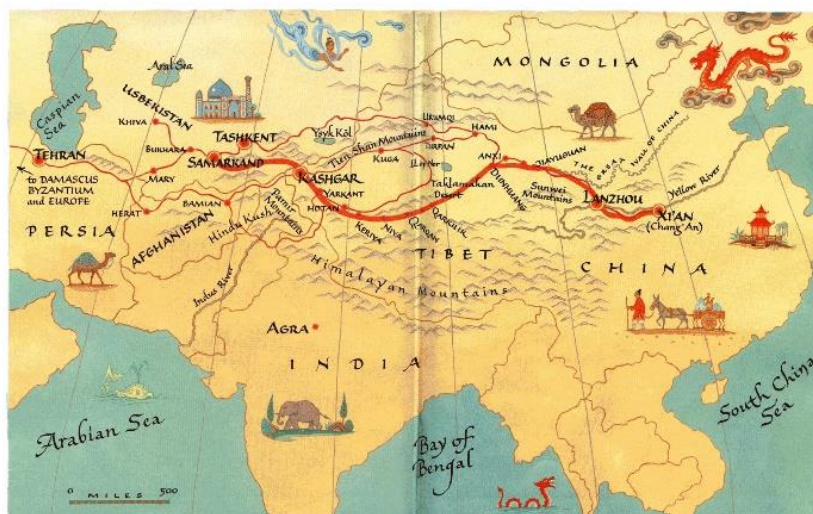


Figure 1 - Map of ancient Silk Road.

Note: source <http://www.futuredirections.org.au>

These two countries have concluded a trade and diplomatic Alliance against Persia (Iran). The Turkic Khagan, which has repeatedly sent its ambassadors to establish ties with Iran and Byzantium: Ishtemi. Silk dresses with various ornaments and patterns on behalf of the Chinese Emperor were presented to the Iranian Shakh.

Kazakhstan branches of Zhetysu-the main gate of the GSR to the East. Kazakh lands for centuries were a bridge connecting the West and the East. All medieval cities of Zhetysu were along the silk road. The wintering grounds were also located in these areas. The present-day modern roads and Railways run parallel to the ancient silk road.

Kazakhstan projects of building modern Silk Road

On the branches of the Kazakhstan section of the silk road the most promising projects are:

- creation of the international tourist center on the coast of the Kapshagai sea "Zhana-Ile" in Almaty region;
- development of tourist infrastructure "Ancient Otrar" and "Ancient Turkestan" in South Kazakhstan region;
- construction of the international tourist center "Burabay" in Akmola region, where a free economic zone has already been created;
- construction of the city of the new Millennium "Aktau city" on the Western branch of the Kazakhstan section of the silk road in the Mangystau region.

In addition, it is planned to create an international tourist center "Kenderli" on the coast of the Caspian Sea. Kazakhstan is actively involved and is the initiator of a number of activities on the silk road.

In the period from 2 to 4 September 2008 in Almaty held III forum of Mayors " Silk Road "on the New Silk Road theme:" From the great tradition to modern standards of tourism and cooperation", which was attended by mayors, representatives of government agencies and business communities from 27 countries, as well as heads of international organizations. The purpose of the Forum was to further develop integration between cities, promote innovative ways of financing tourism along the silk road, improve mutual understanding between people and harmonious development of the region. One of the important issues of discussion was the problem of barriers to the development of regional tourism.

Thus, it is necessary to develop the potential of Silk Road products, which includes:

- creation and development of joint tourism products involving visits to several countries/places;
- development of arts and crafts in order to preserve the rich cultural heritage of the silk Road;
- development and implementation and promotion of joint strategies, programs and marketing;
- formation and improvement of the tourist image of the countries of the Central Asian region and the CIS in the framework of tourism on the Silk Road.

4. CONCLUSIONS

At the threshold of the third Millennium, humanity was faced with the need to seek new ways of cooperation, or to restore forgotten, buried in the Sands of time. Comprehensive study and restoration of the great silk road as a "path of dialogue" is fully consistent with this need.

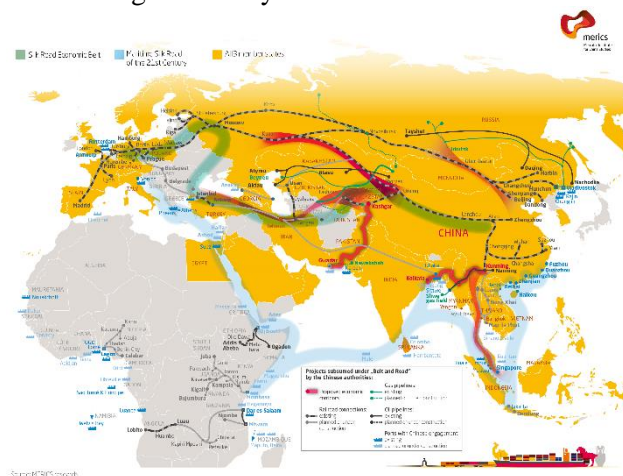


Figure 2 - Map of modern Silk Road.

Note: source [MERICS](https://chinabystander.files.wordpress.com) research <https://chinabystander.files.wordpress.com>

The GREAT SILK ROAD for many centuries served as a rapprochement of different peoples, exchange of ideas and knowledge, mutual enrichment of languages and cultures (Fig.2). Of course, in those days there were political conflicts, wars broke out, but the silk road has always been revived. A relentless desire for communication, reasonable gain and greater well-being constantly prevailed over political and religious confrontation.

Therefore, it is necessary to use such a convincing example when creating a model of future relations between peoples and cooperation. The history of the GREAT SILK ROAD is a history of broad cultural interaction and exchange between the peoples of the East and the West. It proves that only close cooperation and mutual enrichment of cultures are the basis of peace and progress for all mankind.

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ЖАҢА ДАМУ ДӘУІРІНДЕГІ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІҢ ДАМУ ЕРЕКШЕЛІКТЕРІ (ҰЛЫ ЖІБЕК ЖОЛЫ)

Аннотация. Мақалада әлемді тарихи-географиялық сипаттаудың экономикалық алғышарттары; Ұлы Жібек жолының тарихи фактілері қарастырылады; қазіргі кезеңде Ұлы Жібек жолының қалыптасуы мен дамуының негізгі мәселелері сипатталады; Ұлы Жібек жолының қатысушы-елдердің экономикасына әсер ету бағыттары қарастырылады; Ұлы Жібек жолының қазіргі заманғы бағыттарын дамыту проблемаларын жоюдың негізгі жолдары ұсынылады. Мақалада сыртқы экономикалық қызметтің факторлары қарастырылған. Мақалада жаһандану дәуіріндегі сыртқы экономикалық қызметтің (СЭҚ) даму ерекшеліктері сипатталған. Ежелгі Жібек жолы бөлігінде сыртқы экономикалық қызметтің даму картасы ұсынылған. Ұлы Жібек жолының заманауи тармақтарын дамыту ерекшеліктері көрсетілген.

Түйін сөздер: Сыртқы экономикалық қызмет, жаһандану, басқару, экономикалық өсу, Ұлы Жібек жолы.

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ОСОБЕННОСТИ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В ЭПОХУ ГЛОБАЛИЗАЦИИ (ВЕЛИКИЙ ШЕЛКОВЫЙ ПУТЬ)

Аннотация. В статье рассматриваются экономические предпосылки историко-географического описания мира; исторические факты Великого Шелкового пути; описываются основные проблемы становления и развития Великого Шелкового пути на современном этапе; рассматриваются направления влияния Великого Шелкового пути на экономику стран-участниц; предлагаются основные пути устранения проблем развития современных направлений Великого Шелкового пути. В статье рассмотрены факторы внешнеэкономической деятельности. В статье описаны особенности развития внешнеэкономической деятельности (ВЭД) в эпоху глобализации. Представлена карта развития внешнеэкономической деятельности на отрезках древнего Шелкового пути. Указаны особенности развития современных ответвлений Великого шелкового пути.

Ключевые слова: Внешнеэкономическая деятельность, глобализация, управление, экономический рост, Великий Шелковый путь.

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**INNOVATIVE EDUCATIONAL TECHNOLOGY IN HIGHER
EDUCATION AND THE CREATION OF INFORMATION-
EDUCATIONAL ENVIRONMENT USING ELEMENTS
OF THE UPDATED EDUCATION IN THE TRAINING
OF COMPETITIVE SPECIALISTS OF NEW FORMATION**

Abstract. The article deals with the main levels of development of vocational education; describes the features of innovative technologies; describes the methods of training competitive specialists of the new formation; the main directions of the use of new technologies in higher education. The article deals with the problems of the need to introduce different types of social innovation; describes the nature and direction of innovation in higher education; the role of subjective factors and value orientations of subjects of education; the main characteristics of innovations and their management in the system of higher education of the Republic of Kazakhstan are structured. The definition of innovation in education is given. The features of the application of innovative teaching methods in the system of higher education are structured.

Key words: innovative technology, high school training, specialist of the new formation, education, educational environment.

1. INTRODUCTION

Training of specialists at all levels of the vocational education system in Kazakhstan over the past ten years has undergone significant changes due to economic and social changes in society. A large number of new specialties have appeared, the need for professionals able to work successfully in a market economy has increased. In this regard, there is a question of changing the process of training in higher education in accordance with the tasks set by the labor market. Modernization of modern education is aimed at updating its content. By updating the content of education, we mean its model, which, in contrast to the well-known knowledge-oriented model, is filled with complicated, deeper and holistic content, taking into account the ongoing integrative processes in various fields of human knowledge.

These factors explain the need to find adequate to the new content of learning technologies.

Currently, the Republic of Kazakhstan is developing a new system of education focused on entering the world educational space. This process is accompanied by significant changes in the pedagogical theory and practice of the educational process.

Training of specialists in professional educational institutions is enriched with new procedural skills, the development of the ability to operate with information, creative solutions to the problems of science and market practice with an emphasis on the individualization of educational programs.

Along with the traditional methods of information transmission-oral and written speech, telephone and radio communication, computer training facilities, telecommunication networks of global scale are developing.

However, the most important component of the pedagogical process is the student-centered interaction of the teacher with the students.

Kazakhstan's education today proclaimed the principle of variability, which allows teaching staff of educational institutions to choose and design the pedagogical process according to any model, including

the author. In this direction, there is a progress of education: the development of different versions of its content, the use of the possibilities of modern didactics and improving the efficiency of educational structures; scientific development and practical justification of new ideas and technologies.

The problem of the introduction of pedagogical technologies in the educational process of higher education for the training of specialists of the new formation today is particularly in need of scientific justification and methodological support.

2. METHODOLOGY

To solve the problems the author used a set of interrelated methods: sociological (questionnaires, interviews, expert assessments, "round tables"), psychological and statistical, allowing to carry out the modeling of innovative processes.

The main applied methods include:

- analysis of scientific-methodical and psychological-pedagogical literature on the problem of continuous multi-level professional education;
- study and analysis of documents on professional education, planning educational documentation;
- generalization of best practices, survey method, questioning, testing, pedagogical observations;
- pedagogical experiment in natural conditions of professional educational institutions;
- system analysis of cognitive activity, expert evaluation in the study of the level of professional self-development.

3. RESULTS

1. Based on the basic requirements and development of the labor market and professions, based on the new paradigm of professional education developed in the research of the authors, the following characteristics of modern vocational training are revealed:

- the ability to acquire knowledge;
- the ability to communicate;
- the ability to adapt to professional activities, due to the ability to solve problems and creative thinking;
- the ability to self-assessment, goal setting, professional career;
- the ability to work effectively in a team (compatibility);
- the ability to influence (show leadership).

Taking into account the above, the factors influencing the choice of innovative educational technologies for a particular educational process in a professional educational institution, among which we have identified: external, determined by the requirements of vocational education in the labor market; and internal, determined by the requirements of proper professional training.

2. Identified and experimentally tested educational technologies that increase the activity of students in the learning process; game technology; technology solutions to practical problems.

The main ways to increase the activity of students in the learning process using innovative educational technologies:

- strengthening of educational motivation;
- weapons effective means for implementation of installations on active mastering new types of activity, knowledge and abilities;
- ensuring compliance of organizational forms and means of training to its contents; intensification of mental work of the student at the expense of rational use of time; ensuring scientifically reasonable selection of the educational material subject to mastering;
- the account of age opportunities and individual features of students.

3. The efficiency of computer-based technologies in the development of students' independence in the learning process is determined.

Training programs, by which we mean educational computer tools that automate the learning activities of the student and ensure the implementation of a closed cycle of learning management, are designed for independent work of students outside the classroom.

The structure and content of the activity of the media library as an educational and material base for independent work of students are revealed.

The implementation of these activities has allowed Our University to produce competitive specialists of the new formation.

The most obvious indicators of the quality of education in the University are the demand and competitiveness of its graduates in the labor market, as well as the amount of wages paid to them after graduation. After graduation, the vast majority of them find a high-paying job in the specialty, and the salaries of those who for various reasons preferred employment in other areas are also quite high."

More than 80 % of graduates of our University (ZhSU) work in the specialty or related specialty and have a salary of more than 60 000 tenge (research data of the Department of employment).

It seems to authors that the creation of such universities, that is, the branch orientation will allow, first of all, to concentrate not only material, but also intellectual potential of the country and in a short time to get real specialists, new formation that meet the spirit of our time.

To create a real basis for the economic security of our state, to increase its competitiveness, to create real conditions for the integration of our education into the world community (fig.1).

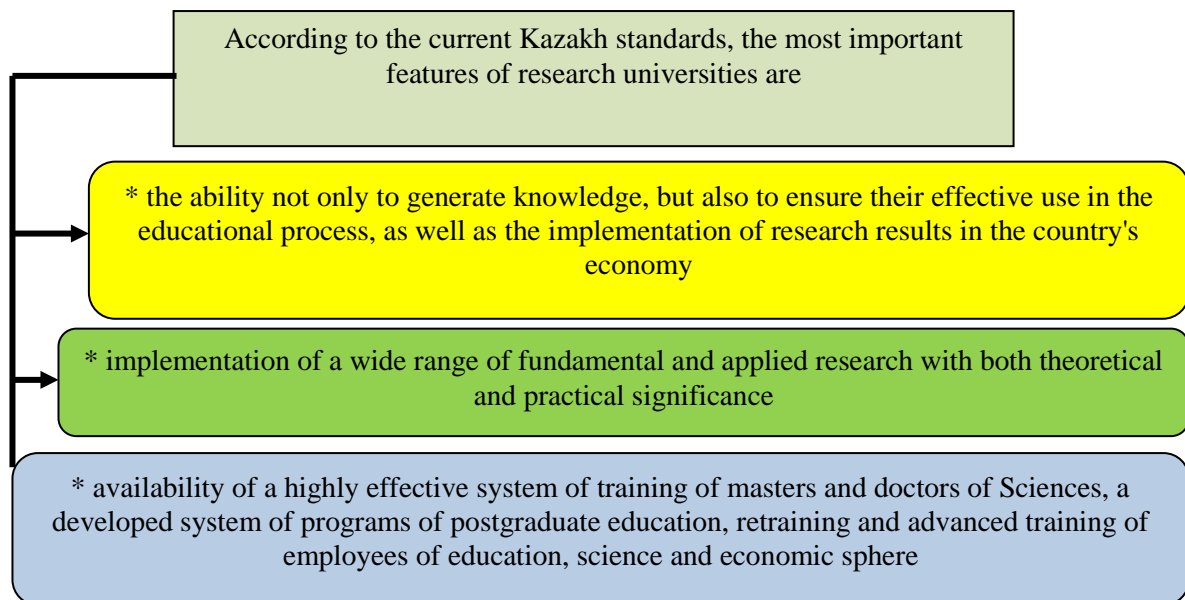


Figure 1 - Characteristics of the research educational institution

Note: compiled by the authors on the basis of the studied material

4. CONCLUSIONS

The new stage of development of Kazakhstan is focused on the accelerated promotion of the state in the community of 30 most competitive countries of the world. In this sense, the educated youth is the guarantor of the development of Kazakhstan, as well as the main resource capable of fulfilling the country's task of entering the Republic by 2050 into the cherished number of the most developed countries of the world. To date, Astana has established and successfully operates a modern research University, working according to international standards.

Recall that in accordance with the requirements of the Bologna process, Kazakhstan has moved to a three - level model of training: bachelor - master-doctoral PhD. The list of priority specialties for training on doctoral and master's programs taking into account cluster initiatives is defined.

In addition, systemic measures are being taken to improve the quality of secondary education and schools. The material and technical base of schools is being strengthened. In turn, the implementation of the state program "100 schools, 100 hospitals" allowed unloading educational institutions, where teaching was carried out in three shifts.

As a result, today the younger generation has all the conditions for education that meets all international standards, continuing to further improve their skills, gaining professional experience, so necessary for the Kazakhs of the new formation, on whose shoulders will be the further integration of our Republic into the world community.

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**ЖОҒАРЫ БІЛІМ БЕРУДЕГІ ИННОВАЦИЯЛЫҚ ПЕДАГОГИКАЛЫҚ ТЕХНОЛОГИЯЛАР
ЖӘНЕ ЖАҢА ФОРМАЦИЯДАҒЫ БӘСЕКЕГЕ ҚАБІЛЕТТІ МАМАНДАРДЫ ДАЯРЛАУДА
ЖАҢАРТЫЛҒАН БІЛІМ БЕРУ ЭЛЕМЕНТТЕРІН ПАЙДАЛАНА ОТЫРЫП,
АҚПАРАТТЫҚ-БІЛІМ БЕРУ ОРТАСЫН ҚҰРУ**

Аннотация. Мақалада кәсіптік білім беру жүйесін дамытудың негізгі деңгейлері қарастырылады; инновациялық технологиялардың ерекшеліктері сипатталады; жаңа формациядағы бәсекеге қабілетті мамандарды даярлау әдістері; жоғары білім беруде жаңа технологияларды пайдаланудың негізгі бағыттары сипатталады. Мақалада әр түрлі әлеуметтік инновацияны енгізу қажеттілігі бойынша міндеттер қарастырылған; жоғары білім берудегі жаңалықтардың сипаты мен бағыттылығы сипатталған; білім беру субъектілерінің субъективті факторлары мен құндылықтық бағдарларының рөлі көрсетілген; Қазақстан Республикасының Жоғары білім беру жүйесіндегі инновациялар мен оларды басқарудың негізгі сипаттамалары құрылымдалған. Білім берудегі инновация ұғымына анықтама берілді. Жоғары білім беру жүйесінде оқытудың инновациялық әдістерін қолдану ерекшеліктері құрылымдалған.

Түйін сөздер: инновациялық технологиялар, ЖОО-да оқыту, жаңа формация маманы, білім беру, білім беру ортасы.

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**ИННОВАЦИОННЫЕ ПЕДАГОГИЧЕСКИЕ ТЕХНОЛОГИИ В ВЫСШЕМ ОБРАЗОВАНИИ И
СОЗДАНИЕ ИНФОРМАЦИОННО-ОБРАЗОВАТЕЛЬНОЙ СРЕДЫ С ИСПОЛЬЗОВАНИЕМ
ЭЛЕМЕНТОВ ОБНОВЛЕННОГО ОБРАЗОВАНИЯ В ПОДГОТОВКЕ
КОНКУРЕНТОСПОСОБНЫХ СПЕЦИАЛИСТОВ НОВОЙ ФОРМАЦИИ**

Аннотация. В статье рассматриваются основные уровни развития системы профессионального образования; описываются особенности инновационных технологий, методы подготовки конкурентоспособных специалистов новой формации; основные направления использования новых технологий в высшем образовании. Рассмотрены задачи по необходимости введения различного типа социальных инноваций; описаны характер и направленность нововведений в высшем образовании; указана роль субъективных факторов и ценностных ориентаций субъектов образования; структурированы основные характеристики инноваций и их управления в системе высшего образования Республики Казахстан. Дано определение понятию инновации в образовании. Структурированы особенности применения инновационных методов обучения в системе высшего образования.

Ключевые слова: инновационные технологии, обучение в вузе, специалист новой формации, образование, образовательная среда.

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FEATURES OF DEVELOPMENT OF FISCAL AUTHORITIES OF KAZAKHSTAN

Abstract. The article deals with the importance of the effectiveness of interaction between taxpayers and government agencies in the Republic of Kazakhstan, which depends on the optimization of business processes and the successful implementation of world-famous tools in the management of public revenue. Combining fiscal functions of tax and customs authorities with additional functions in the field of combating economic crimes will reduce administrative barriers to business and increase tax collection. The paper discusses the trends and main directions of development of the fiscal authorities of the Republic of Kazakhstan. The main directions of development of tax authorities and problems of their formation are specified.

Keywords: business processes, benchmarking, fiscal authorities, management processes, economic development.

1. INTRODUCTION

Evolution of Kazakhstan taxation at the sixth (modern) stage is characterized by introduction of standardization and regulation of public services in management activities [1]. The main goal is to study the system of management processes for optimization of fiscal authorities in Kazakhstan in order to reduce administrative barriers and create trustful relationships with taxpayers [2]. Expected results of improving management processes, including business processes, should not contradict the concept of “service” state for business and population. At the same time, they should contribute to unconditional execution of tax liabilities by taxpayers through fiscal functions of tax administration [3].

Table 1 - SWOT-analysis of genesis of management processes in the organs
of state revenues of the Republic of Kazakhstan, authoring

| | |
|--|--|
| <p>S (strength)</p> <ul style="list-style-type: none"> • Creation of the Main state tax inspectorate; • On April 24, 1995 the first Tax Code of sovereign Kazakhstan was adopted; • Automation of tax administration; • Reforming of fiscal service. | <p>W (weakness)</p> <ul style="list-style-type: none"> • Lack of experience of fiscal authorities in the management processes; • Uncertainty in the procedure of tax collection by tax authorities; • Need for training of tax inspectors' professional and psychological skills; • Complex architecture of combining powers of state revenue authorities. |
| <p>O (opportunity)</p> <ul style="list-style-type: none"> • Optimization of management processes in the part of trustful execution of obligations by taxpayers and struggle against tax evasion; • Reengineering of public services; • Building up highly effective state revenue services, which meet international standards. | <p>T (threat)</p> <ul style="list-style-type: none"> • Low level of tax culture in society; • Growth of administrative barriers in receiving services; • Introduction of certain level of tax services and adequacy of taxation psychology. |

Note: compiled by the authors

The presented below SWOT-analysis of key management processes in the fiscal authorities of the Republic of Kazakhstan (RK) demonstrates the decisions, made by the Government of country in this sphere [4].

In development and improvement of tax system, the key role is assigned to the departments of state revenues, as they are the driving force for reforming and application of tax and customs legislation, improving the quality of public services and adequate improvement of business processes [5].

2. METHODOLOGY

In the process of the study were used General methods of research: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and other.

To study the tax system of Kazakhstan were used General scientific and special research methods:

- review of the regulatory framework;
- analytical method;
- economic-mathematical calculations.

Foreign experience

Today foreign experience of taxation is provided by activation of state tax management and adaptation of functions to the peculiarities of development of a country [6].

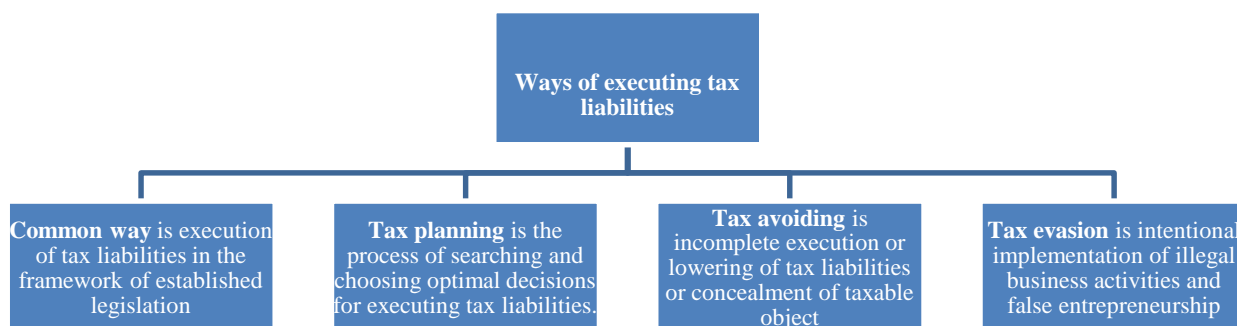
For example, in the USA the control over timeliness of tax calculation and payment is assigned to the Internal Revenue Service of the Ministry of Finance (IRS). Taxpayers can make tax calculation by themselves or charge this procedure to the IRS with very short notice [7].

The system of penalties for tax offences is relatively fundamental in nature, involving fines, penalties and litigation.

In the UK, state fiscal management is assigned to the Treasury, which is implementing economic policies along with the Inland Revenue Department and Department of Customs and Excise. Thus, municipalities have the right to set taxes for local purposes [8].

Thus, in the countries with advanced economies we can observe the prevailing trend for calculation and optimization of taxes by professional consulting and auditing companies, which is practically a preventive form of control for executing tax liabilities (Scheme 1) [9].

Corporate tax management focuses on optimizing the procedure of calculation and payment of taxes by means of using the favorable opportunities of current legislation. However, there is always dilemma for honest taxpayers in choosing correct positions within behavior as a part of business reputation [10].



Scheme 1 - Ways of executing tax liabilities, authoring.

Note: compiled by the authors

It is relevant to study the second method or phase-optimization of tax liabilities and balance management processes.

3. RESULTS

The need to adapt known business processes to the specifics of tax system should correspond to the priorities of fiscal policy at every stage of historical development of the country [11]. This is one of the most important theoretical approaches in the solution of this problem. The growing role of taxes in the

course of the past century demanded a new perception of their place in economic theory. The main starting point was the premise that the system of market relations is imperfect and not very adjustable [12]. In the most concentrated form these provisions have been formulated by English scientist Dzh. M. Keynes, the founder of the modern system of government system of regulation [13]. According to his theory of employment, interest and money, the maximum economic growth can provide only the intervention of the state [14]. The effectiveness of this regulation was determined by the ability of raising funds for investment, the achievement of full employment and the prospect of reducing interest rates on loans through the use of taxes as a “built-in stabilizers” of the economy [15]. In a recession that has included reduction of taxes, providing many different incentives to increase investment activity. In the phase of economic recovery was proposed curtailment preferences, higher taxes to curb economic growth and prevent the onset of the crisis of overproduction [16]. Not less significant scientific merit John. M. Keynes should be considered as the development of the neoclassical interpretation of taxes [17]. In his opinion, the public needs should be considered indivisible wider collective, in the form of exclusively public purposes [18]. Considering the weak private investment controller, he offered them to actively complement the investments from the budget due to tax revenues through the multiplier effect would increase employment and national income growth.

4. CONCLUSIONS

Institutional changes in the field of taxation associated with the development of the tax system of Kazakhstan economy took place in the framework of three stages of tax reform:

The first phase of tax reform (from 1992 to June 1995) - phase of the new tax system of Kazakhstan based on the law "On tax system in the Republic of Kazakhstan", adopted on 24 December 1991.

The second stage of the tax reform (from July of 1995 to 1999.) the stage of formation of a tax system adapted to the conditions of the country and conforming to international standards.

The third stage of tax reform (2000- at the present time) is associated with the development of a new Tax Code, adopted on 12 June 2001 and entered into force on 1 January 2002., with the beginning of economic growth, which is characterized by an increase in such macroeconomic indicators as gross domestic product, gross national product and gross national income.

Forming favorable investment atmosphere plays a key role in creating comfortable business environment for domestic entrepreneurs and foreign investors to attract new businesses in Kazakhstan. Trend of improving indicators of Kazakhstan in different international rankings gives hope for prosperous future in solving this complicated problem by the state, including fiscal authorities, applying modern business technologies in management processes such as Kaizen, LEAN –management, benchmarking.

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ҚАЗАҚСТАННЫҢ ФИСКАЛДЫҚ ОРГАНДАРЫНЫҢ ДАМУ ТӘРТІБІ

Аннотация. Мақалада бизнес-процестерді оңтайландыруға және мемлекеттік кірістер органдарын басқаруда әлемдік нарықта белгілі құралдарды табысты қолдануға байланысты болатын Қазақстан Республикасындағы салық төлеушілер мен мемлекеттік органдардың өзара іс-қимылының тиімділігінің маңыздылығы талқыланады. Салық және кеден органдарының фискалдық функцияларын экономикалық қылмыстарға қарсы іс-қимыл саласындағы функцияларды қосудан қатар жүргізу бизнестегі әкімшілік кедергілерді азайтып, салық жинау көлемін арттырады. Жұмыста Қазақстан Республикасының салық органдарының даму тенденциялары мен негізгі бағыттары қарастырылған. Салық органдарын дамытудың негізгі бағыттары және оларды қалыптастыру мәселелері көрсетілген.

Тірек сөздер: бизнес-процестер, бенчмаркинг, фискалдық органдар, басқару процестері, экономикалық даму.

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ОСОБЕННОСТИ РАЗВИТИЯ ФИСКАЛЬНЫХ ОРГАНОВ КАЗАХСТАНА

Аннотация. В статье рассматривается значение эффективности взаимодействия налогоплательщиков и государственных органов в Республике Казахстан, которая зависит от оптимизации бизнес-процессов и успешного внедрения известных на мировом рынке инструментов в процессы управления органами государственных доходов. Совмещение фискальных функций налоговых и таможенных органов с дополнением функций в сфере противодействия экономическим преступлениям позволит снизить административные барьеры для бизнеса и повысить собираемость налогов. В работе рассмотрены тенденции и основные направления развития фискальных органов Республики Казахстан. Указаны основные направления развития налоговых органов и проблемы их становления.

Ключевые слова: бизнес-процессы, бенчмаркинг, фискальные органы, процессы управления, экономическое развитие.

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aigul-zeinullina@mail.ru, bei2010@mail.ru, banufashion@mail.ru**EFFICIENCY OF RURAL TOURISM AND ITS INFLUENCE
ON THE DEVELOPMENT OF THE AGRICULTURAL SECTOR
OF THE AGRICULTURE (ON MATERIALS
OF THE REPUBLIC OF KAZAKHSTAN)**

Abstract. Tourism, being a specific area with a "multiplier effect", stimulates the development of such interrelated sectors of the economy as trade, transport, communications, agriculture, the production of consumer goods, as well as the social sphere. These specific qualities of tourism allow us to consider it as a socio-economic phenomenon and pay special attention to its development, especially since the Republic of Kazakhstan has all the conditions for the development of this industry. The development of rural tourism has an impact on the growth of economic indicators in all sectors of the national economy. The expansion of tourism activities entails the development of such "non-tourism" sectors of the economy as the construction and modernization of airports, shops, cinemas, the improvement of cities, the emergence of new villages, the development of rural infrastructure, the restoration of monuments, the protection of forests and the cleansing of water bodies, affect the development of trade and industries.

Keywords: agriculture, tourism, efficiency, infrastructure.

INTRODUCTION

In these conditions, an urgent task for tourism is the development and implementation of new socio-economic development models, which should be based on the principle of economic efficiency in combination with the implementation of social tasks inherent in tourism. Moreover, tourism services should be equally accessible to all segments of the population: its economically active part - on market conditions, and socially vulnerable categories of citizens through the new economic mechanism of social tourism. Only mass and socially oriented tourism can become the basis of the concept of physical and spiritual healing of the nation.

MAINPART

As a result of economic development, the tourism sector is solving a number of important social problems. The tourism sector is becoming the largest employer, creating new jobs both in its own infrastructure and in other sectors of the national economy through a multiplier factor. However, tourism activities are associated with a number of negative factors. Despite the fact that tourism implements the principle of "soft" consumption of tourist resources (they cannot be "processed"), tourism modifies the ecology, quality of natural resources and cultural heritage sites.

The growth of tourism contributes to the expansion of road construction, which is one of the most important factors in the economic development of the country.

Tourism has an impact on employment both directly (job creation in the hotel industry, catering, etc.), and indirectly (job creation in other industries). The level of secondary employment and due to the development of tourism depends on the degree of interconnectedness of tourism and other sectors of the economy, including the economy of rural areas.

According to the WTO, for countries with a developed tourism industry, the following ratio is generally characteristic: for each workplace in the accommodation sector (hotels, motels, etc.), there is one more place in other sectors of the tourism industry, as well as 4 jobs in sectors indirectly related to tourism.

In the model of return on budgetary investments in tourism, revenues from tourism (for example, due to the expenses of tourists, taxes, and sometimes the multiplier effect) are summarized and related to the efforts of travel agencies. At the same time, an important component of the study of the development of the sphere is the determination of the total return on invested funds, which is the sum of the proceeds from tourism minus the costs of the travel company on promotion activities. In some countries, return on investment is expressed as a multiple of the budget spent on non-commercial advertising. The WTO conducted an extensive comprehensive study and showed the effectiveness of public investment in the advertising budgets of national tourism companies. Despite the fact that this index cannot serve as the only indicator of the effectiveness of budget investments in non-commercial tourism advertising, most countries find a direct correlation between the growth in the number of tourists and the increase in tourist revenues from the increase in advertising budgets. Thus, an increase in the advertising budget of China by 55% gave an increase in tourist arrivals in this country by 25%, and revenue from tourism by 157%, an increase in the advertising budget of the national tourism administration of Hungary by 118% allowed an increase in tourism revenue by 119%, an increase in the advertising budget Spain by 5% was affected by the growth of tourist arrivals, which increased by 16.5%.

Another indicator of return on investment is the coefficient of "cost / result". In this case, the travel company correlates a number of tourism parameters with its costs. These parameters can serve:

- the costs of a travel company for the trip of one tourist, which are calculated by dividing the total budget of the travel company by the number of tourists;
- the ratio of the costs of the travel company to the costs of tourists, which is calculated by dividing the total budget of the travel company by the total income of tourists;
- advertising costs for a trip of a tourist, which are calculated by dividing the total advertising budget of a travel company by the number of tourists;
- the ratio of the advertising costs of the travel company to the costs of tourists, which is calculated by dividing the total advertising budget of the travel company by the total revenue from tourists;
- the cost of one reservation, as an increase in tourist and business activities associated with hotels, carriers, facilities

tourist attraction or event events can be considered the result of specific campaigns of travel companies. With this approach to recording the load, the data on reservations, visitors and participants of various events are linked to specific events of the travel company (advertising campaigns, exhibitions, etc.) as an impact index. It can be used as an approximate criterion for non-commercial advertising, aimed at both consumers and professionals.

Agro tourism is an accommodation in rural areas, in the real village houses, with an opportunity to plunge into the everyday life and traditions of a nation. Italy, Spain, France, Greece – are the main trendsetters in the sector of the global agro tourism today. Agro tourism in these countries exists not one decade. During this time people there have managed to develop huge network of private rural hotels, create thousands of various tourist attractions, to develop hundreds of routes.

Agrotourism combines several kinds of travels:

- ecotourism
- rural tourism
- ethnotourism
- culinary tourism
- geo tourism
- country recreation

Agro tourism may mean a simple village house on the shore of a lake or a sea with the elements of a national culture. It may be a mini-hotel on the outskirts of the village with a restaurant of rural kitchen. It can also be a homestead on the farm, where guests in addition to staying are offered varied events and excursions.

How to cook cheese and how to harness a horse, how to press the grapes and how to build the stove, how to fish and how to grow lettuce - these questions are answered in the agro tourism houses.

It is wrong to consider agro tourism only as farmer and to connect it with availability of a farmer layer: this occupation of farmers in those countries where they are and want to be engaged in travel business. Where they are absent or a little, owners of means of placement – rural estates, boards, small hotels are engaged in agro tourism. There is one more option when private houses have no opportunity to accept tourists, but there is an exclusive tourist's potential, practice other approach – in the rural zone out of resort areas the large tourist centers are created (the cultural centers, "the national village", "houses of the hunter / fisherman).

The main objective to tourism development in the village is improvement of living conditions of local population. Development of agro tourism shall stimulate development of local economy, by forming of small economic turnovers of local resources. It is possible to achieve with the ways of initiation of a cross-industry cooperation in case of local products and services are used in production of a tourist product. There is a set of questions on the organization of activities in the sphere of agro tourism today, one of a bottom as it is correct to organize accounting of such activities.

Relief of the territory is various: the most part is occupied with steppes, small hilliness, flat weak divided and river valleys, the mountains are covered with woods.

Climate of the region is sharply continental. Summer is short, warm; winter is long-lasting, frosty, with strong winds and with, blizzards. The minimum temperature of air makes - 40°C and maximum reaches +44° C.

The vegetation is presented by steppe kinds of grass and according to landscapes, especially in northern part of area, pine-birch woods, motley grass vegetation, which covers slopes of mountains. Mountain pine woods is the riches of area.

The region's fauna differs by considerable riches and variety: 55 kinds of mammals, 180 kinds of birds, 300 kinds of waterfowl, etc.

The area has to the rich historical and cultural heritage which is made by monuments of art, archeology, architecture, history.

One of the most important resources of internal and entrance tourism is the rich and original national culture. Especially it is necessary to point to economic benefits of development in the area of agro tourism.

Agro tourism as service allows to optimize agricultural production and to increase its efficiency, thanks to the fact that the service in structure of expenses has higher share of value added. It is especially urgent concerning production of the agricultural enterprises the characterized high material capacity.

For area provides considerable potential benefits:

- the people of living there, especially in economically undeveloped district windows is capable to become an important source of employment. Locals can work as waiters, retail dealers, workers of system of hospitality;

- for people of country opens an opportunity for business;

- raises the income of local budgets;

- saves local culture and customs, supports a restoration of the available historical sights;

-exerts beneficial effect on holding the actions connected with environment protection as the tourism industry in comparison with other kinds of activity is more environmentally friendly.

It should be noted that from a position of the state it is expedient to define agro tourism development priorities, having concentrated on the most valuable resources of the country, having allocated so-called points of growth. It is important to study comprehensively a market situation and to reveal opportunities and threats which business can face.

Work in the area of agro tourism only begins. Its scales, ways of the organization and the amounts of financing don't allow to speak about expansion of this new sector of the modern tourism industry yet. Nevertheless, there are first steps in this direction which should be considered more attentively.

1. One of the activities of the enterprise will be the development of production, promotion and consumption of environmentally friendly food, the use and promotion of resource-saving technologies in organizing the infrastructure of the complex and the production of tourism products, environmental materials for the construction and arrangement of the facility, innovative technologies for the disposal of solid and liquid household waste and other

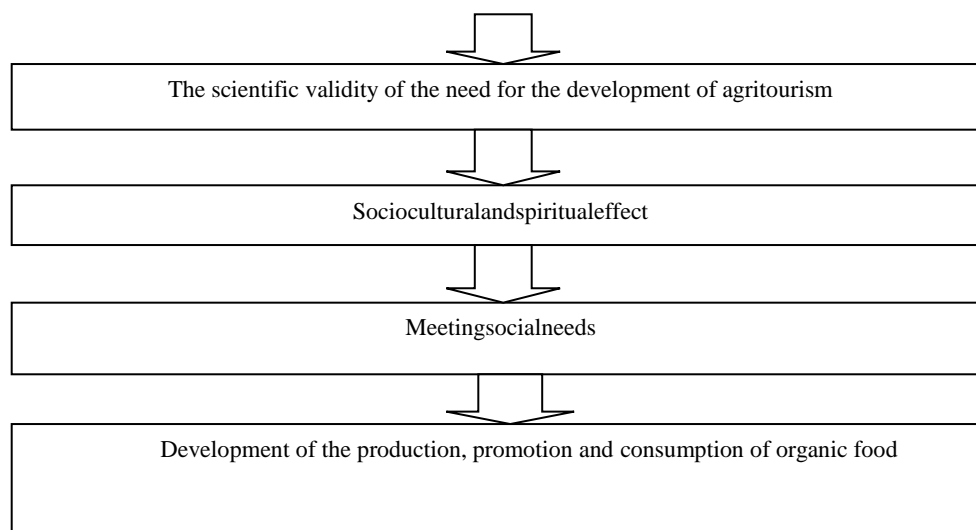


Figure 4 - Expected Project Results

Without diminishing the importance of these and other economic functions of the village, I would like to draw attention to the fact that the strategic importance of the political, socio-cultural, environmental and recreational aspects of rural development for the country, both in theory and in practice, is not taken into account properly.

The monitoring of the potential of rural areas as the basis of agritourism and the analysis of modern trends in the development of agritourism in the world, we have developed the following recommendations:

1. Support should be provided at the state level, which will have a beneficial effect not only on the tourism sector, but also on the country's agricultural sector. Due to the low cost of organizing agritourism and one of the few opportunities to earn income in rural areas.

2. In rural areas, it is necessary to improve infrastructure, the creation of highways, water supply, electricity, telecommunications, medical centers - this is the minimum that will contribute to the development of agritourism. 3. Agritourism should become a component of a large socio-economic program to transfer part of the agrarian population from production to services. This will prevent unemployment, migration, falling living standards and other negative phenomena leading to rural degradation.

4. Agritourism should help rural residents save and further increase the capital invested in housing, preserve their place of residence and habitual lifestyle, without losing agricultural production skills, and ultimately gain confidence in the future. 5. The state needs to encourage the transfer of labor resources in agricultural regions to the alternative sector of production of services, the development of small and medium-sized businesses and the creation of new jobs in rural areas.

6. Agritourism should be considered not only as a profitable activity in the service sector, but also as a practical and direct production activity: the revival and development of various folk and art crafts, traditional handicraft production, the production of environmentally friendly food products in subsidiary plots.

CONCLUSION

In modern conditions, this is unacceptable due to two circumstances. Firstly, due to the objective nature of the multifunctionality of rural territories and their special significance for the political and socio-economic development of society. Secondly, the current situation in the country (demographic and environmental crises, decline in the quality of life and human potential, the decline of villages and the devastation of agricultural land) poses a threat to national development. Therefore, a strategic approach to solving the economic problems of the village can be developed only on the basis of the priority development of rural areas as a whole.

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**ЭФФЕКТИВНОСТЬ СЕЛЬСКОГО ТУРИЗМА И ЕГО ВЛИЯНИЕ НА РАЗВИТИЕ
АГРАРНОГО СЕКТОРА АПК (НА МАТЕРИАЛАХ РЕСПУБЛИКИ КАЗАХСТАН)**

Аннотация. Туризм, являясь специфической сферой с «мультипликативным эффектом», стимулирует развитие таких взаимосвязанных отраслей экономики, как торговля, транспорт, связь, сельское хозяйство, производство товаров народного потребления, а также социальной сферы. Эти специфические качества туризма позволяют рассматривать его как социально-экономическое явление и уделить особое внимание его развитию, тем более, что в Республике Казахстан есть все условия для развития этой отрасли. Развитие сельского туризма оказывает влияние на рост экономических показателей во всех отраслях национальной экономики. Расширение туристической деятельности влечет за собой развитие таких «нетуристических» секторов экономики, как строительство и модернизация аэропортов, магазинов, кинотеатров, благоустройство городов, появлению новых сел, развитию инфраструктуры сельских территорий, восстановлению памятников, охрана лесных массивов и очистка водоемов, влияет на развитие торговли и отраслей промышленности.

Ключевые слова: сельское хозяйство, туризм, эффективность, инфраструктура.

