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T.Kabiyeva ¹, A. Aidar ¹, L.Zor ²¹Kazakh National Academy of Arts named after T. Zhurgenov, Almaty, Kazakhstan;²Nigde Omer Halisdemir university, Nigde, TurkeyKabiyeva2505@gmail.com**REGARDING THE ISSUE OF THE TELEVISION IMPACT ON
SOCIAL AND CULTURAL VALUES DEVELOPMENT IN SOCIETY**

Abstract. The state conducts an intended activity aimed at sociocultural values formation in the minds of people; however, this problem is not surveyed entirely. The theoretical investigations available concerning this subject are mostly fragmented; they do not clarify the relations between the results of the personality cultural formation and the conditions in which the personality is formed.

One of the most powerful tools of forming social and cultural values of the personality is mass media - newspapers, magazines, radio, television, online media, etc. Nowadays, because television forms the reality representation, world cognition by a person is implemented through the TV images experience. All TV programs broadcasting certain life standards, fashion create a kind of culture in the minds of the audience and modern man will strive to comply it.

Consequently, on the grounds that more than 40% of the Kazakhstan people live in rural areas, and the main source of information is television there, the investigation of the television is currently a critical task.

Keywords: culture, social and cultural values, consciousness upgrading, Kazakhstan television, content, ideological and artistic content.

Introduction. The problem regarding construction of identity has always played an actual role in the development of society. However, this problem formulation in different societies was carried out in different ways. The modern Kazakhstan society at its transformation stage acquires a spontaneous character, the personality, independently experiences a great need in the system. This system should include sociocultural values.

Among the ways of forming sociocultural values is the program for the development of the public consciousness upgrading, that is a result of the program article of the Nation Leader N. Nazarbayev "Focusing on the Future: Public Consciousness Upgrading". In the article, the First President of the country highlighted the key directions of consciousness upgrading of Kazakhstan's society and each citizen of the republic: competitiveness, national identity preservation, the cult of knowledge and openness of consciousness.

"Solving the tasks set in the Message of the Nation Leader N. Nazarbayev to the people of Kazakhstan "Nurly Zhol - The Path to the Future", overcoming global challenges, achieving sustainable development requires the development of scientifically based approaches to the formation of a new quality of human capital as a driving force of global development. The policy of modernization of Kazakhstan qualitatively changes the requirements for the functioning of the entire social system" [1].

The formation of social and cultural values of an individual, targeted at humanism, respect, tolerance, and morality, and will provide modern Kazakhstani society to effectively enter the world community and compete on an equal footing in world society. This is the national ideology of our country.

The problem regarding social and cultural values in a person has long been one of the most topical tasks being solved by people throughout the society development. The social and cultural values are not only moral guides for people, but also a measure of the humanity and civilization of society, in which these people live. A society without a verified system of positive social and cultural values in all respects

is destined to lose its former power. Such a society depicts disunity among its members; it is devoid of uniform, basic value systems.

The state conducts an intended activity aimed at sociocultural values formation in the minds of people; however, this problem is not surveyed entirely. The theoretical investigations available concerning this subject are mostly fragmented; they do not clarify the relations between the results of the personality cultural formation and the conditions in which the personality is formed.

“Social and cultural value” term is formed by using terms such as “culture” and “value”. Culture (lat. *Cultura* "cultivation, development") - the achievements of mankind in the course of its development. A significant contribution to the development of the theory about culture was made by scientists S. S. Averintsev, S. N. Avtonomova, A. I. Arnoldov, E. A. Baller, R. Barth, M. A. Batunsky, V. V. Bibikhin, E. V. Bogolyubova, F. Bacon, Yu. R. Vishnevsky, P. P. Gaidenko, G. Hegel, T. Gobbs, L. Ya. Gurevich, P. S. Gurevich, E. Husserl, Yu. A. Zhdanov, D. B. Zilberman, A. F. Zotov, M. S. Kagan, I. Kant, K. Klakhon, L. N. Kogan, et al.

History of origination and development of mass media.

One of the most powerful tools of forming social and cultural values of the personality is mass media - newspapers, magazines, radio, television, online media, etc. The origination of primary ways, means, methods of informing, and then the systems of transmission and distribution became possible upon the occurrence of newspapers, its history is closely connected with the formation of statehood and transformations in the life of society. The world's first newspapers appeared in the era of the Han dynasty in ancient China (206 century B.C.E. - 220 AD). These were newsletters distributed among officials. The newspaper first in the world was *Stolichny Vestnik*, published in China in the 8th century A.D., it was written information about important events and decrees of the emperor. For the newspapers served materials as boards, hieroglyphs were carved on them, and covered with ink. In Europe, the modern newspaper forerunners were information leaflets. These leaflets were published not systematically, they were not divided according to genre content, they did not have a name.