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**АУРУЛЫҚ ТУРИЗМІНІҢ ТИІМДІЛІГІ ЖӘНЕ АУЫЛ ШАРУАШЫЛЫҒЫНЫҢ
АУЫЛ ШАРУАШЫЛЫҚ СЕКТОРЫН ДАМУҒА ӘСЕРІ**

Аннотация. Туризм "мультипликативті әсермен" ерекше сала бола отырып, сауда, көлік, байланыс, ауыл шаруашылығы, халық тұтынатын тауарлар өндірісі, сондай-ақ әлеуметтік сала сияқты экономиканың салаларын дамытуды өзара байланысты ынталандырады. Туризмнің бұл ерекше қасиеттері оны әлеуметтік-экономикалық құбылыс ретінде қарауға және оның дамуына, оның ішінде Қазақстан Республикасында осы саланы дамыту үшін барлық жағдайлар бар екеніне ерекше назар аударуға мүмкіндік береді. Ауыл туризмнің дамуы ұлттық экономиканың барлық салаларындағы экономикалық көрсеткіштердің өсуіне әсер етеді. Туристік қызметті кеңейту әуежайларды, дүкендерді, кинотеатрларды салу және жаңғырту, қалаларды абаттандыру, жаңа ауылдардың пайда болуы, ауылдық аумақтардың инфрақұрылымын дамыту, ескерткіштерді қалпына келтіру, орман алқаптарын қорғау және су қоймаларын тазалау сияқты экономиканың "тұрақсыз" секторларын дамытуға әкеп соғады, сауда мен өнеркәсіп салаларының дамуына әсер етеді.

Түйін сөздер: ауыл шаруашылығы, туризм, тиімділік, инфрақұрылым.

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MODERN METHODS HR-MANAGEMENT

Abstract. One of the key factors in organizing the production of any type of goods and services is labor. Along with investment capital and working capital, the labor collective is the most valuable capital owned by the enterprise. Modern requirements and scientific and technological progress determine changes in the requirements for professional skills and abilities of employees, their social and cultural level of development and psychological qualities. Effective personnel management is directly related, not only to the payment of his labor activity, but also to the training of the team, the evaluation of work results and professional development. The problem of improving the personnel management mechanism is not new, but its relevance is not decreasing, but only gaining momentum, which is described in detail in the article by the authors.

Keywords: personnel, HR manager, professionalism, management, methods.

INTRODUCTION

Under the quality of the personnel management system is understood as “the totality of the essential features of the management system, which determine its ability to be used for its intended purpose”. Significant features of the management of the labor collective include integrity, controllability, openness, the ability to dynamic changes, stress resistance, etc. An effective personnel manager will not be limited only by the above-mentioned features of the management system. He will certainly take into account the structural and functional characteristics of the enterprise. If the HR manager whom you intend to hire to increase the efficiency of your team will pay attention to the composition, relationships, organization of labor, the scale of the enterprise, its economy, effectiveness, efficiency, activity and productivity of the staff, you are on the right track.

MAIN PART

The quality of the management system requires evaluation, both from the head and from the manager. You can evaluate the system according to the goals, structure, number of personnel of the personnel management service, their qualifications, the number of open vacancies, personnel selection methods, the availability of training programs, labor regulations, etc. Relying on the personnel manager, the manager must be sure that he takes into account two aspects of the organizational process as management problems: socio-psychological and organizational-technical. In other words, an effective HR manager must know all the necessary areas, methods and ways by which the manager can influence his subordinates and direct their organizational behavior to achieve production results. Possessing certain principles of functioning of management for personnel, you can build an effective labor system at the enterprise and have the necessary levers for managing your team. When examining the internal processes of your enterprise, the personnel manager should also adhere to these principles. The presence of pivotal managerial qualities helps to create the foundation for professional managerial development. An effective manager should not be afraid of unfulfilled tasks and staging new tests by the leader. Stress tolerance and determination are one of the most important psychological qualities of your future HR manager.

The leader must understand that many managers, knowing their weaknesses, do not want to improve. In such cases, realizing that they cannot cope with the task or difficult situation, imperfect HR managers will be willing to avoid circumstances provoking their own insecurity.

It is especially important for the effective work of the personnel manager to properly manage his time, using modern time management techniques, be able to delegate authority and distribute responsibilities between subordinates.

Human resources management is closely related to the labor market, which has a serious impact on the formation of human potential and the level of professional competition. A decrease in unemployment in the country leads to an increase in demand for labor. Economic instability actually affects the rapid rotation and staff turnover.

To avoid these issues, an effective HR manager should take the initiative in creating a system for innovative development of your enterprise, involve in training employees of the company and heads of departments, increase not only your personal professional qualification level, but also offer various training methods for the head of the enterprise and directors of directions. Previously, personnel management was considered the prerogative of human resources departments, administration and specialists in labor law, but today each employee is considered as a strategic factor determining the success and, if you like, survival of the company in the most difficult market conditions. And this determines the change in the role of the service for work with the personnel of the enterprise, a different view on the formulation of the very issue of personnel policy, which went beyond the walls of the personnel department.

Naturally, there is a tendency to unite in a single direction the various aspects of working with staff. The discipline, which today in universities, as a rule, is called "Personnel Management at the Enterprise", or "Production Management of Personnel", should, apparently, take its proper place in production management.

To some extent, the science of labor, which purely theoretically interprets such a factor as "labor," can serve as the base or starting point of this line of activity. However, a much larger role for personnel management in the enterprise is played by practical principles focused on relations between people, decision-making in the field of personnel management and its inclusion in the enterprise management system.

So in the analysis of employees working at the enterprise, determining the needs for new personnel and the need to make changes in their placement in jobs, decision-oriented beginnings dominate. The issues of personnel management, building a hierarchical structure of subordination, stimulation and motivation are based on the principles of establishing business relations in a team. The management of personnel costs, the collection and processing of personnel information have systematic beginnings.

Today, the issues of personnel management of enterprises are more and more transferred to functional units. Therefore, the tasks of team leadership have come to the fore personnel management becomes part of the general doctrine of economics, organization and production management, understood as "general management" ("general management").

If you clearly follow the concepts of management, then we can distinguish the main goals in the field of personnel management:

- a) planning (mental anticipation of events);
- b) leadership (setting goals and monitoring implementation);
- c) organization (provision of material resources and personnel).

These are the three main functions, in addition to which the secondary functions of personnel management are investigated. First of all, it is computerization as a technical support for the electronic processing of personnel data. Of these, clearly defined areas of personnel management follow:

1. Analysis of the working staff. An information base is being created for staffing events.
2. Determination of staffing requirements. The necessary planned staff composition is established, corresponding to the adopted structure of the enterprise.
3. Amendments to the personnel of the enterprise. Combines in a single whole work on the attraction, development (advanced training) and the release of personnel.
4. Management of staffing. Based on labor laws, it creates framework conditions for the performance of work (provision of services) and distributes existing employees to technologically developed jobs.

5. Personnel management. The relations of subordination are specified in the direction of integration of the common goals of the enterprise and employees.

6. Cost management personnel management. The indicated costs are combined with the planned costs for the enterprise as a whole, guided by the results of this work and the costs incurred for its implementation.

7. Management of personnel information. Covers computerized data processing essential for production personnel management.

Production management of personnel is a functionally specific measurement of the overall management process, i.e. the same management levels must act for it:

- a) operational;
- b) tactical;
- c) strategic.

Focusing on this systematics, in future publications we will pay attention to the following issues:

- a systematic presentation and illustration with practical examples of the theory of personnel management;
- advanced domestic and foreign experience;
- the publication of teaching materials for the practice of personnel management in specific companies.

Effective HR teams today take on completely new features. They still do hard things well, but they use automation and optimization of these required actions. And so they can focus on projects, culture, values, leadership, and productivity — the results from people-centered soft things. This transformation, which we call “highly effective personnel management,” is a manifesto for the HR department. But this applies not only to HR. Highly effective personnel management gives us an idea of how to be the best manager, effectively manage information technology and other business functions and focus on the business as a whole.

Seven Key Recommendations:

1. Plan employee activities by analyzing and understanding their life at work

In the planning process, consider how people work, make decisions, and organize their day and efforts. Use this knowledge to create specific personnel management tools to help employees complete tasks, improve skills, collaborate, and feel more involved.

2. Use HR technology to increase productivity and improve employee life

HR technology can do much more than just automate existing practices. High-performance HR organizations find opportunities to use technology to increase productivity, improve feedback and coordinate teamwork throughout the company.

3. Lead the Move to Digitalization

While many companies are trying to understand what the digital revolution means for their business, HR has a unique opportunity to lead, rather than lag behind. The organizational structure, remuneration and benefits systems - all under the jurisdiction of HR - are critical for a business to achieve a digital future.

4. Understand and support agile and team-oriented organizational models.

Traditional hierarchies no longer describe actual processes. High-performing organizations offer collaborative solutions to help ever-changing teams with issues such as goal management, performance management, coaching, monitoring and development.

5. Work with leadership to build a culture of trust, unity, shared goals and transparency.

High-performance HR departments are not just focused on compliance and control - hard things. By focusing on culture, high-performance HR teams have a wealth of opportunities for solving soft things.

6. Plan HR activities to work as a network of teams, breaking the disconnect between HR and other departments

Although specialization in matters such as recruiting, training, compensation, and other key functions is important, almost all problems today are multidisciplinary. Highly effective HR teams work as flexible consulting groups, joining forces when a problem arises.

7. Spiritually revive, professionalize and constantly improve your personnel specialists

The HR department should not be a place where people are thrown out who cannot be involved in other business divisions. Demand the same level of growth and innovation as in other business units, and provide your people with many opportunities for internships, external training, research and visits to partner companies.

CONCLUSION

Examples of HR teams that are constantly moving forward and achieving results are inspiring and worth exploring. They demonstrate what I have observed throughout my career: companies that develop and focus on achieving the seven overall results of effective HR organizations are simply the best companies in general. They are generally more profitable, grow faster, and have a higher level of employee engagement.

Today's new world of work requires leadership, creativity and dedication from HR departments. The days of teams that want to "just work" are over: you have been given the opportunity to lead. Highly effective HR managers must lead the battle to make the workflow productive, attractive, and rewarding.

Thus, the involvement of professional HR consultants makes an important contribution to the development of the company as a whole, providing an independent personnel audit to the personnel management system and reducing legal risks. Success in business can be achieved due to the coordinated work of the team, so you need to do everything to form a high-quality team. For this, each active employee of the enterprise must do everything in his power. The process of managing the enterprise and employees requires dedication, time and effort. It is necessary to approach the work creatively, with enthusiasm and fresh ideas, then it will be possible to achieve impressive results.

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СОВРЕМЕННЫЕ МЕТОДЫ HR-МЕНЕДЖМЕНТЫ

Аннотация. Одним из ключевых факторов организации производства любого вида товаров и услуг являются трудовые ресурсы. Наряду с инвестиционным капиталом и оборотными средствами трудовой коллектив – это наиболее ценный капитал, которым владеет предприятие. Современные требования и научно и технический прогресс обуславливают изменения требований к профессиональным навыкам и умениям сотрудников, их социальному и культурному уровню развития и психологическим качествам. Эффективное управление персоналом напрямую связано, не только с оплатой его трудовой деятельности, но и с обучением коллектива, оценкой результатов работы и повышением профессиональной квалификации. Проблема усовершенствования механизма управления персоналом не является новой, однако ее актуальность не уменьшается, а только набирает обороты, о чем подробно в статье представлено авторами.

Ключевые слова: персонал, HR-менеджер, профессиональность, управление, методы.

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HR-МЕНЕДЖМЕНТТИҢ ЗАМАНАУИ ӘДІСТЕРІ

Аннотация. Тауарлар мен қызметтердің кез келген түрін өндіруді ұйымдастырудың негізгі факторларының бірі еңбек ресурстары болып табылады. Инвестициялық капитал мен айналым қаражатымен қатар еңбек ұжымы – бұл кәсіпорын иеленетін ең құнды капитал. Заманауи талаптар мен ғылыми және техникалық прогресс қызметкерлердің кәсіби дағдылары мен іскерліктеріне, олардың әлеуметтік және мәдени даму деңгейіне және психологиялық қасиеттеріне қойылатын талаптардың өзгеруіне негізделеді. Қызметкерлерді тиімді басқару тек оның еңбек қызметіне ақы төлеумен ғана емес, ұжымды оқытумен,

жұмыс нәтижелерін бағалаумен және кәсіби біліктілігін арттырумен тікелей байланысты. Персоналды басқару тетігін жетілдіру проблемасы жаңа болып табылмайды, алайда оның өзектілігі азаймайды, тек қана серпін алып келеді, бұл туралы мақалада авторлар егжей-тегжейлі ұсынған.

Түйін сөздер: персонал, HR-менеджер, кәсіби, басқару, әдістер.

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OPTIMIZATION OF COST AND ACCOUNT OF COSTS IN AGRICULTURAL COOPERATIVES OF THE REPUBLIC OF KAZAKHSTAN

Abstract. The article deals with the economic functions that can be performed within the framework of the development of cooperative forms of management that affect certain indicators of socio-economic potential of rural areas, optimization of production costs of agricultural cooperatives. The paper describes the further development of agricultural cooperation, taking into account the optimization of production costs, the impact on the identified factors that will contribute to the agricultural and economic sustainable development of rural areas and sustainable food security system.

Keywords: agricultural cooperatives, optimization of production costs, sustainable development, food security, economics.

1. INTRODUCTION

The development of the domestic economy is now supported by the growth of the predominantly agricultural sector. In the context of modernization of the agro-industrial complex in 2017, only agriculture demonstrates high growth rates [1]. Further development of this promising industry is possible only if its efficiency is ensured through the optimization of production costs. Agricultural enterprises are gradually improving their overall financial situation compared to 2016, especially in livestock production, but resource prices for agricultural enterprises during 1990-2016 [2]. the prices of agricultural products increased by more than 21 times (including the denomination of 1996) and the prices of agricultural products increased by more than 5 times during the corresponding period. This indicates a significant loss of parity prices in the agricultural sector [3]. The profits received by farmers against the background of deterioration of price parity (i.e. absence of influence of the price factor as a source of profitability) are indirect evidence of gradual optimization of expenses and intensification of production [4].

1. The small-scale nature of agricultural production:

- a high proportion of households in the total gross agricultural output (45.2 per cent), especially livestock products (74.9 %);

- high proportion of farms in the total number (94-99%) of agricultural units, especially in the southern region: 40.8% share of agricultural enterprises in the total number of agricultural enterprises, 24.9% - Almaty region [5];

- the trend of decline in agricultural land plots: 65% of agricultural land have land up to 50 hectares, the average size of land use of agricultural enterprises (JSC, LLP, PK) decreased, especially in the Eastern region by 2.8 times, Central-2.3 and southern - 6 times [6];

2. *Underdeveloped infrastructure in the system of purchase, storage, processing and sale of agricultural products and economic relations between producers, processors and other related sectors of agriculture:*

- low purchase prices that do not cover the invested costs of agricultural producers and do not stimulate the increase in production of agricultural products and their quality [7];

- low share of processing of agricultural products (milk to 23.3%, meat - 27,8%, fruit and vegetables 11.3 per cent), the consequence is low utilization rate of capacities and production of competitive products in comparison with imports.

3. *Financial failure of small businesses:*

- weak material and technical base (lack of own agricultural machinery, financial resources for the purchase of seeds, fertilizers, feed, fuel, etc.) [8];

- inaccessibility to the majority of small farms of Bank credits, and also the provided measures of state support in the form of the subsidy, preferential crediting, etc. in connection with discrepancy to their requirements, lack of pledge property, etc [9].

- low income, which does not allow to provide the necessary start-up capital for the development of small and medium-sized businesses in rural areas [10].

2. METHODOLOGY

To study the optimization of production costs of agricultural cooperatives as a factor in the formation of a sustainable food supply system of Kazakhstan were used General scientific and special research methods:

- abstract-logical - in setting goals and objectives of the study;

- comparative analysis-in the analysis of data characterizing the role of cooperatives in providing employment and improving the welfare of the population of major agricultural regions;

- inductive and deductive methods-in identifying the role of optimization of production costs of agricultural cooperatives in the development of rural areas, the formation of a sustainable food supply system and relevant findings;

- mathematical-the identification of correlation between the efficiency of the cooperative and various factors.

3. RESULTS

In connection with the measures taken in the country for import substitution and the implementation of the Doctrine of food security, it is advisable to pay more attention in the agricultural sphere to the mobilization of domestic reserves and the search for incentives for domestic producers on the basis of cooperative principles of economic activity [11].

The cooperative form of management is designed to contribute to increasing the income of the rural population, ensuring food security, the development of rural areas [12]. The system of agricultural cooperation is divided into agricultural consumer and industrial cooperation, as well as consumer societies. Agricultural production cooperatives (APC), unlike other organizational and legal forms, represent the most democratic, labor form of organization of agricultural production, when a member of the cooperative can be a citizen who works in it [13]. Members of the production cooperative are not only employees, executors, but also owners of its property; everyone has the right to vote at the General meeting of the collective. All these provisions allow an ordinary member of the APC to exercise its right to participate in the economic activities of the cooperative and to make managerial decisions on its operation (Fig.1) [14].

In General, the presented results testify to the expediency of further development and support of agricultural production cooperation in rural areas, which will contribute to the improvement of food supply in the regions with domestically produced products, increase of labor employment, profitability and living standards of rural population [17].

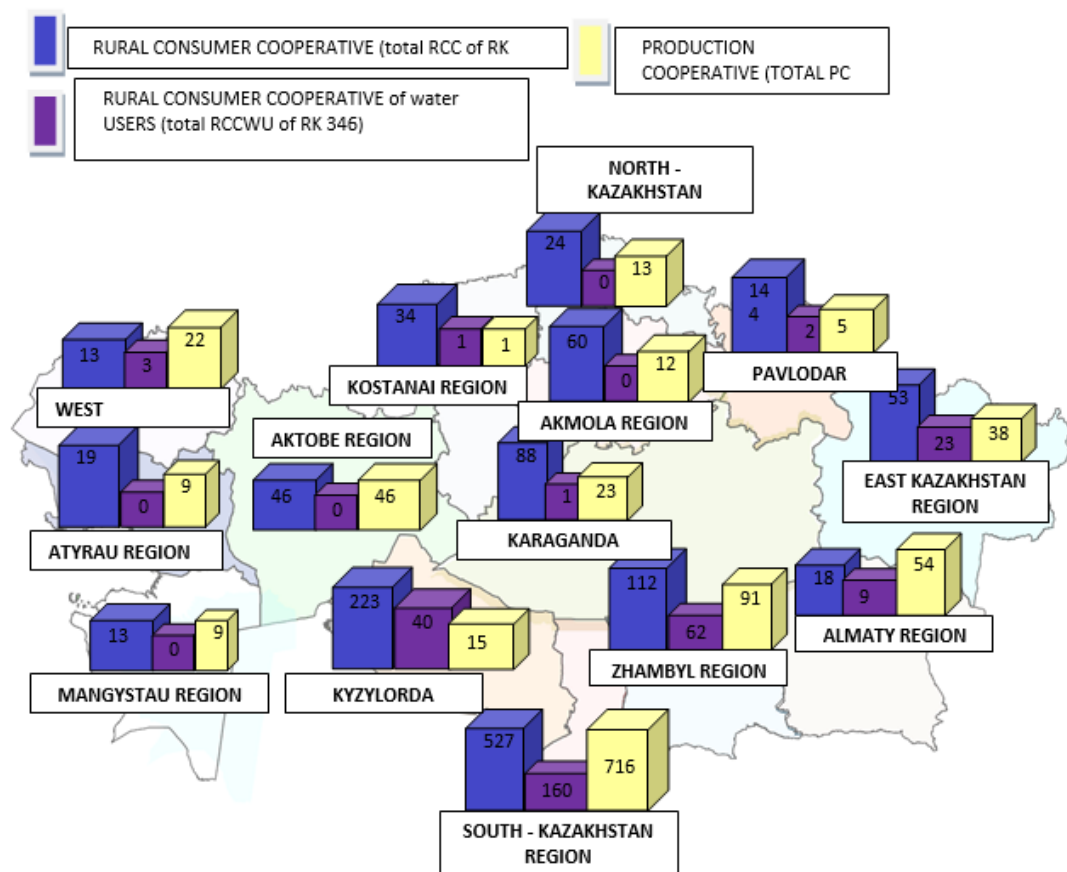


Figure 1 - Placement of agricultural cooperatives in the Republic of Kazakhstan on 01.01.2019 [15], [16]

Note: compiled by the authors

4. CONCLUSIONS

As a result of the proposed policy measures to develop a sustainable food system, the following results can be achieved:

- * increase in gross output of agricultural products by 30%, or 1 trillion tenge
- the growth of labor productivity by 50%
- * growth in exports and decline in imports by 17%
- * expansion of irrigated area by 40% - up to 2 million hectares
- * expansion of coverage of agricultural producers by state support measures by 7 times
- * involvement of more than 500 thousand private-subsidary farms in the sales system through cooperatives
- * increase in the share of agricultural products processing and loading of processing enterprises by 1.3 times
- * the growth of private investment in the industry more than 3 times – up to 427 billion tenge.

In addition, effective implementation of the programme from the point of view of commodity sector development requires:

- creation of legally fixed organizational and economic conditions in the system of production, sale and processing of agricultural products;
- ensuring efficiency of state regulation of processes of formation of the market of food products and resources for their production; mobilization of resource potential of system of food providing in the sphere of economic relations and its effective use;
- stimulation of introduction of resource-saving and economically clean technologies adapted on zones of production of receiving food products.

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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
АУЫЛШАРУАШЫЛЫҚ КООПЕРАТИВТЕРІНДЕГІ ШЫҒЫНДАРДЫ
ЕСЕПКЕ АЛУ ЖӘНЕ ОЛАРДЫ ОҢТАЙЛАНДЫРУ ПРОЦЕССЫ**

Аннотация. Мақалада ауылдық жерлердің әлеуметтік-экономикалық әлеуетінің кейбір көрсеткіштеріне әсер ететін, ауылшаруашылық кооперативтері өнімінің құнын оңтайландыратын кооперативті басқару нысандарын дамыту аясында орындалуы мүмкін экономикалық функциялар қарастырылады. Бұл жұмыс өндіріс шығындарын оңтайландыруды, ауылшаруашылық және экономикалық тұрақты ауылшаруашылығы мен тұрақты азық-түлік қауіпсіздігінің дамуына ықпал ететін анықталған факторларға әсер етуді ескере отырып, ауылшаруашылық кооперациясының одан әрі дамуын сипаттайды.

Түйін сөздер: ауылшаруашылық кооперативтері, өндіріс шығындарын оңтайландыру, тұрақты даму, азық-түлік қауіпсіздігі, экономика.

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**ОПТИМИЗАЦИЯ СТОИМОСТИ И УЧЕТ ЗАТРАТ
В СЕЛЬСКОХОЗЯЙСТВЕННЫХ КООПЕРАТИВАХ
РЕСПУБЛИКИ КАЗАХСТАН**

Аннотация. В статье рассматриваются экономические функции, которые могут выполняться в рамках развития кооперативных форм управления, влияющих на определенные показатели социально-экономического потенциала сельской местности, оптимизацию себестоимости продукции сельскохозяйственных кооперативов. В работе описывается дальнейшее развитие сельскохозяйственного сотрудничества с учетом оптимизации производственных затрат, влияния на выявленные факторы, которые будут способствовать сельскохозяйственному и экономическому устойчивому развитию сельских районов и устойчивой системы продовольственной безопасности.

Ключевые слова: сельскохозяйственные кооперативы, оптимизация производственных затрат, устойчивое развитие, продовольственная безопасность, экономика.

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**STRATEGIC PLANNING AS A KEY
TO THE COMPANY'S SUCCESS IN THE OIL AND GAS INDUSTRY**

Abstract. In the face of increasing competition in the global energy markets, given the high importance of the oil and gas industry for the Kazakh economy, the topical issue is improving the strategic planning system in the oil and gas industry. In the article, the author examines the existing hierarchy of program documents of strategic planning in the oil and gas industry, highlights the problems inherent in the current system.

The main provisions and objectives of the strategic planning of oil companies are considered. The role of the oil industry in the main macroeconomic indicators of the country's development is shown.

Keywords: strategy, strategic planning, oil and gas market, oil company, trends.

Introduction

The process of developing a strategy for oil companies that operate in the face of international competition, activate and expand their foreign operations, seek regional or global leadership, remains insufficiently studied and poorly represented in modern literature on the management of the company. Moreover, it is obvious that the strategies for working in international markets, as well as the processes of their development and implementation have their own specifics. The tools and methods of international strategic management, of course, should be different or, more accurately, complement the standard tools of strategic management.

In the current conditions of business globalization, in order to gain a stable competitive position, Kazakhstani oil companies need to take into account the development trends of the global oil industry and adequately respond to them. The changes that are taking place radically affect both the external environment and the internal corporate development factors of international oil companies:

– Increased competition in the capital market and stricter requirements of investors, which put oil companies in need of increasing competitiveness due to reliability, efficient functioning and high quality results.

– Improving the efficiency of the oil and oil products markets, related both to the widespread use of various financial risk management tools, and to the emergence and beginning of the use of new technologies and the appearance of new participants in the markets.

– Privatization of oil companies and easing government regulation aimed at improving the efficiency of their activities.

– The rapid development of information technology as a way to achieve competitive advantages, which has a huge impact on many aspects of the oil business.

The processes of globalization of the world economy over the past two decades have led to major changes in the oil and gas sector. Global competition for access to new sources of mineral resources is increasing due to depletion of developed reserves. The need to develop new, less efficient hydrocarbon deposits, leading to a significant increase in the cost of production of a unit of production, the continuous

increase in the cost of material and technical resources used to maintain the technical condition and the development of production capacities, high volatility of fuel prices, the instability of the global financial market, all this makes the successful development of companies engaged in the production, transportation and sale of hydrocarbons very risky and problematic. Increased competition and increased risks dictate the need to choose new development guidelines. Subjects of management of the oil and gas complex of Kazakhstan face the problem of improving the conceptual approaches, methods, tools used in the preparation and adoption of strategic decisions in a new unstable environment [1]. Despite the fact that the fuel and energy sector has already formed management structures that meet the specifics of activities in market conditions, given the high inertia and capital intensity of the oil and gas complex, it is vital at the moment and in the future on a permanent basis in order to achieve sustainability and efficiency of its development in the long term to improve management methods, and primarily strategic planning.

Methods

Oil is one of the most important sources of energy of this century, it is used in all countries of the world. Indeed, our dependence on oil is very strong and does not seem to be easing. Since oil accounts for 35% of the world's energy and is used in all spheres of our society, it is the main source of energy. To date, there is every reason to believe that the oil and gas industry may have a tendency to its rapid movement towards the supply crisis, after years of crisis of overproduction. This is hard to believe, given the increase in oil production in the US and the growth of optimism in the sector. In general, the situation in the industry is much better than a year ago: oil prices have recovered. If some time ago it seemed that the price was set in the range of approximately 45 US dollars to 50 US dollars per barrel, today Brent oil is trading at the level of more than 70 US dollars. Thus, there is a recovery of the industry after a difficult period, when low prices prevailed, strict financial discipline was maintained, restructuring of the asset portfolio was carried out and high productivity was ensured. At the same time, the International Energy Agency (IEA) has been signaling the possibility of a supply crisis since 2016. And recently, the possibility of a crisis proposal by the end of the decade warned the heads of Total, Eni and Saudi Aramco [2]. With the growing demand for oil and the fact that investment in many large projects was postponed during the economic downturn, there is a decline in the potential to meet this demand. Oil companies will need to increase production, and there is a risk that some of them may find it difficult to keep up with the growing demand. The fundamental problem of the sector, of course, is its inherent volatility. Producers will need time to take into account factors of unpredictability in terms of oversupply or unsatisfied demand in the market. In addition, they will have to overcome the difficulties associated with the pace and scale of the transition to electricity production from non-fossil sources. Given these uncertainties, oil and gas companies need to develop a viable strategy to mitigate these risks. In other words, although the period of oversupply in the market is over, its effects will continue to be felt. In the short term, companies must maintain strict financial discipline and focus on improving productivity and applying new technologies. In the long term, they need to restructure their asset portfolios so that they become profitable at low break-even prices [3]. Moreover, they will have to consider how to ensure that their portfolio as a whole meets the requirements of tomorrow and protect it in the context of the transition to a low-carbon economy.

As for the prospects for the development of Kazakhstan, since independence, they have been associated with long-term plans for the production of hydrocarbons, the revenues from which should become the basis for the creation of a diversified domestic economy.

Table 1 – Countries with the largest oil reserves

| Country | Reserves, billion barrels | % of world reserves |
|--------------|---------------------------|---------------------|
| Saudi Arabia | 264,1 | 21 |
| Iran | 137,6 | 10,9 |
| Iraq | 115 | 9,1 |
| Kuwait | 101,5 | 8,1 |
| Venezuela | 99,4 | 7,9 |
| UAE | 97,8 | 7,8 |
| Russia | 79 | 6,3 |
| Libya | 43,7 | 3,5 |
| Kazakhstan | 39,8 | 3,2 |
| Nigeria | 36,2 | 2,9 |
| USA | 30,5 | 2,4 |
| Canada | 28,6 | 2,3 |
| Qatar | 27,3 | 2,2 |
| China | 15,5 | 1,2 |
| Angola | 13,5 | 1,1 |
| OPEC members | 955,8 | 76 |
| Whole world | 1258 | 100 |
| [4] | | |

Main part The oil refining industry is defined among the leading branches of the oil and gas complex, the effective development of which depends on the implementation of the long-term strategy of socioeconomic development, formulated by the first President of the Republic of Kazakhstan in the strategy «Kazakhstan – 2050». On the territory of the Republic of Kazakhstan there are 202 oil and gas fields. Projected recoverable oil resources are estimated at 7.8 billion tons and natural gas at 7.1 trillion tons.m3. About 70% of these resources are concentrated in the Western regions of Kazakhstan. The vast majority of them are associated with subsalt deposits and lies at depths of about five or more thousand meters [5]. Oil production is carried out at 55 fields. The largest fields are Tengiz (oil), Uzen (oil and gas), Karachaganak (oil and gas condensate), Zhanazhol (oil and gas condensate), Kalamkas (oil and gas). Oil companies cannot do without long-term planning. The largest investment activity is shown by such large companies as «North Caspian Operating Company» (18 %), JV «Tengizchevroil» (15 %), JC «Mangistaumunaigas» (12 %), JC «CNPC-Aktobemunaigaz» (11 %), JC «Ozenmunaigaz» (8 %), JC «Embamunaigaz» (4 %), JC «PetroKazakhstan Kumkol Resources» (3 %), JC «Turgay — Petroleum» (3 %), JC «Karazhanbasmunai» (2,5 %) and «Buzachi Operating Ltd» (2 %) [6]. According to the data announced by departmental sources [4] in recent years, Kazakhstan adheres to a pragmatic scenario focused on a consistent increase in oil production to 95-100 million tons in 2020, to 110-115 million tons — by 2030, stabilization in 2040-2050 at the level of 110 million tons [7]. The main problems in the field of production and processing of oil and gas raw materials today include the shortage of Kazakhstan's specialized personnel, a small number of processing enterprises for hydrocarbon raw materials and a relatively small hydrocarbon recovery rate. One of the central issues unresolved today is the shortage of qualified specialists in the oil and gas sector. This problem is directly related to the problems of the education system of the Republic of Kazakhstan. Personnel shortage of oil workers, natives of Kazakhstan, was felt almost at all times. Now, as before, this problem is solved by inviting specialists from abroad to senior positions. Solving the problems of dynamic development of oil and gas enterprises and the state as a whole, it is necessary not only to act decisively, but also to think carefully about future steps. In short, the oil and gas complex is the driving force of the socio-economic reforms carried out in the Republic, the conductor of modern innovative and managerial decisions. The time-line of the project from exploration to commissioning is 10-12 years. In the developed regions, with other favorable conditions, it is possible to keep within five years. In the developed regions, under favorable conditions, it is possible to cope within five years. On average, it takes another 5-7 years from the first oil to the output of the field to the design level of production. To a normal return on capital, under which it makes sense to

invest 15 years. That is, the average payback horizon of the field development project from scratch is 20-25 years. If the project is associated with the application of new technologies, the decade may be required only to ensure that this technology is ripe. A good example is the development of shale oil fields in the United States. The pioneers of the industry began drilling their first wells in the 1990s, and their efforts paid off in the 2010-s [8]. The development of a strategic plan, the final version of which must be supported by extensive research and evidence, is a daunting challenge. To function effectively in a highly competitive environment, oil companies must constantly collect and analyze vast amounts of information about the industry, market, competitors and other factors. Strategic plans should be designed not only to remain coherent over long periods of time, but also to be flexible enough to be modified and reoriented as necessary. The overall strategic plan should be seen as a programme in which an oil company operates for a predetermined period of time. At the same time, it is necessary to realize that the conflict and constantly changing business and social situation makes constant adjustments to the strategic plan inevitable. Strategic planning is the only way to formally predict future challenges and opportunities, and therefore provides the basis for appropriate management decisions. In addition, formal planning helps to reduce risks when making management decisions, including due to consideration of erroneous or inaccurate information about the capabilities of the corporation or the external situation. Planning, because it serves to formulate goals, helps participants in all business processes to create a common goal within the oil company [9].

A widespread methodological mistake that occurs in the strategic management of the development of an oil company is that certain aspects of development are considered and particular tasks are separately solved (development of the production technological base, formation of an investment program, intensification of production), which leads to inconsistency, and often to the unrealizability of management decisions. With this in mind, in order to improve the efficiency and coordination of management decisions, the development of an oil company should be considered as a single crossfunctional business process. This process covers the analysis of the market environment of the system, the formation, coordination and optimization of options for «technological» development and financial and economic schemes of their implementation. This takes into account the results of operating and financial activities of the company, acting on the basis of a unified methodology and modern information management technologies.

As a rule, the strategy of oil companies is aimed at expanding the scale of operations, increasing sales and profits. However, in real conditions, the implementation of such a strategy may be limited by numerous factors, the main of which are: market saturation, competition with manufacturers of similar petroleum products, the possibility of falling under the antitrust law when trying to oust competitors from the market, causing damage to the environment, etc. The following strategic approaches can help mitigate these constraints [10]: – inception into new geographical markets; – development and supply of new types and grades of oil products to the existing or new market; – acquisition of technology for production of promising products from another company or merger with the manufacturer in order to expand the range of products (this way is faster than the development of new products on their own, but requires significant financial resources). There are strategic principles that will keep the business at the expense of meeting the requirements of tomorrow, regardless of market volatility in the short term: - continuous management of the asset portfolio as a whole at significantly lower break-even prices regardless of actual oil prices; - the observance of strict financial discipline; - when investing and carrying out activities, shift the focus to maintenance of assets; - it is necessary to replace the «owner-operator» model with an approach in which only the owner is important and profitability is a priority; - implementation of digitalization policy; - professional development of specialists to prepare them for work in the era of new technologies. Strategic planning usually includes 4 areas of management: 1) resource allocation programme; 2) ways to adapt to the environment; 3) internal coordination areas; 4) organizational strategic foresight. The resource allocation programme includes the allocation of typically limited organizational resources, such as

investment funds, scarce managerial staff and technological expertise. Adaptation to the external environment covers all actions of a strategic nature that improve the relationship of the corporation with its external environment. Oil companies need to adapt to both favourable and unfavourable external conditions, develop appropriate best practices and ensure that the strategy is effectively adapted to the environment, primarily through the development of better production systems, through interaction with the authorities, the creation of a favourable image, etc. Internal coordination includes the coordination of strategic activity for display strong and weaknesses of the corporation with the aim of achieving effective integration of internal actions of the components of its business processes. Effective internal operations ensuring is an integral part of the Corporation's management activities. The search for organizational strategies is the main goal of organizational strategic foresight. In its framework, among other organizational tasks, the tasks of systematic development of managers' thinking are solved by creating such a training organization in which they can learn from previously adopted strategic decisions. The ability to learn from experience enables the oil company to correct its strategic direction and improve the level of management in the field of strategic management. We can distinguish the following main stages of solving the problems of strategic planning [11]: – identification of strategic development goals and criteria for their achievement; – diagnostics of problems and opportunities of the organization, including their definition, establishment of the reasons and consequences for the organization; – development of different solutions to problems and/or use of available opportunities; – analysis of the likely consequences of each of the planned options; – choosing of the most appropriate option; – planning — transition from a description of what should be done to a description of how it should be done (formation of budgets, schedules, distribution of tasks between performers, etc.);

– measuring and forecasting results, comparing them with the intended goals; – assessment of trends and major changes taking place both within organizations and in the external economic environment; – bringing the elements of the strategic plan to the performers and creating a motivational environment for its implementation.

The obtained results (conclusions) The implementation of these stages of the strategic planning process should ensure the formation of long-term strategic development programs for vertically integrated companies and monitoring their implementation. If the function of strategic planning is successfully set in the oil company, the formation of long-term programs will be carried out on the basis of a unified methodology, formal models and methods, information technology and software and algorithmic decision support tools. Thus, the proposed measures for the introduction of modern methods of work at the enterprise level and the creation of a comprehensive system of strategic planning are becoming increasingly important for Kazakh oil companies operating in a highly competitive environment. Despite the fact that strategic planning as a separate element does not guarantee success, it simultaneously creates conditions for the emergence of some important and favorable factors for the development of the company.

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**СТРАТЕГИЯЛЫҚ ЖОСПАРЛАУ МҰНАЙ-ГАЗ САЛАСЫНДАҒЫ
КОМПАНИЯЛАРДЫҢ ЖЕТІСТІГІНІҢ КІЛТІ РЕТІНДЕ**

Аннотация. Әлемдік энергетикалық нарықтардағы бәсекелестіктің артуына қарамастан, мұнай-газ саласының қазақстандық экономиканың маңыздылығы ескеріле отырып, мұнай-газ саласында стратегиялық жоспарлау жүйесін жетілдіру өзекті мәселе болып табылады. Мақалада автор мұнай-газ саласындағы стратегиялық жоспарлаудың бағдарламалық құжаттарының бар иерархиясын қарайды, қазіргі жүйеге тән проблемаларды айқындайды.

Мұнай компанияларын стратегиялық жоспарлаудың негізгі ережелерімен міндеттері қарастырылады. Мұнай өнеркәсібінің ел дамуының негізгі макроэкономикалық көрсеткіштеріндегі рөлі көрсетілген.

Түйін сөздер: стратегиясы, стратегиялық жоспарлау, мұнай-газ нарығы, мұнай компаниясы, үрдістер.

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СТРАТЕГИЧЕСКОЕ ПЛАНИРОВАНИЕ КАК КЛЮЧ УСПЕХА КОМПАНИИ В НЕФТЕГАЗОВОЙ ОТРАСЛИ

Аннотация. В условиях усиления конкуренции на мировых энергетических рынках, с учетом высокой значимости нефтегазового комплекса для казахстанской экономики актуальным вопросом является совершенствование системы стратегического планирования в нефтегазовой отрасли. В статье автор рассматривает существующую иерархию программных документов стратегического планирования в нефтегазовой отрасли, выделяет проблемы, присущие сложившейся системе.

Рассмотрены основные положения и цели стратегического планирования компаний нефтяной промышленности. Показана роль нефтяной отрасли в основных макроэкономических показателях развития страны.

Ключевые слова: стратегия, стратегическое планирование, нефтегазовый рынок, нефтяная компания, тенденции.

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**THE INTERNATIONAL TOURISM MARKET AND ITS ROLE
IN THE DEVELOPMENT OF THE NATIONAL ECONOMY**

Abstract. In the modern economy, tourism plays an important role, as the services market offers different types of travel to different countries, regions and continents. For many countries, international tourism is one of the main sources of income. Thus, the purpose of this study can be defined as the disclosure of the essence and role of international tourism in economic development. This goal determines the relevance of the research topic.

The main idea of this research is to analyze the international tourism market and its impact on the development of the economy of the country and the region.

The scientific significance of the study is based on the importance of tourism and services as sources of income and replenishing the country's budget based on the study of publications and official information on international tourism.

The practical significance of the study is to reveal the role of tourism, including international, for use in the activities of tourist organizations and service enterprises.

The study used official data of international and state bodies, as well as publications in leading economic journals.

The main methods that were used in the study are statistical and factor analysis, empirical calculations and drawing conclusions that reflect the state of international tourism in terms of the development of the national economy.

The results of the study are reflected in the conclusions and recommendations.

Keywords: international tourism, national economy, market, recreational tourism, tourism organization.

Introduction. The purpose of the study is to reveal the essence and role of international tourism in the development of the country's economy, since tourism is one of the important areas of the economy and covers inbound and outbound tourism, the service sector, restaurant and hotel business, as well as other related areas of activity.

The relevance of the research topic is due to modern trends in the development of tourism, as one of the sectors of the country's economy, the possibility of generating income, increasing employment, enhancing the country's competitiveness and improving the welfare of the population.

A research object are the government programs and activity of companies in the field of tourism and services.

The article of research are international tourism and his influence on development of economy of Republic of Kazakhstan.

Scientific meaningfulness of research consists in the study of modern materials on questions of organization of international tourism, government control and illumination of basic progress of industry trends.

Practical meaningfulness of research consists in consideration of current status and search of new possibilities of development of international and home tourism in modern terms at strengthening of competition in the field of tourism and services.

Research was conducted from official data international, state and local bodies, and also publications in scientific and news editions. The special role the questions of international tourism are played by the World council of trips and tourism (The World Travel & Tourism Council, WTTC) and Worldwide tourist (tourist) organization

As informative resources during research the home and foreign materials given on NT in the field of tourism, ranging of objects of tourism, were used on countries and regions.

Basic attention at research of results of implementation of the programs was spared to development of tourism in different countries and in Kazakhstan, direct and indirect influence of tourism on a population, state and on international relations. During research the economic was examined, recreational and social aspects of tourism, and also data of balance of payments of country. At research of types of tourism attention was accented on the features of tourism in Kazakhstan, including sacral tourism.

A research hypothesis consists of supposition, that tourism can become the factor of socio-economic development of country, if the decision of problems and tasks of tourism will come true in accordance with scientifically-reasonable strategy and at cooperation of public organs and population.

Review of literature. Tourism, as phenomenon, is known from ancient times, when people moved families in search of new place for a residence, subsistence and safety. Separate people traveled in other regions with the purpose of cognition of unexplored places, search of adventures or values, for example Argonauts, crusaders, commands of Columbus, Cook, Amerigo Vespucci, Ganzian merchants and many other. Was there, as a rule, mercantile interest in such trips. Besides such expeditions required substantial investments, that carried out rulers, states or patrons of art.

The British, French and Dutch nationals became the first organized travelers, because these countries possessed vast colonies, as a result:

- people had much to move on work (road-shows);
- to visit relatives (marine cruises and surface turns);
- to drive out on treatment (medical tourism);
- to accept marine and air baths (beach and mountain turns)
- to worship shrines (religious, sacral, pilgrim and esoteric tourism) and so on.

In the 17th-19th centuries there were agencies and companies for the organization of tourism in European, American and Asian countries, which were engaged in professional organization of travel, construction and tours. Each country had its own travel preferences, but some combined to organize joint tours. Mainly, tourism companies were combined on geographical or linguistic grounds, such as American and British, Franco-Swiss, and so on.

After World War I, the League of the Nation was established, founded between 1919 and 1920, which included 58 countries. Under the auspices of the League of Nations, the International Congress of Official Tourist Associations was convened in 1925. The League of Nations was a precursor to the United Nations (UN) and ceased to function in 1946

After World War II, the International Congress of Official Tourist Associations was renamed the International Union of Official Tourist Organizations, which was transformed in 1967 into a UN organization (Tichy, 1997:39). The organization has acquired the status of a specialized agency of the United Nations and since 1974 it has become the World Tourism Organization (WTO - UNWTO), which includes 155 countries.

Besides the WTO the World council for tourism and travel (World Travel & Tourism Council, WTTC) which represents the international non-governmental public association of participants of the industry of tourism and travel.

Tourism, as a separate branch of the national economy, is present in the economies of various regions and countries, although not all popular tourist centers are among the developed countries. Modern authors emphasize the importance of tourism for the economy of the country, as they supplement the country's budget, provide employment and contribute to the competitiveness of States (Bhatia, 2006:14).

The theoretical base of economic development of the countries is presented in many researches, at the same time practically all authors emphasize importance of the strategic development aimed at improving competitiveness of the country, employment and appeal to investments. Works of J.M. Keynes who created the whole direction in macroeconomic (Schumpeter, 2011 are most known: 355-400).

The author of cluster model M. Porter also represented developments on tourism clusters in regions in which, besides natural sights, related services, among which hotel business, a dining, souvenir products, cultural and entertaining actions and others (Porter, have to develop 2017: 54).

Modern writers emphasize importance of tourism as industry which has to develop strategically, including within projects, in education and business planning (Paraskevas, 2016: 67). The sphere of researches and education have to promote training on hotel and restaurant business, tourism and related services in the sphere of hospitality and tourism. In process of increase in interest in the sphere of tourism, in education such disciplines as "Tourism economy", "Tourism business economics", "Hotel and restaurant business" and the corresponding educational and methodical literature began to appear. In it also the social aspect of tourism which provides employment to many fields of activity, including small and medium business (Hunter, 2016 is shown: 221-229).

Much attention is paid to questions formation and development of tourism in Kazakhstan as tourism is an alternative of raw production as mineral resources aren't boundless

In researches of the last time much attention is paid to issues of digitalization and information which give new opportunities for appeal of tourism in the countries and regions.

At the same time, along with appeal of tourism, authors show risks in the sphere of tourism (Holm, 2017: 115-122) and also negative points of travel, among which kidnapping for the purpose of use in labor and sexual slavery (Paraskevas, 2018:147-156). Travel business facilitates movement and accommodation of dealers in people and their victims and, thus, is the potential factor promoting human trafficking (Carolin, 2015: 166-171). As a result of joint efforts of UNICEF (The international extraordinary United Nations Children's Fund – the United Nations International Children's Emergency Fund, UNICEF) and the WTO (UNWTO) in 1998 drafted the Code of behavior on protection of children from sexual exploitation on travel and tourism which works as the independent organization with the headquarters in Thailand.

The General Assembly of the World Tourism Organization, as a specialized agency of the United Nations, adopted in 1999 the Code of Ethics for Tourism (Official Internet resource UNWTO: 2019). Although not legally binding, the Code is a mechanism for voluntary compliance and recognition of the role of the World Committee on Tourism Ethics (WCTE).

In Kazakhstan, the development of tourism and services is carried out purposefully, including at the governmental level, including for the development of regions, the increase of entry tourism, the expansion of services and the attraction of investments. In accordance with these priorities, Government Decision No. 406 of 30 June 2017 approved the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023.

Methodology. The aim of the study is to characterize international tourism and its role in the development of the country 's economy and its competitiveness. The study hypothesis suggests that tourism can become a factor in the socio-economic development of the country with a science-based strategy and interaction between state bodies and the population.

International tourism is carried out in accordance with the instruments of international tourism organizations, related organizations, and local and regional tourism organizations.

The study collected and analyzed information on the topic of the study, studied tourism issues in Kazakhstan, which resulted in conclusions and presented some statements of a recommended nature.

The main method of research was analysis of data on the state of the market of international and Kazakh tourism on the basis of official statistical materials, as well as benchmarking by countries and types of tourism. The study used data of scientific and educational literature, statistical information, publications in open press and on the Internet of leading international tourism organizations.

Benchmarking in tourism includes ranking countries by popularity among tourists, by tourist visits, by hotel ratings, restaurants and other indicators.

The Travel and Tourism Competitiveness Index study is conducted by the World Economic Forum (WEF) in collaboration with partner Booz & Company according to data presented by leading global companies, including

- International Air Transport Association (IATA),
- The international union on preservation of the nature (IUCN),
- World organization for tourism (UNWTO),
- World council for travel and tourism (WTTC),

- VISA,
- Deloitte,
- Hilton,
- Marriott and others.

The latest version of the 136 Countries Tourism and Travel Development Ranking was released in 2017, according to which 6 countries in Europe, 2 countries in America (USA and Canada) and 1 countries in Asia (Japan) and Australia (Table 1) are the most popular in the Top 10 tourism countries. The Top 5 leading tourism countries included 4 European countries and Japan (Table 1).

Table 1 - Top 10 countries with the highest tourism popularity index in 2017

| № | The country | The index in 2017 |
|----|---------------|-------------------|
| 1 | Spain | 5.43 |
| 2 | France | 5.32 |
| 3 | Germany | 5.28 |
| 4 | Japan | 5.26 |
| 5 | Great Britain | 5.20 |
| 6 | USA | 5.12 |
| 7 | Australia | 5.10 |
| 8 | Italy | 4.99 |
| 9 | Canada | 4.97 |
| 10 | Switzerland | 4.94 |

Note – compiled by the authors on the source Official Internet resource Travel and Tourism Competitiveness Index Report 2018. - 387 p. // http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf

Of the CIS countries, the Baltic countries and Russia have the highest index, although even they did not enter the twenty and thirty popular countries on the index of entry tourism (table 2). Data for Belarus, Turkmenistan and Uzbekistan were not provided from the countries of the former USSR. Kazakhstan took 81 positions with a rating of 3.59, which among 136 countries of the world is a good, but insufficient position.

Table 2 - CIS countries from 136 countries with tourism data

| № | The rating | The country | The index |
|-----|------------|-------------|-----------|
| 1. | 37 | Estonia | 4.23 |
| 2. | 43 | Russia | 4.15 |
| 3. | 54 | Latvia | 3.97 |
| 4. | 56 | Lithuania | 3.91 |
| 5. | 70 | Georgia | 3.70 |
| 6. | 71 | Azerbaijan | 3.70 |
| 7. | 81 | Kazakhstan | 3.59 |
| 8. | 84 | Armenia | 3.53 |
| 9. | 88 | Ukraine | 3.50 |
| 10. | 107 | Tajikistan | 3.18 |
| 11. | 115 | Kyrgyzstan | 3.10 |
| 12. | 117 | Moldova | 3.09 |

Note – compiled by the authors on the source Official Internet resource Travel and Tourism Competitiveness Index Report 2018. - 387 p. // http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf

The World Tourism Organization (WTO-UNWTO) accounts for the most visited countries and places each year, including the World Tourism Barometer. This publication presents data on the number of foreign tourists arriving, income from entry tourism and travel expenses abroad.

According to the life cycle model of the tourist center R.W.Butler, one of the main indicators in the spatial model of tourism development is the number of tourists. Destination. As the destination of a tourist journey or visit, consistently goes through the stages of exploration, engagement, development, consolidation, stagnation and decline (renewal, stabilization). At the same time, the main indicator of transition from stage to other is the number of tourists.

In 2018 the latest version of the rating of popular countries for rest for 2017 was presented. Data for the previous few years from past reports were also used, resulting in a table of the most popular countries for tourism (table 3). Since the data for the years changed unevenly, the popularity rating was set according to the latest data for 2017.

Table 3 - Number of tourists visiting the world, million people











| The rating | The country | 2013 | 2014 | 2015 | 2016 | 2017 |
|------------|---------------|------|------|------|------|------|
| 1 | France | 83.6 | 83.7 | 84.5 | 82.6 | 86.9 |
| 2 | Spain | 60,7 | 65,0 | 77.5 | 75.6 | 81.7 |
| 3 | USA | 70.0 | 74.8 | 68.5 | 75.6 | 75.9 |
| 4 | China | 55.7 | 55.6 | 59.3 | 56.9 | 60.7 |
| 5 | Italy | 47.7 | 48.6 | 50.7 | 52.4 | 58.2 |
| 6 | Mexico | 24.2 | 29.1 | 32.1 | 35.0 | 39.0 |
| 7 | Great Britain | 31,1 | 32,6 | 34.4 | 35.8 | 37.6 |
| 8 | Turkey | 37,8 | 39,8 | 39.5 | 40,0 | 37.6 |
| 9 | Germany | 31.5 | 33.0 | 35,0 | 35.6 | 37.4 |
| 10 | Thailand | | | 29.9 | 32,6 | 35.3 |

Note – compiled by the authors on the source Official Internet resource UNWTO // https://nonews.co/wp-content/uploads/2018/09/UNWTO_2018.pdf

From the data of Table 3 it follows that the most popular in the Top 10 tourist countries are the 5 of European, 3 Asian and 2 American states. The Top 5 leading tourism countries included 3 European states, as well as the United States and China (Table 3).

Thus, it follows from these tables 1 and 3 that Europe is the leader of entry tourism, despite the new exotic and cheaper tourist centers in Asia and America.

Table 4 - Countries that increased growth in the tourism industry and tourism in 2016

| No | The country | Growth rate |
|----|--|-------------|
| 1 |  Azerbaijan | 46,1 % |
| 2 |  Mongolia | 24,4 % |
| 3 |  Iceland | 20,1 % |
| 4 |  Cyprus | 15,4 % |
| 5 |  Kazakhstan | 15,2 % |
| 6 |  Moldova | 14,2 % |
| 7 |  Costa Rica | 12,1 % |
| 8 |  Georgia | 11,2 % |
| 9 |  Sri Lanka | 10,7 % |
| 10 |  Thailand | 10,7 % |

Note – compiled by the authors on the source Official Internet resource: World Tourism and Travel Council // https://ru.wikipedia.org/wiki/World_Tourism_Travel_Travel_Tips

Among the countries that have achieved success in the tourism industry and tourism according to the World Travel and Tourism Council, Kazakhstan is in the 5 place in the Top 10 countries, which in 2016 have achieved the best success in the tourism industry. The popularity of CIS countries in terms of tourism increased when many borders began to open up to foreign tourists after the fall of the Iron Curtain in 1991 (table 4).

It should be added that international tourism expands the boundaries of tourist places and facilities every year, as well as new types of tourism. The main types of tourism, their purpose and division are presented in table 5.

For development of tourism in the different countries and regions the World council for tourism and travel submitted the list of factors which can negatively affect demand for tourist services.

Thus, the longest negative impact on tourist demand has political unrest, after which the tourist market can recover in 24-27 months.

The second place is natural disasters, which take 21-22 months to recover from.

Terrorist attacks on this list take the third place and require 13-14 months to restore the tourism market.

Table 5 - Classification of tourism by type and destination

| Purpose of tourism | Types of tourism | Division and explanations |
|---|---|---|
| On degree of the organization | Bekpeking | Amateur (unorganized) |
| | Organized | Through travel companies or tour operators |
| | Inturizm (international) | On intergovernmental agreements |
| By mode of transport and movement | Automobile | With the car or self-locking device |
| | Cycle tourism | Mountain, urban, forest, steppe, desert |
| | Water | River, sea, lake, ocean, waterfall |
| | railway | Rail travel to long or close distances |
| | horse | Horse excursions or long-distance crossings |
| | space | Space flights for an additional fee or to a launch site |
| | pedestrian | By urban area, mountains, forests, tundra or steppes |
| sports | Mountaineering | Climbing glaciers or rocks |
| | Mountain | Hiking in the mountains on foot or using transport |
| | Diving | Scuba diving with equipment |
| | Ski | Ski, plain, forest |
| | Rafting | Boating or kayaking on rivers |
| Scientific and educational | Extreme | Hang gliding, surfing, climbing skyscrapers, parkour |
| | Archaeological | Excavation or digging yourself |
| | Historical | By places of historical events or memorials |
| Wellness | Speleological | Visiting caves and grottoes |
| | Social | Tourism for people with disabilities |
| | Medical | Treatment at leading medical centers |
| According to the method of implementation | Health-improving | Preventive clinics, sanatoriums, hospitals, mineral waters, mud |
| | Virtual Real | Online tourism Real travel |
| Historical Adventure | Treasure hunt | Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes |
| | Quest | Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes |
| | Tolkien tourism | Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes |
| Cultural and educational | Cultural | Visiting cultural and historical monuments, galleries, museums |
| | Ethnographic | Visits to ethnic festivals, entities and villages |
| Religious | Pilgrimage | Visiting Religious Centers (Mecca, Jerusalem) |
| | Sacral | Visiting places of otherworldly, irrational, mystical |
| | Esoteric | philosophical search during the journey |
| By purpose of travel and places of visit | Agritourism | Work on the harvest, planting |
| | Ecotourism | Visits to nature reserves, ecological zones, debris removal |
| | Charitable | Volunteering, assistance to affected cities and people |
| By type of activity | Fishing or Fishing Tourism | summer and winter; sea and lake; freshwater and not freshwater; fishing for a fishing rod, spinning, for a whip, zerlitsu sbirulino |
| | Hunting | summer and winter; on a bird, on a large or small animal; with hunting birds or bait; with a firearm or cold steel |
| | Safari | on a large or small beast; with or without weapons; |
| Exotic | Alcoholic; Drug tourism; Gay tourism; Sex tourism; Suicidal; Shopping | Event tourism for the wine festival, the collection of cannabis (hemp), grapes, gay pride parades and so on |

Note – compiled by the authors according to the source Official Internet resource Special economic zones of tourist-recreational type // https://bstudy.net/602710/turizm/osoby_e_ekonomicheskije_zony_turistsko_rekreatsionnogo_tipa#874

Thus, the importance of tourism as an economic sector regulated by international organizations and Governments of Member States of the United Nations, the World Tourism Organization and the World Tourism and Travel Council should be noted.

The main results of the study of tourism development in Kazakhstan are presented in the results and discussion, and the conclusions of the research work are announced in the conclusion.

Results and discussion. Summarizing the materials of the study of the international tourism market, it should be noted that Kazakhstan has not yet achieved the set goals on certain indicators of tourism development, although some work is being carried out in this direction.

Approved by the Government of the Republic of Kazakhstan Resolution No. 406 of 30 June 2017, the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023 implies the use of international experience in the development of tourism, especially entry tourism, without forgetting the peculiarities of Kazakh nature and infrastructure.

Table 6 - Balance of international services of the Republic of Kazakhstan - export, million dollars USA

| | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|-----------|-----------|-----------|-----------|-----------|
| Balance of international services, total | -6 843,46 | -4 720,31 | -3 762,42 | -3 577,77 | -4 595,72 |
| Export Services | 7 002,48 | 6 177,43 | 6 084,53 | 6 504,88 | 7 274,94 |
| Other material processing services | 8,88 | 14,35 | 6,52 | 8,73 | 15,70 |
| Repair and maintenance services not elsewhere classified | 31,48 | 50,39 | 38,41 | 61,38 | 72,74 |
| Transport services | 3 928,75 | 3 516,88 | 3 275,59 | 3 458,40 | 3 980,73 |
| Postal and courier services | 11,79 | 8,00 | 8,15 | 9,82 | 9,12 |
| Trips | 2 000,47 | 1 631,97 | 1 858,48 | 2 135,42 | 2 254,58 |
| Business | 355,51 | 335,21 | 399,24 | 368,29 | 329,49 |
| Personal | 1 644,96 | 1 296,76 | 1 459,24 | 1 767,13 | 1 925,09 |
| In connection with the treatment | 0,66 | 0,46 | 0,85 | 0,47 | 0,60 |
| In connection with training | 1,82 | 4,06 | 4,10 | 6,30 | 15,58 |
| Other | 1 642,47 | 1 292,23 | 1 454,29 | 1 760,37 | 1 908,91 |
| Construction | 18,91 | 36,01 | 9,74 | 7,47 | 22,49 |
| Construction abroad | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 |
| Construction in Kazakhstan | 18,91 | 36,01 | 9,74 | 7,47 | 22,49 |
| Insurance and pension services | 64,80 | 79,27 | 56,75 | 84,16 | 77,95 |
| Financial services | 23,68 | 24,31 | 20,09 | 19,71 | 15,18 |
| Payment for the use of intellectual property not elsewhere classified | 1,78 | 0,89 | 1,09 | 0,69 | 0,91 |
| Telecommunication, computer and information services | 146,56 | 142,80 | 124,36 | 116,15 | 122,46 |
| Other business services | 512,60 | 411,33 | 476,18 | 368,72 | 461,89 |
| Research and Development | 6,55 | 5,62 | 6,33 | 5,68 | 5,48 |
| Professional and management consulting services: legal, accounting, auditing, business consulting, etc. | 140,38 | 108,12 | 99,39 | 109,52 | 117,98 |
| Technical, trade-related and other business services: architectural, engineering and other technical services. operating leasing | 365,68 | 297,59 | 370,46 | 253,53 | 338,44 |
| Services to individuals and services in the field of culture and leisure | 1,53 | 1,23 | 0,24 | 0,43 | 0,88 |
| Audiovisual and related services | 1,40 | 1,04 | 0,17 | 0,29 | 0,17 |
| Other services to individuals and cultural and recreational services | 0,13 | 0,20 | 0,07 | 0,14 | 0,71 |
| Government goods and services not elsewhere classified | 263,05 | 268,01 | 217,08 | 243,61 | 249,43 |
| Note – compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // https://nationalbank.kz/?docid=343&switch=russian | | | | | |

In general, Kazakhstan, according to the World Travel & Tourism Council (WTTC), has seen a dynamic development of tourism. Thus, "Domestic tourism expenses" amounted to 3.0 billion dollars in 2016 The US, in 2017 US \$3.4 billion, grew by 13%. The next important indicator is "Expenses of foreign visitors," characterizing consumption related to entry tourism, which amounted to 1.7 billion dollars in 2016 US \$2017 billion in 1.94 USA. Direct contribution of tourism to Kazakhstan 's GDP amounted to 2.4 billion dollars in 2016 US \$2017 billion in 2.8 The total contribution of tourism to GDP was 7.9 billion dollars in 2016 US \$2017 billion in 9.0 USA.

Tourism in the Balance of Payments of Kazakhstan is reflected in the section "International services," mainly in the indicators "Travel," which are shown as business, personal, in connection with treatment, in connection with training and others (table 6). In exports of travel services accounted for 28.6% in 2014, 26.4% in 2015, 30.5% in 2016, 32.8% in 2017 and 31.0% in 2018, that is, the dynamics are observed, but uneven. Some decline in travel was observed in 2015-2016, but 2017-2018 there is an increase.

In the balance sheet of international services of the Republic of Kazakhstan as a whole imports exceed exports, although net imports since 2014 tend to decrease (Table 7).

In the category of travel there is also a marked excess of imports over exports, although this figure also decreased from 3,514,59 million dollar US \$2014 million in 2,686,90 United States in 2018.

Table 7 - Balance of international services of the Republic of Kazakhstan - imports, *million dollars USA*

| | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|-----------|-----------|-----------|-----------|-----------|
| Balance of international services, total | -6 843,46 | -4 720,31 | -3 762,42 | -3 577,77 | -4 595,72 |
| Service import | 13 845,95 | 10 897,74 | 9 846,95 | 10 082,65 | 11 870,66 |
| Other material processing services | 19,64 | 56,53 | 125,80 | 160,58 | 187,95 |
| Repair and maintenance services not elsewhere classified | 163,83 | 248,61 | 264,19 | 342,11 | 471,27 |
| Transport services | 2 428,91 | 1 840,85 | 1 569,69 | 1 735,37 | 2 020,48 |
| Postal and courier services | 13,70 | 21,19 | 20,35 | 10,49 | 10,39 |
| Trips | 3 514,59 | 2 867,28 | 2 446,50 | 2 559,84 | 2 686,90 |
| Business | 153,14 | 174,53 | 174,36 | 153,67 | 137,71 |
| Personal | 3 361,45 | 2 692,75 | 2 272,13 | 2 406,17 | 2 549,19 |
| In connection with the treatment | 10,66 | 35,32 | 17,15 | 13,39 | 13,52 |
| In connection with training | 73,37 | 140,87 | 139,34 | 137,26 | 154,11 |
| Other | 3 277,42 | 2 516,56 | 2 115,64 | 2 255,52 | 2 381,56 |
| Construction | 1 292,66 | 571,88 | 506,33 | 318,90 | 444,45 |
| Construction abroad | 0,00 | 0,00 | 0,00 | 0,00 | 0,00 |
| Construction in Kazakhstan | 1 292,66 | 571,88 | 506,33 | 318,90 | 444,45 |
| Insurance and pension services | 51,16 | 48,77 | 46,52 | 44,53 | 43,55 |
| Financial services | 134,44 | 138,18 | 383,08 | 225,63 | 246,10 |
| Payment for the use of intellectual property not elsewhere classified | 93,68 | 149,09 | 126,87 | 117,05 | 167,68 |
| Telecommunication, computer and information services | 337,93 | 341,69 | 280,98 | 294,81 | 396,34 |
| Other business services | 5 575,68 | 4 368,44 | 3 878,81 | 4 008,97 | 5 022,12 |
| Research and Development | 15,16 | 9,31 | 12,66 | 10,09 | 12,04 |
| Professional and management consulting services: legal, accounting, auditing, business consulting, etc. | 2 087,76 | 1 514,47 | 1 396,25 | 841,27 | 1 513,46 |
| Technical, trade-related and other business services: architectural, engineering and other technical services. operating leasing | 3 472,76 | 2 844,65 | 2 469,90 | 3 157,62 | 3 496,62 |
| Services to individuals and services in the field of culture and leisure | 81,46 | 68,14 | 57,22 | 141,28 | 51,99 |
| Audiovisual and related services | 76,22 | 59,96 | 49,59 | 40,16 | 41,20 |
| Other services to individuals and cultural and recreational services | 5,24 | 8,18 | 7,63 | 101,12 | 10,79 |
| Government goods and services not elsewhere classified | 151,97 | 198,28 | 160,94 | 133,56 | 131,82 |
| Note – compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // https://nationalbank.kz/?docid=343&switch=russian | | | | | |

The geographical structure of foreign trade in services, presented in table 8, shows a decrease in the share of exports and imports with the countries of the Eurasian Economic Union (EAEU) and an increase in the share of exports and imports with other countries. A slight increase in exports can be noted for European, Asian and American countries, as well as for imports.

The proportion of African and Pacific countries (Australia, New Zealand and island countries) is small and is shown in the category "other countries" (table 8).

Table 8 - Geographical structure of external trade in services, millions of US dollars

| | 2017 | | | | 2018 | | | |
|--|--------|-------|---------|-------|--------|-------|---------|-------|
| | export | % | import | % | export | % | import | % |
| TOTAL | 6504,9 | 100,0 | 10082,6 | 100,0 | 7274,9 | 100,0 | 11870,7 | 100,0 |
| EURASIAN ECONOMIC UNION, including | 2587,4 | 39,8 | 2615,7 | 25,9 | 2432,0 | 33,4 | 2534,8 | 21,4 |
| Armenia | 3,5 | 0,1 | 1,7 | 0,0 | 5,4 | 0,1 | 2,8 | 0,0 |
| Belarus | 18,0 | 0,3 | 34,8 | 0,3 | 32,2 | 0,4 | 52,4 | 0,4 |
| Kyrgyzstan | 203,7 | 3,1 | 259,7 | 2,6 | 170,9 | 2,3 | 556,6 | 4,7 |
| the Russian Federation | 1560,5 | 24,0 | 2020,0 | 20,0 | 1494,0 | 20,5 | 1504,7 | 12,7 |
| Tajikistan | 86,9 | 1,3 | 18,8 | 0,2 | 90,1 | 1,2 | 35,0 | 0,3 |
| Ukraine | 52,2 | 0,8 | 67,5 | 0,7 | 70,4 | 1,0 | 63,1 | 0,5 |
| Uzbekistan | 662,6 | 10,2 | 213,4 | 2,1 | 569,0 | 7,8 | 320,2 | 2,7 |
| The rest of the world | 3917,5 | 60,2 | 7466,9 | 74,1 | 4843,0 | 66,6 | 9335,8 | 78,6 |
| EUROPE | 1425,2 | 21,9 | 4195,7 | 41,6 | 1728,8 | 23,8 | 4515,8 | 38,0 |
| Eurozone, including | 372,9 | 5,7 | 1792,5 | 17,8 | 512,1 | 7,0 | 2078,8 | 17,5 |
| Austria | 12,4 | 0,2 | 19,5 | 0,2 | 11,3 | 0,2 | 33,9 | 0,3 |
| Germany | 127,1 | 2,0 | 356,1 | 3,5 | 126,1 | 1,7 | 364,5 | 3,1 |
| Italy | 48,3 | 0,7 | 626,7 | 6,2 | 19,6 | 0,3 | 524,8 | 4,4 |
| The netherlands | 146,9 | 2,3 | 556,7 | 5,5 | 69,4 | 1,0 | 432,0 | 3,6 |
| France | 38,4 | 0,6 | 74,4 | 0,7 | 35,1 | 0,5 | 298,4 | 2,5 |
| Countries outside the eurozone, including | 1052,3 | 16,2 | 2403,2 | 23,8 | 1216,7 | 16,7 | 2437,0 | 20,5 |
| United Kingdom | 76,5 | 1,2 | 1163,3 | 11,5 | 81,1 | 1,1 | 1744,4 | 14,7 |
| Poland | 19,1 | 0,3 | 11,1 | 0,1 | 55,5 | 0,8 | 35,1 | 0,3 |
| Switzerland | 38,8 | 0,6 | 270,1 | 2,7 | 93,2 | 1,3 | 89,9 | 0,8 |
| Czech | 8,5 | 0,1 | 11,7 | 0,1 | 10,2 | 0,1 | 32,9 | 0,3 |
| ASIA, including | 2159,0 | 33,2 | 1071,7 | 10,6 | 2613,5 | 35,9 | 2041,1 | 17,2 |
| China | 2130,5 | 32,8 | 433,8 | 4,3 | 2390,8 | 32,9 | 793,5 | 6,7 |
| Republic of Korea (South) | 38,7 | 0,6 | 339,2 | 3,4 | 61,3 | 0,8 | 1 190,2 | 10,0 |
| Turkey | 109,2 | 1,7 | 530,9 | 5,3 | 85,9 | 1,2 | 389,3 | 3,3 |
| Japan | 20,7 | 0,3 | 17,0 | 0,2 | 19,5 | 0,3 | 49,0 | 0,4 |
| OTHER COUNTRIES | 333,3 | 5,1 | 1331,5 | 13,2 | 500,7 | 6,9 | 2778,9 | 23,4 |
| Note – compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // https://nationalbank.kz/?docid=343&switch=russian | | | | | | | | |

It should be noted the interest of foreign tourists in the Central Asian countries, adjacent with Kazakhstan, mainly, to Kyrgyzstan and Uzbekistan. Kyrgyzstan is well-known for the unique Lake Issyk

Kul, and Uzbekistan attracts interest architectural monuments in the cities of Samarkand, Bukhara, Khwarezm and sights of Tashkent.

In modern the world informatization and digitalization, including in tourism thanks to which tourists can make on the Internet a set of operations, among which ticket booking, the places of residence and placements, definition of a route of the movement and logistics of movement is of great importance. The matters in Kazakhstan are resolved at the state level and regulated by authorized bodies with assistance of the active population.

Kazakhstan has several clusters for tourism development from which it is possible to distinguish several regions and the large cities of Nur-Sultan, Almaty, Shymkent and others.

Regionally and geographically Kazakhstan can be subdivided into East, Central, Northern, Southern, Southeast and Western regions some of which have the areas of the same name.

The southeast region includes in itself unique tourist routes in which there are mountains, the rivers, steppes, the woods, lakes, among which well-loved by tourists of Mount Ala Tau, the Charynsky canyon, the Big Almaty lake, Kolsay, Kainda, Alakol and nature reserves. The Charynsky canyon is interesting also by the Charyn River near which the place of growth of a relic ash-tree and also mystical places like Valley of locks, Vedmino the gorge remained.

In the central part of Kazakhstan there are lakes, the best-known of which Pine-forest is compared to Switzerland. The capital of Kazakhstan also has a set of unique architectural sights and places of visit.

The southern Kazakhstan is the sacral place of a pilgrimage to shrines as Hodge Ahmet's Mausoleum of Yassau in Turkestan, built by Tamerlan on a grave of the poet, the Sanctuary Merk in the Jambyl region, the Mosque Beket-ata, several centuries ago.

East Kazakhstan is famous for forests, the massif of Altai and the rivers. One of unusual places of this region Katon-Karagay it is located on border of Kazakhstan, Russia, Mongolia and China. It is not made by hand natural park and the reserve, with Rakhmanovsky keys.

Also feature of Kazakhstan is existence of the Sacral places with space power connected with burials of the famous people and allowing to find spirituality and health. For these purposes in Kazakhstan the catalog of sacral places in which area development of tourism with the corresponding attributes and infrastructure is planned is created.

Space tourism as in the territory of Kazakhstan there is the well-known spaceport Baikonur (Baikonur) in the territory of which tourists can watch take-off of spaceships became one of new, but already rather demanded. In the presence of sufficient financial means and health, tourists can even depart to space for the short-term period.

Kazakhstan has almost all types of tourism, presented and classified in table 5, as well as many positive points and advantages, including terrorist safety of tourists, loyalty to tourists, lack of language barrier for Russian-speaking and even English-speaking tourists.

Modern technology allows tourists to come together in community groups and communities, for example, through Couchsurfing, Airbnb, Facebook, Instagram and other applications where tourists and volunteers help each other travel, city accommodation, route planning and transportation.

Shortcomings of Kazakhstan tourism are insufficient infrastructure development, shortage of qualified personnel for the tourism industry with knowledge of foreign languages, restrictions in the use of modern technologies in the field of tourism and service, as well as lack of promoted brands to attract tourists. Such brands are holy and sacred places, the original musical ethnofestival The Spirit of Tengri, Dimash Kudaibergen, Gennady Golovkin (GGG), a complex of ЭКСПО-2017 in Nur Sultan, Medeo and Shymbulak in Almaty. The main task at the moment is to promote well-known brands with the help of new technologies, social networks, mass media and other available means.

A recognizable brand was multinational cuisine in restaurants and cafes, which includes Kazakh, Uzbek, Uighur, Tatar and Dungan dishes on its menu, along with famous Italian, Thai, Chinese, French, American and dishes from other countries and continents.

Also, the shortcomings of tourism in Kazakhstan include insufficient quality ratio and price for service, especially in remote resorts, fees from employees of various departments and private carriers.

However, despite some shortcomings and shortcomings in the organization of tourism, Kazakhstan has quite attractive places and friendly people, which allows to expect an increase in the inflow of foreign tourists to the country.

Conclusion. The research objective defined as disclosure of essence and a role of the international tourism in development of national economy was executed during the analysis of data on the international and Kazakhstan tourism with benchmarking application. Results of the conducted research allow to draw a number of conclusions and recommendations on the course of implementation of government programs.

Progress in development of tourism in Kazakhstan at the state level and in the sphere of businesses, adjacent to tourism, as in the republic there is a boundless potential for opening of the places and sights which aren't experienced or not untwisted for tourism yet is noted.

Tourist clusters not in all regions develop sufficiently effectively as the solution of problems of regional development of the country demands participation of the state, business and the public. Without active participation of the population tourist business can't develop, employment won't be provided and outflow of the population to the large developed cities and regions will continue.

On some indicators the trend of decrease in data on entrance and internal tourism proceeds while the quantity occupied in services sector annually increases.

According to the Balance of payments increase in import of services therefore «clean import» on services in balance of the country is noted continues.

The concept of development of tourism is the program document according to which it is necessary to eliminate the available defects of the sphere of tourism and to combine efforts on creation of positive image of the country.

Possibilities of use of results of the presented research are perspective when studying trends of development of tourism and its influence on national economy and also on development of the adjacent and accompanying types of activity. The hypothesis of a research raises new questions which can be investigated in other aspects of tourism in Kazakhstan, the region and internationally.

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ХАЛЫҚАРАЛЫҚ ТУРИЗМ НАРЫҒЫ ЖӘНЕ ОНЫҢ ҰЛТТЫҚ ЭКОНОМИКАНЫ ДАМУДАҒЫ РӨЛІ

Аннотация. Қазіргі заманғы экономикада туризм маңызды рөл атқарады, себебі қызметтер нарығы әртүрлі елдерге, өңірлер мен континенттерге әр түрлі саяхат түрлерін ұсынады. Көптеген елдер үшін халықаралық туризм кіріс көздерінің бірі болып табылады. Осылайша, зерттеудің мақсаты экономикалық дамудағы халықаралық туризмнің мәні мен рөлін ашу ретінде айқындалуы мүмкін. Бұл мақсат зерттеу тақырыбының өзектілігін анықтайды.

Бұл зерттеудің негізгі идеясы - халықаралық туризм нарығын және оның елдің және аймақтың экономикасын дамытуға әсерін талдау.

Зерттеудің ғылыми маңызы туризм мен қызметтердің маңыздылығын халықаралық туризм бойынша жарияланымдарды және ресми ақпараттарды зерттеу негізінде табыстың көзі ретінде және елдің бюджетін толықтыру.

Зерттеудің практикалық маңызы туристік ұйымдардың және сервистік кәсіпорындардың қызметінде туризмді, оның ішінде халықаралық туризмнің рөлін анықтау болып табылады.

Зерттеу барысында халықаралық және мемлекеттік органдардың ресми деректері, сондай-ақ жетекші экономикалық журналдарда жарияланымдар пайдаланылды.

Зерттеу барысында пайдаланылған негізгі әдістер - ұлттық экономиканы дамыту тұрғысынан халықаралық туризмнің жай-күйін көрсететін статистикалық және факторлық талдау, эмпирикалық есептер және қорытындылар жасау.

Зерттеу нәтижелері қорытындылар мен ұсынымдарда көрсетілген.

Түйін сөздер: халықаралық туризм, ұлттық экономика, нарық, рекреациялық туризм, туристік ұйымдар.

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РЫНОК МЕЖДУНАРОДНОГО ТУРИЗМА И ЕГО РОЛЬ В РАЗВИТИИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

Аннотация. В современной экономике туризм играет важную роль, так как рынок услуг предлагает различные виды путешествий в разные страны, регионы и континенты. Для многих стран международный туризм является одним из основных источников получения дохода. Таким образом, цель данного исследования можно определить как раскрытие сущности и роли международного туризма в развитии экономики. Указанная цель определяет актуальность темы исследования.

Основная идея данного научного исследования заключается в анализе рынка международного туризма и его влияния на развитие экономики страны и региона. Научная значимость исследования исходит из важности туризма и услуг как источников получения дохода и пополнения бюджета страны на основе изучения публикаций и официальной информации по вопросам международного туризма. Практическая значимость исследования заключается в раскрытии роли туризма, в том числе международного, для использования в деятельности туристских организаций и предприятий сферы услуг.

В ходе исследования использовались официальные данные международных и государственных органов, а также публикации в ведущих экономических журналах. Основные методы, которые использовались в проведении исследования, представляют собой статистический и факторный анализ, эмпирические расчеты и построение выводов, отображающих состояние международного туризма в плане развития национальной экономики. Результаты исследования отражены в выводах и рекомендациях.

Ключевые слова: международный туризм, национальная экономика, рынок, рекреационный туризм, туристские организации.

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THE HISTORY OF FORMATION AND DEVELOPMENT OF ENTREPRENEURSHIP IN THE REPUBLIC OF KAZAKHSTAN

Abstract. In most countries of the world, entrepreneurship is a powerful engine of economic and social development. Without entrepreneurs, people's needs cannot be fully satisfied. In addition, entrepreneurship carries out managerial, organizational, market functions; forms the elements of creativity in the social and economic life of society. Through entrepreneurship, innovations in trade, management, and information technology are being implemented. In this article the essence of entrepreneurship, its advantages and disadvantages, current status and development trends; defined the concept of entrepreneurship in the modern economy; the principal business activities; analyzes the current state of entrepreneurship; the small and medium entrepreneurship in the Republic of Kazakhstan identified the prospects of development of entrepreneurship in Kazakhstan.

Keywords: economics, entrepreneurship, economic trends, small and medium enterprises, market economy.

1. INTRODUCTION

For the first time the concept of the entrepreneur is found in the arena of the history of slavery, when the opportunity came about to use slave labor, and the war became the economic engine of enterprise: following the conquerors, the generals went the conquerors – business executives [1]. History has preserved the memory of many entrepreneurs, whose activity was closely linked to warlike raids, piracy and trade. The first entrepreneurs, Industrialists have been associated with the military [2]. The father of the famous Athenian orator Demosthenes was the owner of the factory of swords, where he worked 32 slaves. In Rome there were gladiatorial schools, organized on an entrepreneurial basis [3].

In the middle ages, there were economic conditions for the formation of a new type of entrepreneurs. Aspiring entrepreneurs of that time was presented by the merchants, traders, artisans, and missionaries [4].

A high level of trade in 9-12 centuries in Central Asia. During excavations in the treasures found imported products – art utensils, coins [5]. Major centers of business were Ispidzhab, Cedar, Otrar, Taraz, Navaket, Balasagun. It added the cities of the North – Eastern Semirechye, as Kallik, IKI - Oguz. In Ispidjab, there were regular markets and market paintings, caravanserais. Some of the caravanserais was inhabited by merchants from Samarkand and Naseba, and the merchants of Ispidzhab went with the goods in Baghdad, merchants from Isfahan had their own caravanserais in Seligi etc [6].

The formation and development of entrepreneurship in Kazakhstan was in an unfavorable socio-economic and political condition of the transition period, against the backdrop of serious macroeconomic crisis and the decline in the living standards of people [7].

Entrepreneurship as a special form of economic activity can be carried out in both public and private sector. According to this there are:

- a) The business of the state;
- b) Private enterprise [8].

Public entrepreneurship is the form of implementation of economic activity on behalf of the company established: a) public authorities, authorized to manage state property (state enterprises), or b) local authorities. An important characteristic of such enterprises is the fact that they are responsible for its obligations only with the property which is in their ownership [9].

2. METHODOLOGY

In the process of the study were used methods of research: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and other.

To explore entrepreneurship development in Kazakhstan were used General scientific and special research methods:

- review of the regulatory framework;
- analytical method;
- economic-mathematical calculations.

At the present stage of industrial-innovative development of Kazakhstan small and medium businesses will play an essential role in implementing innovative projects and creating the ultimate competitive product based on the use of domestic and foreign scientific potential.

The activity of small businesses is an important factor in improving the economy of the country. The advantages of such enterprises include the following:

Partners in small businesses invest their capital in the business with more interest than large;

- Creation of additional jobs, reduction of unemployment;
- An effective tool for continuous updating of all elements of the production process, ensure high competitiveness of its products and services.
- facilitating activities of large enterprises through manufacturing and delivery of components and equipment, creation of support and service industries;
- The liberation of the state from low-profitable and unprofitable enterprises through their rent and foreclosure;
- carry out innovations that initially did not require major investment, and attracting a significant amount of labor and material resources.

3. RESULTS

Economic development of Kazakhstan in recent years has significantly moved forward towards the formation poly - subject structure of property relations. Civil code, following the Constitution, the law captures this fact. Moreover, the peculiarities of acquisition and termination of ownership rights to property, of possession, use and disposition for each of the subjects is determined solely by the law [10]. And only the law defines the types of property that can be exclusively in state or private ownership.

The new situation demanded a radical change in the legal basis of economic activities [11]. Civil code is a milestone along the way. He identified a fundamental basis for economic relations in the transition to market relations, has formed a basic rule, the rules of their legal regulation, compiled and legislated a new form of economic organization that have arisen in recent years [12].

Today, the economic changes in Kazakhstan far ahead of conversion in the legal field. Summarizing all the above, it remains to note that the required equal Union between economic change and the legislative framework, and that this equality is committed to ensuring that Kazakhstan is economically developed country with great prospects of development [13].

The role of small and medium-sized business in the economic growth of the state

Small and medium enterprises (SMEs) – the basis of a stable civil society, and from its development depends the welfare of all Kazakhs. SMEs not only perform an important social role, supporting the economic activity of most of the population, but also provide considerable tax revenues to the budget. In the current difficult situation, the SME can act as a stabilizer, and therefore entitled to the due attention of society and the state [14].

World experience shows that if the state wants to develop dynamically and steadily, its socio-economic programs should always include measures to stimulate small and medium business [15]. Today, in developed countries SMEs account for between 40% to 90% of gross domestic product (GDP). And therefore, it is quite natural that the governments of these countries place a priority on supporting the

sector. In principle, Kazakhstani SMEs moving in line with global trends, however, its share in the economy is very different from the global criteria [16].

The SME sector is characterized by high dynamism, flexibility, innovative activity, ability to quickly create new industries and generate new jobs. For example, in the United States over the past decade, approximately 55% of all innovations and account for about 75% of new jobs were created in the SME sector [17]. The capital efficiency is about 9 times higher than in the large business sector.

4. CONCLUSIONS

Despite the high rates of development of business in recent years, there are several problems that hinder a qualitative growth of this sector. These problems include:

- Imperfection of the legislative base – the law on private entrepreneurship contains outdated regulations. For a number of SME development there are no clear rules that leads to an increase of administrative barriers and the dual interpretation of the current legislation;

- The problem of the criteria definition of business entities – criteria of business entities to the category of small and medium business do not correspond to world practice. Low cost criteria are below the current level of economic development and business. They stimulate artificial "splitting" of the business, reducing the effectiveness of the support measures and the competitiveness of domestic businesses;

- Lack of constructive tax system – the tax system of Kazakhstan does not provide economic incentives to increase small business and its gradual transformation into a medium;

- Administrative barriers – the existence of administrative barriers is a major obstacle to the development of small and medium-sized businesses. However, their comprehensive analysis diets the keys to the most effective solution to this problem;

- weak development and the fragmented infrastructure of support of business existing in Kazakhstan infrastructure to support SME provides integrated support of development of small and medium-sized businesses and leads to increased transaction costs [10];

- low competitiveness of products of small and medium – sized businesses- lack of capital-high level of wear updatability and low fixed assets and low-tech SME sector in General, reduce productivity, economic efficiency and competitiveness of small and medium business;

- Lack of access to financial resources – the global financial crisis has compounded the problem of lack of financing of SMEs. Timely implementation of the government Stabilization programme allowed us to partially neutralize the negative impact of the crisis on the SME sector.

The most important task of the state at this stage is the creation of an integral system of economic methods of regulation. To this end, all countries in transition to a market economy carry out a radical reform credit and the tax system.