The invention of printing made a significant push to the development of the media (in 1440 years, I. Guttenberg). According to the most prominent theorist of the media, M. McLuhan, it was precisely the wide distribution of large-circulation printed publications, including newspapers, that made it possible to “overcome the difficulties of the ancient feudal and oral society” and led to the development of national languages and states and later on to the industrial revolution.

In the process of trading development, new cities appeared. With the development of cities, information workers appeared. They were specially employed to collect news not only inside one city, but also in other countries. So there were handwritten newspapers about trading, they were sold for a small coin. The word "newspaper" comes from the name of this coin (*gazzeta*). The first newsletter named by word "newspaper" appeared in Germany in 1502 and was called "Neue Zeitung von orient und affgange" (a new newspaper about east and west).

In the course of society development and increased an interest in obtaining information. The information flows development was greatly impacted by political events in Europe. The founder initially of manuscripts, and later the printed newspapers, is considered to be the Jacob Fugger a German banker (1459 - 1525). His newspapers were called “Fugger-Zeitungen) (“Fugger’s Newspapers”).

The first modern newspapers prototype in Russia appeared under the governing time of the King Boris Godunov. The first edition was called "Chimes". These newspapers were considered a secret document. Only the king and his entourage were read aloud. On January 13, 1703, pursuant to the decree of Peter I, the first Russian printed newspaper was published - “Newsletter about military and other matters worthy to be known and memorized that took place in the Moscow State and in other environs of the country”.

Napoleon well understood the power of the press, who said that "three hostile newspapers are more dangerous than a hundred thousand bayonets." As early as 1807, he began an active struggle with the opposition press and by 1811 there were only 4 daily newspapers left in Paris[2].

The national Kazakh press origination was one of the brightest achievements for the Kazakh people. The first mass publications in Kazakh language were issued by the colonial authorities. Upon the administrative reforms conducting in Kazakhstan in the 60s of the XIX century, czarist rule needed newspapers that would explain its policies to people. Newspaper of Turkestan Ualay was one of the first such publications. In 1870, the first issue of this publication was published in the Tashkent city. The

newspaper was published in Kazakh and Uzbek languages. It was the publishing body of the Turkestan Governor-General. In 1888, the second newspaper in the province, Newspaper of DalaUlayat was published. It was a steppe governor-general in Omsk. Newspapers explained the importance of the Russian Empire policy in the province. Notwithstanding the fact that they were informational and reference, it included materials on the history, ethnography and literature of the Kazakh people.

Radio and television as the most powerful informing mass media, appeared in the twentieth century (the beginning of regular radio broadcasting: 1920 in the USA, 1922 in the USSR), (the beginning of regular television broadcasting: 1935 in Germany, 1936 in Great Britain, 1939 in the USA and the USSR).

On the territory of Kazakhstan, the first radio station appeared in 1912, at the time when the line of wireless telegraph started to operate. Tashkent radio station had an important role in the history of radio broadcasting of the republic, that broadcasted to the entire Turkestan region, where lived 1/3 of the population living in the present territory of Kazakhstan. At the same time with the first telecentres starting in 1958 in Alma-Ata, Ust-Kamenogorsk and Karaganda cities, the Republican Directorate of the Kazakh SSR reception network was formed. The years 1970-80 deemed as "golden age" of Kazakh television, were the period of its heyday and rapid development. The television founders on Kazakh land are: K.Sagyndykov, Kh.Abylgain, A.Baizhanbaev, S.Nurgalinov, I.Savvin, V.Prasolov, S.Sharipov, I.Smirnov, V.Nemirsky, N.Kozhasbayev, K. Musin, M. Barmankulov and others. In the footsteps of their mentors, young masters came to television: J. Smakov, J. Nuskabay, S. Orazalin, K. Iginis, S. Karataev, F. Begenbaeva, L. Yesenov, Y. Kasymov, S. Baymoldina, G. Shalakhmetov, S. Ashimbaev, L. Seitov, K. Korgan, N. Imangaliuly, S. Baikhonov, K. Aralbaev, B. Kussanbaev, A. Iskakova.

Soviet television model impacted the development of Kazakh television. The Soviet television began its operations in the 1930s, has gained great experience. The mastery on the air, the director's decisions, the operator's clarity, all this made us recognize television as a powerful information force. Upon the Soviet Union collapse in 1992, for the purpose of highlighting political, economic and humanitarian cooperation, form a common information space and facilitate international information exchange on the basis of the Agreement of the CIS Member State Heads Mir Intergovernmental TV and Radio Company was incorporated, Gadilbek Minazhevich Shalakhmetov made a great contribution to it.

In the 90s, when Kazakhstan television had to entirely change the activities structure, thanks to the professional leadership, the management system was improved, technological resources were updated, i.e. all measures were taken to ensure compliance of the national channel with modern requirements.

Today, taking into account the historical, social and territorial features of Kazakhstan, television continues to be the most popular media tool.