Program of support and development of entrepreneurship in the Republic of Kazakhstan.

Since the beginning of formation of independent Kazakhstan history of state measures for support of entrepreneurship can be divided into the following periods:

The first period, from 1992 to 1994;

The second period from 1994 to 1996;

The third period is from 1997 to 2000;

Fourth period, from 2001 to 2003;

The fifth period, from 2004 to 2007;

Sixth period, from 2008 to the present.

Apparently, it would be wrong to agree with the common thesis that the future of Kazakhstan is in entrepreneurship. The future of Kazakhstan - for all of us and will depend largely on our ability to develop an effective concept of the household code. But the future of Kazakhstan — and for entrepreneurs. Therefore, requires a professional approach of everyone who decided to engage in this form of economic activity and to the performance of their business functions.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА КӘСІПКЕРЛІК ҚҰРЫЛЫМ ЖӘНЕ ДАМУ ТАРИХЫ

Аннотация. Әлемнің көптеген елдерінде кәсіпкерлік экономикалық және әлеуметтік дамудың қуатты қозғалтқышы болып табылады. Кәсіпкерлерсіз адамдардың қажеттіліктері толық қанағаттандырыла алмайды. Сонымен қатар, кәсіпкерлік басқарушылық, ұйымдастырушылық, нарықтық функцияларды орындайды; қоғамның әлеуметтік-экономикалық өміріндегі шығармашылық элементтерін қалыптастырады. Кәсіпкерлік арқылы сауда, менеджмент және ақпараттық технологиялар саласындағы инновациялар жүзеге асырылуда. Бұл мақалада кәсіпкерліктің мәні, оның артықшылықтары мен кемшіліктері, қазіргі жағдайы мен даму тенденциялары қарастырылады; қазіргі экономикадағы кәсіпкерлік түсінігі айқындалды; негізгі қызмет түрлері; кәсіпкерліктің қазіргі жағдайын талдайды; Қазақстан Республикасындағы шағын және орта кәсіпкерлік Қазақстандағы кәсіпкерліктің даму перспективаларын анықтады.

Түйін сөздер: экономика, кәсіпкерлік, экономикалық үрдістер, шағын және орта бизнес, нарықтық экономика.

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ИСТОРИЯ СТАНОВЛЕНИЯ И РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСТВА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В большинстве стран мира предпринимательство служит мощным двигателем экономического и социального развития. Без предпринимателей потребности людей не могут быть удовлетворены в полной мере. Кроме того, предпринимательство выполняет управленческую, организационную, рыночную функции; формирует элементы творчества в социально – экономической жизни общества. Посредством предпринимательства реализуются нововведения в торговле, управлении, информационных технологиях. В данной статье рассматриваются сущность предпринимательства, его достоинства и недостатки, современное состояние и тенденции развития; определена концепция предпринимательства в современной экономике; основные виды деятельности; анализируется современное состояние предпринимательства; малое и среднее предпринимательство в Республике Казахстан определило перспективы развития предпринимательства в Казахстане.

Ключевые слова: экономика, предпринимательство, экономические тенденции, малый и средний бизнес, рыночная экономика.

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EXPERIENCE OF NORWAY IN DEVELOPMENT OIL MARKET

Abstract. Starting from the moment when Kazakhstan was established as the sovereign State and till the present day one of the budget replenishment sources is selling of crude oil in its pure state or income from foreign investments received under the Contracts with foreign companies on joint field production. At the initial stages of the State establishment the attraction of foreign investments was beneficial as the country's infrastructure was underdeveloped and there was no opportunity to finance the projects by own means. However, the excessive attraction of foreign financing sources makes the country vulnerable to investors and leads to income loss. And lack of market competition aggravates the country situation. Therefore, the paper is aimed at investigating the experience of similar oil market development. An example of such market is Norwegian oil market as the volume of oil production and volume of petroleum selling are almost the same to Kazakhstan market, but the declared political concept under which all produced natural resources are the nation's patrimony made this country one of the developed and economically strong States in the world.

Key words: oil market, Norway, oil export, national oil companies, foreign investments.

Introduction. Despite that Kazakhstan became an independent country a little less than 30 years ago, and oil production on the territory of the Republic of Kazakhstan started more than 25 years ago, and despite a lot of national programs on Kazakhstan development [1, 2], in which the first President of the country, N.A. Nazarbayev determined new tasks on further development of other industries in addition to extractive industry mainly aimed at production of oil, at the moment the country still depends much on the development of its own oil market.

Development of oil industry influences much on political and social aspects of country's activities and on the development of many other branches of economy. The confirmed reserves of the Republic tell that the potential of hydrocarbon raw material availability is huge, but this does not guarantee the flourishing. The investigation of other countries world experience shows that Kazakhstan needs to find its place in the system of world markets to allow receiving better commercial results and political benefits. In our opinion, the experience of Norway is a good example. As Norway, being an oil country is one of financially stable and socially developed countries of the world. Although the volume of Norwegian oil production is almost the same to that of Kazakhstan and the export structure, the same as in Kazakhstan, consists of oil and gas materials, the economic and social situation of the countries is rather different. As of today, Norway is considered as one of the developed, economically stable and financially reliable country of the world. Taking into account these moments, the paper is aimed at comparative analysis of oil market development in Norway and Kazakhstan, and determining main problems and shortages of Kazakhstan oil market.

Methodology and investigation methods. The methodical instruments for the integrated estimation of the oil market of Kazakhstan and Norway is based on the comparative and system analysis and synthesis.

During the investigation, the methods of systematic approach, generalization, economic analysis, economic and statistical grouping, comparisons, and rating estimations were used.

The methodological base of the investigation were scientific proceedings of national and foreign scientists-specialists and experts on the problems of Kazakhstan and Norway oil markets development. These are Yegorov O.I., Chigarkins O.A., I.M.Machado E Silva, H.K. de Medeiros Costa [9], J.M. Ramírez-Cendrero, E. Wirth [11], Thurber, M.C., Hults, D.R., Heller, P.R.P. [12] and other.

The paper is based on such Strategic State documents as the National Program and annual Addresses of the first President of RK, N.A. Nazarbayev, among them are: the Address of the first President of the Republic of Kazakhstan to Kazakhstan people “Strategy “Kazakhstan 2050”: new political course of the established state; the National Program of the industrial and innovative development of the Republic of Kazakhstan for 2015 - 2019 approved by Kazakhstan President's Decree №874 on August 1, 2014, and other [1], [2].

The review and analysis of the statistic data was conducted basing on the statistic materials of the Statistics Department of Norway [3] and statistics collections, materials and annual reports of the Statistics Committee of the Ministry of National Economics of the Republic of Kazakhstan [15], and data from the world sites such as the World Bank [4], World Data Atlas [5].

In addition, the work is based on reports of such organizations as the UN [7], Ministry of Oil and Energy of Norway [8], KIOGE [14], KAZENERGY [16], “Samryuk-Kazyna” FNP [18], and web-portal of Norwegian government [10].

Main body

The role of hydrocarbons in achieving high position of the Scandinavian country in the world is undisputable. The country is steadily ranked first in comparative investigations on the life quality, human development and happiness index. Kazakhstan is rich with natural resources especially oil and gas. And the oil production in Kazakhstan started at the end of XIX century, much earlier than in Norway, and even earlier than in Iran, Kuwait, Mexico, and Saudi Arabia. However, the differences between the countries are obvious. Norway was always a specific sample in managing and disposing oil and gas resources. Owing to the industrialization started in XIX century and successful development of water resources, Norway became an important player in the oil and gas industry.

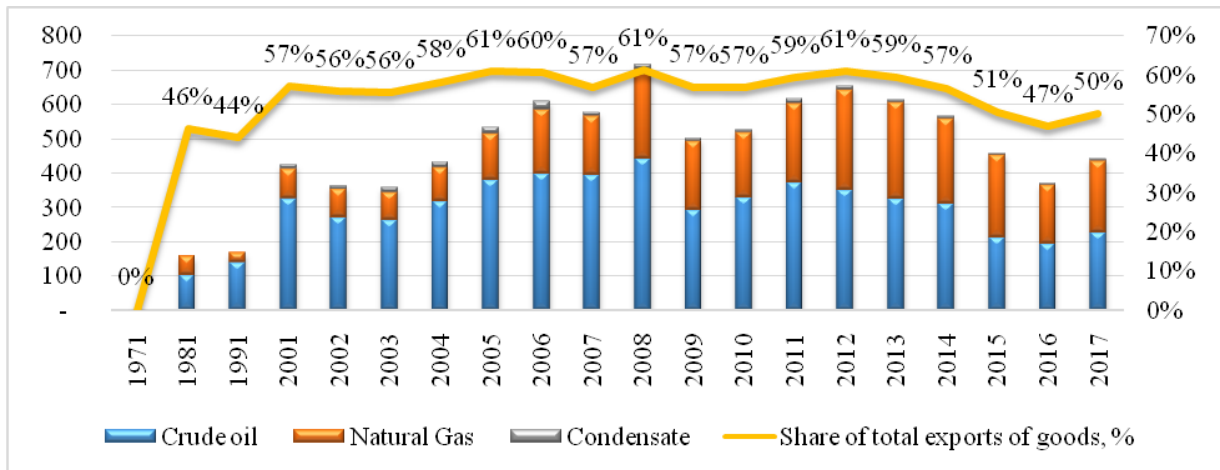
First industrial production in the shelf area of the North Sea in 1971 resulted in Norway's entering the ten largest oil exporters in the world in the early XXI century and achieving the best results by 2000. The peak of Norwegian oil production was reached in 2001, that time the total volume of oil production including liquefied natural gas and condensate was 3.4 million barrels per day [3].

When the first exploration of Norwegian oil well started in 1971, the GDP level of the country was 14.6 billion US dollars, and the income from natural resources exploration was only 0.16% GDP of the total production volume. By year 2000 (for 30 years!) the GDP of the country reached 171.3 trillion US dollars, and natural resources exploration was 19.21% GDP, and oil activity was 15.7% [4].

Politically structured as a constitutional monarchy, today the country takes high positions almost in all ratings on social and economic development of the country estimated by numerous international organizations, such as the UN, World Bank, OECD, and is considered as one of the most developed countries in the world. With population a little more than 5 million people (5.3 million), in 2018 the GDP of the country reached 434.9 billion US dollars [5], and Norway from year to year takes the highest position in the human development index rating (0.953 in 2017) [6]. In addition, such indicators as high GDP per capita in the amount of 81.7 thousand dollars in 2018 (by comparison, Great Britain – 42.6, USA – 62.6 thousands US dollars) [5] and low level of inequity represented by Gini index (27.5 for 2017) [7] confirms high degree of social and economic development of the country. And pragmatic policy related to the oil and gas industry became, probably, the most successful among other counties-exporters in the field of the national interests achievement in the oil and gas industry.

Currently, Norway provides about 2% of the world oil consumption, and the total export cost of crude oil, natural gas and condensate in 2018 was about 61 billion US dollars or about 54% of the whole export of Norwegian goods. The country exported directly about 1.2 million b/d of crude oil to European countries, and about 0.3 million b/d to coast constructions in Norway (Figure 1).

In addition to hydrocarbons, the significant export items in Norway are fish and marine food, and also the goods and services for oil and gas industries [10].



Note: compiled by author based on data [8]

Figure 1 - Export value of Norwegian oil, condensate and natural gas, billion kroner

The concept “Hydrocarbon – nation’s patrimony” declared from the very beginning made Norway the sole owner of all natural resources in the country. Therefore, only the State has a right to provide temporary licenses for extraction of all natural resources including oil ensuring by this the effective control of the compliance with natural resources management rules and maintaining of competition environment in the national oil and gas industry.

The Norwegian oil ownership is described in section 1 (1.1) of Law 71 dated November 29, 1996 that explains the access rights to oil deposits at continental platform and management of these resources. There is definite statement that Norway is a shareholder of ownership on underwater oil deposits (continental platform) and has exclusive rights on these resources management. The survey and production activities can be leased out to third parties through the survey licenses or from the State through the national Norway Company STATOIL Petroleum AS [9].

The key to success of the Norwegian model of licensing was objective and unbiased process on issuance of licenses based on criteria elaborated by the Ministry of Petroleum and Energy of Norway to ensure maximum social and economic efficiency of natural resources management. This allowed avoiding the excessive influence of TNC and retaining its interest to surveys of continental shelf.

According to the data of the Statistical department of Norway, at the end of 2018 there were 39 companies at the Norwegian shelf engaged in oil survey and production: 25 companies acted as operators and 14 as partners on licenses for production [7]. Among them the main participants are several governmental organizations, such as Norwegian International Energy Company Equinor ASA⁶ (before NOC Statoil ASA) that was initially established by the State for direct participation in oil projects. As of today, about 70% of oil production in the country is controlled by this Company.

In addition to Equinor ASA, to reduce the political capital of the company, but keep the participation of the State in the industry, in 1984 Norway introduced a new form of property - direct government take in field deposits and pipeline system known as State’s Direct Financial Interest (SDFI).

SDFI – is a legal body representing a portfolio of Norwegian government responsible for investments and collection of further income from oil and gas. The income received by the SDFI from selling of oil and gas is transferred directly to the national budget and therefore is exempted from taxation. The establishment of the SDFI was aimed at countering the mass accumulation of financial resources by Statoil as the cash flow of the Company in the first half of 1980-s increased significantly regarding the

⁶ For purposes of growth and development in the petroleum and renewable energy market, on May 15, 2018 the largest Norway National Petroleum Company Statoil ASA was renamed to Equinor ASA.

GNP of Norway and the government decided to divide the Statoil property. The initial property of the Company was divided into two parts: about 20% belonged to Statoil, and the rest – to SDFI. However, starting from the large-scale restructuring of oil governmental property in 2001, a new governmental managing company Petoro was established to manage the SDFI [10].

Petoro - 100% governmental company that does not have the ownership rights on oil deposits and does not have direct licenses, but is a surveillance company on behalf of the government and provides exploitation rights to other private companies.

In whole, the administrative scheme of the Norwegian oil model was created on the base of functions division among three entities:

1. The commercial function is governed by Equinor ASA. However, after the establishment of SDFI and partial privatization of the Company, the commercial department was divided among the international energy company Equinor ASA and other 100% governmental companies.

2. Technical and financial role is implemented by Norwegian Petroleum Directorate (NPD) established in 1972. In addition to data collection on petroleum activity, geology and engineering, and compilation of proposals to the Ministry of Technical Issues related to oil production rate and/or distribution of licenses, it is also responsible for control over implementation of licenses terms and conditions. In 2004, the Agency on petroleum industry safety was created as a branch of the Petroleum Directorate. The Agency deals with issues of labor safety and ecological aspects of the petroleum industry activity. The last word on especially important issues remains with the country's parliament.

3. The Ministry of Petroleum and Energy established in 1978 is responsible for forming the national policy in oil industry and issuance of licenses. The Ministry took upon itself the executive task by putting into action the laws approved by the parliament and by working together with this body to solve the oil industry tasks. It is also responsible for arrangement and estimation of license rounds according to rules stated in the Law on Petroleum (approved on November 29, 1996) [11].

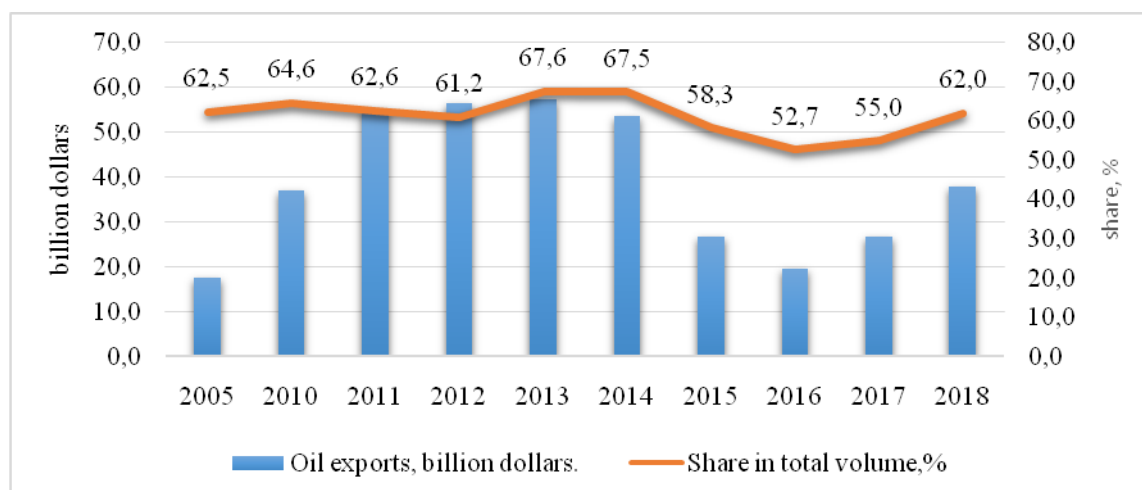
Thus, the whole institutional environment from the top to the bottom is directed on leading role of national interests over all other, and “three-headed” model of management bodies ensures unbiased actions of public officers, professionalism and fairness of the made decisions.

According to Thurber et al., such division of functions allows increasing the efficiency of the oil industry due to following reasons: first, the NPC will be able or even will have to concentrate on commercial activity only that will improve its operative activity and increase the State income; second, creation of independent technical and surveillance bodies may favor the government to control and set goals for NPC and other agents of the industry; third, there will be potentially less conflicts of interests (for example, NPC will have less chances to use its regulatory and political power to receive privileges), and, fourth, the governmental control over the petroleum policy will allow them limiting the NPC excessive influence on other institutes [12].

Contrary to Norway, in Kazakhstan the oil production started much earlier. First Kazakh oil was produced in November 1899 at Karashyungyul oil field at Atyrayu region [13], and active increase of production started in 1993 at Tengiz oil field. During the USSR period, the main oil fields were surveyed and Kazakhstan was a large petroleum supplier. But in Soviet petroleum industry the Republic was not leading comparing to Tatarstan, North Siberia, and Azerbaijan.

Today, the Republic of Kazakhstan is ranked 13 on oil production having fixed volume of 1634 thousands b/d (Norway is ranked 15 having volume of 1398 b/d) [5], and is ranked 12 on the volume of oil reserves in amount of 11-12 billion tones [14]. The share of Kazakhstan in the structure of world oil resources is about 1.8%. Among the CIS countries, Kazakhstan is ranked second after Russia on black gold production.

The petroleum industry of Kazakhstan is one of the main drivers of the economic growth of the country. The share of the petroleum industry in the GDP structure for 2018 was about 15%, and the share of oil export is about 62% of the total export volume [15]. Thus, in 2018 Kazakhstan exported about 70 million tons of crude oil for a total amount of 37.8 billion US dollars. At the same time the physical volume of sales showed peak increase starting from 2013, and income reached the highest level over the past 4 years (Figure 2).



Note: compiled by author based on data [14]

Figure 2 - Dynamics of oil exports of Kazakhstan and its share in total exports

Figure 2 shows that over the past 10 years the lowest amount of oil was sold in 2016. That year the share of oil constituted only 52.7% of all foreign sales of Kazakhstan. This was due to the world fall of prices on raw materials and depreciation of tenge. These situations confirm that Kazakhstan urgently needs taking real measures on diversification of economy, increase the export of other industries such as processing industry, agriculture and other.

Today, Kazakhstan market has three main giant world class oil fields – Kashagan, Tengiz, Karachaganak.

1. Kashagan – was discovered in 2000 and is one of the largest oil fields among others discovered in the world over the past half century, it is ranked 9 in the world, and located 80 km away from Atyrayu. It is also one of the most expensive projects on energy resources survey and production among ever explored (to date the volume of investments reached 55 billion US dollars) [16]. It possesses about 25% of oil resources in the Caspian Sea. The estimates of the national and foreign geologists show that Kazakhstan deposits reserves possess from 4.8 to 6 billion tons or about 38 billion barrels of oil. Among them, the commercial resources constitute from 9 to 13 billion barrels of oil [16].

The participant of Kashagan Project is "North Caspian operating company" (NCOC) acting on behalf of seven participants of the Consortium (Table). The survey and production of hydrocarbon is conducted at 11 blocks under the North Caspian Sea Production Sharing Agreement (NCSPSA) dated November 18, 1997. According to the Agreement the operating area covers 5600 square kilometers and includes Kashagan field as well as other fields located on his territory - Kalamkas, Kashagan Southwest, Aktoty, and Kayran. Technical production started at the end of September, 2016, and by the expiration date of Production Sharing Agreement it is planned to produce 308 million tones [14].

2. Tengiz –is also a giant petroleum field located in the south-east of Atyrayu and discovered in 1979. It belongs to pre-Caspian province. The upper oil-bearing reservoir lays at about 4 thousand meters depth, its length is 19 km. The development, production, selling of oil and corresponding products is conducted by joint enterprise Tengizchevroil (TCO) consisting of other foreign petroleum companies shown in the Table below. .

By TCO data the total explored stock in drilled and undrilled areas of the reservoir is estimated to the volume of 3.1 billion tons or 26 billion barrels. The recoverable reserves are estimated to the volume of from 750 million to 1.1 billion tons.

This oil field provides about 30% of oil production of the common to the whole Republic level. In 2015 TCO reached the record value on the black gold production – 27.158 million tons. In total the oil production reaches 500 thousands b/d or 75 thousand tons per day, and production of natural gas is 22 million cubic meters per day [13].

3. Karachaganak – oil and gas condensate deposit of Kazakhstan located in the west of Kazakhstan and discovered in 1979. Its reserves are estimated to 1.2 billion tons of oil and 1.35 trillion cubic meters of gas. The Project is operated by "Karachaganak petroleum operating B.V." (KPO). By KPO data, the production volume at the field is 45% of total gas and 16% of total liquid hydrocarbons in the country.

In whole, from the moment of the final agreement signing on Production Sharing (PSA) in 1997 to 2017 the amount of investments was 20.6 billion US dollars. At the same time, according to KPO data the company was repaid only in 2012. In January of the same year, the income from oil and gas selling was about 38 billion US dollars from which the contractor investments reimbursement constituted 17.3 billion US dollars. Consequently, the annual net income of the Project was 20.7 billion US dollars. The Republic of Kazakhstan was to receive 13 billion US dollars. Among them: 9.1 billion US dollars in the form of taxes and 4.1 billion US dollars in the form of beneficial hydrocarbon raw material. However, according to the report of Minister of Energy, in 2016 Kazakhstan addressed to the Commercial Court on the funds distribution issue as the country received less than due in the amount of billion US dollars [14].

Since Kazakhstan became the independent country it started attracting actively the investments from foreign petroleum trans-national companies [17]. On the one hand the attraction of the FDI is beneficial especially at the stage of petroleum projects start when the country's infrastructure was underdeveloped and there was no opportunity to fund the projects by own means. However, attraction of foreign direct investments makes any country vulnerable before investors and it loses its income, and this happens in Kazakhstan oil market now.

Today, the share of the foreign investments in every of the mentioned above giant oil fields is from 80% to 90%. The smallest share is in Tengiz, the largest in Karachaganak (Table).

Table – The share fraction of the main participants in Kazakhstan oil market

| Name of the main largest petroleum consortia in RK | Consortium stockholders | Participation share of stockholders in Consortium, (%) |
|---|---|--|
| NORTH CASPIAN OPERATING COMPANY B.V. (NOC) | <i>KazMunaiGas</i> | 16,88 |
| | Eni (Italy) | 16,81 each |
| | ExxonMobil (USA) | |
| | Royal Dutch Shel (Great Britain, Netherlands) | |
| | Total (France) | |
| | CNPC (China) | |
| | INPEX (Japan) | 7,56 |
| TengizChevrOil (TCO) | <i>KazMunaiGas</i> | 20,0 |
| | Chevron Overseas Company (USA) | 50,0 |
| | ExxonMobil (USA) | 25,0 |
| | Lukoil B.V. (Lukoil branch) (Russia) | 5,0 |
| KARACHAGANAK PETROLEUM OPERATING B.V. (KPO) | <i>KazMunaiGas</i> | 10,0 |
| | Eni (Italy) | 29,25 |
| | Royal Dutch Shel (Great Britain, Netherlands) | 29,25 |
| | Chevron (USA) | 18 |
| | Lukoil (Russia) | 13,5 |
| Compiled by author using source [Ошибка! Залкадка не определена.] https://www.kioge.kz/ru/glavnaya/n-press-tsentr/novosti/740-skolko-nefti-v-kazakhstane | | |

The current situation in petroleum industry of Kazakhstan shows that the largest foreign companies already today possess the huge potential of Kazakhstan hydrocarbon resources consisting of reserves and current production, availability of refinery capacity and pipeline systems. All this causes suspicion as such state threatens the economic and national safety of the country.

Meanwhile, the interests of the State in the national petroleum market are represented by one company – National Company KazMunaiGas (NC KMG) that currently experiences considerable difficulties in the market.

NC KMG has the shares in almost all significant oil and gas assets of Kazakhstan. The Company has

to follow the interests of the State that has the priority right on purchasing strategic assets suggested by the existing contracts holders. According to the legislation the share of the Company in all new contracts on development of shelf fields of Kazakhstan should be 50% [16]. However, today this share of participation in reality is not observed.

At the same time, the considerable difficulties favor the Company to apply different measures for foreign finances attraction to ensure the arrival of additional funds to achieve the target indicators of investment expenditures and settlement of existing obligations. One of such measures was issuance of three Eurobond tranches to the total amount 10.5 billion US dollars in April 2017. In addition, in late 2015, NC KMG finished the deal on selling a share in the amount of 8.4% in Kashagan Consortium (half of the share belonged to KMG – 16.8%) to the controlling stockholder of KMG – “National Wealth Fund “Samryuk-Kazyna” for 4.7 billion US dollars [16]. According to the deal terms, the NC KMG reserves the right to repurchase the shares from 2018 to 2020. However, in early 2018 the NC KMG prolonged its option on its share repurchase from “NWF “Samryuk-Kazyna” from 2020 to 2022 [18]. This testifies that the economic state of the single national company in the oil market is still in the hot seat.

In whole, almost 90% of Kazakhstan oil reserves are distributed among the largest subsoil resources users. Among them, the largest reserves belong to NCOC – 45%, and TCO – 24%. The national company “KazMunaiGas” has only 20%. Another 10% belongs to the Companies developing medium and small objects, and the remained 1% is in the common fund and is exempted from subsoil use [19].

The total volume of the accumulated direct investments into petroleum industry of Kazakhstan since 2005 to the present day is 74.9 billion US dollars. In 2018 the volume of the attracted investments was 12 billion US dollars that is by 4.5 times more than in 2015 [20]. Thus, the oil industry still depends on foreign investments and despite that the country has declared numerous national programs on development, such as the Address of the first President of the Republic of Kazakhstan, N.A. Nazarbayev, to Kazakhstan people “Strategy “Kazakhstan 2050”: New political course of the established State”, second five-year industrial plan, large-scale plan “Nurly Zhol”, five institutional reforms, third modernization etc., in fact only the production industry and related branches of refining industry are developed.

Conclusion. Thus, the comparative analysis of Kazakhstan and Norway showed that the development of oil market of these countries is quite different due to its political courses. If the Norway policy is focused on protection of its natural resources against foreign ownership, Kazakhstan inversely is aimed at foreign investments attraction. At the same time, amazing is that even under the domineering companies with national participation Norway manages to create competition at its oil shelf, but in Kazakhstan it is absent. But this is one of the main mechanisms of market development. To be better than others the companies should use only the advanced developments. Therefore in Norway the new projects are focused on low-cost production even at low oil prices.

It is also worth to note the diversification of Norway economics. Despite the active development of petroleum industry the diversification in Norway passed naturally. The government favored the industrial clusters, not financially, but by providing consultations and aid with arrangements. According to the country’s legislation, the activity of the Norwegian government is totally transparent. There is no any responsible authority or special programs on diversification in Norway. There are also no taxation preferences for business in the diversification plan or direct subsidies. The strengthened control over natural resources, its refining and delivery, rent-seeking led the country to acquisition of knowledge and competence of business and employees in this field. And these are important factors for development of production industry of economics – factors of technology and human capital. The satisfaction of these factors requirements in the internal market allow the petroleum companies increasing the base potential and decreasing the dependence on the foreign capital.

Considering all advantages of the Norwegian policy in petroleum industry, it is worth to note that Kazakhstan has to pass a long way to achieve the Norwegian variant on protection and diversification of petroleum industry and economy in whole, and this way will require a lot of efforts and reforms on improving institutes, rights, and education.

Сулейменова Арайлым Шаймуратовна

Әл-Фараби атындағы Қазақ ұлттық университеті және Қазақстан Республикасының Білім және ғылым министрлігінің Экономика институты, Алматы қаласы, Қазақстан Республикасы

МҰНАЙ НАРЫҒЫН ДАМУДАҒЫ НОРВЕГИЯНЫҢ ТӘЖІРИБЕСІ

Аннотация. Қазақстан егеменді мемлекет ретінде қалыптасу сәтінен бастап осы күнге дейін бюджетті толықтырудың негізгі көздерінің бірі болып шикі мұнайды таза түрде сату немесе шетелдік компаниялармен бірлескен кен орындарын игеруге келісім-шарт жасау есебінен алынған шетелдік инвестициядан алынатын пайда болып табылады. Мемлекеттің қалыптасуының бастапқы кезеңдерінде шетелдік инвестицияларды тарту жақмы пайда әкелді, өйткені елдің инфрақұрылымы дамымаған және жобаларын өз қаражатымен қаржыландыру мүмкіндігі болмаған. Алайда, шетелдік қаржыландыру көздерін шамадан тыс тарту елді инвесторлар алдында осал етеді және бір мезгілде пайданы жоғалтуға алып келеді. Ал нарықта бәсекелестіктің болмауы елдің жағдайын одан әрі нашарлатады. Осыған байланысты, осы мақаланың мақсаты – мұнай нарығы ұқсас елдердің даму тәжірибесін зерттеу болып табылады. Мысалы ретінде Норвегиялық мұнай нарығы. Себебі олардың мұнай өндіру көлемі және мұнай-газ шикізатын сату көлемі қазақстандық нарықпен іс жүзінде бірдей, бірақ Норвегияның барлық өндірілген табиғи ресурстары ұлттың игілігі деп жарияланған саяси тұжырымда бұл елді әлемдегі дамыған және экономикалық күшті мемлекеттердің біріне айналдырды.

Түйін сөздер: мұнай нарығы, Норвегия, мұнай экспорты, ұлттық мұнай компаниялары, шетел инвестициялары.

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ОПЫТ НОРВЕГИИ В РАЗВИТИИ НЕФТЯНОГО РЫНКА

Аннотация. С момента становления Казахстана как суверенного государства по сей день одним из основных источников пополнения бюджета является продажа сырой нефти в чистом виде или прибыль от иностранных инвестиции, полученная за счет заключения контрактов на совместную с иностранными компаниями разработку месторождений. На начальных этапах становления государства привлечение зарубежных инвестиций приносило выгоду, поскольку инфраструктура страны была неразвитой и отсутствовала возможность финансирования проектов собственными средствами. Однако чрезмерное привлечение зарубежных источников финансирования делает страну уязвимой перед инвесторами и заодно приводит к потере прибыли. А отсутствие конкуренции на рынке еще больше ухудшает положение страны. В связи с этим, целью данной статьи является исследование опыта развития схожего нефтяного рынка. Примером такого рынка является норвежский нефтяной рынок, так как объем добычи нефти и объем продажи нефтегазового сырья практически одинаковы с казахстанским рынком, но провозглашенная политическая концепция, где все добытые природные ресурсы Норвегии являются достоянием нации, сделала эту страну одной из развитых и экономический сильных государств в мире.

Ключевые слова: нефтяной рынок, Норвегия, экспорт нефти, национальные нефтяные компании, иностранные инвестиции.

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ENTREPRENEURSHIP DEVELOPMENT CONCEPT

Abstract. Based on a retrospective analysis, the article studies the evolution of the theory of entrepreneurship in economic science and systematizes theoretical knowledge about the concepts of entrepreneurship. In particular, it discloses the essence, content and economic nature of entrepreneurship. It was established that the modern development of the theory of entrepreneurship is characterized by a more specific level of analysis in contact with applied economics and management disciplines. The author's interpretation of the concept of "entrepreneurship" is shown and the main essential characteristics of entrepreneurship are identified. The classification of existing concepts of entrepreneurship is carried out from the positions of basic (the presence of organizational and economic innovation and economic freedom) and derivative characteristics (decision making in the face of uncertainty and risks, ownership of resources, leadership qualities). The resource-oriented and innovative models of entrepreneurial behavior are described and its differences are shown.

Key words: entrepreneurship, economic development, innovation.

Introduction. At the current stage of the economic development the necessity to systemize the economic-theoretical knowledge on concepts of entrepreneurship activity grounded by two reasons increases. First, the entrepreneurship activity is a base of market economy establishment as without the entrepreneurship neither the market economy or society in whole cannot exist and develop properly. Second, the entrepreneurship activity has prerequisites necessary for qualitative changes in economic relations of the current economy system. Namely the last point became the reason for the present research.

A term "entrepreneur" and originated from it "entrepreneurship" have been established in Kazakhstan policy and practice long time ago. At first view the understanding of entrepreneurship essence does not require any clarifications and precisions. However, there is different interpretation of entrepreneurship essence, the term has various understanding. Quite often, the entrepreneurship is understood as a special type of activity related to profit taking. Sometimes the entrepreneurship is understood as any production activity under the market economy conditions. Different programs supporting the entrepreneurship focus mainly on the production scale and number of employees, therefore the entrepreneurship is regarded as small, rarely large and medium entrepreneurship.

But all these cases leave out of account that the entrepreneurship is not only a production activity, but the characteristics of the economy type focused on permanent renew, initiative, orientation on continuous search of something new. In this regard, it is necessary to investigate the evolution of entrepreneurship concept in the economic theory and its new forms.

Results and discussion. One of the first researchers of the entrepreneurship activity in the economic science is R. Cantillon [1]. In his work "Essay on the nature of trade" (1730) he says that an entrepreneur is a man who takes risks when he buys something for known price and sells for unknown. The entrepreneurs can be traders, craftsmen, landowners, capitalists using the labor of other people. The main role of the entrepreneur is to act and make decisions under risky and indefinite conditions. According to Cantillon the function of entrepreneur is not related directly to production or capital owning, it is related more to the economy development. Thus, Cantillon makes a distinction between a capitalist and an entrepreneur.

Despite that Adam Smith addressed to the work by Cantillon in his researches, the entrepreneurship issue remained in the background and has not been discussed by economists for many years.

Almost in 100 years the economic science raised the issue of entrepreneurship again. The entrepreneurship issue was addressed by Jean-Baptiste Say in his work “A Treatise on Political Economy” (1803). According to Say the main function of the entrepreneur is arrangement of production and coordination of production factors: labor, land, capital. Such activity is connected with some risk. J.-B. Say writes the following: “Observing the different branches of industry we see that despite the objects these relate to, they all consist of three different operations. One studies movement and nature laws. This is a scientist. Another one creates useful products using his knowledge. This is agriculturist, manufacturer or trader... this is an entrepreneur, i.e. a person who at its own expense and risk, and for its own benefit tries to manufacture some products. Third one, finally, works by order of two first. This is an employee” [2].

The activity of an entrepreneur is closer to a manager, but different from capitalist. So, the functions of a capitalist and entrepreneur by Say are different. Jean Baptist Say also made a range of important notes on sales markets development. He noted that for entrepreneurs, independently on branches, the difficulties are related not with manufacture, but with selling, it is possible “to produce enough amounts of goods if reliable selling of it is found”. He points on differences for the entrepreneurship development in big and small cities. At all his efficiency in underdeveloped city, even without competitors, an entrepreneur would sell less than in a big city even there were competitors. The reason is that the entrepreneur is surrounded by people who produce different goods. “This is the source of profits gained by cities inhabitants... A city surrounded by rich villages finds there a lot of rich buyers, and near a rich city the farm products become very valuable”.

In the late XIX century, A. Marshall has made a “watershed” between the definitions “entrepreneur” and “manager”. In his works he showed that both of them implement the functions of arrangement and management of production, but the entrepreneur contrary to the manager takes a risk and responsibility for business results.

In 1911, Joseph Schumpeter in his work “The Theory of Economic Development” determined the entrepreneurs as people implementing the function of transformation and reconstruction of the production system. J. Schumpeter connected the functions of an entrepreneur with innovations or with implementation of new combinations leading to appearance of innovations. Among these combinations are:

- Creation of welfare or new quality of products (product innovations) unknown earlier for consumers;
- Adoption of a new method or way of production (process innovations);
- Development of a new market at which the products of the branch has not been presented yet (marketing innovations);
- Opening of a new source of raw materials independently on its existence or accessibility (technological and organizational innovations);
- Changes in production arrangement (organizational innovations) [3].

The significant contribution to further development of entrepreneurship theory in XX century was made by F. Von Hayek, A. Shapiro, R. Hisrich, D. MacClelland and other researchers who described psychological, managerial and resource aspects of entrepreneurship.

In view of Shapiro A. an entrepreneur is “individual able to act basing on previously gained experience and estimation of current capabilities, ready to establish an enterprise when he sees an opportunity and can supply himself with all necessary resources including financial” [4]. At the same time, R. Hisrich assumes that an entrepreneur is only the one who shows initiative and has creative thinking favoring the arrangement of social and economic mechanisms of practical application of production resources and ready to take risk and incur losses [5].

Thus, generalizing the definitions stated above it is possible to formulate the most complete definition of the term “entrepreneurship”. Entrepreneurship is a form of market economy arrangement on production and selling of goods and services to satisfy real demand of buyers to gain and appropriate the profit at his own peril and risk.

In the history of humanity the first entrepreneurs were craftsmen and free peasants aimed at overall satisfaction of themselves and their household with necessary welfare or integrity of consumer costs by division of labor and further cooperation through market exchange. In comparison with contemporary entrepreneurs, their level of motivation and determination on gaining profit and excess profit was much lower.

Along with this, already that time the market laws of entrepreneurship were established. The small manufacturers met at the market with the same ones on their craft specialization and started the intensive competition where a winner was that who was able to guess the consumer demand and was the first to apply new methods of manufacture and decrease the cost of goods and stay afloat by reaching high economic effectiveness. In this regard, A. Smith wrote that aspiration of some people to achieve its private interests by market competition favors the gradual development of social development, and “natural selection” by the competition leads the economy to economic effectiveness. By other words, the entrepreneurs whose business is economically ineffective will look for other fields where they could apply their intentions until the economic effectiveness of the manufacture is achieved.

Under the contemporary market economy the commodity production is unified unchallenged form of production where the law of value became an uncontrolled regulator of the whole social and economic system [6]. The entrepreneurship becomes a basis of establishment and inherent element of canonically functioning market economy, and without the entrepreneurship neither the market economy or society cannot exist and develop properly. In addition, the entrepreneurship activity has necessary prerequisites for qualitative change in economic relations of the contemporary economy system. These reasons make topical the necessity to systematize the theoretical knowledge on entrepreneurship concepts.

The concept of entrepreneurship is a cognition method and an integrity of ideas and statements that form a base of entrepreneurship and entrepreneurship function, and its change in the process of economic system evolution. The existing concepts of entrepreneurship can be divided into two groups: concepts that use functional approach, and concepts that based on interdisciplinary approach.

According to the first group of concepts, the entrepreneurship is considered in the context of economy functioning regularities, i.e. the attention is focused on the functional role of the entrepreneurship in the economy. This group of concepts includes the following:

1. The concept in which the functions of entrepreneurship infer the risk weight or uncertainty (A. Smith, R. Cantillon, J. Thunen, F. Knight).

2. The concept in which the entrepreneurship is considered as one of four base economic resources along with labor, land, and capital. The investigations by J.-B. Say in which the main function of entrepreneurship is the function of production factors coordination are based on this concept.

3. The innovation concept represents the entrepreneurship activity as a function of innovation, function on adopting new combinations of resources implemented to create new material welfare, introduction of new production ways, new arrangement of business, creation of new market opportunities for economy practice goals. The base of this concept is represented by works of J. Schumpeter. This approach was also followed by P. Drucker who admitted the innovation activity as base of the entrepreneurship and stated that the right of ownership of enterprise is not an essential sign of the entrepreneurship as entrepreneurship is possible also without capital possession (for instance, using loan funds) [7].

Along with this, the contemporary researches of this concept consider the innovations as a method to receive the excess profit (excess surplus value). However, it should be noted that the excess profit is not received by entrepreneurs constantly, but temporarily, until the labor efficiency at their enterprises exceeds the average level of labor efficiency in society. When one of the competing enterprises gets any productive, organizational innovations, it will receive higher profit comparing to those enterprises that do not have such innovations. At the same time, these enterprises, to increase its income and competitive abilities, will actively strive to apply the same innovations and technologies. In this case, the effect for the economy will be in increase of labor efficiency in the whole societal production [8]. By other words, under the market economy conditions, the pursuit of excess profit acts as an engine of scientific and technical progress. However, this regularity is not always applicable. The exception is securing of patents on discovery by individual entrepreneurs that delays its distribution and retard.

4. The concept of new Austrian school according to which the entrepreneurship activity is a necessary condition of its effective functioning in market economy. If neoclassical theory considers the market in terms of balance, and an entrepreneur as a secondary figure, the economists of new Austrian school suggest to consider the market as continuous process of entrepreneurship decisions implementation, and move an entrepreneur to the role of the main figure of market processes (I. Kirzner, F. Hayek, L. Mises, M. Rothbard and other).

The contemporary development of the entrepreneurship theory is noted by more concrete level of analysis with elements of applied economy and management disciplines. This part of theory is represented by concepts based on interdisciplinary approach. These concepts are represented by the theory of entrepreneur elaborated by German historical school, and institutional concepts.

1. The concept of the theory of entrepreneur represented by German historical school considers the entrepreneurship as a special type of economic behavior of person having definite value orientations, specific motivation and social role. The essence of the concept is in adding of the economic model of entrepreneurship with psychological factors that allow improving the organizational structure of production, ensure effective interaction of large and small business, elaborate forms and methods of competitive struggle.

2. The institutional concepts of entrepreneurship consider the entrepreneurship activity in interaction with its management aspects. The standards forming the institute of entrepreneurship include the traditions of economy activity arrangement, formal regulators in the form of regulations of labor day organization, agreements, legislation etc. This concept investigates the dependence of entrepreneurship on social institutes (first of all, governmental) as the entrepreneurship activity corresponding to a concrete market assumes definite institutional conditions having historical and genetic nature. The founders of this concept are A. Gibb, J. Johnson, R. Brooksbank, E. Nelson, J. Storey, A. Aslund and other).

Examination of the most important concepts of the entrepreneurship theory allowed formulating the following essential characteristics of an entrepreneur:

1) The base characteristics of the entrepreneurship include availability of organizational and economy innovations and economic freedom. The innovation component of the entrepreneurship is in combination of production factors in a new way, in other words, to achieve the growth in goods and services production the enterprises newly create or change its organizational structures. Such changes are: creation of a new enterprise or its re-organization; application of a new technology or its update; opening of new sales markets and raw material sources, etc.