Television, like no other media, has a social character, which is particularly clearly formulated in the concept of public (television and radio) broadcasting, widely represented in the practice of European countries. BBC (United Kingdom), France Télévision (France), ARD and ZDF (Germany), SVT (Sweden), Yleisradio (Finland) and many other national public broadcasters in their activities remain committed to the values of social integration and social responsibility.

Understanding today's role of television, as the most common way of distributing information, requires knowledge concerning two audiences — the television information creators and those for whom it is intended. In the first case, the audience is a "target" object, in the other, creators who contribute to adapting a mass audience to living conditions in a particular environment, assisting to absorb social experience, social knowledge, broadcasting traditional and innovative values that are important for this environment. For the society full development, both audiences are of great importance as media "gatherings" in which exchanged socially important information.

One of the first researchers of the television role was the Soviet theater critic V. S. Sappak. In his work "Television and we" (1963) [7] Vladimir Semenovich raises questions of the figurative expressiveness of television, its unique possibilities of impacting the viewer. His work is topical today. V.S. Sappak highlights the following specific features of television art:

- Documentary.
- Unconditional. The so-called television realism, as everything that happens on a television screen causes the impression of a real event. This can not be seen in the cinematic story.
- Intimacy. Before the "telecamera". Any person when appears before the audience in the "intimate" details of the person. television screen Such intimacy is due to the great interest of the viewer to the details

about the person, which is shown in large or medium plan. Under the television conditions, the viewer either accepts a person on the screen or does not accept it. This selection is made at the deep inner level, thereby forming an intimate contact.

- Improvisation. Improvisation ensures the viewer to more clearly experience improvisational excitement, as if from his own person.

- The presence-participation effect. This quality involves the viewer in a television program, as in something that is actually happening personally, which has personal significance[3].

The above stated specific features of television are relevant today as well, besides, television remains an insufficiently studied type of creativity. Despite other mass media means, television has a greater impact on the consciousness formation of the audience. In psychologist E. Barolo's analysis, "information entering the consciousness in the form of visible images, directly and without critical analysis, seeps into the most hidden corners of our psyche"[4].

Consequently, on the grounds that more than 40% of the Kazakhstan people live in rural areas, and the main source of information is television there, the investigation of the television is currently a critical task.

In what way the sociocultural values of television viewers are formed?

The key specification of the cultural values transformation of television viewers is highlighted in the research of scientists involved in this issue. According to J. Derrida, the media serve as an "archive of culture" [5]. Such researchers as M. Weinstein, U. Newman, M. Paetau, in their researches wrote about the information technology formation impact on value mechanisms. Nowadays, due to the fact that television forms the reality representation, world cognition by a person is realized through the TV images experience. All TV programs broadcasting certain life standards, fashioncreate a kind of culture in the minds of the audience and modern man will strive to comply it.

As concluded in researches, television encourages the definition of more specific life goals, reinforces the value of traditional and modern values. Television also forms young peoplevocational orientation, accentuates the value of education, affects aesthetic values and an increase in the need for them.

The power of television is growing day by day, that is due to the development of modern ways of information transmission. What is most interesting that television and other media both unite and separate people. As I.S. Kon remarks, mass mediait is an extremely important socialization institution and at the same time the media is not omnipotent, since there is a mechanism for personal and group assessment of the obtained information[6].

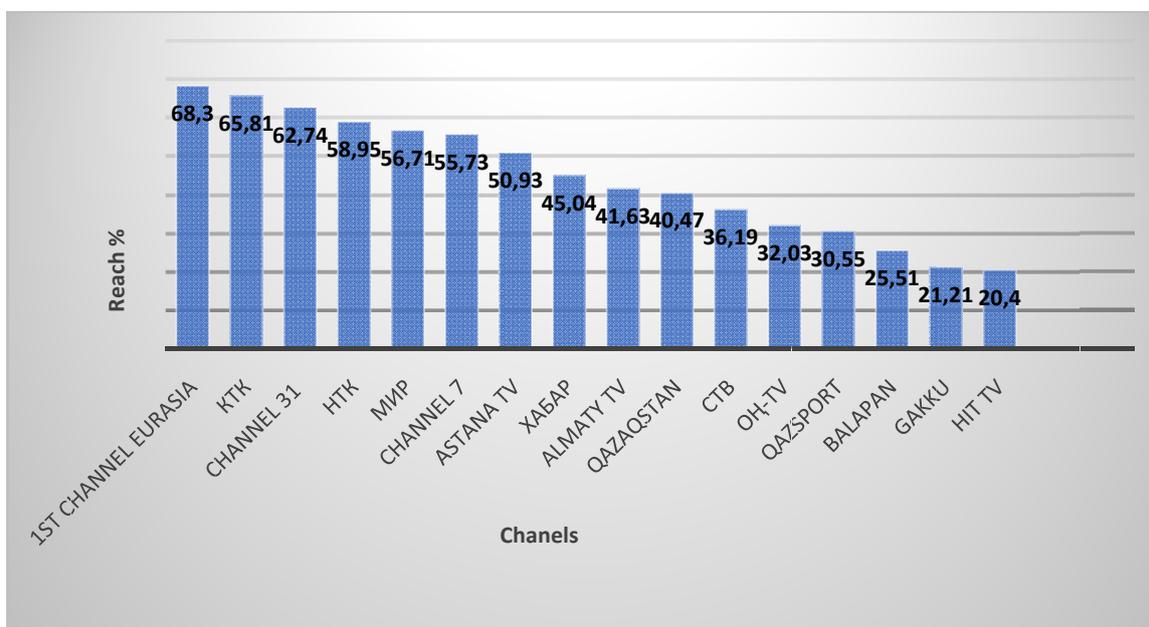
B. S. Gershunsky, dealing with development of the key directions of pedagogical forecasting, included in the list of problems in need of research, "the pedagogical functions of the mass media, press, shows, etc." [7].