2) The derivative characteristics of the entrepreneurship that include making decisions under conditions of uncertainty and risks, resources possessing, leader qualities and other. Along with this, these characteristics are the result of the entrepreneurship base characteristics actions.

Conclusion. The examination of the main concepts of the entrepreneurship theory allows making a conclusion on forming the base of theoretical grounds allowing revealing economic essence and content of entrepreneurship. The economic nature of the entrepreneurship can be specified using such its signs as initiative, commercial risk and responsibility, combination of production factors, innovations, voluntary nature of actions, etc.

The ways and approaches to cognition of entrepreneurship foundations and its functions changed in the process of the economic system evolution; in the economic science these are called the concepts of entrepreneurship. The entrepreneurship concepts theory had been establishing in the following trends:

- Examination of the entrepreneurship in terms of risk that cannot be revealed or calculated in advance;
- Highlighting the main function of entrepreneurship expressed in ability to combine successfully the production factors to gain the entrepreneurship profit;
- Determination of the entrepreneurship as a source of new combinations implementation in the production process;
- Separation of the subject-material and organizational and creative initiatives in the entrepreneurship activity.

The stated above trends of the entrepreneurship theory concepts development allow highlighting two models of the entrepreneurship behavior: resource oriented and innovative. Under the first model, an entrepreneur makes business basing on his own resources and prefers those means for achieving a goal that ensure the largest efficiency from resources application, and under the innovation model an entrepreneur prefers the innovation methods of production development and attracts the outside sources of financing. In other words, the distinct feature of the second model is its focus on opportunities, not on available resources.

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КӘСІПКЕРЛІК ТЕОРИЯСЫНЫҢ ДАМУ ТҰЖЫРЫМДАМАСЫ

Аннотация. Мақалада ретроспективті талдау негізінде экономика ғылымындағы кәсіпкерлік теориясының эволюциясы зерттеліп, кәсіпкерлік тұжырымдамалары туралы теоретикалық білімдер жүйеленген. Жеке алғанда, кәсіпкерліктің мәні, мазмұны және экономикалық табиғаты ашылып көрсетілген. Кәсіпкерлік теориясының заманауи дамуы қолданбалы экономика мен басқару пәндерімен жанасатын талдаудың анағұрлым нақты деңгейімен ерекшелетіндігі анықталған. «Кәсіпкерлік» түсінігінің авторлық анықтамасы қалыптастырылып, кәсіпкерліктің мәндік сипаттамалары айқындалған. Кәсіпкерліктің қолданыстағы тұжырымдамалары базалық (ұйымдық-шаруашылық жаңашылдық және экономикалық бостандықтың болуы) және туынды (белгісіздік және тәуекелдер шарттарында шешімдер қабылдау, ресурстарды иемдену, жетекшілік қасиеттер) сипаттамалары тұрғысынан сыныптамаланған. Кәсіпкерлік мінез-құлықтың ресурсқа негізделген үлгісі мен инновациялық үлгісі бөліп көрсетіліп, олардың айырмашылықтары көрсетілген.

Түйін сөздер: кәсіпкерлік, экономикалық даму, инновациялар.

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КОНЦЕПЦИЯ РАЗВИТИЯ ТЕОРИИ ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация. В статье на основе ретроспективного анализа исследована эволюция теории предпринимательства в экономической науке и систематизированы теоретические знания о концепциях предпринимательства. В частности, раскрыты сущность, содержание и экономическая природа предпринимательства. Установлено, что современное развитие теории предпринимательства отличается более конкретным уровнем анализа, сопрягающимся с прикладной экономикой и управленческими дисциплинами. Сформулирована авторская трактовка понятия «предпринимательство» и выявлены основные сущностные характеристики предпринимательства. Проведена классификация существующих концепций предпринимательства с позиций базовых (наличие организационно-хозяйственного новаторства и экономической свободы) и производных характеристик (принятие решений в условиях неопределенности и рисков, владение ресурсами, лидерские качества). Выделены ресурсно-ориентированные и инновационные модели предпринимательского поведения и показаны их различия.

Ключевые слова: предпринимательство, экономическое развитие, инновации.

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**MEDIA EDUCATION AS THE KEY FACTOR OF MEDIA LITERACY
FORMATION IN SOCIAL INSTITUTIONS IN THE REPUBLIC OF
KAZAKHSTAN**

Abstract. Media literacy and media education today are relevant topics not only in Kazakhstan, but throughout the world. It is necessary to take into account the phenomenon of the development of network communities, which is a social fact that requires further reflection and empirical study. However, it can be argued that the formation of a network community based on specialized Internet services (chats, forums, etc.) is based on the interest of its participants in a fairly constant and regular interaction. Kazakhstan is keeping up with the modern world in developing the theory and practice of new media technologies. Our tasks today are issues of media literacy in the first place, children and youth.

Keywords: media literacy, media education, media technology, media literacy.

INTRODUCTION

There are completely new technologies in these areas that almost no one knows. They just appeared and immediately captured the minds of many millions of people. Now everyone knows about the phenomenon of Arab revolutions. The issues of media education in Kazakhstan today are most likely debatable in nature among scientists, bloggers, members of social networks, advanced in the field of new technologies of people. Everyone understands that this is necessary. However, they do not pay much attention to such issues so far.

The problem of media education and media education in Kazakhstan, as elsewhere, has two directions.

1. Media education at universities in faculties and departments of journalism. There are two branches here:

- a) student and master's environment;
 - b) advanced training of journalists, media community workers and public relations.
2. Media literacy of a society.

And here there are, in my opinion, mandatory divisions into:

- a) teaching in the teaching environment of universities and school teachers;
- b) training of the Kazakhstani community as a whole;
- c) the education of children in schools and secondary schools.

We have a large layer of Kazakh media space. There cannot be mechanical translations of textbooks into the Kazakh language. We need our original Kazakh textbooks, created on the basis of the study of the Kazakh media space, including electronic, using IT technologies and new challenges of the time.

MAIN PART

It is necessary to note the communicative function of network technologies, which ensures the continuity of information exchange, in the sphere of which all accumulated scientific, professional, cultural information, knowledge and skills of specialists of all sectors and spheres of life, intellectual, moral and cultural development of each individual person, that is, and makes up the intellectual capital of the nation.

Speaking about the relevance of the scientific and practical study of the problems of media education, it should also be mentioned that in order to realize the opportunities provided by information and communication technologies for the implementation of the priority goals of the development of modern society, the United Nations Educational, Scientific and Cultural Organization (UNESCO) established the Information for All Program, the implementation of which is not possible without the formation of a high degree of media literacy in Kazakhstan society.

Media education (media education) in the modern world is considered as a process of personality development using and on the material of mass media (media) with the aim of creating a culture of communication with the media, creative, communicative abilities, critical thinking, the skills of full perception, interpretation, analysis and evaluation of media texts, learning various forms of self-expression using media technology. Skills acquired as a result of this process are called media literacy.

As noted in UNESCO materials: "Media education is associated with all types of media (print and graphic, sound, screen, etc.) and various technologies; it enables people to understand how mass communication is used in their societies, to master the abilities of using media in communication with other people; provides a person with knowledge of how:

- 1) analyze, critically interpret and create media texts;
- 2) determine the sources of media texts, their political, social, commercial and / or cultural interests, their context;
- 3) interpret media texts and values distributed by the media;
- 4) select appropriate media for the creation and distribution of their own media texts and gaining an audience interested in them;
- 5) get the opportunity of free access to media, both for perception and for products.

Media education is part of the fundamental rights of every citizen of any country in the world to freedom of expression and the right to information, and is a tool for supporting democracy. Media education is recommended for implementation in the national curricula of all states, in the system of additional, non-formal education and training throughout a person's life.

Speaking about media education, you need to keep in mind that it affects almost all types of education: mental, moral, aesthetic, legal, environmental, etc. Obviously, the basic functions of the individual are the creative development of social experience and the inclusion of a person in the system of public relations are the basis for the implementation of the program "Intellectual nation", and social experience is acquired by a person along with other sources and through the media. Thus, media education can be carried out at all stages of development of the younger generation, as well as in subsequent periods of human life.

Determining the significance of the project on a national and international scale, it should also be mentioned that in order to realize the opportunities provided by information and communication technologies for realizing the priority development goals of modern society, UNESCO has established the Information for All Program. Since 2013, Kazakhstan has also launched the implementation of the new state program "Information Kazakhstan - 2020", the purpose of which is to create conditions for the transition to the information society, the implementation of which, in turn, is not possible without the formation of a high degree of media literacy in Kazakhstani society.

Media education can be divided into the following main areas:

- 1) media education of future professionals - journalists (press, radio, television, the Internet), filmmakers, editors, producers, etc.;
- 2) the education of future teachers in universities, pedagogical institutes, advanced training of teachers of universities and schools in the relevant courses in media culture;
- 3) media education as part of the general education of schoolchildren and students studying in ordinary schools, secondary special educational institutions, universities, which, in turn, can be integrated with traditional disciplines or autonomous (special, optional, circle, etc.);
- 4) media education in institutions of additional education and leisure centers (cultural centers, centers of extracurricular activities, aesthetic and artistic education, clubs in the community, etc.);
- 5) remote media education of schoolchildren, students and adults using television, radio, the Internet system;

6) independent / continuous media education (which theoretically can be carried out throughout a person's life).

Media education is closely connected not only with pedagogy and art education, but also with such branches of humanitarian knowledge as art criticism (including film studies, literary criticism, theater studies), cultural studies, history (history of world art culture and art), psychology (psychology of art, artistic perception, creativity) etc. Meeting the needs of modern pedagogy in the development of personality, it expands the range of methods and forms of conducting classes with students. A comprehensive study of the press, cinema, television, video, the Internet, the virtual world of a computer (synthesizing the features of almost all traditional mass media) helps to fix such significant shortcomings of traditional art education as a one-sided, isolated study of literature, music or painting, separate consideration form (the so-called "expressive means") and content in the analysis of a particular work.

Media education provides a methodology for conducting classes based on problematic, heuristic, game and other productive forms of training that develop the individuality of the student, the independence of his thinking, stimulate his creative abilities through direct involvement in creative activity, perception, interpretation and analysis of the structure of media text, assimilation of knowledge about media culture. At the same time, media education, combining lectures and practical classes, is a kind of inclusion of students in the process of creating works of media culture, that is, it immerses the audience in the internal laboratory of the main media professions, which is possible both in the stand-alone version and in the process of integration into traditional educational subjects.

The prospectivity of the study is determined precisely by the fact that conducting a comprehensive interdisciplinary study in the field of media education is associated with a whole range of promising socio-historical trends in the development of Kazakhstani society, including the formation of an intellectual nation, further reform of the Kazakhstani education system and the formation of research universities in accordance with leading world standards, ensuring information security of the Republic of Kazakhstan.

The strategy of modernization of domestic education is aimed at developing key competencies in the intellectual, socio-political, communication, information spheres. A competency-based approach that focuses on the effectiveness of education does not lie in a certain amount of knowledge acquired by a schoolchild or student or in the amount of information acquired, but in the ability of a "person to act in various problem situations".

CONCLUSION

However, the experience of domestic and foreign media education demonstrates the enormous potential of media pedagogy (the development of creative abilities, independent thinking, imagination), which can be fully disclosed in various and diverse forms. This study will be the starting point for a number of subsequent scientific research in this area, will allow us to compare the development trend of similar processes in the future, and will become an indicator for determining the level of development of media education in Kazakhstan.

This study is the starting point for a number of subsequent scientific research in this area, will allow us to compare the development trend of similar processes in the future and will become an indicator for determining the level of media literacy development in Kazakhstan. The materials obtained during the study are the methodological basis for further developments in this field. Undoubtedly, each of these stages can be implemented independently, however, in this case, media education will most likely be one-sided. So in one case, information will come to the fore, in another case - critical thinking, and in the third - practical skills.

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МЕДИАОБРАЗОВАНИЕ КАК ОСНОВОПОЛОГАЮЩИЙ ФАКТОР ФОРМИРОВАНИЯ МЕДИАГРАМОТНОСТИ В РАЗЛИЧНЫХ СОЦИАЛЬНЫХ ИНСТИТУТАХ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Медиаграмотность и медиаобразование сегодня актуальные темы не только в Казахстане, но и во всем мире. Необходимо учитывать и феномен развития сетевых сообществ, являющийся социальным

фактом, требующим дальнейшего осмысления и эмпирического изучения. Однако можно утверждать, что в основе формирования сетевого сообщества на базе специализированных Интернет сервисов (чаты, форумы и пр.) лежит заинтересованность его участников в достаточно постоянном и регулярном взаимодействии. Казахстан идет в ногу в современном мире в разработке теории и практики новых медиатехнологий. Нашими задачами являются сегодня вопросы медиаграмотности в первую очередь детей и молодежи.

Ключевые слова: Медиаграмотность, медиаобразование, медиатехника, медиаграмотность,

А.Ж.Шайкенова, Т.А.Морозова

Манаш Қозыбаев атындағы Солтүстік Қазақстан мемлекеттік университеті

**МЕДИБІЛІМ БЕРУ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
ӘРТҮРЛІ ӘЛЕУМЕТТІК МЕКЕМЕЛЕРІНДЕ МЕДИАСАУАТТЫЛЫҚТЫ
ҚАЛЫПТАСТЫРУДЫҢ НЕГІЗГІ ФАКТОРЫ РЕТІНДЕ**

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METHODS AND CONDITIONS FOR ACHIEVING TRIPLE EQUILIBRIUM IN THE ECONOMY

Abstract: In connection with the transition to market relations in the Republic of Kazakhstan, deep and widespread changes have taken place in the country's economy, as well as in all sectors of the national economy as a whole. Looking at our life, the new history of Kazakhstan, we can assure the relevance of the study of world monetary policy. The monetary policy of Kazakhstan cannot be the same as in countries with a market economy, which is a natural American, English or any other monetary policy, therefore this topic requires further study. The theory of monetary policy is quite complete, but it is obvious that it needs to be adapted to the realities of the Kazakhstan economy with which the relevance of this topic is related.

Triple equilibrium characterizes the degree of integration of the national economy for the free movement of international capital, the regulation of which is carried out with the help of fiscal, monetary and foreign exchange policy instruments.

Keywords: equilibrium, currency, economy, capital, national economy, triple equilibrium.

Introduction. Internationalization of economy and its globalization, deepening of integration processes, growth of interrelation and interdependence of national economies are the most important factor of development of world economy in the modern world. Most countries in the world have less open economic policies. They, opening their systems for cooperation with other States, seeking to ensure internal economic equilibrium governments these States, and also seek to achieve foreign economic balance [1].

In the case of most developed countries conducting foreign economic activity, macroeconomic equilibrium is based on the forecast not only of "full employment" in the conditions of the lowest possible level of inflation, but also of a balanced system of external payments. The state of uncertainty of the current account balance, large and long-term balance of payments deficit, increasing external debt can negatively affect the internal state of the economy, cause economic downturn, financial and currency crises. This may lead to a disturbance of the entire system of international economic relations in the context of interdependence of growing national economies.

Therefore, the objective of macroeconomic policy in an open economy will be to achieve both internal and external equilibrium. At the same time achieving internal and external balance becomes a serious problem of macroeconomic regulation of the modern economy [2,3].

Main part. As noted above, the domestic balance should reflect the balance of the situation of " full employment " or aggregate demand and aggregate supply under the conditions of the maximum permissible level of inflation.

Foreign trade as the main form of foreign economic activity is not carried out without connection with its other forms. This primarily applies to foreign exchange transactions. Due to the exchange of currencies, there is a differential of exchange rates and interest rates, which currently constitute one of the Central criteria of monetary relations and are a link connecting internal and external economic processes [3].

As is known, the devaluation of the national currency creates favorable conditions for exporters to obtain additional benefits. Exporters maintain favorable conditions to increase their competitiveness by

reducing export prices for their goods. These products will become more attractive to foreign buyers, which increase the demand for them. This will lead to the expansion of exports.

Import prices also do not remain independent of changes in market conditions. For foreign suppliers, it is proposed to compensate for the costs caused by the depreciation of foreign currency and in the same amount to make a profit in their national currency. The rise in the cost of imports will reduce demand for it. As a result, the devaluation of the national currency will lead to an improvement in the country's trade balance [4].

The obtained results (conclusions). Contradictory phenomena occur when the national currency is revalued. First of all, it is the increase in prices for export products, which causes a decrease in export revenues and a decrease in their competitiveness, respectively, a reduction in the volume of their supplies. The depreciation of foreign currency leads to an increase in imports. Accordingly, the trade balance is deteriorating.

Indeed, it aggravates the value of price elasticity of export and import demand, its change in the conditions of devaluation of the national currency due to the improvement or deterioration of the trade balance [5].

Thus, when imports are particularly important for the country, the demand for imports does not decrease even in the case of rising prices for imported goods (price flexibility of demand is zero). In these cases, there will be an increase in the total value of imports, which will contribute to the deterioration of the trade balance.

In economic theory, the combination of these types of price flexibility as a factor in the formation of the trade balance of the country was manifested in the Marshall-Lerner. Its essence is that the devaluation of the national currency will lead to an improvement in the trade balance if the sum of the absolute value of national import demand and the elasticity of foreign demand for national exports is higher at once [6]:

$$Re + Rim > 1 \quad (1)$$

Here, Re – export flexibility, Rim – import flexibility.

The modern nature of the world economy significantly changes the actions of the classical schemes of functioning of the currency market and its relationships with other parties of the economic system.

Over the past decade, the movement of international capital has often been of a loan nature. Financial resources of different terms are traded on international capital markets. This may be the funds of governments, Central banks, public institutions and international financial institutions, as well as private corporations, non-Bank financial institutions, individuals. In the presence of a narrow basis for domestic financing of the economy, the use of external sources becomes a very urgent task.

Foreign investment inflows are regulated by ensuring an export surplus or a foreign trade current account surplus.

This is also the case with net capital inflows by achieving a capital account surplus.

If the export surplus (foreign trade current account Surplus) is equal to the net capital outflow (capital account surplus) or if the import surplus (foreign trade current account surplus) is equal to the net capital inflows (capital account Surplus), the balance between the current account and the capital account is achieved. The trade balance tends to increase imports depending on the exchange rate of the convertible currency and the level of gross domestic product, in particular, with an increase in GDP, causing a deterioration of the trade balance [7].

As for the international flow of capital, its intensity is influenced by many factors. The most important of these is the income that provides various countries with their assets and is determined at a special level by the value of the interest rate. The difference between national and world interest rates is therefore an important determinant of capital outflows or inflows (other things being equal).

The external equilibrium may be exacerbated by the dynamics of the capital transition process as a change in the internal interest rate to changes in comparison with the mobility of capital movements, i.e. the world level of capital movements.

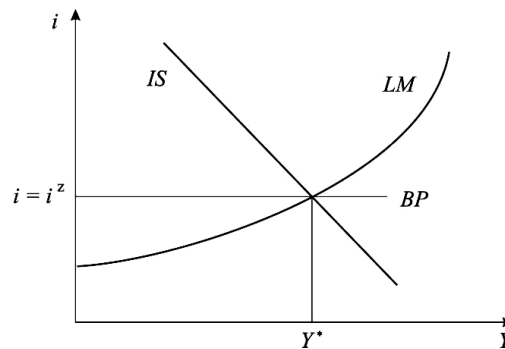
The problem of internal and external equilibrium refers to the work of commodity, money and currency markets. Achieving internal and external equilibrium is an important problem of macroeconomic regulation, which requires taking into account the mutual influence of internal and external converters, as well as their negative impact on each other.

IS – LM model – it is a basic model that combines the market of goods and services, the money market and the market of financial assets into a single whole. This allows you to find the interest rate and the level of income, while commodity and money markets simultaneously reach equilibrium.

In the economic model of IS – LM, the Economy is divided into two sectors (or market): the production ("real") sector and the money sector, reflecting the state of Affairs in the integrated loan capital market. The mutual cooperation of these two sectors determines the level of aggregate demand and the level of credit interest in the economy.

In the manufacturing sector, the gross national product (GNP) will be created, which will reflect the final output produced by the citizens of a given country per unit of time. If GNP is considered in terms of the final components of demand, it shows, first, that part is spent on personal consumption, second, that part is spent on private sector accumulation (private foreign exchange investment), third, that part is spent on financing total public expenditure (public consumption and accumulation), and fourth, that part is an amount equal to the trade balance (exports minus imports).

In the iz economy world interest rates are equal to i three-fold equilibrium is provided at the value of the internal interest rate. In a graphical context it is IS , LM and BP (balance of payments function curve) the curves in figure 1 are like $Y = Y^*$ and $i = i^z$ can be shown as an intersection.



1-picture. Equilibrium in an open economy under conditions of capital mobility

The curve IS intersects above the intersection point of the curve BP of the latter with LM . This means that the domestic rate of interest corresponding to wealth and the joint equilibrium of the money market exceeds the world rate. Then begins the inflow of foreign capital into the economy with a higher yield of domestic assets compared to the world.

Foreign investors are starting to buy its securities because they are starting to be cheaper. At the same time, residents of this country adhere to themselves from the acquisition of foreign assets and consider it advisable to borrow from abroad at lower rates. The consequence will be an increase in capital inflows into the country and a reduction in its return abroad. As a result, the capital account of the country's balance of payments will improve [8].

The inflow of foreign capital causes an increase in demand for the domestic currency, resulting in an increase in the exchange rate (national currency).

The appreciation of the national currency causes a decrease in net exports, as a result of which the movement of the IS curve will continue until the alignment of the domestic interest rate with the world, i.e., until the cause that caused the inflow of foreign capital is eliminated.

If the internal interest rate below the world, you will see an increase in the outflow of capital from the country abroad, causing an increase in demand for foreign currency, and, consequently, will lead to growth of net exports and positive movement of the IS curve and raise domestic interest rates.

When the domestic interest rate decreases, there is a transfer of domestic securities to foreigners, corresponding to the deterioration of the capital account.

Since in these cases the trade balance is a direct function of gross domestic product and the net capital inflow (capital account balance) is a direct function of the interest rate, the level of GDP and the interest rate have external equilibria (balance of payments equilibrium) provided that the net capital inflow corresponds to the trade balance.

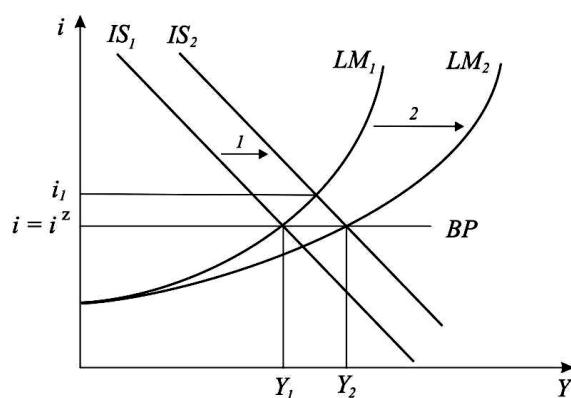
The impact of monetary and fiscal policy on national income under the Mundell-Fleming model depends on the exchange rate regime. When the exchange rate fluctuates, only monetary policy affects income, and the effect of stimulating fiscal policy is averaged by the growth of the exchange rate. At a fixed exchange rate, income is only affected by fiscal policy, as the money supply is subject to the obligation to maintain the exchange rate [9].

The value of net exports abroad at a given income depends on the exchange rate and income in a given country, which in turn depends on the exchange rate and the level of government spending. The government holds in its asset two tools how to eliminate the current account deficit.

These are, first of all, budget policy measures aimed at reducing costs in the economy, respectively, reducing production and increasing net exports. Second, the measures of currency devaluation that promote export promotion, as well as the transfer of domestic goods and services from imports to the homeland.

Shifting spending to domestic goods and services in the short term may also be the result of foreign trade restrictions, but protectionist policies reduce trade and the welfare of the country, so devaluation is seen as the most effective tool for improving the current account balance.

For example, the government has set a goal to stimulate aggregate demand through increased public spending. As a result, the IS curve moves to the right, as shown in figure 2 ($IS_1 \rightarrow IS_2$).



2-picture – Fiscal policy in terms of approved exchange rates

The shift of IGI IS upsets the three-fold equilibrium, as the domestic rate of 11 percent is higher than the world rate.

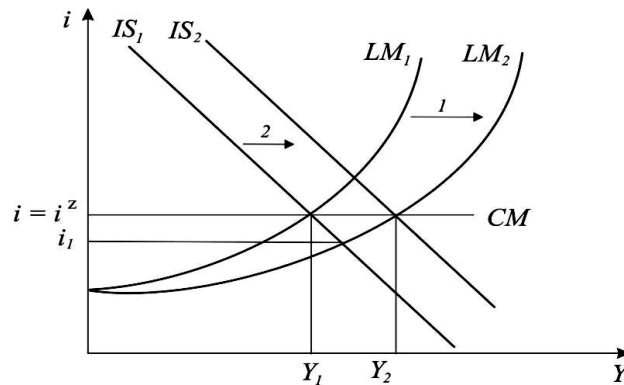
As we know, an increase in the domestic interest rate will attract foreign capital to the country, which will lead to an increase in demand for the domestic currency. To ensure the stability of the exchange rate, the Central Bank will be forced to increase the money supply, as a result of which LM zigzag moves to the right as LM_2 . Thus, a new three-fold equilibrium will be established in the conditions of a higher national value of income Y_2 and the interest rate $i = i_z$.

It should be noted that the effect of crowding out private investment will not change because the interest rate is not changed, and the actions of the multiplier effect of public spending growth compared to closed economies will be in full.

Thus, under the conditions of the approved exchange rate, Fiscal policy becomes effective, since only a triple equilibrium is maintained, which will lead to an increase in aggregate demand and real national income. In addition, similar results can be achieved through protectionist measures restricting imports.

In contrast, Fiscal policy remains ineffective in a floating exchange rate environment. This is due to the fact that the increase in the domestic interest rate, which received a positive promotion IS , will lead to the inflow of foreign capital into the country and increases the demand for domestic currency. The increase in demand for domestic currency will affect the growth of the exchange rate, which will lead to a reduction in net exports. The decline in net exports excludes the initial increase in aggregate demand and returns Irina to its original state. That is, Fiscal policy in this case becomes ineffective. However, this has a positive side: a floating exchange rate, maintaining the level of national income of the economy, protects against the influence of sharp fluctuations in Autonomous demand[10].

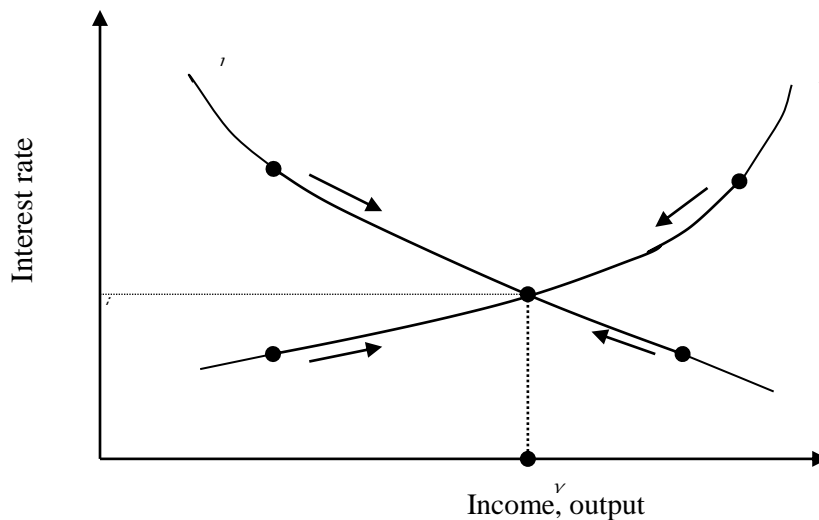
In a floating exchange rate environment, monetary policy is, on the contrary, effective. The results of monetary stimulus measures are shown in figure 3.



3-picture - Stimulating monetary policy in a floating exchange rate environment

Suppose that the Central Bank has increased the money supply, which is reflected in the LM moving towards LM_2 . The increase in the money supply affects the reduction of the domestic interest rate, stimulating the outflow of capital from the country. As a result of the demand for foreign currency, the exchange rate will decline, which will lead to an increase in net exports, and consequently to an increase in aggregate demand ($IS_1 \rightarrow IS_2$). A new three-fold equilibrium will be established in the context of a higher level of national income Y_2 and the world interest rate.

Consider the conditions of equilibrium in the commodity and money markets separately, taking into account their relationship and mutual agreements. The model characterizing the conditions of simultaneous equilibrium in these markets (IS-LM model) is shown in figure 4 [11].



6-picture. Equilibrium in the IS-LM model

A single point of economic equilibrium determines i_E interest rate and Y_E income level, satisfying both commodity market conditions as well as money market conditions. In other words, the real costs of the economic system at point E are equal to the planned, and the demand for real money is equal to the supply of it.

At any point in the diagram shown in figure 4, at least one of the conditions presented in figure 4 is not fulfilled, so market forces push the economy to a General equilibrium corresponding to point E.

To understand how this happens, let's consider what happens if the economic situation is characterized by point A. Despite the fact that at point A the commodity market is in equilibrium (aggregate demand equals aggregate supply), the interest rate goes above equilibrium, resulting in the demand for money becomes lower than supply. And because people have extra money, they try to "get

rid" of it (money) by buying bonds. As a result, bond prices will rise, which in turn will lead to an increase in both planned investment costs and net exports. Total demand begins to grow and the point characterizing the current state of the economy moves through the IS network before interest rates fall to the level of i_E , and total production before the growth of Y_E , that is, until the economy reaches a balance with the point E.

Despite the fact that monetary demand is equal to its supply, at point B national income goes above the equilibrium level, i.e. aggregate demand. Firms are unable to sell all their products and accumulate unplanned inventory, forcing them to reduce their production as well as reduce production. Lower output means lower demand for money, which leads to lower interest rates. As a result, the point characterizing the current state of the economy moves down the LM curve until it reaches the point of General equilibrium.

In the event of a fall in the domestic interest rate, there will be a reverse process of exchange of domestic securities for foreigners, in accordance with which the capital account deteriorates.

Thus, the state's choice of methods of influence on the economy in an open system depends on the national currency regime [12].

In particular, it is necessary to repay the balance of payments debt by the Central Bank by selling the country's foreign exchange reserves. The decrease in the Central Bank's foreign exchange reserve in this case is accompanied by an increase in the supply of foreign currency instead of the national currency "received" by the Central Bank from the country's economic system in the domestic market. Thus, the balance of payments deficit will tend to decrease the money supply in the country, and the surplus will tend to increase. If the monetary government does not pay attention (this situation will be very rare), these processes can take place. The money supply is generally under very tight control of the monetary government, which tries to actively sterilize the paychecks, i.e. to prevent the paycheck from influencing the money supply.

To sterilize the balance of payments deficit, they must purchase government bonds on the open market, reduce settlement rates or reduce reserve requirements. To sterilize the surplus of the balance of payments, they should do the opposite, that is, sell government securities, raise the settlement rate, raise reserve requirements. Obviously, there are limitations to the ability of a monetary government to sterilize the payment jaw. For example, a monetary government cannot indefinitely sterilize long-term chronic (or fundamental) deficits because its international reserve holdings will be exhausted before then. In addition, monetary government cannot infinitely sterilized and chronic excess of international reserve holdings will be international money supply, and further lead to excess growth in the money supply on a unilateral basis.

Conclusion. So we can sum up the above as such:

1. The IS-LM model defines the fundamental relationship between production and consumption and is a condition of equilibrium in the field of final product sales.

2. Expansion of the IS-LM model with indicators reflecting exchange rate changes will provide a three-fold balance achieved by adjusting the current value of the exchange rate of the national currency in the economy. Three-fold equilibrium characterizes the degree of integration of the national economy into the world economy and the degree of openness of the economy to the free movement of international capital (its regulation is carried out through the use of monetary, fiscal and monetary policy instruments).

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ЭКОНОМИКАДА ҮШ ЕСЕЛЕНГЕН ТЕПЕ-ТЕНДІККЕ ҚОЛ ЖЕТКІЗУДІҢ ЖОЛДАРЫ ЖӘНЕ ШАРТТАРЫ

Аннотация: Қазақстан Республикасында нарықтық қатынастарға өтуге байланысты елдің экономикасында, сондай-ақ тұтастай алғанда халық шаруашылығының барлық салаларында терең әрі ауқымды өзгерістер көрініс тапты. Біздің өмірімізге, Қазақстанның жаңа тарихына қарап біз әлемдік ақша-

несие саясатын зерттеудің өзектілігіне көзімізді жеткізе аламыз. Қазақстанның ақша-несие саясаты, табиғи америкалық, ағылшын немесе қандай болмасын басқа да монетарлық саясатын жүргізуші нарықтық экономикасы дамыған елдердегідей болуы мүмкін емес, демек бұл тақырып тағы ұзақ зерттеуді талап етеді. Ақша-несие саясатының теориясы жеткілікті толық өңделген, бірақ ол қазақстандық экономика реалитарларына бейімделуге мұқтаж екені анық. Осы өзектілік себептен, біз осы тақырыпты таңдадық.

Мақалада үш еселік тепе-теңдік фискалдық, монетарлық және валюталық саясат құралдарының көмегімен реттелуі жүзеге асырылатын халықаралық капиталды еркін ауыстыру үшін ұлттық экономиканың шоғырлану деңгейін сипаттайды.

Түйінді сөздер: тепе-теңдік, валюта, экономика, капитал, ұлттық экономика, үш еселенген тепе-теңдік.

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СПОСОБЫ И УСЛОВИЯ ДОСТИЖЕНИЯ ТРОЙНОГО РАВНОВЕСИЯ В ЭКОНОМИКЕ

Аннотация: В связи с переходом к рыночным отношениям в Республике Казахстан произошли глубокие и повсеместные изменения в экономике страны, а также во всех отраслях народного хозяйства в целом. Глядя на нашу жизнь, новую историю Казахстана, мы можем заверить актуальность исследования мировой валютной политики. Денежно-кредитная политика Казахстана не может быть такой же, как в странах с рыночной экономикой, которая является естественной американской, английской или любой другой денежно-кредитной политикой, поэтому эта тема требует дальнейшего изучения. Теория денежно-кредитной политики является достаточно полной, но очевидно, что ее необходимо адаптировать к реалиям казахстанской экономики с чем связана актуальность данной темы

Тройное равновесие характеризует степень интегрированности национальной экономики для свободного перемещения международного капитала, регулирование которых осуществляется с помощью инструментов фискальной, монетарной и валютной политики.

Ключевые слова: равновесие, валюта, экономика, капитал, национальная экономика, тройное равновесие

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alia_akerke@mail.ru, Jannft1701@mail.ru**REPRESENTATION OF FOREIGN PERSONS
IN CIVIL PROCEEDING**

Abstract. The article deals with the institution of representation in civil proceedings. The importance of this issue, the general regulations, peculiarities and problem points of the representation of foreign persons are determined. The authors of the article consider that the representation of the interests of foreign persons in civil proceedings is a complicated issue. The institute of representation of foreign persons in civil proceedings is considered to be relevant due to the fact that an increasing number of cases involving foreign persons are considered and solved by courts of general jurisdiction in the Republic of Kazakhstan.

The article focuses on studying the nature and the importance of the problems identified and expressing the opinions of scientists who do research regarding the institution of representation of foreign persons in civil proceedings. The authors of the article made the following conclusion: the availability of omission in the Civil Procedure Law of the Republic of Kazakhstan and these problems require careful consideration. The main directions for improving the legislative regulation of the institution of representation in civil proceedings in a whole and the representation of foreign persons in particular are shown.

Keywords: Representation, foreign persons, civil proceedings, legal representation.

Nowadays in the global economy, Kazakhstan is considered to be one of the countries with emerging markets. The republic has formed all directions and forms of international economic relations: trade, investment, scientific and technical, currency, etc., international economic relations have been widely developed, including cooperation with foreign legal entities and entrepreneurs in civil law. The expansion and activation of partnership between Kazakhstani and foreign counterparties inevitably leads to the increase in the number of disputes arising in the entrepreneurial activity.

It is not always possible to prevent disputes, resolve conflicts between the parties through direct negotiations. In this regard, for the legal security of transactions, the development and creation of conditions that guarantee an objective, competent and timely resolution of possible disputes is of great importance. The determination of the jurisdiction of disputes, the applicable law in the resolution of conflicts and the execution of court decisions are of particular importance.

The jurisdiction in the Kazakhstan civil procedure is a set of procedural rules that provide the distribution of jurisdictional civil cases among domestic courts. As compared with domestic ones, the jurisdiction of cases involving foreign persons means the limits of the jurisdiction of the courts and its limitation from the competence of foreign courts.

According to the rules of jurisdiction provided by paragraph 5 of Article 23 of the Civil Procedure Code of the Republic of Kazakhstan [1], the courts also consider cases involving foreigners, stateless persons, foreign organizations, foreign legal entities, organizations with foreign participation, as well as international organizations, if other cases are not provided by the international agreement, the legislation of the Republic of Kazakhstan or by agreement of the parties.

The courts of the Republic of Kazakhstan investigate cases involving foreign persons if the respondent organization is located or the respondent citizen has a residence in the Republic of Kazakhstan (part 1 of article 466 of the Civil Procedure Code).

The legislative consolidation of the right of foreign citizens and stateless persons to appeal to Kazakhstan courts and to use civil procedural rights on a par with Kazakhstani citizens details the national regime granted to them by the Constitution of the Republic of Kazakhstan in the field of protection of their rights and legally protected interests. In this case, we are talking about the entire set of rights protected by civil procedure. The providing of foreign citizens and stateless persons by the national regime in the field of civil procedure has unconditional nature and means that they are subject to the norms of Kazakhstan's civil procedure legislation on procedural law and legal capacity, on the rights and obligations of persons involved in the case, on court costs, and so on.

Based on the general regulations of international private law, there are two legal regimes - the national regime and the most favored regime [2].

The national regime means that no less favorable regime is provided to the foreign citizens and legal entities than the regime that is granted to national legal entities and citizens.

The most favored regime means that no less favorable regime is provided to the foreign individuals and legal entities than the regime that is granted or will be granted to individuals and legal entities of a third state in the future.

The legislation of Kazakhstan reflects the national regime.

Thus, according to paragraph 1 of article 472 of the Civil Procedure Code of the Republic of Kazakhstan, foreigners and stateless persons, foreign and international organizations have the right to appeal to the courts of the Republic of Kazakhstan in order to protect their rights violated or disputed, freedoms and legally protected interests.

The foreign persons use procedural rights and perform procedural duties on a par with citizens and organizations of the Republic of Kazakhstan. This regulation of paragraph 2, article 472 of the Civil Procedure Code of the Republic of Kazakhstan is of great importance in the issues regarding the representation of the interests of foreign persons in civil cases considered by judicial bodies of the Republic of Kazakhstan.

The implementation of the right to judicial protection in foreign states by citizens and legal entities is ensured by the opportunity provided by law in order to conduct a case in civil proceedings in person or through a representative.

The stage of investigation and resolution of a civil case involving foreign persons causes a number of peculiarities; first of all, it concerns representation. In accordance with article 13 of the Constitution of the Republic of Kazakhstan «Everyone has the right to receive qualified legal assistance. In cases stipulated by law, legal assistance is provided free of charge» [3]. According to article 57 of the Civil Procedure Code of the Republic of Kazakhstan, citizens have the right to conduct their cases in the court not only personally, but also through a representative, while personal participation in the case of a citizen does not deprive him of the right to have a representative in the case. R.A. Sidorov considers that «judicial representation in civil proceedings is intended to provide legal assistance to citizens and organizations, to help protect their rights and legally protected interests, the participation of a judicial representative in civil proceedings contributes to clarifying the actual relations of the parties, taking initiatives and activity of participants in the process» [4, p.3].

Representation is a legal activity of one person on behalf of and in the interests of another person in civil proceedings [5].

The Civil Procedure Code of the Republic of Kazakhstan stipulates that judges, investigators, prosecutors and deputies of the Parliament of the Republic of Kazakhstan or local representative bodies cannot be representatives in court, except for the cases when they participate in the process as the representatives of relevant organizations or legal representatives (article 59 of the Civil Procedure Code of the Republic of Kazakhstan).

The participation of foreign persons in international economic life, which, anyhow, affects the Republic of Kazakhstan, implies the need for foreigners to come into contact with the judicial system of Kazakhstan. Accordingly, as well as civil law (property and personal non-property) can be complicated by a foreign element, so judicial proceedings can be complicated by a foreign element of different content [6].

The full powers of the representatives are confirmed by the procuration executed in writing and signed by the party, or expressed orally at a court hearing and entered into the protocol.

A procurator may provide full powers to conduct a particular case or to perform certain legal proceedings or it is of a general nature - to provide the right to carry out all legal proceedings in civil proceedings, including for receiving deposited expenses and commission of trust.

In order to bring a civil status claim, including a claim that arises from marital relations, as well as to perform legal proceedings to abandon the claim, reduce it, to recognize the claim and enter into a settlement agreement, to receive some amount of money and other valuables, the full powers must be directly expressed for the above mentioned in the power of attorney.

The legal representative may present any claims on behalf of the legally incapable person and answer the claim brought against him. However, the commission of actions that require special powers (by order of the subject of the claim) must be approved by the court. The powers of the foreign representative are determined by the domestic legislation of a foreigner.

In order to execute individual procedural actions, a representative authorized by a party or its legal representative may act instead of a party in the process, if the other is not provided by the law. The powers of a representative may be given to several persons and be implemented by each of them, but each procedural act may be performed only by one of them. If there are discrepancies in the statements or actions of the representatives, the court considers them as discrepancies in statements or actions of the party itself.

It is noted that there are no specifics of the representation of foreign persons neither in the Civil Procedural Law of the Republic of Kazakhstan nor in the Law of the Republic of Kazakhstan «On Advocacy and Legal Aid» [7]. We agree with A.A. Koltsov that «a foreign lawyer is not an expert in Kazakhstani law, but such lawyer is certainly more competent than a Kazakhstan lawyer related to the issues of the application of the laws of his country» [8, p.85]. Therefore, the question arises, which of the judicial representatives will protect the rights and legitimate interests of a foreigner more effectively on the territory of the Republic of Kazakhstan? In our opinion, everything depends on the essence of the dispute itself, namely the type of legal relations, of course, in the cases such as insurance, where there are many specific nuances that are often not familiar to the Kazakhstani legal system, the participation of a foreign representative will be more effective as he actually has the relevant knowledge in this area.

However, we will take into account that restrictions related to providing legal assistance to foreigners, for example, on the issues regarding the state secrets, are quite reasonable. According to A.N. Balashov and M.A. Shalagina, the mentioned restrictions are fully justified and are not of discriminatory nature [9, p.33]. We agree with this statement due to the fact that we can talk about the interests of the Kazakh state.

Most scientists say that only a lawyer should act as a representative in cases where a foreign person participates. This opinion is justified by the presence of specificity and certain nuances in cases involving persons of foreign origin, therefore only a lawyer can provide properly qualified legal assistance [10, c.19]. The issues of the monopoly of a lawyer have been discussed in the science of civil procedural law for a long time, and this applies to all categories of cases [11, p.163-166]. The proponents of such monopolization believe that only the participation of lawyers in the court will help to solve the problem of the quality of legal assistance, that is, the provision of legal assistance should protect citizens from unskilled and unqualified assistance.