Today's Kazakhstan society requires from a person not only thorough professional skills and high culture, also the ability to live, coexist in society. The main indicators of an individual personal development can be deemed their attitude to values, humanism, creativity, activity, self-esteem, independence in judgments. Of course, these qualities shall be formed under the impact of various factors, including television impact. Providing convenience for the qualitative development of television, as one of the most widespread type of media, is increasingly seen in various State programs, such as the State Program for Improving the Quality of Media Activities, as a powerful tool in implementing the basic principles for developing a democratic society. In the State program "Information Kazakhstan - 2020" a set of measures and proposals for the Kazakhstantelevision broadcasting upgradinghas been highlighted, the target indicators are:

- the domestic TV production volume will be 60% of the airtime;
- the number of domestic feature films released- 10%;
- the volume of television production by placing an order among private television channels on the condition of co-financing - at least 15;
- filming at least 20 domestic television series per year;
- transfer of 60% of content to outsourced state-run television channels[8].

The measures taken by the state prove that the Kazakhstan government pays great attention to develop national television content, since the education of Kazakhstan's society is impossible without moral education and strengthening the identity of an individual with national values.

Conclusion According to the TNS Central Asia research of (the company was founded in September 1997, is a leading research company in the field of media research and advertising, as well as marketing research in Kazakhstan), the coverage of TV channels for February 2019 is as follows:



The top ranking 7 programs for the week (February 2019) are:

Program	TV channel	Rating
KTK News	KTK	6,01
Breaking newson 1 st Channel Eurasia (superimposed title)	1st channelEurasia	5,86
Brave heartcartoon (D)	Channel 31	5,20
Business in Kazakh manner in Africa (Kazakhstan) movie	KTK	5,09
Wild-4 televisiondrama	1st channelEurasia	4,94
Gulchataitelevisiondrama	1st channelEurasia	4,54
Informburo (rus/kaz) finger-speech	Channel 31	4,44

Source: TNS CentralAsia

So, according to the researchers review, preference is given to American action movies and foreign “soap operas”, as well as pop starsconcerts makes up 2/3 viewed TV programs of Kazakhstani people at the leisure time. This is to say that, compared with the developing and educating component, the audience is more attracted to the television entertainment part. Whereby, interest in educational programs is drastically reduced, especially among young people. In order to upbringing society members of high spirituality and aesthetic values system, it is necessary to increase the number of domestic educational programs with a series of programs devoted to historical events, scientific discoveries, intellectual games.

For the purpose of strengthening the sovereignty of the country, it is necessary to ensure reducing the volume of foreign content not exceeding 20 percent, and 80 percent of television production should be domestic. At the time of developing programs, it is important to take into account the peculiarities of the mind set, as well as the Kazakhstani audience traditional moral principles. It is required to pay much attention to the ideological and artistic content of television programs, as it is this program that makes it possible to most effectively activate a person as an individual, to develop spiritual and moral feelings, that is, to form high social and cultural values.

Т.К. Кабиева¹, А.М. Айдар¹, L. Zor²

¹Т.К.Жургенов атындағы Қазақ ұлттық өнер академиясы, Алматы, Қазақстан;
²Нийде Омер Халесдемир университеті, Нийде, Түркия

ТЕЛЕВИЗИЯНЫҢ ҚАЗАҚСТАНДЫҚ ҚОҒАМДАҒЫ ӘЛЕУМЕТТІК-МӘДЕНИ ҚҰНДЫЛЫҚТАРДЫҢ ҚАЛЫПТАСУЫНА ЫҚПАЛЫ

Аннотация. Қоғам санасында әлеуметтік-мәдени құндылықтарды қалыптастыру мақсатында мемлекет көптеген қызмет атқаруда. Алайда, бұл мәселе толыққанды зерттелмеген. Бұл бағыттағы теориялық зерттеулерде тұлғаның мәдени қалыптасуының нәтижесімен тұлғаның қалыптасатын ортаның байланысы нақтыланбаған.

Қазіргі күні тұлғаның әлеуметтік-мәдени құндылықтарының қалыптасу құралы ретінде бұқаралық ақпараттар құралдарын атауға болады. Атап айтқанда: газеттер, журналдар, радио, теледидар, интернет-басылымдар т.б.