In Kazakhstan, after a long discussion of the issue regarding the representation by the Law «On Advocacy and Legal Aid», it was established that for legal assistance in the form of representing the interests of individuals and legal entities in civil cases, the legal consultants must be members of the Chamber of Legal Consultants. At the same time, the legal consultant is obliged to conclude an insurance contract for professional liability for obligations arising from harm to third parties who are provided with legal assistance in accordance with the agreement (article 77 of the Law) [7]. That is the insurance against professional errors: skip procedural deadlines; improper paperwork; not notifying the person to whom the legal assistance is provided in accordance with the contract, the consequences of the committed legal actions that caused harm to him; loss or damage of documents received by the insured (insured person) from the client for providing legal assistance; illegal divulging information that became known to the insured person in the process of providing him with legal assistance.

We consider that the implementation of representation by lawyers only is efficient within the consideration and resolution of civil cases with the participation of foreign persons, only in the case when the court applies the rules of foreign law in the consideration and resolution of the dispute. In view of the

fact that the application of such norms is connected with great difficulties for the court, since the practice of their application has not been formed yet and it is impossible to oblige judges to know the law of another state, and due to the burden of proof on the content of a foreign right to the parties, the lawyers only including foreign ones, will be able to properly establish the content of foreign rules and the rules for their application, since such representative has special knowledge in the field of jurisprudence.

As for the cases when Kazakhstani norms are applied in cases involving a foreign element, there is no need for lawyers to participate, and such monopoly will only limit those whose rights and legal interests are violated in choosing a representative for the case. Perhaps the participation of only lawyers within the framework of these legal relations, regardless of the rules applied is more effective for the arbitration process, due to the presence of economic entities that have great financial capabilities, unlike the parties on the case in the courts of general jurisdiction.

Summarizing the results regarding the institution of representation, we believe that if foreign norms are chosen as the applicable law in the case, only Kazakhstani or foreign lawyers will implement the representation. Based on this, the article 58 of the Civil Procedure Code of the Republic of Kazakhstan should be supplemented as follows:

«Article 58. Representation on behalf of

3. If a court applies foreign rules in a case involving the foreign persons, foreign lawyers may be the representatives of foreign persons».

However, the parties should focus on the knowledge of certain legal issues, based on the stage of consideration and resolution of cases involving foreign persons, for example, compliance with the regulations concerning the international jurisdiction, the application of rules for the submission and legalization of foreign evidence and etc.

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АЗАМАТТЫҚ ПРОЦЕСТЕГІ ШЕТЕЛДІК ТҰЛҒАЛАРДЫҢ ӨКІЛДІГІ

Аннотация. Апелляциялық сатыдағы соттардың еңбек даулары бойынша сот қаулыларын қайта қарауы негіздер болған жағдайларда олардың күшін жоюға әкеп соғуы мүмкін. Авторлар бір қатар азаматтық істерді зерттей отырып, процессуалдық нормаларды формальды түрде бұзу сот қаулыларын қайта қарауға әкеп соқпауы тиіс деп санайды. Еңбек істері бойынша сот қаулыларын жою үшін негіздерді жіктеуді бөліп көрсете отырып, дәлелдеу уақытын дұрыс бөлу мәніне қатысты ҚР Жоғарғы Сотының ұстанымын сыни бағалай отырып, авторлар мұндай іс жүргізушілік бұзушылықтарды шартты ретінде бағалау мүмкіндігін негіздейді. Авторлар дәлелдемелік презумпциялардың мәнін соттың елемей дұрыс емес шешім қабылдауға әкеледі деп санайды.

Түйін сөздер: азаматтық процесс, еңбек даулары, апелляция, соттылығы, ведомстволық, сот шығындары, дәлелдеу уақыты.

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ПРЕДСТАВИТЕЛЬСТВО ИНОСТРАННЫХ ЛИЦ В ГРАЖДАНСКОМ ПРОЦЕССЕ

Аннотация. В статье рассматривается институт представительства в гражданском процессе. Определяются значимость данного вопроса, общие положения, особенности и проблемные моменты представительства иностранных лиц. Авторы статьи считают, что представление интересов иностранных лиц

в гражданском судопроизводстве является вопросом определенной сложности. Институт представительства иностранных лиц в гражданском судопроизводстве считается актуальным в связи с тем, что увеличивается количество дел с участием иностранных лиц, рассматриваемых и разрешаемых судами общей юрисдикции в РК. В статье исследуется сущность выявленных проблем и излагаются мнения ученых, проводящих исследования по вопросу института представительства иностранных лиц в гражданском судопроизводстве. Авторы статьи пришли к следующему выводу: наличие пробелов в Гражданском процессуальном законодательстве РК и эти проблемы требуют тщательного рассмотрения. Показаны основные направления совершенствования законодательного регулирования института представительства в гражданском процессе в целом и представительства иностранных лиц в частности.

Ключевые слова: Представительство, иностранные лица, гражданское судопроизводство, судебное представительство.

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**GEOECOLOGICAL PECULIARITIES
OF GEOSYSTEMS OF TENIZ-KORGALZHYN CAVITY**

Abstract. The research focuses on ecological, hydrological and climate peculiarities of the region, tendencies of vegetation cover and soil depending on geomorphological peculiarities of river pools and the impact of anthropogenous factor. The description of contemporary geoecological state of geosystems is exemplified. Within the region under investigation two subgeosystems are defined.

Key terms: geosystemic approach, geosystem, river basin.

Introduction. Teniz-Korgalzhyn wetlands lying on the main migration routes of waterfowl are one of the most important in Kazakhstan. Basin geosystems have been exposed by humans for a long time.

In 1968, the Government of the Kazakh SSR established the Korgalzhyn State Reserve on the territory of these lakes (Resolution № 214 of the Council of Ministers of the Kazakh SSR dated April 16, 1968). In 1974, the Teniz-Korgalzhyn wetlands were included in the Ramsar list. In 2002, Teniz Lake, the first and so far the only one in Kazakhstan, was included in the Living Lakes international network, which includes the most unique lakes in the world. At present, the territory of the Korgalzhyn State Reserve has been proposed for inclusion in the UNESCO list of natural heritage including areas of particular importance for the conservation of wetland birds. The territory of the Teniz-Korgalzhyn cavity, chosen for research, including the Teniz-Korgalzhyn lake system, lies on the main migration routes of waterfowl, which, along with the important national one, determines the key global importance of this territory in maintaining a large number of migratory species, primarily globally threatened.

Objects and methods of research. Generally accepted methods in landscape science and physical geography were used in this publication. As a result of the analysis of thematic maps, statistical data, informational analytical material, specialized literature, Landsat 8 space imageries, thematic maps of the researched region were developed.

The concept of the geosystem approach was developed in the writings of V.N. Solntsev [1], V.B. Sochava [2], K.M. Dzhanaleyeva [3] and others. The basin approach to the study of geosystems reflects both the current state of the natural environment and its dynamics, as well as the processes of evolution in time. By K.M.Dzhanaleyeva geosystem is a natural and anthropogenic formation, revealed taking into account the interaction of the dominant natural components and factors of the biogenic and technogenic transformation of the environment [3]. The object of research is the geosystems of the Teniz-Korgalzhyn cavity (Fig. 1).

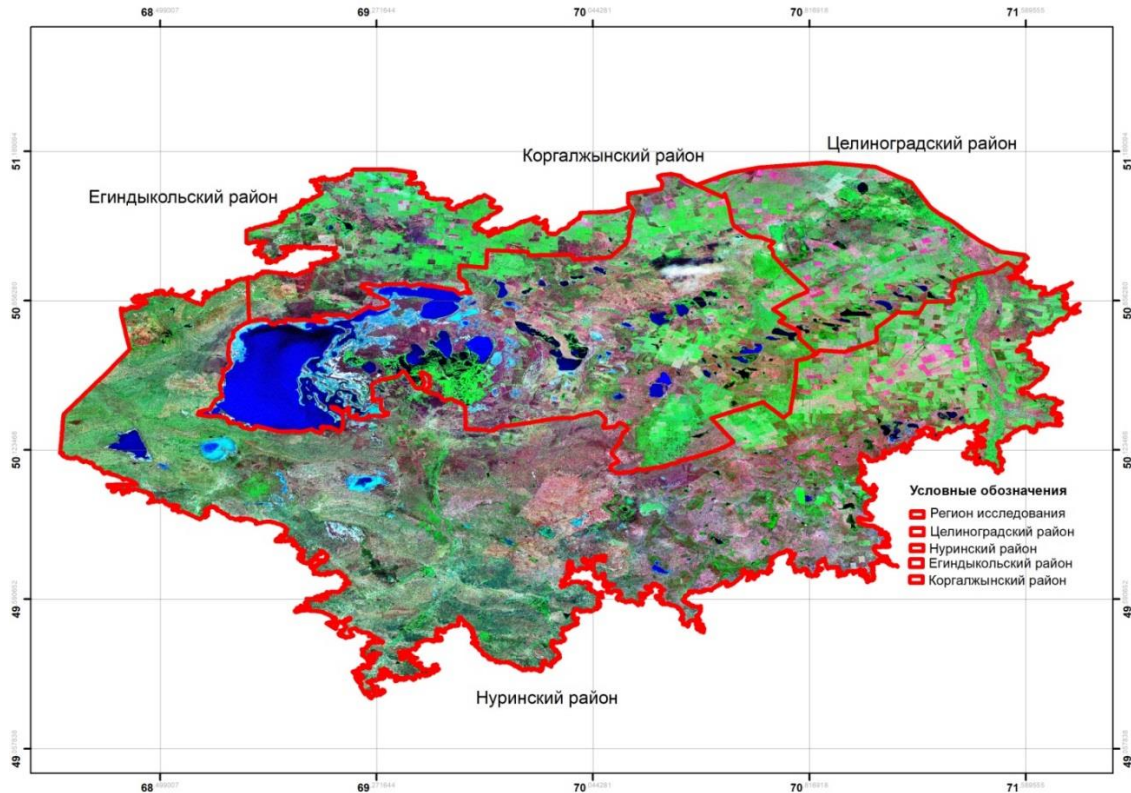


Fig 1 - Teniz-Korgalzhyn cavity

Егиндыкольский район – Yegindykol district
 Коргалжынский район – Korgalzhyn district
 Целиноградский район – Tselinograd district
 Нуринский район – Nurinsk district

Legend:

- Area of research
- Tselinograd district
- Nurinsk district
- Yegindykol district
- Korgalzhyn district

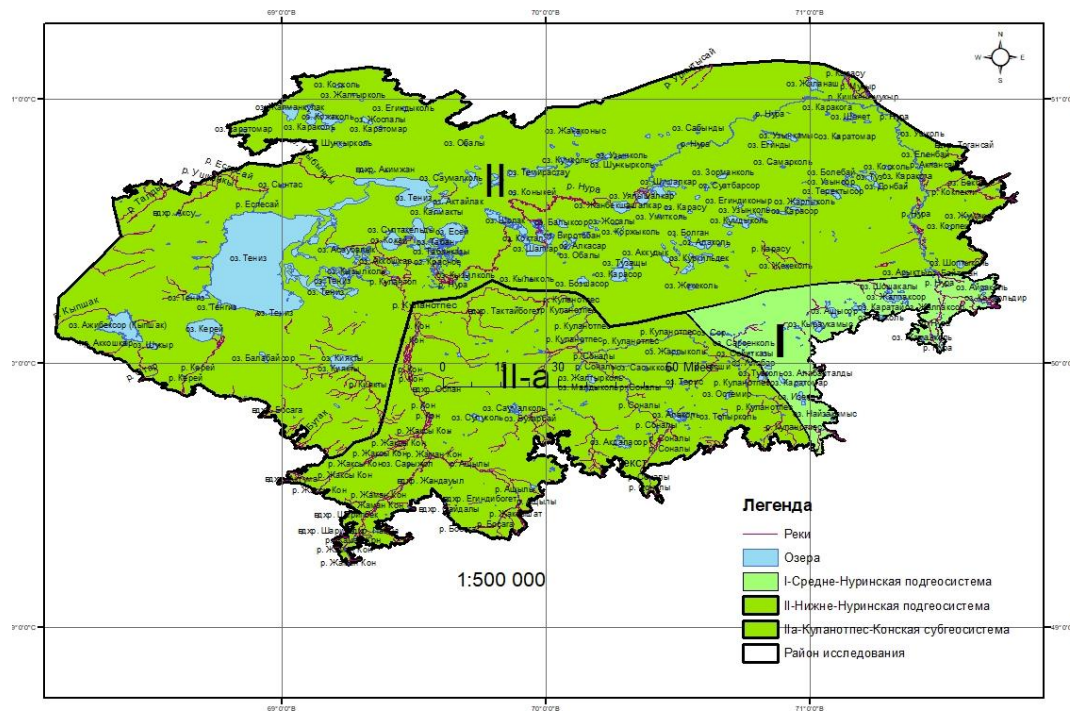


Figure 2 - Map of geosystems of the Teniz-Korgalzhyn cavity

When researching the Teniz-Korgalzhyn cavity, we identified 2 sub-geosystems: the Middle-Nurinsk sub-geosystem and the Lower-Nurinsk sub-geosystem, the development of which is confined to the outflow of the Nura River inside the basin, where the spatio-temporal connections of channel-forming processes from source to mouth are dominated. In the relief, 2 layers are clearly traced: plain and shallow. Each layer corresponds to a combination of certain morphogenetic relief types and a complex of prevailing relief formation processes [1] (Fig. 2).

The Nura River originates from the confluence of springs on the northwestern slopes of the low mountains of Khankashty and Konyrtas. The catchment area is 40 thousand km². Up to 70% of runoff reaches the Teniz-Korgalzhyn lake-flowing systems. The annual water flow in the river is 19.2 m³/sec. The average annual runoff layer in the central parts is 10 mm, in the eastern outskirts, up to 2 mm. The coefficient of variation of annual runoff varies from 0.75 - 1.0 in the central parts and on the western and eastern periphery reaches 1.25 - 1.5. The chemical composition of the water is chloride, from hydrocarbonate-calcium to sodium chloride. The average dates of the passage of the peak of the flood are April 15-20. The average annual water supply with runoff is 10-15 thousand m³ / km² [4].

The total area of the water table in the central and eastern regions is 0.5-1% of the total area of the Teniz-Nurinsk macrogeosystem up to 2-4% on the western outskirts. The large lakes Kumkol, Saumalkol, Katynkol, Balykshykol are replenished by melt and groundwater, and precipitation. Amplitudes of fluctuation of levels are 0.7-1 m. Lakeside terraces are often plowed up [5].

Soil and climatic conditions are diverse, ranging from moderately arid in the east to dry in the west and southwest. The scoring points in the mountainous territories are 80–100, in the central parts 60–80, in the west and south-west 40–60. The complexity of the soil and vegetation cover, the spatial distribution of which is subordinated to the latitudinal-zonal patterns, also appears. Only in mountain ranges manifests altitudinal zonation. Floodplain territories as well as geosystems of runoff dispersion zones in the Teniz-Korgalzhyn lake-flowing system have the greatest diversity of biota and high productivity [1] (Figure 3).

Korgalzhyn Nature Reserve is one of the unique natural formations. The natural potential decreases due to the negative influence of technogenic factors. The reserve regime weakly contributes to the conservation of relict avifauna and endemic flora.

The density of the rural population varies from 10-20 people / km² near industrial centers, along highways and decreases to 0.1 people / km² in the southwestern anhydrous areas of the macrogeosystem.

In the Teniz-Nurinsk macrogeosystem, the Verkhne-Nurinskaya, Sredne-Nurinskaya, and Nizhne-Nurinskaya sub-systems were distinguished, as well as the Kulanotpes-Konskaya, Kipshak-Kereyskaya subgeosystems [1].

The territory of our research is occupied by the Sredne-Nurinskaya and Nizhne-Nurinskaya sub-geosystems.

The Middle Nurinsk sub-geosystem is represented by geosystems of basins of the right-bank tributaries - Ashagandy, Zhailmin, Ulkenkunduzdy, and left-bank - Yesen and Sherubaynury.

The geosystem of the right bank functions in the conditions of hilly-bumpy small hills and a denudation-hilly plain of moderately dry steppe soil and vegetation cover. The left bank is characterized by a more desiccated dry-steppe biota, which forms on the lake-alluvial Kalpaksor and stratum Tassuat plains

Natural complexes of the Middle Nurinsk sub-geosystem are represented by paragenetic complexes of floodplains and floodplain terraces. Valley geosystems are formed on three floodplain terraces, cut by ravines and composed of alluvial sand and pebble deposits, as well as covered with loams of heavy and average mechanical composition.

The dominant sparse meadow-steppe vegetation is formed on meadow-chestnut soils, chestnut for characteristic grasses of upland surfaces are characterized by chestnut, to the south - light chestnut

The development of geosystems formed in the recharge zones of the Samarkand, Intumak, Samara reservoirs and water releases through the Irtysh-Karaganda canal occurs under the influence of technogenic factors that change the conditions of their natural self-regulation. Particularly high manmade loads of the geosystem in the areas of wastewater dilution of the Temirtau mining and processing enterprise The excess of MPC in rivers on polluting ingredients averages: for mercury and copper - 4 MPC, oil products - 10 MPC, phenolam-9 MPC, ammonia nitrogen - 15 MPC, nitrites up to 16 MPC.

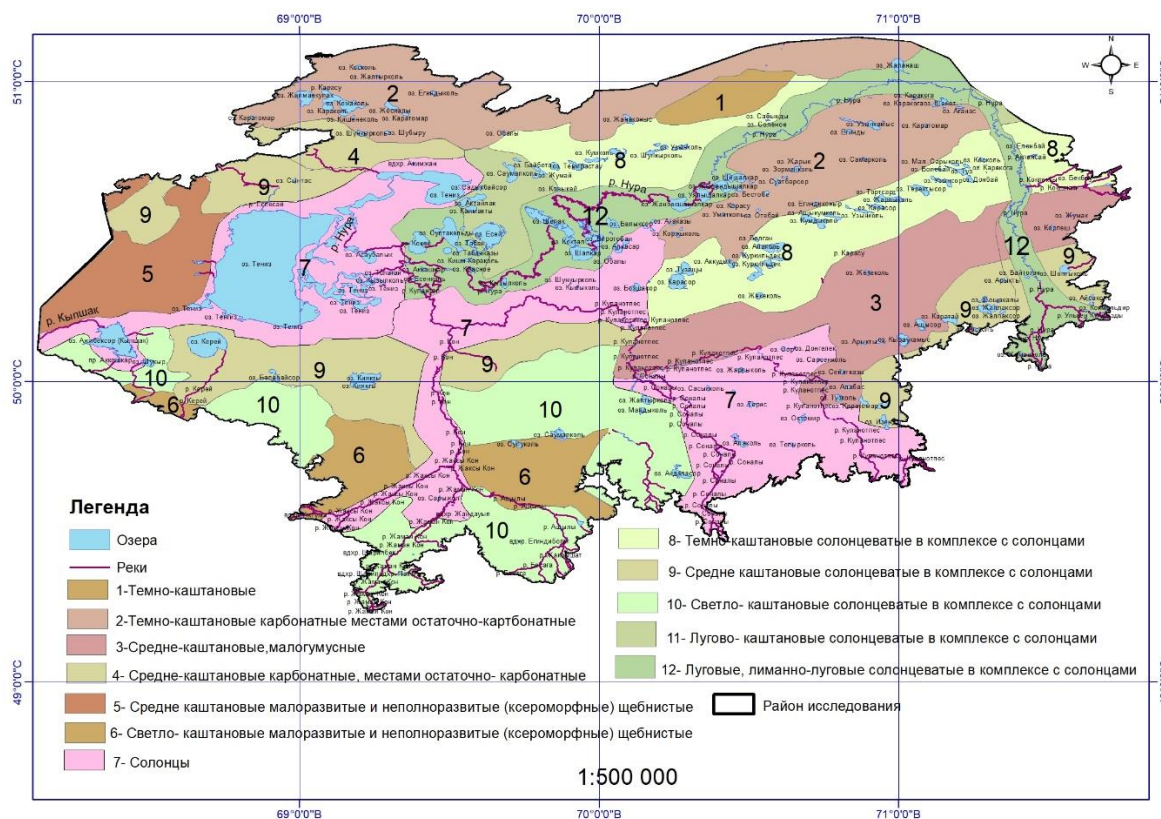


Figure 3 – Soil map

Озера – Lakes
 Реки – Rivers
 Темно-каштановые – Dark chestnut
 Темно-каштановые карбонатные местами остаточнo-карбонатные - Dark chestnut carbonate in places residual carbonate
 Средне-каштановые малогумусные - Medium chestnut low humus
 Средне-каштановые карбонатные местами остаточнo-карбонатные - Medium chestnut carbonate in places residual carbonate
 Средне-каштановые малоразвитые и неполноразвитые (ксероморфные) щебнистые - Medium-chestnut underdeveloped and underdeveloped (xeromorphic) gravelly
 Светло-каштановые малоразвитые и неполноразвитые (ксероморфные) щебнистые- Light-chestnut underdeveloped and underdeveloped (xeromorphic) gravelly
 Солонцы - white alkali

Dark chestnut solonetzic in combination with white alkali –
 Среднекаштановые солонцеватые в комплексе с солонцами – Medium-chestnut solonetzic in combination with white alkali
 Светло-каштановые солонцеватые в комплексе с солонцами – Light-chestnut solonetzic in combination with white alkali
 Лугово-каштановые солонцеватые в комплексе с солонцами – Meadow-chestnut solonetzic in combination with white alkali
 Луговые, лиманно-луговые солонцеватые в комплексе с солонцами - Meadow, estuarine-meadow solonetzic in combination with white alkali
 Район исследования – Area of research

Aquatic geosystems also contain a high percentage of salts of mercury, cadmium and other pollutants. The capacity of industrial sludge is 2-3.5 m. The mercury content in them reaches 560 mg/kg (with a background of 0.08 mg/kg). A significant part of the mercury is in active form, available for assimilation by biota. This explains the increase of mercury in surface runoff during floods, discharge of water from reservoirs and drainage systems. In this case, mercury comes from bottom sediments and is a source of secondary technogenic pollution of the environment [5].

In general, as a result of prolonged exposure to technogenesis factors, the natural potential of the Middle Nurinsk sub-system is insignificant, many geosystems have impaired self-regulation processes, and transformation signs of biota are characterized by clear signs of desertification. Significant territories used by the mining industry require phytomelioration and other reclamation works [1].

The Nizhne-Nurinsk subgeosystem occupies territories within the Teniz-Korgalzhyn cavity, below the confluence of the Ulkenkunduzdy tributaries into the Nura River. This is a lake-alluvial drainage hollow with moderately dry-steppe conditions. Upper Devonian metamorphic rocks, overlapped by a thick sequence of Neogene-Quaternary sediments, take part in the lithogenesis of geosystems.

Numerous lake-flowing systems, closed depression, and saline lakes are widespread. Lakeside geosystems function in conditions of swamps and solonchaks. The channel of the Nura River runs through the Besshalkar group of lakes: Shiymalkar, Zhandyshalkar, Uyalysalkar, Birtaban, Sholak and others. Further to the east, the fresh lake Kurgalzhyno is connected by a system of reaches and Asaubalyk lakes to the river Teniz.

Teniz Lake is declared the final zone of accumulation of suspended particles brought with the runoff of Nura, Kulanotpes, Kon and other small rivers. The salt lake of Teniz is connected with the fresh lake Korgalzhyno by a system of lakes and tributaries - Isey, Sultankeldy, Kokai, Tabankazy, Bolshoi and Maly Karakol [1].

The structure of aquatic geosystems is complicated by reaches, shallow waters, bays.

The geosystem developing in the recharge zone of these lakes is unstable in relation to the hydrogeological regime and water flow in the channels. At present, geosystems that have lost their natural potential due to a decrease in groundwater levels and a decrease in water flow in rivers, an increase in mineralization, are in an unstable state.

The geosystems of the first lake floodplain terrace are more dynamic due to their greater moisture content and proximity to groundwater. Sandy coastal shafts are deflated. The geosystems of the second and third floodplain terraces are more stable in spatio-temporal terms and have a more stable mechanism of self-regulation.

The soils of the dominant lush-saltwort vegetation of the high terraces that form on meadow white-alkalies are composed of fine-grained, loamy-sand and silt sediments with a thickness of up to 10 m. The degree of intensity and the nature of the functioning of geosystems depends on the water-salt balance of these lake-flowing systems. The associated processes of the hydrochemical and hydrogeological regimes are closely interconnected with the anthropogenic halophytization of biota, which reduce its productivity. In recent years, factors of technogenesis began to play a dominant role in the total mass-energy exchange of substance [6].

The dominant associations are fescue-feather-grass-tyrse with dark-chestnut alkaline soils. Significant areas of lowlands are occupied by sedge-reed beds.

On paragenetic complexes of the feeding zone of lakes composed of sandy-clay strata, there are developed grassland, bonfire, and pointed solonchakous meadows on meadow white alkali. Mosaic and complex geosystems of a lower order are also determined by small sand mounds.

In 1968, the Korgalzhyn State Reserve was established as a wetland of international importance, mainly as a habitat for waterfowl.

The modern use of natural complexes of the remaining territories of the sub-geosystem is associated with agricultural production (rainfed farming, grazing). Significant areas are represented by hayfields with high productivity (20-40 c/ha) and spaces with crops of forage grasses.

The Kulanotpes-Konskaya subgeosystem is a territory bordering the basins of the Kulanotpes river with a tributary of Kon. Besides of this, this includes the basin of the Kipshak and Kerey rivers, which often dry up and do not have constant surface runoff. Some of these rivers have their sources in the low-mountain massif Zhelyadir. Suspended substances accumulate in the lakes of the same name. The main surface runoff is formed on denudation hilly-steep small hills of the Kazakh plateau, foothill loops with a thin gravelly cover. The influence of surface stocks on the function of geosystems is not very noticeable. Groundwater levels are independent of surface. Dominant geosystems of lower order geosystems function in the conditions of basement hilly plains with xeromorphic forbs of semi-desert character. Halophytization of biota is enhanced by saline drainless hollows and depressions, where saltwort-sagebrush plant communities appear [9]. The valley geosystems of the Kulanotpes and Kon rivers have dry-steppe communities.

The lower reaches of the Kulanotpes river merge with the terraced lake Tennis-Korgalzhyn depression.

As a result of the analysis of the data obtained, the following **conclusions** were made:

To maintain the ecological balance of these geosystems and provide the necessary wetlands, the implementation of scientifically-based environmental protection measures is required, with water consumption and protection of the region's water resources. In general, the Teniz-Nurinsk mega-geosystem is one of the interesting physical and geographical objects represented by the Nura River basin and the Teniz-Korgalzhyno lake system. Man-made impacts on the environment significantly reduced the natural potential of natural complexes unique in their set of flora and fauna.

У.Сағатбаев, О.Мазбаев

ГЕОЭКОЛОГИЧЕСКИЕ ОСОБЕННОСТИ ГЕОСИСТЕМ ТЕНИЗ-КОРГАЛЖЫНСКОЙ ВПАДИНЫ

Аннотация. Исследование посвящено экологическим, гидрологическим и климатическим особенностям региона, тенденциям растительного покрова и почвы в зависимости от геоморфологических особенностей речных бассейнов и влияния антропогенного фактора. Приведено описание современного геоэкологического состояния геосистем. В пределах исследуемого региона определены две субгеосистемы.

Ключевые слова: геосистемный подход, геосистема, речной бассейн.

У.Сағатбаев, О. Мазбаев

ТЕҢІЗ-ҚОРҒАЛЖЫН ОЙСЫНЫҢ ГЕОСИСТЕМАСЫНЫҢ ГЕОЭКОЛОГИЯЛЫҚ ТҮРЛЕРІ

Аннотация. Зерттеу аймақтың экологиялық, гидрологиялық және климаттық ерекшеліктеріне, өзендер бассейндерінің геоморфологиялық ерекшеліктеріне және антропогендік фактордың әсеріне байланысты өсімдіктер мен топырақтың беталысына арналған. Геожүйелердің қазіргі геоэкологиялық жағдайына сипаттама берілген. Зерттелетін аймақтың ішінде екі ішкі жүйе анықталған.

Түйін сөздер: геожүйелік тәсіл, геожүйе, өзен бассейні.

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THE ECONOMIC SECURITY OF KAZAKHSTAN IN THE CONTEXT OF THE DEVELOPMENT OF INTEGRATION PROCESSES

Abstract: The article considers the issues of ensuring economic security as a necessary condition for strengthening integration processes and sustainable development of the country.

Keywords: integration, economic security, economy, Kazakhstan.

In the light of integration processes intensification and enlargement of economic cooperation between Kazakhstan and the EAEU countries in the post-Soviet space, the issues of ensuring the country's economic security as a necessary condition for its sustainable development are becoming increasingly relevant. Ensuring economic security is a long-term strategic task, and when making the most important socio-economic and foreign policy decisions the country's leadership should take into account the current state of economic security of Kazakhstan and the impact of decisions on its changes.

The slowdown in Kazakhstan's economy in 2015 to 1.2% was due to a decline in world prices for oil and other commodities. The economic growth rate of the Republic of Kazakhstan in 2016 was comparable to the level of 2015. However, in 2017, the economy of Kazakhstan grew by 4% (table 1).

Table 1 – The main macroeconomic indicators of the Republic of Kazakhstan for 2015-2017

| Indicators | 2015 | 2016 | 2017 |
|--|------|------|------|
| Economic growth (change of GDP, %) | 1,2 | 1,1 | 4 |
| Investment activity level (Investment/GDP, %) | 17,2 | 16,5 | 16,8 |
| Consumption level (Consumption/GDP, %) | 65,3 | 66,1 | 69 |
| Inflation (to previous year, %) | 13,6 | 8,5 | 7,1 |
| Budget deficit/GDP, % | -2,2 | -1,6 | -2,8 |
| Current account balance/GDP, % | -2,8 | -6,5 | -4,2 |
| Note – Compiled on the basis of the source [1-3] | | | |

According to the results of 2017, the trade turnover of Kazakhstan with the EAEU countries increased by 25.9% (by 17,359.6 million USD). In January-December 2017, the foreign trade turnover of the Republic of Kazakhstan amounted to 77 646.8 million USD and increased by 25.0% compared to January-December 2016, including export – 48 342.1 million USD (31.6%), imports – 29 304.7 million USD (15.5%).

Mutual trade of the Republic of Kazakhstan with the EAEU countries amounted to 17 359.6 million USD, or 25.9% more than in January-December 2016, including export – 5 118.3 million USD (30,2% more), imports – 12 241.3 million USD (24.1% more) [4].

The main shares of Kazakhstan's export deliveries to the Union's domestic market in 2017 were cereals – 28%, tobacco – 11%, alcoholic and non-alcoholic drinks – 9%, sugar and confectionery products – 6%, cocoa and products – 5% (Figure 1).

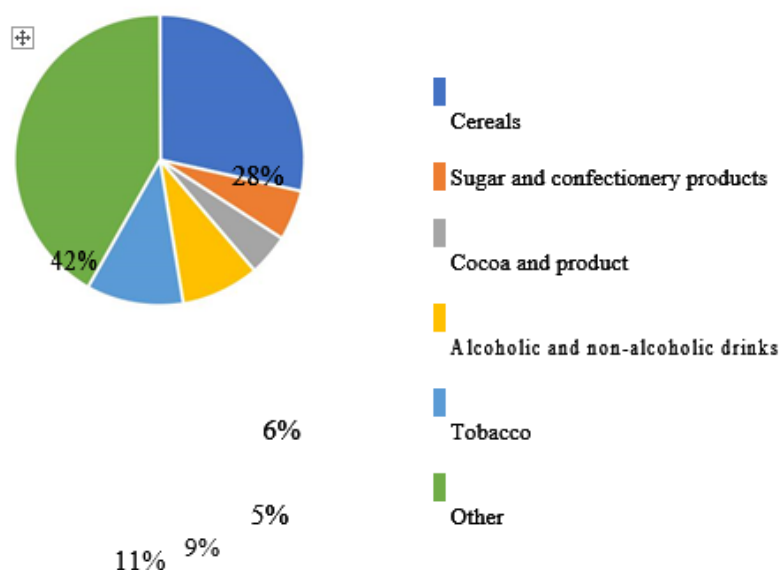


Figure 1 – Export deliveries of the Republic of Kazakhstan to the EAEU domestic market

Note – Compiled on the basis of the source [5]

Separately, it should be noted that imports with all countries in 2017 increased by 15.5% (29.3 billion USD) [6], in 2016 – decreased by 17% (5.2 billion USD), and in 2015 decreased by 26% (10.7 billion USD). The main imports come from Russia and foreign countries. In 2017 the economy stabilized after the devaluation of the national currency (the transition to a free-floating exchange rate).

The number of labor migrants from the EAEU countries has increased. Their number in 2016 amounted to 25 447 people and increased by 55.6%. In relation to 2014, the number of labor migrants in 2016 was 2.5 times more. Most migrant workers come from Russia (76.1% for 2016), with a high share from Armenia (9%) and Kyrgyzstan (11.6%).

Despite an increase in the number of labor migrants, the unemployment rate in Kazakhstan in 2017 was 0.1 percentage points lower and amounted to 4.9% (442.3 thousand people) [7]. It is likely that the departure of labor migrants from Kazakhstan led to a slight decrease in unemployment. The number of unemployed in 2015 was 454.2 thousand people, in 2016 – 445.5 thousand people, and in 2017 – 442.3 thousand people [8].

Production of agricultural products (services) increased in Kazakhstan. The accumulated growth for 2015-2016 amounted to 9%. In 2017 production increased by 1.9%, while for the same period in 2016 – by 6.7%. In 2017 crop production decreased by 1.1%, while in livestock production increased by 3.2% [9].

The volume of industrial production increased in Kazakhstan in 2017 by 7.1% and amounted to 69 506 million USD. The increase in production was due to the mining industry, manufacturing and electricity, gas, steam and air conditioning. The manufacturing sector also showed an increase of 5.1% (output of 28 086 million USD) [10].

In terms of establishing industrial cooperation within the Union Kazakhstan actively participates in ongoing work on implementation the main areas of industrial cooperation [11]. It can be noticed that there is a positive impact of the EAEU on the growth of the number of foreign enterprises. In 2016 the number of operating foreign enterprises increased by 20%, and in 2015 only by 4%.

As a result, on October 1, 2017, there are 9 044 foreign enterprises, including: with Armenia – 176 (2%), Belarus – 258 (3%), Kyrgyzstan – 712 (8%), Russia – 7898 (87%).

The embargo introduced by Russia in August 2014 for food products from some countries made a positive effect on the economy of Kazakhstan through the increase of Kazakhstan's exports to Russia.

Kazakhstan increased export volumes to Russia in 2012-2016 for sanctioned goods: in 2012 exports amounted about 32.8 million USD, in 2016 it was 48.2 million USD (47% (and in 2015 the volume of exports amounted 90.5 million USD).

In order to determine the level of economic security of Kazakhstan in the Eurasian space we considered the degree of it in dynamics for 2010-2017 in four of its types. For each type of economic security, indicators were chosen, allowing to assess the degree of security, as well as their threshold values, multi-factor diagrams are constructed in which we compare security levels in 2010 (at the time of integration processes activation in the Eurasian space) and at current date.

Thus, the level of economic security can be taken as the ratio of the actual indicator to the threshold value, taking the threshold value as one. In this case, the calculations are normalized: the level of security at its desired increase is accepted for the ratio of the actual indicator to the threshold, and vice versa, as the ratio threshold to actual, if reduction is desired.

To assess the current state of financial security the following indicators were selected for security and its changes:

- inflation rate for the year;
- budget deficit, as a percentage of GDP;
- foreign exchange reserves, including assets of the National Fund, in percent of GDP;
- external debt, excluding intercompany debt, as a percentage of GDP;
- the volume of foreign currency, as a percentage of the money supply.

According to the data presented in table 2, it can be noted that Kazakhstan's financial security is not ensured by three out of five indicators: level of inflation, budget deficits and the volume of foreign currency to the money supply.

Table 2 – Assessment of the level of ensuring financial security in the Republic of Kazakhstan

| Indicator | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Threshold value |
|--|------|------|------|------|------|------|------|------|-----------------|
| Annual inflation rate, % | 7,8 | 7,4 | 6 | 4,8 | 7,4 | 13,6 | 8,5 | 7,1 | 7 |
| Budget deficit, % to GDP | 2,4 | 2 | 2,9 | 1,9 | 2,7 | 2,2 | 1,6 | 2,8 | 1 |
| Gold and foreign exchange reserves (including assets of the National Fund), % to GDP | 40,0 | 37,9 | 41,4 | 40,4 | 46,2 | 49,5 | 66,2 | 6,5 | 20 |
| External debt to GDP (except intercompany debt) | 44,5 | 32,6 | 33,3 | 32,1 | 35,2 | 30,8 | 42,9 | 9,5 | 100 |
| Volume of foreign currency to money mass, % | 23 | 18 | 19 | 25 | 38 | 50 | 37 | 31 | 10 |

Note – Compiled by the author on the basis of own calculations according to data of National Bank of RK and the Committee on Statistics of MNE of the RK

In the reporting period, the inflation rate was constantly decreasing, and in 2012-2013 it was within the limits targeted by the National Bank. At the same time, amid falling oil prices, the national currency rate began to weaken, and the collapse of the Russian ruble led to the need for devaluation of the tenge in August 2015. In subsequent years, the tenge exchange rate gradually recovered, but the inflation rate is still above the thresholds of financial security.

As a rule, with the depreciation of the national currency, the volume of foreign currency in the money supply increases. So, this indicator decreased in 2011-2012, but reached a peak in 2015 due to the devaluation of tenge, and began a gradual decline in subsequent years. For the entire period under review, the volume of foreign currency to the money supply significantly exceeded the security thresholds. As for gold and foreign exchange reserves, their constant increase - from 40 to 56% of GDP – creates an additional “reserve” to ensure financial security.

We can conclude that the integration of the economy of Kazakhstan in the EAEU negatively affected two indicators of financial security – the level of inflation and the volume of foreign currency in the

money supply, which, to a greater extent, is caused by the change in the exchange rate of Russia. In addition, the threat to financial security is the state budget deficit, without transfers from the National Fund, accounting for 38% of GDP. On the other hand, financial integration will expand the range of financial services and ensure an influx of investment in the EAEU member countries.

To assess the current state of energy security and its changes, the following indicators were selected:

- coefficient of renewal of fixed assets in the energy sector;
- import of fuel and energy resources for consumption;
- electricity consumption per capita;
- share of renewable resources in the total volume of electricity production;
- electricity production per capita.

Table 3 – Assessment of the level of energy security in the Republic of Kazakhstan

| Indicator | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Threshold value |
|---|-------|-------|-------|-------|------|-------|-------|------|-----------------|
| Coefficient of renewal of fixed assets in the energy sector | 10,00 | 10,00 | 10,00 | 11,00 | 6,00 | 6,00 | 6,00 | - | 6,00 |
| Import of fuel and energy resources for consumption, % | 11,86 | 10,52 | 13,10 | 11,66 | 6,76 | 7,42 | 8,33 | 11,3 | 6,76 |
| Share of renewable resources in total electricity production, % | | 9,10 | 8,40 | 8,10 | 8,70 | 10,30 | 12,70 | - | 10,00 |
| Production of electricity per capita, thousand kW/h | 5,10 | 5,27 | 5,43 | 5,48 | 5,52 | 5,26 | 5,36 | 6,02 | 1,20 |

Note – Compiled by the author on the basis of own calculations according to data of the Committee on Statistics of MNE of the RK and Ministry of Energy of the RK

Based on the data (table 3), we note that the energy security of Kazakhstan is ensured, with the exception of two indicators: import of fuel and energy resources to consumption and the share of renewable resources in the total electricity production. The indicator of this share in total production since 2015 has reached a threshold (safe) level.

We can note an increase in the level of energy security in terms of electricity production per capita – by 18% from 2010 to 2017 and a decrease in consumption – by 3%. The energy surplus of the economy of Kazakhstan is also indicated by the fact that since 2013 the consumption of electricity by the population has been less than the volume of production, which allows exporting excess electricity to Russia.

The level of energy security in 2017 increased in comparison with 2010 for all indicators, except for electricity consumption and the coefficient of renewal of fixed assets in the energy sector. At the same time, the indicators of consumption and production of electricity per capita significantly exceed the threshold values at which energy security is ensured, while in the direction of import of fuel and energy resources, despite the positive dynamics, security is not yet ensured.

Assessment of food security was carried out according to the following indicators:

- food production per capita;
- cereal production per capita;
- the proportion of the population having incomes below the subsistence level;
- import of food products for consumption;
- export of food products to production;
- share of food production in manufacturing.

Based on the data (table 4), we can conclude that the food security of Kazakhstan is not ensured in three of the six selected indicators: import of food to consumption, export of food to production and the share of food production in the manufacturing industry.

A threat to food security is the positive dynamics of food imports to consumption. The security threshold in a world practice is food imports, not exceeding 15% of country consumption, while in Kazakhstan, food imports in 2010 amounted to 16.9% and rose to 23.9% by 2016.

Table 4 – Assessment of the level of food security in the Republic of Kazakhstan

| Indicator | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Threshold value |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-----------------|
| Cereal production per capita, tons | 0,75 | 1,64 | 0,77 | 1,08 | 1,00 | 1,07 | 1,17 | 1,15 | 1,00 |
| The proportion of the population with incomes below the subsistence level, % | 6,5 | 5,5 | 3,8 | 2,9 | 2,8 | 2,7 | 2,6 | 2,6 | 8 |
| Per capita food production, in real prices, thousand tenge | 38,97 | 46,16 | 49,30 | 55,54 | 59,54 | 56,70 | 74,72 | 77,47 | 38,97 |
| Food imports to consumption, % | 16,9 | 39,3 | 29,5 | 26,0 | 25,8 | 26,8 | 23,9 | 22,8 | 15 |
| Export of food products to production, % | 27,0 | 26,0 | 35,0 | 30,0 | 29,0 | 29,0 | 35,0 | 31,0 | 27,0 |
| The share of food production in manufacturing, % | 18,1 | 17,2 | 15,9 | 16,6 | 18,1 | 18,8 | 18,0 | 16,1 | 18,1 |

Note – Own calculations on the data of the Committee on Statistics of MNE of the RK

Negative dynamics is observed in terms of the share of food production in the manufacturing industry: from 18.1% in 2010 to 2% by 2017.

The level of food security has grown in three respects: increased per capita food production in real prices and per capita cereal production, while the share of people with incomes below the subsistence level is steadily declining. Together, these factors have a positive effect on food security.

It can be noted that, despite the adequacy of resources and the growth in food production, the food security of Kazakhstan is at risk, since almost a quarter of the food consumed in the country is imported. Further development of Kazakhstan's integration with the EAEU countries, including in the tax and customs spheres, will simplify the import and export of goods, which will necessitate additional measures to ensure food security in Kazakhstan – from support to domestic agricultural producers to conclusion of agreements with countries that are part of Union.