Қазақстан халқының 40% ауылдық жерде мекендегеніне байланысты теледидар ақпараттың негізгі көзі болып табылады. Бүгінде көрермендер теледидарда көрсетілген өмір стандарттары мен тұлға бейнелері негізінде өз саналарында мәдениет үлгісін қалыптастырады және сол үлгіге сай болуға талпынады. Сондықтан бүгінгі таңда телевизияны жан жақты зерттеу өзекті болып табылады.

Түйін сөздер: мәдениет, әлеуметтік-мәдени құндылықтар, рухани жаңғыру, қазақстандық телевизия, контент, идеялы-көркемдік мазмұн.

Т.К. Кабиева¹, А.М. Айдар¹, L. Zor²

¹Казахская национальная академия искусств им. Т. Жургенова, Алматы, Казахстан;
²Университет Нийде Омер Халесдемир, Нийде, Турция

К ВОПРОСУ О ВЛИЯНИИ ТЕЛЕВИДЕНИЯ НА ФОРМИРОВАНИЕ СОЦИОКУЛЬТУРНЫХ ЦЕННОСТЕЙ КАЗАХСТАНСКОГО ОБЩЕСТВА

Аннотация. Государством осуществляется осознанная деятельность в направлении формирования в сознании людей социокультурных ценностей, однако, данный вопрос мало изучен во всей своей полноте. Имеющиеся в этом направлении теоретические исследования нередко имеют фрагментарный характер, без уяснения связей между результатами культурного формирования личности и теми условиями в которых формируется личность.

Мощным инструментом формирования социокультурных ценностей личности выступают средства массовой информации - в совокупности газеты, журналы, радио, телевидение, интернет-издания и т.д. На сегодняшний день благодаря тому, что телевидение формирует репрезентацию реальности, познание мира личностью происходит за счет переживания ТВ-образов. Все телевизионные программы транслирующие определенные эталоны жизни, моду, создают в сознании зрителей некий образец культуры, которому современный человек будет стремиться соответствовать.

Таким образом, исходя из того, что больше 40% жителей Казахстана проживают в сельской местности, где основным источником информации является телевидение, изучение телевидения в настоящее время является актуальной задачей.

Ключевые слова: культура, социокультурные ценности, модернизация сознания, казахстанское телевидение, контент, идейно-художественное содержание.

Information about authors:

Kabiyeva Tursyngul Koishibaykuzu, Kazakh national university of arts, named after T. Zhurgenov,Almaty, Kazakhstan, Kabiyeva2505@gmail.com, <https://orcid.org/0000-0002-3511-9410>;

Alma Aidar - Ph.D, KazakhNationalUniversity of Arts named after T. Zhurgenov, Almaty, Kazakhstan; alma@nur.kz;

Lokman Zor - Ph.D, lokman_zor@hotmail.com, Nigde Omer Halisdemir University, Nigde, Turkey.

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G. Baitayeva, A. Bekmetova¹Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan
baytaeva@mail.ru aruna_67@mail.ru**MANAGEMENT OF COMPETITIVENESS
OF ENTERPRISES AS A FACTOR OF STABILITY
OF THE EXTERNAL ENVIRONMENT OF THE STATE**

Abstract. Globalization of the world economy, participation in this process of the Republic of Kazakhstan means closer intertwining of national economies, which contributes to more intensive development of foreign economic activity (FEA) on this basis. The article discusses the features of enterprise competitiveness management, its financial stability; the importance of enterprise stability in the development of the external economic environment of the state; the main components of enterprise competitiveness in the economy of Kazakhstan. The world experience of management of competitiveness of the enterprises is considered. The concept of enterprise competitiveness as a factor of stability of the foreign economic environment of the state is characterized. The influence of globalization processes on the activities of economic entities and the economy as a whole is described.

Key words: management, competitiveness, foreign economic activity, globalization, economic development.

1. INTRODUCTION

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 [1]. Thus, the liberalization of foreign economic activity poses the task of enterprises to improve foreign economic activity in conditions of increased competition both in the domestic and foreign markets [2]. The problem of ensuring the competitiveness of industrial enterprises, which requires a deeper scientific understanding of the potential of priority areas and methods of foreign economic activity, is becoming increasingly acute [3]. The problem of ensuring competitiveness and development of foreign economic activity of enterprises remains particularly poorly investigated in connection with the new economic conditions [4].

In the Republic of Kazakhstan, the formation of a market economy has opened up opportunities to enhance the development of foreign economic activity, the effectiveness of which can be characterized as one of the main directions of sustainable economic development [5].

For many domestic industrial enterprises, the foreign economic factor is of particular importance. Moreover, individual enterprises and even industries survive through increased foreign trade [6].

However, foreign economic activity has its own peculiarities, arising not only from the national legislation, as well as international norms and rules, but through many stages of its implementation and the executors of the foreign trade transaction [7]. National legislation in the period after the liberalization of foreign economic activity was enriched with special legislation, instructions and guidelines [8].

The difficulties of domestic industrial enterprises are caused not only by many unfavorable circumstances in our country, but also in many ways by changes in international business [9].

2. METHODOLOGY

The theoretical and methodological basis of the study was the conceptual provisions, conclusions and recommendations presented and justified in the fundamental and applied research of Kazakh and foreign

scientists in the field of the theory of foreign economic activity, as well as the work of leading domestic and foreign scientists in the field of the theory of enterprise competitiveness and strategic management. The methodological basis of the study is the economic system of approaches to the study of the object of study using the methods of analysis, synthesis, induction, deduction, comparison, statistical groups, as well as decrees and decrees of the President of the Republic of Kazakhstan [10].

However, special studies that address the issues of ensuring the competitiveness of enterprises in the implementation of foreign economic activity in domestic science remain undeveloped. It should be noted that in the domestic economic literature there are still no monographic studies, which comprehensively reflects the theoretical and methodological foundations of the development of competitiveness and foreign economic activity of enterprises, taking into account the peculiarities of the transition period.

3. RESULTS

Competitiveness — a property of the object, characterized by the degree of real or potential satisfaction of a particular need compared to similar objects presented in this market. Competitiveness determines the ability to withstand competition in comparison with similar objects in this market [11].

The most important reason for maintaining the competitive advantage of a commercial organization is the constant modernization of production and other key activities. The type of competitive advantage and the environment in which it is implemented combine the concept of basic competitive strategy (BCS) [12].

All activities of the organization in a competitive environment in a particular industry can be divided into categories, the Union of which forms a value chain (Fig. 1) [13].

Types of support activities	Infrastructure				Position profit (margin)
	Human resource management				
	Technology development				
	Logistics				
Main activities					
Internal logistics	Operational	External logistics	Marketing	Amenities	

Figure 1 - Chain of activities in a competitive environment

Note: compiled by the authors on the basis of the studied material.

The main purpose of external analysis is to identify and understand the opportunities and threats that may arise for the organization in the present and future [9]. External analysis is part of SWOT analysis, which is a universal analytical tool whose fields of application can be: strategic analysis, General and target tactical analysis, functional analysis, etc [14].

Opportunities are positive trends and environmental phenomena that can lead to increased sales and profits. The task of the analysis is to identify real opportunities on the basis of which it is possible to provide a competitive advantage of the organization [15].

Threats are negative trends and phenomena that can lead to a significant reduction in sales and profits if the organization does not respond appropriately.

The external environment (business environment) consists of two parts:

- macro environment (far environment);
- micro-environment (industry or local conditions) [16].

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 the 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) [17].

Table 1 - The main directions of the analysis of macro environment factors

<i>Political and legal factors:</i> - the stability of the government; - tax policy; - antimonopoly legislation; - environmental protection; - Foreign economic legislation; - foreign capital policy; - trade unions, etc.	<i>Economic forces:</i> - trends in gross national product; - the stage of the business cycle; - national currency rates; - rate of inflation; - control of prices and wages; - energy carrier; - investment policy, etc.
<i>Socio-cultural factors:</i> - demographic structure; - a way of life, customs; - social mobility; - activity of consumers, etc.	<i>Technological factor:</i> - R & d expenditure; - protection of intellectual property; - state policy in the field of scientific and technological progress; - new products, etc. [18].
Note: compiled by the authors on the basis of the studied material.	

World experience shows that the development of export potential is the key to the success of the country's enterprises. Currently, Kazakhstan maintains foreign trade relations with more than 70 countries, exports products to 56 countries. Among exporters-USA, England, Germany, Switzerland and others. Joint ventures, intersectoral and foreign economic associations are being established [19].

4. CONCLUSIONS

The study of a wide range of problems of development of foreign economic activity and competitiveness of industrial enterprises allowed to draw a number of conclusions and proposals aimed at theoretical justification and methodological development of competitiveness in the process of foreign economic activity of industrial enterprises at the present stage of economic development:

Industrial enterprises are the main link of foreign economic activity. The formation and use of the potential of foreign economic activity of these enterprises depends on the level of competitiveness. However, special studies on competitiveness in foreign economic activity are insufficient. Meanwhile, this direction of development is a priority for domestic enterprises.

In the context of the dynamic development of the national economy, occurs against the background of global integration processes in which domestic enterprises are forced to compete today in the market not only among themselves, but also with manufacturers from near and far abroad, the inevitable component of the economic entities becomes an active foreign economic activity. This task is also relevant for domestic light industry enterprises, for which not only the accession of the Republic, but also its strategic partners to the WTO should serve as a special incentive for innovative transformations, both in the field of organization and management of production and sales.

Promotion and development the increase in exports in its structure of the share of products with a high degree of processing and increasing its competitiveness in the foreign market is one of the most important directions of economic policy at the present stage. The need to strengthen export capacity is determined by the exceptional importance of exports as a factor in the development of the national economy.