The level of transport security was evaluated by the indicated indicators:

- the coefficient of renewal of fixed assets;
- import of cars and trucks for consumption;
- balance of transport services;
- net input of railway tracks;
- net input of roads;
- the density of paved roads.

Table 5 – Assessment of the level of ensuring transport security of the Republic of Kazakhstan, 2010-2017

| Indicator | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Threshold value |
|--|--------|--------|--------|--------|--------|--------|--------|---------|-----------------|
| The coefficient of renewal of fixed assets in the transport industry | 18,00 | 10,00 | 13,00 | 9,00 | 11,00 | 17,00 | 10,00 | - | 9,00 |
| Import of cars and trucks to consumption, % | 69,98 | 94,20 | 89,13 | 58,04 | 85,95 | 78,09 | 37,81 | 69,85 | 37,81 |
| Balance of transport services, million USD | 395,83 | 109,75 | -168,8 | 36,96 | 1503,3 | 1854,6 | 2083,9 | 1937,3 | 830,80 |
| Net input of railways, km | -63,00 | -123,7 | 440,50 | 8,20 | 0,00 | 0,00 | 762,90 | 510,30 | 146,41 |
| Net input of roads, km | -828,0 | 1137,0 | 263,00 | -545,0 | -452,0 | 108,00 | -176,0 | -943,40 | 0,0 |
| The density of public roads with hard surface, km per 1000 square km | 31,50 | 31,60 | 32,00 | 31,80 | 31,71 | 31,65 | 31,94 | 30,02 | 246,22 |

Note – calculations based on the data of the Committee on Statistics of MNE of the RK

Based on the data (table 5), we can conclude that the transport security of the Republic of Kazakhstan is not ensured for two of the six selected indicators: the entry of roads and the density of paved roads.

At the same time, it should be noted that in 2016 the state of the transport infrastructure in rail transportation improved – the duration of railways increased, and the export of transport services since 2013 has exceeded imports.

Despite the decrease in Kazakhstan's transport security indicators in terms of providing infrastructure since 2010, the growth in export of transport services and the adopted agreements between the EAEU countries regarding the regulation of various modes of transport suggest that integration has a positive effect on Kazakhstan's transport security.

A threat to ensure transport safety is obsolescence and failure of the transport infrastructure: the total duration of railways and roads is reduced, and the density of paved roads is several times lower than the global average. Moreover, the coefficient of renewal of fixed assets in the transport industry is reduced, although it is within the limits that ensure transport safety.

For the effective functioning of the transport and logistics system, there are constraints in terms of ensuring transport security associated with:

- insufficient efficiency of cargo throughput;
- low congestion of transport routes;
- loss of transit corridors, as recently the delivery of goods between China and the EU has been bypassing Kazakhstan;
- lack of multifunctional logistics services;
- application of barriers by partner countries of Kazakhstan.

To assess the impact of the degree of integration of our republic in the EAEU on the level of ensuring economic security, we calculated indicators characterizing the degree of integration of economies at the macro level and private indicators in dynamics from 2010 to 2017.

The degree of integration of the economy of Kazakhstan in regional associations was assessed by indicators of the volume of internal and external trade between the EAEU countries, the volume of trade between Kazakhstan and the EAEU and third countries, and direct investment flows into the economy of Kazakhstan from the participants of the economic union and vice versa. The degree of integration of the economy of Kazakhstan with the EAEU countries from 2010 to 2017 tends to increase. Despite the fact that the internal trade turnover of the EAEU countries is several times less than the trade with third countries, the average annual growth rate of domestic trade is positive and amounts to about 2%, while foreign trade turnover fell by an average of 1.1% per year. As a result, if at the beginning of the period external trade turnover exceeded the domestic one by 6.6 times, then in 2017 – only 5.9 times.

A trend towards an increase in the degree of integration of the economy of Kazakhstan with the EAEU countries is also indicated by the fact that, against the background of a general decrease in Kazakhstan's trade turnover, the average annual rate of decline in trade with the EAEU countries was 1.9% per year, compared with a decrease in trade between the Republic of Kazakhstan and countries outside the EAEU by 2.6% per year. Despite the decline in foreign trade, Kazakhstan's capital investments in the economy of the EAEU countries grew at a significant pace (by 46.8% per year) [12].

The calculation of private indicators of the degree of integration of the economy of Kazakhstan in the EAEU indicates a decrease in the importance of Kazakhstan in regional integration, as can be seen in the table below.

From the calculations of private indices, we can conclude that the level of integration of the economy of Kazakhstan with the EAEU countries has grown since 2010. At the same time, there is a tendency that Kazakhstan's investments in the economies of the EAEU countries exceed the opposite effects. Thus, the growth index of the share of Kazakhstan's investments in the EAEU countries in 2017 amounted to more than 1.6. Given the constant increase in Kazakhstan's investments in other countries since 2012, a unit growth index greater than one indicates an increase in the importance of the EAEU countries in Kazakhstan's investments. A similar situation is observed with the import of Kazakhstan from the EAEU countries. On the other hand, the share of investments of the EAEU countries in the economy of Kazakhstan, as well as the share of exports from Kazakhstan to the countries participating in the economic union, are declining.

Table 6 – Private indicators of the degree of integration of the economy of Kazakhstan in the EAEU

| Indicator | 2011* | 2012** | 2013** | 2014** | 2015*** | 2016*** | 2017*** |
|--|-------|--------|--------|--------|---------|---------|---------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Index of a change in the share of Kazakhstan's exports to the EAEU countries in total exports | 0,85 | 0,86 | 0,97 | 1,16 | 1,37 | 0,96 | 0,99 |
| Index of a change in the share of imports of the Republic of Kazakhstan from the EAEU countries in total imports | 1,04 | 0,88 | 1,00 | 0,92 | 1,04 | 1,06 | 1,07 |
| Index of change in the share of investments of the EAEU countries in the economy of the Republic of Kazakhstan | - | - | - | 1,27 | 0,53 | 1,14 | 1,43 |
| Index of a change in the share of investments of the Republic of Kazakhstan in the EAEU countries | - | - | - | 1,68 | 1,45 | 2,34 | 1,62 |
| Index of a change in the share of manufacturing in the total industrial production | 0,95 | 1,07 | 1,02 | 1,00 | 1,22 | 1,06 | 0,96 |

*2011 – CU; **2012-2014 – CES; ***2015-2017 – EAEU
 Note – Compiled by the author

Currently, foreign capital directly affects the economic development of the state. The process of globalization has given foreign investment special significance, which allowed rational use of national resources and contribute to the country's economic growth [13].

The integration of Kazakhstan with the EAEU countries can positively affect the provision of financial (expanding available tools, reducing transaction costs), energy (creating a common electricity market), food (reducing barriers to import and export food) and transport (conditions for unhindered freight traffic) security. At the same time, it is necessary to create conditions for maintaining economic security by the country's own reserves, regardless of integration processes.

Since the establishment of the Customs Union in 2010, the degree of integration of the economy of Kazakhstan with the countries of the Economic Union has increased, which allows us to begin to assess the impact of integration on the level of ensuring economic security of Kazakhstan in comparison with the EAEU member countries.

In the conclusion, it should be noted that the functioning of Kazakhstan in the Union clearly brings great benefits to the country, this is a large volume of exports to the EAEU countries, in a mutual trade with almost all member countries Kazakhstan has a positive trade balance.

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ИНТЕГРАЦИЯЛЫҚ ПРОЦЕСТЕРДІ ДАМУ ТУРАСЫНДАҒЫ ҚАЗАҚСТАННЫҢ ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІГІ

Аннотация. Мақалада экономикалық қауіпсіздікті қамтамасыз ету мәселелері интеграциялық процестер мен елдің тұрақты дамуының қажетті шарты ретінде қарастырылады

Түйін сөздер: интеграция, қауіпсіздік.

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ЭКОНОМИЧЕСКАЯ БЕЗОПАСНОСТЬ КАЗАХСТАНА В УСЛОВИЯХ РАЗВИТИЯ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ

Аннотация: В статье рассматриваются вопросы обеспечения экономической безопасности как необходимое условие для усиления интеграционных процессов и устойчивого развития страны

Ключевые слова: интеграция, экономическая безопасность, экономика, Казахстан

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CONDITIONS OF THE FORMATION OF INTELLECTUAL CAPITAL OF KAZAKHSTANI ENTERPRISES IN MODERN CONDITIONS

Abstract. The emergence of global innovation and technological space has determined the modern economic policy of the Republic of Kazakhstan, aimed at achieving sustainable dynamic development of the country via diversification of economic sectors and moving away from the raw materials development trend. In this context, the intensification of innovative activity in enterprises has been mainstreamed which would motivate the formation of intellectual potential corresponding to the pace and level of innovation. The article provides a descriptive characteristics of the modern issues in development of innovation activism in the country.

Even though the financial crisis has affected almost all of the industrial enterprises, Kazakhstan today has a weak activity in the creation and dissemination of innovations. According to the Statistics Agency of the Republic of Kazakhstan, the share of innovation-active enterprises in the republic was 9.6% of the total number of respondents. This data leads to the idea that despite the adoption of state programs that should motivate the innovative activity of the country, unfortunately there are no major changes in this direction.

The subject of the study is theoretical and factual data on formation of the intellectual capital of enterprises.

The aim of the research is to explain the conditions for the formation of the intellectual potential of enterprises in Kazakhstan in conditions of an innovative economy formation.

Keywords. Intellectual potential, innovative activity, innovative economy, intellectual nation.

Introduction.

Considering that Kazakhstan is entering a new stage of its development, complex studies on various areas of social development are particularly relevant. One of these issues familiar to each Kazakhstani citizen is the problem of the formation and development of an intellectual nation as the support of our state, the basis for its further development and prosperity of our Motherland. This problem is multifaceted, as it covers many directions, such as the formation of an intellectual society in Kazakhstan, the augmentation of people's intellectual potential, the deepening of the media information policy in shaping the richest intellectual nation, the formation of intellectual citizens of their country.

Sovereign Kazakhstan has demonstrated impressive patterns of a new state emergence, public stability of internal harmony, and a steady development of the economy and political system. This is an incontestable fact confirming the scientific accuracy, foresight and the continued success of the First President's political course, which is supported by all the citizens of Kazakhstan.

Methodology

Author used mixed approach in writing the given article: both qualitative and quantitative, and the induction research methods.

Research background

Theoretical foundations of the processes associated with the factors of innovative development of the economy are thoroughly developed in scientific research and works of J. Schumpeter, S. Friedman, R. Solow, M. Porter, D. Bell, P. Drucker, D. Bishop, W. Steger, H. Neubauer, I. Dvořák and others. Their

works investigated various aspects of the innovative development of enterprises and the questions of the formation of intellectual potential.

A significant contribution to the development of this issue was made by the works of scientists and economists of the post-Soviet space - L. Abalkin, V. Makarov, G. Kleiner, B. Milner, S. Valentei, A. Dagaev, N. Shelyubskaya, V. Polterovich, P. Ivanter, N. Komkova, M. Pavlova, A. Nikolaev, T. Kaygorodtseva, L. Gokhberg, V. Leontiev, O. Pochukaeva, Yu. Voronin, B. Kuzyk, Yu. Yakovets and others. Various aspects of the innovative development of enterprises and questions of the formation of intellectual potential were investigated by them.

A certain contribution to the study of issues of evaluating innovative development and the formation of intellectual potential at the enterprise level has been made and continues to be made by such economists in Kazakhstan as A. Koshanov, O. Sabden, F.M. Dnishev, F.G. Alzhanova, B. Serikbaev, N. Buktukov, E. Frezorger, A. Maidyrova, G. Aubakirova, D. Kukhtinov, G. Abdykerova and others.

At the same time, these studies could not fully reflect many problematic issues of the formation and evaluation of innovative activity. However, these issues should be studied, since it would allow us to formulate the aim and objectives of the article.

In the Address of the President of the Republic of Kazakhstan N. Nazarbayev to the people of Kazakhstan, on October 5, 2018, "Growing Welfare of Kazakh Citizens: Increase in Incomes and Quality of Life" the following priorities were noted: "special attention should be paid to the development of innovative and service sectors; on education, science and health care from all sources up to 10% of GDP" [1].

The idea of forming an intellectual nation in Kazakhstan is among the most fundamental system initiatives of the Head of our state. Therefore the national interests of the country suggest that there is a need to act without delay in order to avoid the growth of technological abyss, a hopeless lag behind competitors and an increase in dependence. Moreover there is a favorable innovation climate as well as the relevant infrastructure is actively being formed in the mainstream of the world development.

The emergence of a post-industrial technological order in the first half of the XXI century in the context of the formation of a global innovation and technological space, has determined the modern state economic policy of the Republic of Kazakhstan. Which is aimed at achieving sustainable dynamic development of the country through diversification of economic sectors and retreat from the raw materials development. The production of competitive and export-oriented goods – jobs and services in the manufacturing industry and services – is the main subject of the state industrial innovation policy.

In the modern Kazakhstan, there is a weak activity in the creation and dissemination of innovations, due to the fact that the current crisis has affected almost all of the industrial enterprises. According to the Statistics Agency of the Republic of Kazakhstan, the share of innovatively active enterprises in the republic was 9.6% of the total number of respondents to the January 1, 2017. It had the following levels of shares in the previous years: 2013 – 8.0%, 2012 – 7.6%, 2011 – 5.7%, 2010 – 4.3%, 2009 – 3.9%, 2008 – 4.0%, 2007 – 4.8%, 2006 – 4.8%, 2005 – 3.4%, 2004 – 2.3% [2]. The growth rate of the innovation activity of economic entities in the Republic of Kazakhstan over 14 years, between 2004 and 2017, is not dynamic enough making up only 4.1%. In general, there is a certain dynamics within 3 extremes in 2007 the indicator was 4.8%, in 2014 it was 8.1% and in 2017 – 9.6%. The minimum level of innovation activity was in 2004, when it drop to 2.3% and in 2005 making up 3.4% for obvious reasons, which are the consequences of the first wave of the global financial crisis. However, compared to other countries in 2017, there is still a lot to be done (the shares of other countries are the following: Russia – 17%, Romania – 30%, Slovenia – 35%, Poland – 39%, OECD countries – about 50%) [2]. For example, the share of innovation-active enterprises in the United States is about 50%; among the countries of the European Union: Germany (79.3%), Sweden (60%) and Finland (58%) have the highest rates. The average for the European Union countries reaches approximately 53% [3].

This data leads to the idea that despite the adoption of state programs that should motivate the innovative activity of the country, unfortunately, there are no major changes in this direction. Presumably the dynamics of the country's development (with shadow market, 40% of the economy [3], 122nd position in the Corruption Perceptions Index out of 180 countries, with an index of 31 points out of 100) [4] implies such level of activity. In general, by the end of the XX century, it became obvious that the level of innovation activity and the development of scientific and technical sphere: science, education, high-tech

industries, world technology markets – defines the boundaries not only between rich and poor countries, but also regions within one state, creates the basis of a dynamic economic growth and is a major factor in the formation of centers of power. Without the use of innovations, it is almost impossible to create competitive products with a high degree of knowledge-intensiveness and novelty. Thus innovations are effective means of competition, since they lead to the creation of new needs, to a reduction in the cost of production, to an influx of investments, to an increase in the image of a producer of new products, to the opening and capturing of new markets, including external ones.

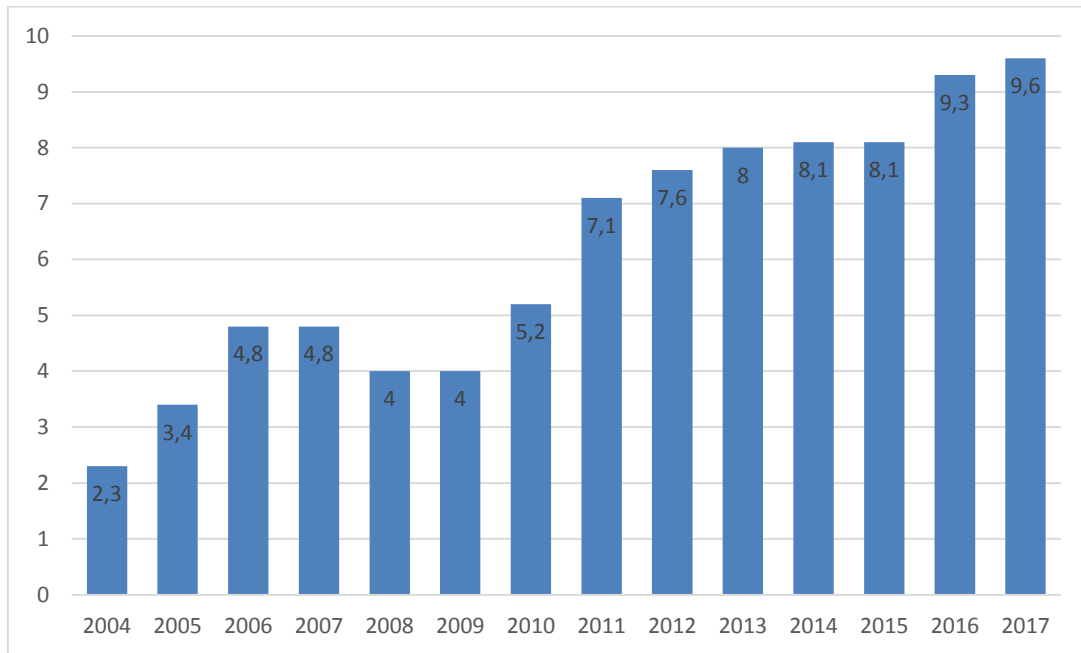


Figure 1 – Innovation activity in Kazakhstan between 2004-2017 [2] (activity Level in Innovation, in %)

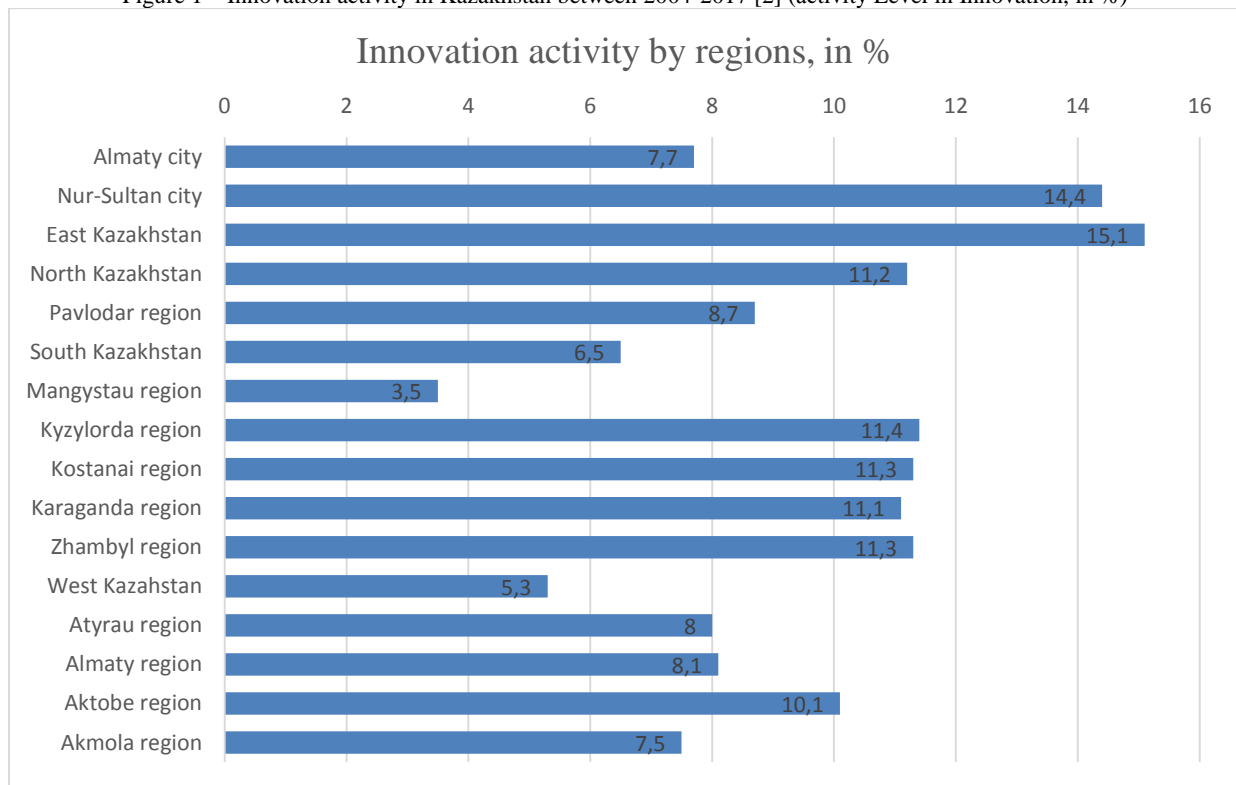


Figure 2 – Innovation activity by regions in 2017 [2]

Speaking about Kazakhstan in the regional context, the leaders in innovation development are East Kazakhstan – 15.1% and Nur-Sultan – 14.4%; among the lagging regions there are Mangystau region with 3.5% and West Kazakhstan making up only 5.3% [2].

There is heterogeneity of innovation development of the regions of Kazakhstan. It is a general knowledge that the level of innovativeness of a region is formed as a result of the interaction of many factors. It is generally accepted that the whole diversity of factors affecting the formation of an innovative environment can be reduced to four groups: the socio-economic conditions for the development of a region; innovation potential; human capital; and management capacity [5]. It would be seen that such areas as Mangystau, Atyrau [6], and West Kazakhstan region, that are included in the Industrialization Map of the country, should have been updating the solution to this issue. However innovation activity is not very high there and it does not motivate strengthening of the intellectual potential. The ratio of innovation activity on the use of new equipment and technologies across the regions of the Republic is also heterogeneous.

Data in Figure 3 demonstrates the highest applicability of new technologies in Almaty, which is 103 units, despite the fact that the level of innovation activity is two times lower than in Nur-Sultan and in the East Kazakhstan. It is explained by the fact that new projects are being implemented as the part of the Astana EXPO-2017 heritage and the city initiative of “50 Projects – Development Drivers for Almaty”. All of them not only attract the latest innovation technologies and create new workplaces, but also allow further reduction of environmental burden on the city’s environment.

The Kazakh-German company “FalconEuroBus” is building a fleet of vehicles and a plant for the production of third generation electric buses. The volume of private investment in the project is about 15 billion KZT [7].

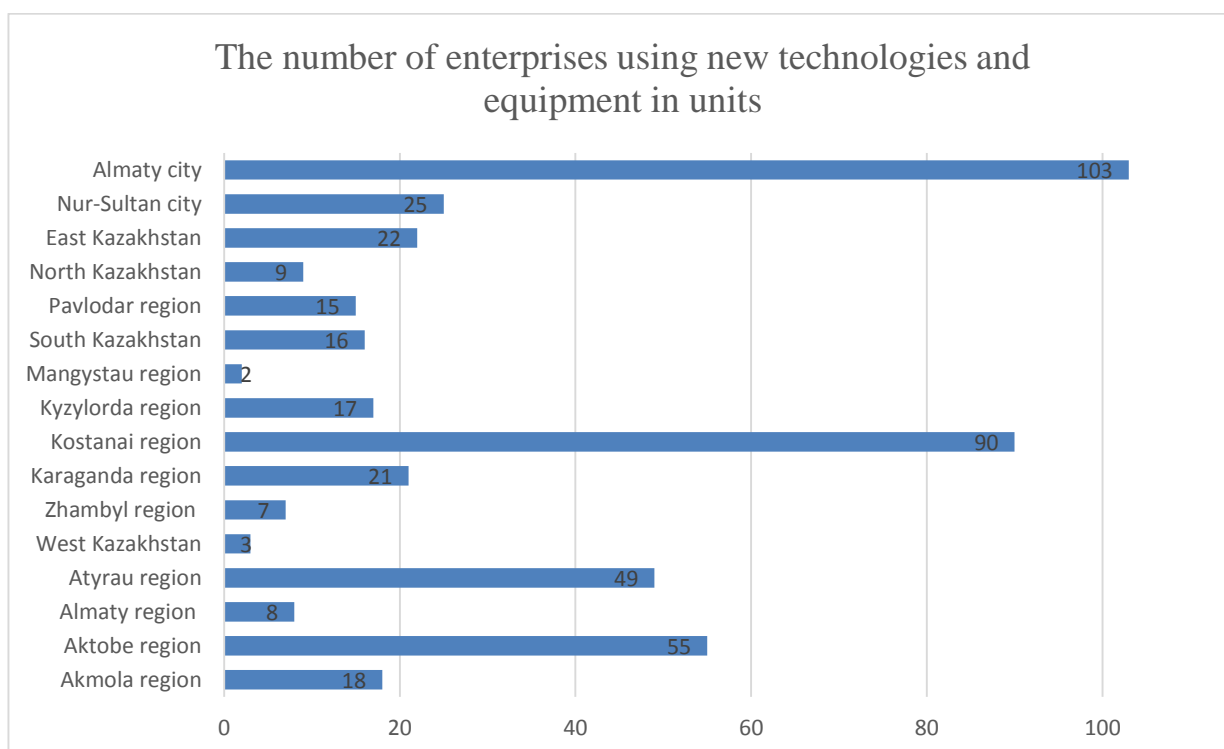


Figure 3 – The number of enterprises using new technologies and equipment for 2017

There is a plan to create six production sectors in accordance with the priorities defined by the state program of industrial-innovative development in Almaty: food industry, engineering, construction industry, pharmaceutical industry, chemical industry, and light industry. The active phase of work on the implementation of projects that have received permission for placement has already begun. When selecting projects, priority is given to innovative, environmentally friendly industries, as well as traditional industries. Currently 33 projects with a budget of 176,9 billion KZT have been authorized. As the planned

facilities are commissioned, it is planned to create almost five thousand jobs. At the same time, 19 projects are included in the Almaty Business Support Map [7].

There is a great importance in the operation of Technopark “Alatau” in Almaty, which participates in the state program of technological business incubation. In our opinion, these are the results of the quality of human capital in Almaty. There is a high level of research and development and involved people in them in Almaty: in 2004 this number was 8,700 people and in 2017 it increased to 8,821 people. There are conditions for the formation of high-quality intellectual potential [2]. As part of the Industrialization Map in the Kostanay region, 95 projects are being implemented, with a total investment of 433.4 billion KZT, and the creation of 9.3 thousand jobs. To date, 88 projects worth 131.5 billion KZT have been commissioned producing 5.2 thousand new jobs. It also includes: 88 projects commissioned, with a total investment of 301.5 billion KZT, and the creation of more than 4 thousand jobs, of which it is planned to launch 1 project in 2018, worth 16.5 billion KZT with the creation of 307 jobs – LLP “Rudny Cement Plant” – “Construction of a Cement Plant in Rudny” [8].

In addition, in 2018, it is planned to implement 6 more investment projects with a total investment of 10.3 billion KZT and the creation of about 500 jobs. A part of these projects will be included in the Support Map during the next update. Since the beginning of the implementation of the Program, the projects introduced have manufactured products worth 546.1 billion KZT, including 41.1 billion KZT in January-April of 2018 [8]. In Kostanay region there are the following trends in the formation of the intellectual potential of the region. The number of people involved in research and development in 2004 was 71 people, and in 2017 the figure increased to 569 people, which demonstrates a steady trend and conditions for the formation of high-quality intellectual potential of the region [9].

These regions have all available grounds for the formation of an innovative economy, which cannot be said about other regions of the country. In addition, there are problems with the quality of human capital, especially among young people. The NEET index (this is the index for the proportion of young people without education, without work and without vocational training) for the largest cities of the country is as follows: Almaty – 14.5%, Astana – 12.5%, Shymkent – 14.13%, Aktobe – 17.79% [8]. What is wrong with our youth who are the basis of human capital formation? In 2016, there were 313,600 school graduates, of whom just under 40% go to colleges, 29% go to universities, 11% go to study abroad, and 25% remain without going to further study. These 25% of graduates annually join the ranks of the NEET, and some of them take on low-paid non-qualified jobs. The NEET potential of 20% of the annual school output forms a high total index of 37% [10]. It means that the quantitative potential in human resources decreases, which could have formed the intellectual potential for the innovation economy.

Regions that have all clearly traced directions of innovation development claim that there are certain conditions for the formation of an innovative economy and its intellectual potential.

In general, the degree of innovation attractiveness of regions can be assessed by the following indicators:

- gross regional product;
- industrial output;
- volume of innovative products;
- internal R&D costs;
- level of innovation activity of enterprises;
- volume of scientific and technical works [11].

Investments in research and development, internal R & D in the regions of Kazakhstan for 10 years increased only in 1.98 times [2]. This reflects a low activation of investments in research and development in the region. In this sphere Almaty city with the developed infrastructure of science is the leader of the country. The adoption of the State program of the industrial-innovative development of Kazakhstan, also stepped up work in this direction. The requirements of publications in scientific journals with high impact factor also influenced the development of science within organizations.

However, the picture 4 depicts that 28 187 599.8 thousand tenge was invested by scholars from their own funds. It is almost the same as the amount coming from the government expenditure, which does not motivate scientists, since wages of scholars stay at the same low level. There are no opportunities for them to invest in their own projects, and therefore the priorities outlined by the Head of State in his Address to the Nation are impressive and gives a momentum for the development of innovative sciences. The Head of

State emphasized that within 5 years it is necessary to bring governmental expenditures on education, science and healthcare from all sources to 10% of GDP [1]. Unfortunately, it is too early to talk about high-tech production and overall development of science, as in other OECD countries. The study of foreign experience shows that no country in the world formed the innovation system only based on the private sector. In order to enhance the competitiveness of the national economy, the state plays a leading role on the foundation of systematic approach in creating an innovative economy with a focus on community.

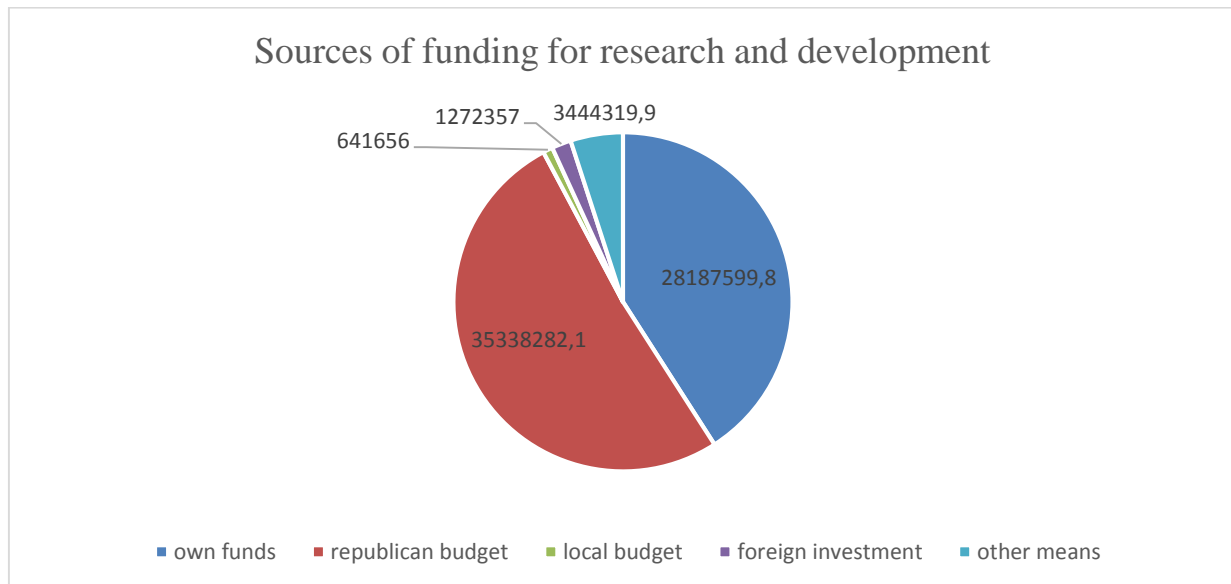


Figure 4 - Sources of funding for research and development [2]

In developing countries, manufacturing industry is the main mean of development; it helps to turn poor countries into important players in the global economy.

At the same time, Kazakhstani innovative enterprises mainly choose a “catching-up” strategy, which testifies its innovative immunity. The “catching-up” strategy involves imitation of foreign technologies, copying products and their mass production. However, its manufactured goods are not innovative in the global sense; therefore it is not worthwhile to position it as the latest.

Meanwhile the development of innovation system, despite the efforts of the state is constrained by a number of factors. Thus in the development of innovation activities in the regions, the following problems were identified that affect the change in its structure:

- insufficient provision of manufacturing industries with innovative equipment and technologies;
- general technical and technological backwardness of enterprises;
- low innovation activity of enterprises;
- low investment attractiveness of non-primary processing industries;
- lack of financial resources affecting the innovation activity of the production of the real sector of the economy;
- limited relation of science and production and the lack of effective mechanisms for bringing scientific and technological products to the level of goods;
- lack of a flexible system of training and retraining of specialists and personnel;
- underdevelopment of the sphere of small innovative enterprises with the necessary flexibility for rapidly changing market conditions;
- undeveloped innovation infrastructure, low level of R&D funding.

Thus, it can be summarized that the existing problems in the development of an innovative economy, restrain not only innovation activity in the country and in its regions, but also reduce the motivation in the formation of intellectual potential.

Results

The emergence of global innovation and technological space has determined the modern state economic policy of the Republic of Kazakhstan, aimed at achieving sustainable dynamic development of the country through the diversification of economic sectors and moving away from the hydrocarbon production. Under this framework, the intensification of innovative activity in enterprises has actualized, which would lead to the formation of intellectual potential corresponding to the pace and level of innovation. This article provides a descriptive analytics of the situation in the country on the development of innovative activity.

The results can be used to manage the process of innovative economies formation and the development of innovative activity of enterprises.

Conclusions and findings

Despite the fact that there is a lot of investment in the country to strengthen the innovation activity of enterprises, which could develop the level of innovations, it is too early to talk about high-tech production and the overall development of sciences as in other OECD countries. In order to improve the competitiveness of national economies, state plays a leading role on the basis of systemic approach in the creation of innovative economy with social background. Usually to enhance the competitiveness of national economy, the state plays a leading role on the basis of a systematic approach in creating an innovative economy with a social bias. Thus it can be concluded that the existing problems in the development of an innovative economy, restrain not only innovative activity in country and its regions, but also reduce motivation in the formation of the overall intellectual potential.

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ҚАЗАҚСТАНДАҒЫ КӘСІПОРЫНДАРДЫҢ ЗИЯТКЕРЛІК КАПИТАЛЫН ҚАЛЫПТАСТЫРУ ШАРТТАРЫ: ҚАЗІРГІ ЖАҒДАЙЫ

Аннотация. Ғаламдық инновациялар мен технологиялық кеңістіктің пайда болуы Қазақстан Республикасының экономикалық саясатын экономикалық секторларды әртарапандыру және шикізат ресурстарын дамытудан ауытқу жолымен елдің тұрақты динамикалық дамуына бағытталуларымен анықтады. Осы тұрғыда кәсіпорындарда инновациялық қызметтің қарқындылығы өсіп, бұл қарқыны мен деңгейіне сәйкес интеллектуалдық әлеуетті қалыптастыруды ынталандыруға әкеледі. Мақалада елдегі инновациялық қызметтің дамуының сипаттамасы келтірілген.

Зерттеу мақсаты. Ұсынылған мақала инновациялық экономиканы қалыптастыру контекстінде Қазақстандағы кәсіпорындардың зияткерлік әлеуетін қалыптастыру жағдайларын түсіндіреді.

Зерттеу нәтижелері. Дағдарыс барлық өнеркәсіптік кәсіпорындарға әсер еткенімен, Қазақстанда инновацияларды құру және тарату салаларында әлсіз белсенділік бар. Қазақстан Республикасы Статистика агенттігінің мәліметі бойынша, республикадағы инновациялық белсенді кәсіпорындардың үлесі респонденттердің жалпы санының 9,6 %-ын құрады. Бұл деректер, өкінішке орай, еліміздің инновациялық белсенділігін ынталандыратын мемлекеттік бағдарламалардың қабылдануына қарамастан, осы бағыттағы ерекше өзгерістердің жоқтығына әкелді.

Нәтижелер ауқымы. Инновациялық экономиканы қалыптастыру, кәсіпорындардың инновациялық қызметін дамыту процестерін басқару.

Түйін сөздер: интеллектуалды әлеует, инновациялық қызмет, инновациялық экономика, зияткерлік ұлт, инновациялық экономика.

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УСЛОВИЯ ФОРМИРОВАНИЯ ИНТЕЛЛЕКТУАЛЬНОГО КАПИТАЛА ПРЕДПРИЯТИЙ КАЗАХСТАНА, В СОВРЕМЕННЫХ УСЛОВИЯХ

Аннотация. Становление глобального инновационно - технологического пространства определили современную государственную экономическую политику Республики Казахстан, нацеленную на достижение устойчивого динамического развития страны путём диверсификации отраслей экономики и отхода от сырьевой направленности

развития. В этом контексте, актуализировалось, усиление инновационной активности на предприятиях, что привело бы к мотивации формирования интеллектуального потенциала, соответствующего темпу и уровню инноваций. В статье дана описательная характеристика ситуации в стране по развитию инновационной активности.

Несмотря на то, что финансовый кризис затронул почти все промышленные предприятия, сейчас в Казахстане наблюдается слабая активность в создании и распространении инноваций. По данным Агентства Республики Казахстан по статистике, доля инновационно-активных предприятий в республике составила 9,6% от общего числа респондентов. Эти данные приводят к мысли о том, что, несмотря на принятие государственных программ, которые должны стимулировать инновационную активность страны, к сожалению, в этом направлении нет серьезных изменений.

Предметом исследования явились теоретические и фактические данные по формированию интеллектуального капитала предприятий.

Цель исследования представленной статьи состоит в объяснении условий формирования интеллектуального потенциала предприятий в Казахстане в условиях формирования инновационной экономики.

Ключевые слова. Интеллектуальный потенциал, инновационная активность, инновационная экономика, интеллектуальная нация, инновационная экономика.

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**MODERN TRENDS AND PROSPECTS FOR IMPROVING
THE COMPETITIVENESS OF THE AGRICULTURAL SECTOR
OF KAZAKHSTAN IN THE CONDITIONS OF ACTIVATING
INTERACTION WITH THE EAEU STATES**

Abstract. The impact of the EAEC agreements on sensitive sectors of agricultural sector of Kazakhstan, which contributes to the formation of new mechanisms of introduction of international quality standards and increased control over the safety and quality of imported products has been considered.

Keywords: agro-industrial complex, agricultural market, population incomes, Eurasian economic Union (EAEU), import substitution, integration, integration processes, competitiveness, modernization.

The study of the internalization of social life and the globalization process that follows it emphasize the importance of increasing labor productivity in the transition from one process to another. In the context of deepening integration relations and the protracted global financial crisis in the agrarian sector of Kazakhstan, the problems of increasing the competitiveness of enterprises and the productivity of workers are becoming more urgent.

The food problem remains a global problem of mankind. In this regard, the agricultural structure should be developed, increasing the proportion of people employed in it, which will improve the standard of living in the village, reduce the outflow of the working-age population from the village, get rid of a number of depressed areas. [1] The low level of labor productivity in agriculture of the Republic, the high level of deterioration of agricultural equipment (up to 70%), the imperfection of the technologies used, small-scale production (75% of gross output falls on households and peasant farms) do not allow to keep agricultural production on an intensive basis, ensure more complete usage of material, labor, and other resources, comply with environmental requirements. These factors reduce the competitiveness of the domestic agricultural sector, which in the conditions of the EAEU can lead to the dominance of imports of foreign products, the displacement of local producers from the markets and the risks of transferring the country's agriculture to natural conditions.

Kazakhstan has sufficient resources to ensure that enterprises of the agricultural sector are competitive along with other EAEU member states. The interregional specialization and location of agricultural production, which had been established during the Soviet period, is based on the climatic features and advantages of each state in the production and processing of one or another agricultural product. Despite the fact that, in general, the agroclimatic potential of Armenia, Russia, Belarus and Kazakhstan is inferior to Western Europe and North America, there are also regions where these conditions correspond to high international standards - the southern and black soil regions of Russia, certain regions of Belarus and Kazakhstan. In Russia, in particular, according to various estimates, there are 20-30 million hectares.

Their involvement in an active production process will allow the countries of the Eurasian Economic Union to make a significant contribution to the fight against solving global problems of the global economy [2, c. 355].

An additional positive factor is the geographical, cultural and institutional proximity of participants in the agrofood markets of the EAEU, which creates powerful incentives for the development of agro-industrial production [3, c. 103-104].

The area of the EAEU countries is more than 20 million square kilometers (14% of world land), the population of the EAEU countries as of January 1, 2018 is 183.7 million people [4].

By the end of 2017, the volume of mutual trade turnover in the EAEU countries amounted \$ 54.2 billion; the volume of foreign trade in goods with third countries – \$ 633.8 billion.

In the first nine months of 2018, the trade turnover of Kazakhstan with the EAEU countries amounted to \$ 14 billion and increased by 8.7%. Export amounted to \$ 4.3 billion and grew by 12.4%, imports – \$ 9.6 billion (growth – 7.2%). At the same time, export of Kazakhstan as a whole grew over the same period by 28.4%, to \$ 44.5 billion, and imports – by 11.3%, to \$ 23.7 billion. Thus, trade of Kazakhstan with the EAEU countries grew less than with the rest of the world, respectively, the share of EAEU countries in foreign trade turnover decreased – if in January-September 2017, the EAEU accounted for 23% of foreign trade of Kazakhstan, then for the same period of the current year – 21.5%. The relative reduction in the intensity of foreign trade of Kazakhstan and the EAEU does not allow us to speak of its noticeable impact on the Kazakh economy at the macro level [5].

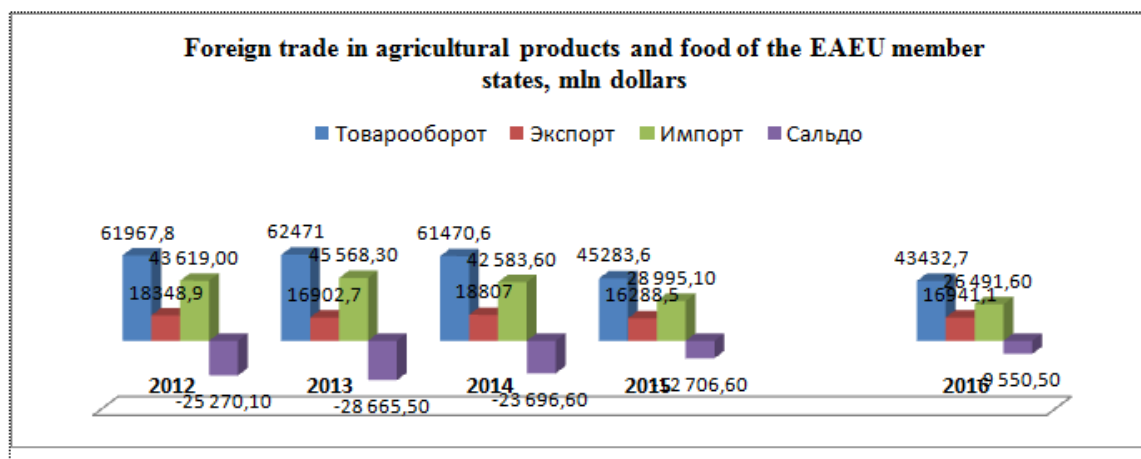
At the same time, it is possible to note the preservation of favorable trends in the investment cooperation of Kazakhstan with the EAEU countries, primarily with Russia.

Currently, there are data only for the first half of 2018, but they show an increase in the inflow of Russian investments in Kazakhstan by \$ 445 million (against the background of a slight reduction in the volume of accumulated foreign investments in Kazakhstan as a whole) and the growth of Kazakhstan investments in Russia by \$ 314 million. Russia in the net inflow of FDI to Kazakhstan in the first half of the year increased to 5.1% from 4.7% in 2017.

Thus, investment cooperation continues and accelerates, including in comparison with statistics from the rest of the world, but the scale and proportion of investments in Kazakhstan from EAEU countries are not yet significant enough to have a noticeable impact on the country's economy [6]. Foreign trade in agricultural products and food of the EAEU member states is shown in Table 1.

Table 1 - Foreign trade in agricultural products and food of the EAEU member states, mln dollars

| Countries | Years | | | | |
|--|-----------|-----------|-----------|-----------|----------|
| | 2012 | 2013 | 2014 | 2015 | 2016 |
| Goods turnover | | | | | |
| EAEU | 61967,8 | 62471,0 | 61470,6 | 45283,6 | 43432,7 |
| Armenia | - | - | 792,4 | 646,7 | 676,9 |
| Belarus | 3462,0 | 3847,1 | 4176,0 | 397,0 | 3404,9 |
| Kazakhstan | 5148,6 | 4907,2 | 4554,3 | 3594,1 | 3398,7 |
| Kyrgyzstan | - | - | 433,5 | 325,0 | 237,0 |
| Russia | 53357,2 | 53716,6 | 51514,3 | 36744,9 | 35715,2 |
| Export | | | | | |
| EAEU | 18348,9 | 16902,7 | 18807,0 | 16288,5 | 16941,1 |
| Armenia | - | - | 178,1 | 221,2 | 262,9 |
| Belarus | 801,3 | 823,1 | 623,9 | 502,6 | 310,8 |
| Kazakhstan | 2 764,3 | 2 236,0 | 2 071,3 | 1 661,9 | 1 705,7 |
| Kyrgyzstan | - | - | 112,3 | 115,6 | 77,9 |
| Russia | 14 783,2 | 13 843,7 | 15 901,4 | 13 787,2 | 14 583,9 |
| Import | | | | | |
| EAEU | 43 619,0 | 45 568,3 | 42 583,6 | 28 995,1 | 26 491,6 |
| Armenia | - | - | 614,3 | 425,5 | 414,1 |
| Belarus | 2 660,7 | 3 024,1 | 3 552,1 | 3 470,3 | 3 094,1 |
| Kazakhstan | 2 384,0 | 2 671,3 | 2 483,0 | 1 932,2 | 1 693,0 |
| Kyrgyzstan | - | - | 321,2 | 209,4 | 159,1 |
| Russia | 38 574,0 | 39 872,9 | 35 612,9 | 22 957,6 | 21 131,3 |
| Balance | | | | | |
| EAEU | -25 270,1 | -28 665,5 | -23 696,6 | -12 706,6 | -9 550,5 |
| Armenia | - | - | -436,1 | -204,3 | -151,2 |
| Belarus | -1 859,3 | -2 201,0 | -2 928,2 | -2 967,7 | -2 783,4 |
| Kazakhstan | 380,0 | -435,3 | -411,7 | -270,3 | 12,7 |
| Kyrgyzstan | - | - | -209,0 | -93,8 | -81,2 |
| Russia | -23 790,8 | -26 029,2 | -19 711,5 | -9 170,4 | -6 547,4 |
| Compiled by author based on resource [2] | | | | | |



Picture 1 - Foreign trade in agricultural products and food of the EAEU member states, mln dollars

The share of agricultural land of the Republic of Kazakhstan is 40% – an area of 102.6 million hectares. In recent years, the area of agricultural land tends to increase. During the period under review, their total area increased by 9028 thousand hectares due to the involvement in the agricultural use of land reserves. The irrigated arable land increased by 111 thousand hectares to 1.5 million hectares due to the transformation of deposits of good quality and the development of other lands of arable land. The area of perennial plantings is increased annually, new areas of gardening land are being developed - an increase of 8 thousand hectares to 60.9 thousand hectares.

The structure of agricultural land of Kazakhstan for 2012 – 2016 and the dynamics of the area of agricultural land of the Republic of Kazakhstan in thousand hectares is given in Table 2.

Table 2 – The dynamics of the area of agricultural land of the Republic of Kazakhstan, thousand hectares

| Types of acreage | Years | | | | |
|--|---------|---------|---------|----------|----------|
| | 2012 | 2013 | 2014 | 2015 | 2016 |
| Total agricultural land | 93428,2 | 96278,3 | 98580,2 | 100835,4 | 102600,9 |
| Agricultural acreage, of which: | 90109,1 | 92927,5 | 95236,5 | 97312,0 | 99137,2 |
| Farm field, total | 24020,5 | 24191,1 | 24268,8 | 24292,8 | 24343,3 |
| of which irrigable | 1373,5 | 1389,9 | 1450,1 | 1455,1 | 1484,9 |
| Perennial plantings | 70,4 | 74,8 | 83,6 | 85,0 | 87,1 |
| of which: | 52,6 | 55,4 | 59,9 | 59,9 | 60,9 |
| gardens | | | | | |
| vineland | 11,3 | 12,0 | 11,8 | 12,0 | 13,7 |
| idle land | 2657,0 | 2693,0 | 2583,7 | 2481,6 | 2593,4 |
| hay harvesting | 2040,3 | 2045,9 | 2041,3 | 2077,8 | 2099,7 |
| Pasture, total | 61223,3 | 63908,7 | 66246,8 | 68362,5 | 70001,5 |
| of which moist | 38247,8 | 41196,2 | 41840,5 | 42707,2 | 43213,6 |
| Compiled by author based on resource [2,5] | | | | | |

The total sown area in the country in 2016 was 21.5 million hectares; 2.9 million hectares were occupied by steam fields. The largest share in the structure of the use of sown areas is occupied by grain crops on non-irrigated lands. In recent years, there has been a tendency in the crop industry to change the structure of the sown area. There is a process of diversification of grain in the direction of a significant increase in the share of oilseeds, fodder and legumes, which significantly affect the increase in soil fertility and additionally ensure the production of feed for the development of animal breeding.

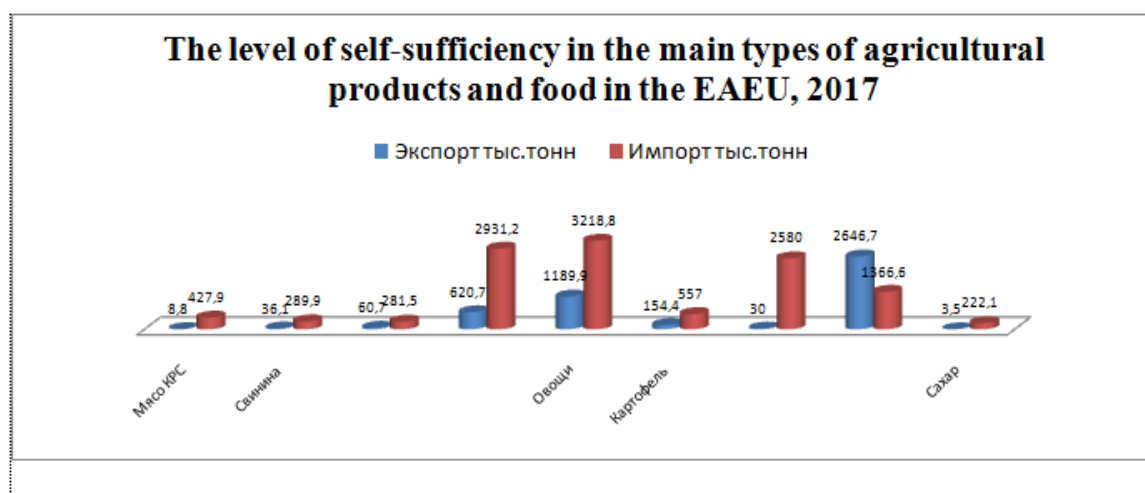
The yield of grain and leguminous crops varies considerably from 8.6 to 14.8 centners per hectare (Table 3). Therefore, grain production ranges from 12.9 to 20.7 million tons, which is due to climatic changes. The level of self-sufficiency in the main types of agricultural products and food in the EAEU in 2017 is considered in Table 3.

Table 3 - The level of self-sufficiency in the main types of agricultural products and food in the EAEU, 2017

| Product | Yielding | | Export thousand tons | Import thousand tons | Consumption | | Level of self-sufficiency, % | |
|--------------------------------|---------------|-----------|----------------------|----------------------|---------------|-----------|------------------------------|-------|
| | thousand tons | kg/person | | | thousand tons | kg/person | 2014 | 2017 |
| Cattle meat | 2456,3 | 13,4 | 8,8 | 427,9 | 2875,4 | 15,7 | 82,0 | 85,4 |
| Pork | 3653,0 | 20 | 36,1 | 289,9 | 3906,8 | 21,4 | 89,0 | 93,5 |
| Poultry meat | 5294,4 | 29,0 | 60,7 | 281,5 | 5515,2 | 30,2 | 88,0 | 96,0 |
| Milk and dairy products | 45636,0 | 249,7 | 620,7 | 2931,2 | 47946,5 | 262,4 | 90,8 | 95,2 |
| Vegetables | 27874,6 | 152,5 | 1189,9 | 3218,8 | 29903,5 | 163,6 | 92,0 | 93,2 |
| Potato | 43712,4 | 239,2 | 154,4 | 557,0 | 44115,0 | 241,4 | 98,0 | 99,1 |
| Apples, pear, cherry, and etc. | 5203,0 | 28,5 | 30,0 | 2580,0 | 7753 | 42,6 | 60,9 | 67,1 |
| Vegetable oil | 5602,7 | 29,6 | 2646,7 | 1366,6 | 4322,6 | 20,0 | 172,0 | 129,6 |
| Sugar | 6459,1 | 35,3 | 3,5 | 222,1 | 6677,7 | 36,5 | 83,0 | 96,7 |

Compiled by author based on resource [2,5]

In 2016 compared to 2014, the level of self-sufficiency in all agricultural products increased significantly, with the exception of vegetable oil.



Note:

Picture 2 – The level of self-sufficiency in the main types of agricultural products and food in the EAEU, 2017

In 2016, the EAEU countries exported agricultural products and food for \$ 16.9 billion (Table 3), which is \$ 1.4 bln or 7.7% less than in 2012. At the same time, imports of such products from third countries decreased by \$ 17.1 bln (by 39.3%). Dynamics of export of agricultural products and food from the EEU, mln in the period 2012-2016 are shown in Table 4.

Table 4 - Dynamics of export of agricultural products and food from the EEU, mln dollars

| Member country | 2012 | 2013 | 2014 | 2015 | 2016 | 2016 to 2012, % |
|----------------|----------|----------|----------|----------|----------|-----------------|
| EAEU | 18 348,9 | 16 902,7 | 18 887,0 | 16 288,5 | 16 941,1 | 92,3 |
| Armenia | - | - | 178,1 | 221,2 | 262,9 | - |
| Belarus | 801,3 | 823,1 | 623,9 | 502,6 | 310,8 | 38,8 |
| Kazakhstan | 764,3 | 2 236,0 | 2 071,3 | 1 661,9 | 1 705,7 | 223,2 |
| Kyrgyzstan | - | - | 112,3 | 115,6 | 77,9 | - |
| Russia | 14 783,2 | 13 843,7 | 15 901,4 | 13 787,2 | 14 583,9 | 98,7 |

Compiled by author based on resource [2,5]

The geography of supplies of agro-food products of the EAEU is wide enough. In 2016, agricultural products from countries of the Union were exported to more than 160 countries of the world.

The main consumers are the CIS countries (15.0%), the European Union (13.8%), China (10.4%), Turkey (10.3%), the Republic of Korea (7.3%), Egypt (7, 3%) and Iran (3.5%). The markets of these countries account for 2/3 of all supplies of agricultural products of the Union. The main consumers of agricultural products and food from the EAEU member states in 2014–2016 are shown in Table 5.

Table 5 - The main consumers of agricultural products and food from the EAEU member countries in 2014-2015 years

| 2014 | | | 2015 | | | 2016 | | |
|-------------------|-------------------|--------------|-------------------|-------------------|--------------|-------------------|-------------------|--------------|
| Importer country | Cost, mln dollars | % | Importer country | Cost, mln dollars | % | Importer country | Cost, mln dollars | % |
| CIS countries | 3 251,8 | 17,2 | CIS countries | 2 810,3 | 17,4 | CIS countries | 2 548,5 | 15,0 |
| EC | 2 857,0 | 14,8 | EC | 2 261,3 | 13,9 | EC | 2 339,1 | 13,8 |
| Turkey | 2 421,3 | 12,6 | Turkey | 1 851,2 | 11,4 | Turkey | 1 769,8 | 10,4 |
| Egypt | 1 386,7 | 7,2 | Egypt | 1 494,7 | 9,2 | Egypt | 1 738,6 | 10,3 |
| China | 1 216,8 | 6,3 | China | 1 176,9 | 7,2 | China | 1 244,3 | 7,3 |
| Republic of Korea | 1 192,1 | 6,2 | Republic of Korea | 1 019,7 | 6,3 | Republic of Korea | 1 238,6 | 7,3 |
| Iran | 902,0 | 4,7 | Iran | 637,0 | 3,9 | Iran | 590,3 | 3,5 |
| Saudi Arabia | 362,2 | 1,9 | Saudi Arabia | 578,8 | 3,6 | Saudi Arabia | 340,6 | 2,0 |
| Other | 5 297,1 | 29,1 | Other | 4 458,6 | 27,1 | Other | 5 131,3 | 30,4 |
| TOTAL | 18 887,0 | 100,0 | TOTAL | 16 288,5 | 100,0 | TOTAL | 16 941,1 | 100,0 |

Compiled by author based on resource [2,5]

Traditionally, the EU purchases cake, fish, grain, fats and oils in the EEU countries, Turkey and Egypt - grain and oils, China and the Republic of Korea - fish, Saudi Arabia and Iran - grain.

Thus, the export of agricultural products of the Union is characterized by low diversification, since 2/3 of its volume falls into three commodity groups (grain, fish, oils and fats), as well as raw materials (up to 60–70% of exports are raw materials).

In this regard, it is advisable to reduce the share of raw materials in the structure of exports and diversify the commodity structure by supplying products of mainly deep processing of agricultural raw materials.

The Eurasian Economic Commission (Commission), together with the authorized bodies of the EAEU member states, monitors and forecasts the common EAEU market. The Commission uses specialized and / or research organizations to monitor and forecast the common market.

The monitoring and forecast of the common market includes the collection and analysis of information on the production, volumes of exports and imports in the territory of the EAEU producing goods, including products of manufacturers of the member states, as well as imported products from third countries.

The analysis and forecast of the supply of producers of the member states to their national markets, mutual deliveries to markets of each member state, as well as imports from third countries to the common EAEU market is being conducted, including price levels of national enterprises and imported products, the level of customs and tariff protection, production capacity of member states for the production of relevant products with the level of their loading and other.

According to preliminary consolidated forecasts, the EAEU plans to increase grain exports to 34.6 million tons, reduce imports of meat and meat products to 1.5 million tons, milk and sugar to 5.9 million tons and 0.1 million tons, respectively. Thus, the countries of the Union are striving to increase the production of basic types of food, increase mutual trade and reduce the import component.

In addition, the Commission conducts quarterly and annual monitoring and analysis in the following areas:

- production figures for the agricultural sector as a whole, as well as for the main markets for agricultural products and food (grain, meat and meat products, milk and dairy products, sugar, vegetables, etc.);

- price situation in the agro-food market;
- foreign and mutual trade of the EAEU member states.

The prepared reports are published on the official website of the Commission on Internet in the Monitoring and Analysis section of the Department of Agricultural Policy [7].

Subsequently, on the basis of forecasts, it is planned to implement a policy aimed at creating conditions for the development of the infrastructure of the EAEU common agrarian market.

Within the framework of the Eurasian Economic Union, the foundations of cooperation in economic areas were placed. Among them are foreign trade policy, energy, pharmaceuticals, transport, industry, agriculture. The Eurasian Economic Union is a single capacious market without customs borders of 182 million people with a foreign trade turnover of more than 1 trillion USD.

Within the EAEU framework, agreements have been reached, which in the future will bring additional benefits for our economy:

- phased formation of common markets in the electrical power energy sector by 2019, oil and gas by 2025. In 2015, the Concept for the formation of a common electric power market of the EAEU was approved by the heads of countries, which will ensure the stability of the energy system and enhance the export potential of the electricity industry in Kazakhstan;

- basic agreements were signed to create a common pharmaceutical market based on advanced international standards. Under the conditions of a common market, Kazakh manufacturers of pharmaceutical preparations intend in the future to increase their own exports to the markets of the partner countries to \$ 360 million a year;

- since 2015, domestic railway tariffs are applied for the transportation of goods from Kazakhstan to Europe through the seaports of Russia, in this connection, the savings of Kazakhstani consignors and recipients in 2015 amounted to more than \$ 104 million [5-7].

Since the beginning of the operation of the Customs Union, export has increased by 33%. The share of processed goods in the total volume of Kazakhstan export to partner countries increased from 45 to 53 percent. With the formation of a common market, the volume of foreign direct investment in the manufacturing industry has increased almost 3 times since the beginning of the Customs Union.

In the future, this will provide an opportunity to form a common economic space without barriers to the movement of goods throughout the Eurasian continent. Also one of the key activities of the EAEU is the need to increase investment attractiveness, improve the business climate, the functioning of the common market without exemptions and barriers [5-8].

The issue of pairing the EAEU and the Chinese initiative "Economic Belt of the Silk Road" is becoming highly relevant. The geographical position of our country, the countries belonging to the EAEU and the Shanghai Cooperation Organization is the central part of the continent, the "key hub" of international trade routes, which gives the opportunity to expand economic cooperation and create a free trade zone between the EAEU and the SCO in the future [9].

Thus, the EAEU member states have sufficient resources to effectively solve the inquiring problem, not only taking into account the accumulated experience of software problem solving, but also the results of the implementation of agrarian policy of competing countries of the European Union, East Asia, etc.

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СОВРЕМЕННЫЕ ТЕНДЕНЦИИ И ПЕРСПЕКТИВЫ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ СЕЛЬСКОХОЗЯЙСТВЕННОГО СЕКТОРА КАЗАХСТАНА В УСЛОВИЯХ АКТИВИРОВАННОГО ВЗАИМОДЕЙСТВИЯ С ГОСУДАРСТВАМИ ЕАЭС

Аннотация Рассмотрено влияние соглашений ЕАЭС на чувствительные отрасли аграрного сектора Казахстана, способствующее формированию новых механизмов внедрения международных стандартов качества и усиления контроля за безопасностью и качеством ввозимой продукции. Выявлены условия для устойчивого производства и роста конкурентоспособности отраслей АПК Казахстана.

Ключевые слова: агропромышленный комплекс, аграрный рынок, доходы населения, Евразийский экономический союз (ЕАЭС), импортозамещение, интеграция.

Р.Сүлейменов

"Қаржы академиясы" АҚ, Астана

**ҚАЗАҚСТАННЫҢ АГРОӨНЕРКӘСІПТІК СЕКТОРЫНЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН
АРТТЫРУДЫҢ АҒЫМДАҒЫ ТЕНДЕНЦИЯЛАРЫ МЕН ПЕРСПЕКТИВАЛАРЫ ЕАЭО
МЕМЛЕКЕТТЕРІМЕН БЕЛСЕНДІ ӘРЕКЕТТЕСУДІҢ ШАРТТАРЫ БОЙЫНША**

Аннотация. ЕАЭО келісімдерінің сапаның халықаралық стандарттарын енгізудің жаңа механизмдерін қалыптастыруға және кіргізілетін өнімнің қауіпсіздігі мен сапасын бақылауды күшейтуді қалыптастыруға септігін тигізетін Қазақстанның аграрлық секторының сезімтал салаларына әсері қарастырылған. Қазақстанның АӨК салаларының бәсекеге қабілеттілігі өсіміне және өндіріс тұрақтылығына жасалатын жағдай анықталған.

Түйін сөздер: Агроөнеркәсіптік кешен, аграрлықнарық, халықтабысы, Еуразиялық экономикалық одақ (ЕАЭО), импорталмастыру, интеграция.

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МАЗМҰНЫ

| | |
|---|-----|
| <i>Аюпова З.К., Құсайынов Д.Ө.</i> Халықаралық ұйымдардың құқық институттарының мәні жайлы..... | 5 |
| <i>Медерова Д.Е.</i> Батыс Қазақстан облысының эпиграфикалық ескерткіштердегі мәрсиялар..... | 12 |
| <i>Исмағұлова Р.С., Кале М., Ожикенова А.К.</i> Тілдік дағдыларды қалыптастырудағы шет тілінің лингвистикалық ерекшеліктері..... | 22 |
| <i>Шінет Г.Ф., Абдибеков С.У., Коптаева Г.П.</i> Қазақстан республикасының ауыл шаруашылығындағы сақтандыру жүйесін мемлекеттік реттеу | 28 |
| <i>Каримова Р.У.</i> ҚХР ШҰАР аумағындағы өндірістік-құрылыс корпусы және оның Қытайдың сыртқы және ішкі саясатындағы рөлі..... | 36 |
| <i>Айтмұхамбетова Б.</i> Ұлы даланың ұлы есімдері. Шоқан Уәлиханов..... | 42 |
| <i>Айтмұхамбетова Б.</i> Ұлы даланың ұлы есімдері. Қазақ поэзиясының алыбы - Жамбыл Жабаев..... | 49 |
| <i>Баймағамбетов А.А., Валиева М.М., Кендюх Е.И., Есембекова Д. Т., Копылова О.В.</i> Қазақстан республикасында жеке жеке тұлғаларға және заңды тұлғаларға салық салудың прогрессивті шеңберін енгізудің тиімділігі..... | 56 |
| <i>Баймағамбетова З.А., Мұнасыпова М.Е., Қуанғалиева Т.К., Ақимова Б.Ж., Удасбекова А.М.</i> Қазақстанның инновациялық экономикасының дамуындағы инвестициялық мүмкіндіктер..... | 60 |
| <i>Джарикбаева Д.Т., Маркелова М.А., Дальке А.Ю.</i> Кәсіпорынның қаржылық тұрақтылығының ерекшеліктері..... | 64 |
| <i>Карбаева Ш.Ш.</i> «Ұлт тарихындағы кеңістік пен уақыт» және әлемнің жаратылыс-ғылыми бейнесі..... | 70 |
| <i>Алтысбаева В.Н.</i> Рок-операның, рок-музыканың және эстрада жанрының генезисі және негізгі мазмұны..... | 75 |
| <i>Наренова А.Н., Ахметов Б.Ж., Мұсаева Г.К., Керімқұлова Е.З., Қалымбетова С.Д.</i> Технология АӨК өндіру секторында модернизациялау жолдарының бірі ретінде..... | 79 |
| <i>Омарова А.К.</i> Қазіргі заман композиторлардың шығармашылығындағы «ұлттық» категория: тұлғалық қолтаңба мен сананы жаңғырту мәселелері..... | 84 |
| <i>Коптаева Г.П., Шінет Г.Ф., Агабекова Г.Н.</i> Аграрлық экономика: өсімдік шаруашылығының дамуы және оның бәсекеге қабілеттілігі..... | 91 |
| <i>Гусенова М.</i> Инновациялық технологиялар мен жаңартылған білім беру элементтерін пайдалана отырып, болашақ шет тілі (ағылшын) мұғалімдерінің кәсіби құзыреттілігін қалыптастырудың педагогикалық негіздері..... | 103 |
| <i>Гусенова С.</i> Білім берудің жаңа сапасына қол жеткізу шарты ретінде білім беру мекемелерінде ақпараттық-білім беру ортасын құру..... | 108 |
| <i>Рахметуллина Ш.Ж., Кайдарова Л.К., Арынова З.А.</i> Экономические методы управления природопользованием.. | 113 |
| <i>Сабирова Р.К., Мукашева А.Д., Касымова А.С.</i> Ұйым экономикасы: талдау әдістері және мәселелерді жүйелендіру..... | 118 |
| <i>Сариева Ж.И., Құдайбергенов Н.А., Жақұпова А.А., Қашқынбаева К.Б.</i> Косметикалық өнімдер нарығындағы тұтынушылардың мінез-құлық факторлары..... | 123 |
| <i>Байтаева Г., Бекметова А.</i> Кәсіпорынның бәсекеге қабілеттілігін басқару..... | 129 |
| <i>Гусенов Б., Бастаубаев А.</i> интеграциялық процестер мен жаһандану жағдайындағы сыртқы экономикалық қызметтің даму моделі..... | 134 |
| <i>Абенова М.Х., Ағұмбаева А.Е., Мадышева А.М., Ниязбекова Ш.У., Омарханова Ж.М.</i> Сумен жабдықтауды ұйымдастыруда ішкі аудитті ұйымдастыру әдістемесі..... | 139 |
| <i>Артохова О.А., Мамиров Т.Б.</i> Маңғыстаудағы тас дәуірі ескерткіштерін зерттеу тарихы..... | 144 |
| <i>Гусенов Б., Шарипов А.</i> Жаһандану дәуіріндегі сыртқы экономикалық қызметтің даму ерекшеліктері (Ұлы Жібек жолы) | 151 |
| <i>Гусенова М., Гусенова С.</i> Жоғары білім берудегі инновациялық педагогикалық технологиялар және жаңа формациядағы бәсекеге қабілетті мамандарды даярлауда жаңартылған білім беру элементтерін пайдалана отырып, ақпараттық-білім беру ортасын құру..... | 156 |
| <i>Даирбекова А.Е., Нуржаубаева Р.Д., Карамбетова Ж.Е., Жумадилова И.М., Бисенова С.Ш.</i> Қазақстанның фискалдық органдарының даму тәртібі..... | 161 |
| <i>Зейнуллина А.Ж., Корабаев Б.С., Жаркенова Б.Р.</i> Аурулық туризмнің тиімділігі және ауыл шаруашылығының ауыл шаруашылық секторын дамытуға әсері..... | 165 |
| <i>Қайдарова Л. К., Арынова З. А., Смағұлова З. К.</i> HR-менеджменттің заманауи әдістері..... | 170 |
| <i>Қулишенбаева С.С., Карамбетова Ж.Е., Нурғазиева Л.А., Нуржаубаева Р.Д., Нурғалиева А.Е.</i> Оптимизация стоимости и учет затрат в сельскохозяйственных кооперативах Республики Казахстан..... | 175 |
| <i>Линник А.</i> Стратегиялық жоспарлау мұнай-газ саласындағы компаниялардың жетістігінің кілті ретінде..... | 180 |
| <i>Макенова Г.У., Дәуренбекова Ә.Н., Тұлеубаева М.К.</i> Халықаралық туризм нарығы және оның ұлттық экономиканы дамытудағы рөлі..... | 186 |
| <i>Нурбекова Ш.К., Жақипбеков С.Т., Жантелов Р.К., Нурғазиева Л.А., Бисенова С.Ш.</i> Қазақстан республикасында кәсіпкерлік құрылым және дамыту тарихы..... | 199 |
| <i>Сулейменова А. Ш.</i> Мұнай нарығын дамытудағы норвегияның тәжірибесі..... | 204 |
| <i>Токсанова А.Н., Галиева А.Х., Тасбулатова Д.С.</i> Кәсіпкерлік теориясының даму тұжырымдамасы | 213 |
| <i>Шайкенова А.Ж., Морозова Т.А.</i> Медибілім беру Қазақстан Республикасының әртүрлі әлеуметтік мекемелерінде медиасауаттылықты қалыптастырудың негізгі факторы ретінде..... | 218 |
| <i>Альмерекоев Н.А.</i> Экономикада үш еселенген тепе-теңдікке қол жеткізудің жолдары және шарттары | 222 |
| <i>Муйденова А.К., Исаева Ж.А.</i> Азаматтық процестегі шетелдік тұлғалардың өкілдігі..... | 229 |
| <i>Сағатбаев У., Мазбаев О.</i> Теңіз-қорғалжын ойсының геосистеманың геоэкологиялық түрлері..... | 234 |
| <i>Темірова А., Юсупова С., Толысбаева М., Мұхамбетова З., Қунафина Г., Талапбаева Г.</i> Интеграциялық процестерді дамыту жағдайындағы Қазақстанның экономикалық қауіпсіздігі..... | 240 |
| <i>Майдырова А.</i> Қазақстандағы кәсіпорындардың зияткерлік капиталын қалыптастыру шарттары: қазіргі жағдайы..... | 248 |
| <i>Сүлейменов Р.</i> Қазақстанның агроөнеркәсіптік секторының бәсекеге қабілеттілігін арттырудың ағымдағы тенденциялары мен перспективалары ЕАЭО мемлекеттерімен белсенді әрекеттесудің шарттары бойынша..... | 256 |

СОДЕРЖАНИЕ

| | |
|---|-----|
| <i>Аюпова З.К., Кусаинов Д.У.</i> О сущности институтов права международных организаций | 5 |
| <i>Медерова Д.Е.</i> Марсийа на эпитафических памятниках Западно-Казахстанской области..... | 12 |
| <i>Исмагулова Р.С., Кале М., Ожикенова А.К.</i> Языковые особенности иностранного языка в формировании языковых навыков..... | 22 |
| <i>Шинет Г.Ф., Абдибеков С.У., Коптаева Г.П.</i> Государственное регулирование системы страхования в сельском хозяйстве Республики Казахстан..... | 28 |
| <i>Каримова Р.У.</i> Производственно-строительный корпус на территории СУАР КНР и его роль во внешней и внутренней политике Китая..... | 36 |
| <i>Айтмухамбетова Б.</i> Великие имена Великой степи. Чокан Валиханов..... | 42 |
| <i>Айтмухамбетова Б.</i> Великие имена Великой степи. Великан казахской поэзии - Джамбул Джабаев..... | 49 |
| <i>Баймагамбетова А.А., Валиева М.М., Кендюх Е.И., Есембекова Д. Т., Копылова О.В.</i> Эффективность внедрения прогрессивной шкалы налогообложения для физических и юридических лиц в Республике Казахстан..... | 56 |
| <i>Баймагамбетова З.А., Мунасыпова М.Е., Куангашева Т.К., Акимова Б.Ж., Удасбекова А.М.</i> Инвестиционные возможности в развитии инновационной экономики Казахстана..... | 60 |
| <i>Джарикбаева Д.Т., Маркелова М.А., Дальке А.Ю.</i> Особенности финансовой устойчивости предприятия..... | 64 |
| <i>Карбаева Ш.Ш.</i> «Пространство и время национальной истории» и естественно-научная картина мира..... | 70 |
| <i>Алтысбаева В.Н.</i> Генезис и основное содержание рок-оперы, рок-музыки и жанра эстрады..... | 75 |
| <i>Наренова А.Н., Ахметов Б.Ж., Мусаева Г.К., Керимкулова Э.З., Калымбетова С.Д.</i> Трансфер технологий как один из путей модернизации в производственном секторе АПК..... | 79 |
| <i>Омарова А.К.</i> Национальное в современном композиторском творчестве: проблемы индивидуального стиля и модернизации сознания..... | 84 |
| <i>Коптаева Г.П., Шинет Г.Ф., Агабекова Г.Н.</i> Аграрная экономика: развитие растениеводства и ее конкурентоспособность..... | 91 |
| <i>Гусенова М.</i> Педагогические основы формирования профессиональной компетентности будущих учителей иностранных языков (английского) с использованием инновационных технологий и элементов обновленного образования..... | 103 |
| <i>Гусенова С.</i> Создание информационно-образовательной среды в образовательных учреждениях как условие достижения нового качества образования..... | 108 |
| <i>Рахметуллина Ш.Ж., Кайдарова Л.К., Арынова З.А.</i> Экономические методы управления природопользованием.. | 113 |
| <i>Сабириева Р.К., Мукашева А.Д., Касымова А.С.</i> Экономика организации: методы анализа и систематизация проблем | 118 |
| <i>Сариева Ж.И., Кудайбергенов Н.А., Жакупова А.А., Каикинбаева К.Б.</i> Поведенческие факторы потребителей рынка косметической продукции..... | 123 |
| <i>Байтаева Г., Бекметова А.</i> Управление конкурентоспособностью предприятия | 129 |
| <i>Гусенов Б., Бастаубаев А.</i> Модель развития внешнеэкономической деятельности в условиях интеграционных процессов и глобализации..... | 134 |
| <i>Абенова М.Х., Агумбаева А.Е., Мадышева А.М., Ниязбекова Ш.У., Омарханова Ж.М.</i> Методика организации внутреннего аудита в организации водоснабжения..... | 139 |
| <i>Артохова О.А., Маширов Т.Б.</i> История исследований памятников каменного века в Мангистау..... | 144 |
| <i>Гусенов Б., Шарипов А.</i> Особенности развития внешнеэкономической деятельности в эпоху глобализации (Великий Шелковый путь)..... | 151 |
| <i>Гусенова М., Гусенова С.</i> Инновационные педагогические технологии в высшем образовании и создание информационно-образовательной среды с использованием элементов обновленного образования в подготовке конкурентоспособных специалистов новой формации..... | 156 |
| <i>Даирбекова А.Е., Нуржаубаева Р.Д., Карамбетова Ж.Е., Жумадилова И.М., Бисенова С.Ш.</i> Особенности развития фискальных органов Казахстана..... | 161 |
| <i>Зейнуллина А.Ж., Корбаев Б.С., Жаркенова Б.Р.</i> Эффективность сельского туризма и его влияние на развитие аграрного сектора АПК (на материалах Республики Казахстан)..... | 165 |
| <i>Кайдарова Л.К., Арынова З.А., Смагулова З.К.</i> Современные методы HR-менеджменты..... | 170 |
| <i>Кулиенбаева С.С., Карамбетова Ж.Е., Нургазиева Л.А., Нуржаубаева Р.Д., Нургалыева А.Е.</i> Оптимизация стоимости и учет затрат в сельскохозяйственных кооперативах Республики Казахстан..... | 175 |
| <i>Линник А.</i> Стратегическое планирование как ключ успеха компании в нефтегазовой отрасли..... | 180 |
| <i>Макенова Г.У., Дауренбекова А.Н., Тулеубаева М.К.</i> Рынок международного туризма и его роль в развитии национальной экономики..... | 186 |
| <i>Нурбекова Ш.К., Жакипбеков С.Т., Жантелов Р.К., Нургазиева Л.А., Бисенова С.Ш.</i> История становления и развития предпринимательства в Республике Казахстан..... | 199 |
| <i>Сулейменова А. Ш.</i> Опыт Норвегии в развитии нефтяного рынка | 204 |
| <i>Токсанова А.Н., Галиева А.Х., Тасбулатова Д.С.</i> Концепция развития теории предпринимательства..... | 213 |
| <i>Шайкенова А.Ж., Морозова Т.А.</i> Медиаобразование как основополагающий фактор формирования медиаграмотности в различных социальных институтах Республики Казахстан..... | 218 |
| <i>Альмерекоев Н.А.</i> Способы и условия достижения тройного равновесия в экономике..... | 222 |
| <i>Муйденкова А.К., Исаева Ж.А.</i> Представительство иностранных лиц в гражданском процессе..... | 229 |
| <i>Сагатбаев У., Мазбаев О.</i> Геоэкологические особенности геосистем тениз-Коргалжынской впадины..... | 234 |
| <i>Темирова А., Юсупова С., Толысбаева М., Мухамбетова З., Кунафина Г., Талапбаева Г.</i> Экономическая безопасность Казахстана в условиях развития интеграционных процессов..... | 240 |
| <i>Майдырова А.</i> Условия формирования интеллектуального капитала предприятий Казахстана, в современных условиях..... | 248 |
| <i>Сулейменов Р.</i> Современные тенденции и перспективы повышения конкурентоспособности сельскохозяйственного сектора Казахстана в условиях активированного взаимодействия с государствами ЕАЭС..... | 256 |

CONTENTS

| | |
|--|-----|
| <i>Ayupova Z.K., Kussainov D.U.</i> About essence of institutes of law of the international organizations..... | 5 |
| <i>Mederova D.Ye.</i> Marsiyas on the epigraphic monuments of west Kazakhstan region..... | 12 |
| <i>Ismagulova R.S., Kale M., Ozhikenova A.K.</i> Linguistic peculiarities of a foreign language in formation of language skills..... | 22 |
| <i>Shinet G.G., Abdibekov S.U., Koptayeva G.P.</i> State regulation of insurance system in agriculture of the republic of Kazakhstan..... | 28 |
| <i>Karimova R. U.</i> Production and construction corps in the xinjiang uyghur autonomous region of China and its role in China's foreign and internal policy | 36 |
| <i>Aytmukhambetova B.</i> Great names of the Great steppe. Chokan Valikhanov | 42 |
| <i>Aytmukhambetova B.</i> Great names of the Great steppe. Kazakh poetry Giant - Dzhambul Dzhabayev..... | 49 |
| <i>Baimagambetov A.A., Valieva M.M., Kendyukh E.I., Esembekova D.T., Kopylova O.V.</i> Effectiveness of introducing a progressive scale of taxation for individuals and legal entities in the republic of Kazakhstan..... | 56 |
| <i>Baymagambetova Z.A., Munasipova M.E., Kuangaliyeva T.K., Akimova B.Zh., Udasbekova A.M.</i> Investment opportunities in the development of innovative economy of Kazakhstan..... | 60 |
| <i>Dzharikbaeva D.T., Markelova M.A., Dalke A.Yu.</i> Features of financial stability of the enterprise..... | 64 |
| <i>Karbayeva Sh.</i> «Space and time of national history» and natural-scientific picture of the world..... | 70 |
| <i>Alpysbayeva V.N.</i> Genesis and main content of rock opera, rock music and estrada genre..... | 75 |
| <i>Narenova A.N., Akhmetov B.Zh., Musaeva G.K., Kerimkulova E.Z., Kalymbetova S.D.</i> Technology transfer as one of the ways of modernization in the production sector of AIC..... | 79 |
| <i>Omarova A.K.</i> National features in modern composer's work: problems of individual style and modernization of consciousness..... | 84 |
| <i>Koptayeva G.P., Shinet G.G., Agabekova G.N.</i> Agricultural economy: development of crop production and its competitiveness..... | 91 |
| <i>Gussenova M.</i> Pedagogical bases of formation of professional competence of future teachers of foreign languages (english) with use of innovative technologies and elements of the updated education..... | 103 |
| <i>Gussenova S.</i> Creation of information and educational environment in educational institutions as a condition for achieving a new quality of education..... | 108 |
| <i>Rakhmetullina Sh.Zh., Kaidarova L.K., Arynova Z.A.</i> Economic methods of environmental management..... | 113 |
| <i>Sabirova R.K., Mukasheva A.D., Kasymova A.S.</i> Economy of organization: methods of analysis and systematization of problems..... | 118 |
| <i>Sarieva Zh.I., Kudaibergenov N. A., Zhakupova A.A., Kashkimbayeva K.B.</i> Market research of beauty products in the market of Almaty..... | 123 |
| <i>Baitayeva G., Bekmetova A.</i> The management of enterprise competitiveness..... | 129 |
| <i>Gussenov B., Bastaubaev A.</i> Model of development of foreign economic activity in the conditions of integration processes and globalization..... | 134 |
| <i>Abenova M.H., Agumbayeva A.E., Madysheva A.M., Niyazbekova Sh.U., Omarkhanova Zh.M.</i> Methods of organizing internal audit in the organization of water supply..... | 139 |
| <i>Artyukhova O.A., Mamirov T.</i> The history of research on stone age sites in Mangystau..... | 144 |
| <i>Gussenov B., Sharipov A.</i> Features of development of foreign economic activity in the era of globalization (the Great Silk road)..... | 151 |
| <i>Gussenova M., Gussenova S.</i> Innovative educational technology in higher education and the creation of information-educational environment using elements of the updated education in the training of competitive specialists of new formation..... | 156 |
| <i>Dairbekova A. E., Nurjaubaeva R. D., Karamabetova J. E., Zhumadilova I. M., Bissenova S. Sh.</i> Features of development of fiscal authorities of Kazakhstan..... | 161 |
| <i>Zeinullina A.Zh., Korabayev B.S., Zharkenova B.R.</i> Efficiency of rural tourism and its influence on the development of the agricultural sector of the agriculture (on materials of the Republic of Kazakhstan)..... | 165 |
| <i>Kaidarova L.K., Arynova Z.A., Smagulova Z.K.</i> Modern methods HR-management..... | 170 |
| <i>Kulshenbaeva S.S., Karamabetova J. E., Nurgazieva L.A., Nurjaubaeva R. D., Nurgaliyeva A.E.</i> Optimization of cost and account of costs in agricultural cooperatives of the Republic of Kazakhstan..... | 175 |
| <i>Linnik A.</i> Strategic planning as a key to the company's success in the oil and gas industry..... | 180 |
| <i>Makenova G.U., Daurenbekova A.N., Tuleubayeva M.K.</i> The international tourism market and its role in the development of the national economy | 186 |
| <i>Nurbekova Sh.K., Zhakipbekov S.T., Zhantelov R.K., Nurgazieva L.A., Bissenova S. Sh.</i> The history of formation and development of entrepreneurship in the republic of Kazakhstan..... | 199 |
| <i>Suleimenova A. Sh.</i> Experience of norway in development oil market..... | 204 |
| <i>Toksanova A., Galiyeva A., Tasbulatova D.</i> Entrepreneurship development concept..... | 213 |
| <i>Shaikenova A.Zh., Morozova T.A.</i> Media education as the key factor of media literacy formation in social institutions in the republic of Kazakhstan..... | 218 |
| <i>Almerekov N.A.</i> Methods and conditions for achieving triple equilibrium in the economy..... | 222 |
| <i>Muidenova A.K., Issayeva Z.A.</i> Representation of foreign persons in civil proceeding..... | 229 |
| <i>Sagatbayev Y.N., Mazbayev O.B.</i> Geoecological peculiarities of geosystems of teniz - Korgalzhyn cavity..... | 234 |
| <i>Temirova A., Yussupova S., Tolysbayeva M., Mukhambetova Z., Kunafina G., Talapbaeva G.</i> The economic security of Kazakhstan in the context of the development of integration processes..... | 240 |
| <i>Maidyrova A.</i> Conditions of the formation of intellectual capital of Kazakhstani enterprises in modern conditions..... | 248 |
| <i>Suleimanov R.</i> Modern trends and prospects for improving the competitiveness of the agricultural sector of Kazakhstan in the conditions of activating interaction with the eaeu states..... | 256 |

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