Г. Байгаева, А. Бекметова

I. Жансүгіров атындағы Жетісу мемлекеттік университеті, Талдықорған қаласы, Қазақстан Республикасы

МЕМЛЕКЕТТІҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ОРТАСЫНЫҢ ТҰРАҚТЫЛЫҚ ФАКТОРЫ РЕТІНДЕ КӘСІПОРЫННЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН БАСҚАРУ

Аннотация. Әлемдік экономиканың жаһандануы, Қазақстан Республикасының осы процесіне қатысу ұлттық экономикалардың неғұрлым тығыз түптелуін білдіреді, бұл осы негізде сыртқы экономикалық қызметтің (СЭК) қарқынды дамуына ықпал етеді. Мақалада кәсіпорынның бәсекеге қабілеттілігін басқару ерекшеліктері, оның қаржылық тұрақтылығы; мемлекеттің сыртқы экономикалық ортасын дамытудағы кәсіпорынның орнықтылығының маңызы; Қазақстан экономикасындағы кәсіпорынның бәсекеге қабілеттілігінің негізгі компоненттері қарастырылады. Кәсіпорындардың бәсекеге қабілеттілігін басқарудың әлемдік тәжірибесі қарастырылды. Мемлекеттің сыртқы экономикалық ортасының тұрақтылық факторы ретінде кәсіпорынның бәсекеге қабілеттілігі ұғымы сипатталған. Глобализациялық процестердің шаруашылық жүргізуші субъектілердің және жалпы экономиканың қызметіне әсері сипатталған.

Түйін сөздер: басқару, бәсекеге қабілеттілік, сыртқы экономикалық қызмет, жаһандану, экономикалық даму.

Г. Байтаева, А. Бекметова

Жетысуский государственный университет им И. Жансугурова, Город Талдыкорган, Республика Казахстан.

УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ ПРЕДПРИЯТИЯ КАК ФАКТОР УСТОЙЧИВОСТИ ВНЕШНЕЭКОНОМИЧЕСКОЙ СРЕДЫ ГОСУДАРСТВА

Аннотация. Глобализация мировой экономики, участие в этом процессе Республики Казахстан означает все более тесное переплетение национальных экономик, что способствует более интенсивному развитию на этой основе внешнеэкономической деятельности (ВЭД). В статье рассматриваются особенности управления конкурентоспособностью предприятия, его финансовая устойчивость; значение устойчивости предприятия в развитии внешнеэкономической среды государства; основные компоненты конкурентоспособности предприятия в экономике Казахстана. Рассмотрен мировой опыт управления конкурентоспособностью предприятий. Охарактеризовано понятие конкурентоспособности предприятия как фактора устойчивости внешнеэкономической среды государства. Описано влияние глобализационных процессов на деятельность хозяйствующих субъектов и экономики в целом.

Ключевые слова: управление, конкурентоспособность, внешнеэкономическая деятельность, глобализация, экономическое развитие.

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A. Kereeva¹, Zh. Assanova²

Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan. e-mail:
kira_a86@mail.ru; zhanna.asanova.87@mail.ru

OPTIMIZATION OF MANAGEMENT DECISIONS THROUGH THE APPLICATION OF INDICATORS OF THE INTEGRATED SYSTEM OF ACCOUNTING AND TAX ACCOUNTING

Abstract. The article deals with the emergence of tax accounting and the procedure for calculating income tax, which led to excessive labor and financial costs for the maintenance of economic services due to the need to maintain two parallel accounting systems. In addition, tax accounting is defined as an integrating indicator of optimization of management decisions in the enterprise. Also discusses study problems of coordination of information of accounting and fiscal nature, the identification of principles of accounting and the calculation of the financial result of the organization's activities for the purposes of monitoring, control and optimization of management decisions. To strengthen the company's position in the market and its expansion, it is necessary to properly manage its cash flows, production and investment projects. To do this, first of all, it is advisable to develop an economically justified classification of costs.

Key words: management, optimization, accounting, management decisions, financial control, economics, politics, planning.

1. INTRODUCTION

The emergence of tax accounting complicated the procedure for calculating income tax, led to excessive labor and financial costs for the maintenance of economic services due to the need to maintain two parallel accounting systems [1, p. 10-14]. In addition, tax accounting does not contain a mechanism for controlling the formation of income and expenses of the organization. This necessitates the study of the problem of harmonization of accounting and fiscal information, identification of accounting principles and calculation of the financial result of the organization for the purposes of control, management and taxation. The accounting system with its inherent information and control functions plays a fundamental role, combining in a single information system the data necessary to solve these problems [2, p. 102].

The integrated accounting system will allow to meet the needs of all interested users within the framework of a single accounting information base. At the same time, the costs of its creation, maintenance and implementation in the accounting process of enterprises should be economically feasible and reasonable. Weak development of theoretical problems of interaction between accounting and tax accounting and practical relevance of organizational and methodological approaches to their integration determines the relevance of the study and the content of the issues [3].

2. METHODOLOGY

The study used modern methods: abstraction, system, logical and comparative analysis, generalization, synthesis, methods of evidence, analogies, modeling, economic and historical analysis, monographic method, systematic approach, as well as special methods of accounting (evaluation, unigraphic and digraphic records, documentation, balance sheet generalization).

3. RESULTS

In a modern enterprise management is a very common activity. The management system affects the management object through common functions, the relationship and interaction of which forms a closed cycle (Fig. 1) [4, 188].

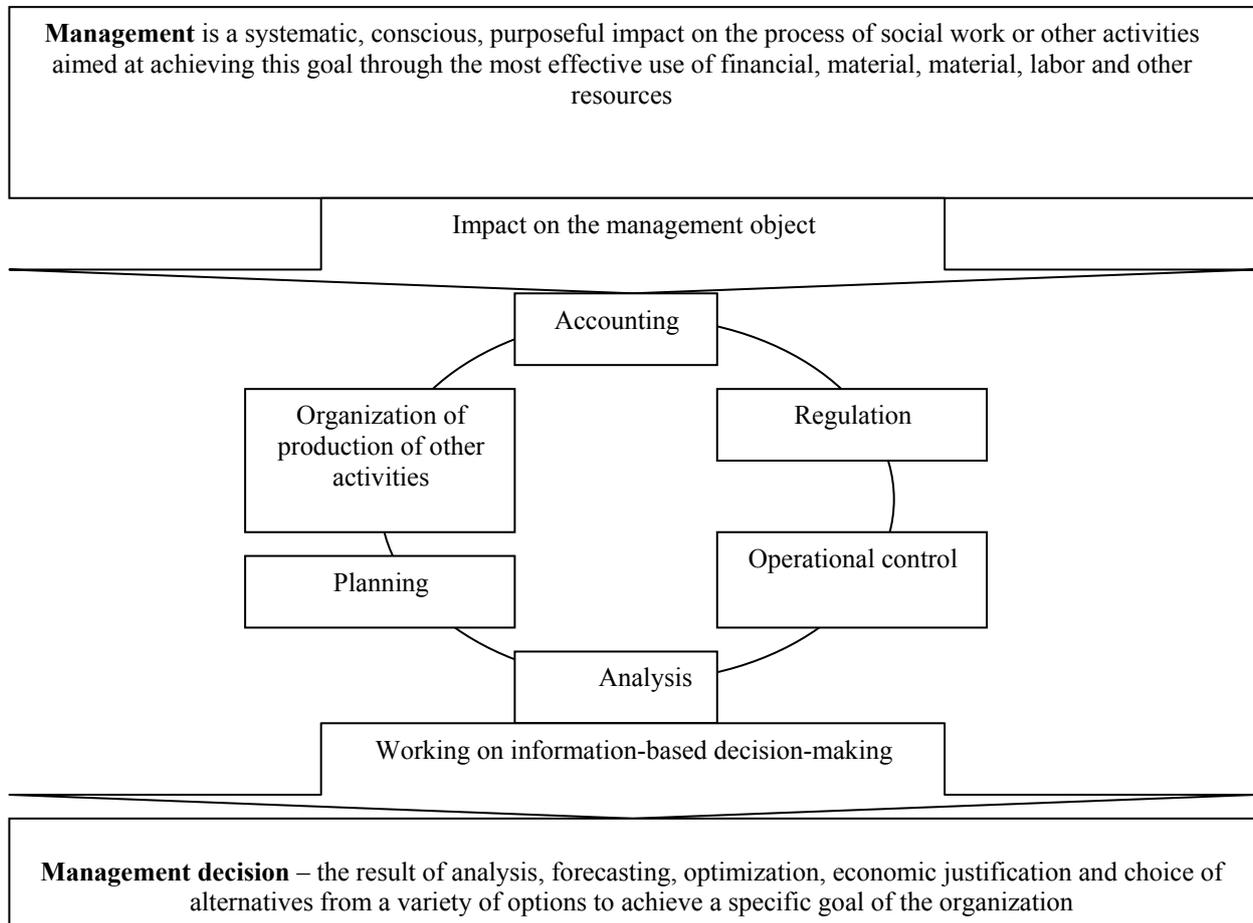


Figure 1 - Management accounting and management decision-making

Note: compiled by the authors on the basis of the studied material

To strengthen the company's position in the market and its expansion, it is necessary to properly manage its cash flows, production and investment projects. It is obvious that traditional accounting methods are not enough for this [5, 233].

The emergence of management accounting is associated with the growth of corporations, the emergence of production rationing and changes in socio-economic relations in large industrial enterprises.

Its origin was in the middle of the nineteenth century, when the development of Railways, Maritime communications sharply pushed the boundaries of commercial activity. This required the preparation of long-term forecast calculations, calculation of the cost of goods and services, as well as various methods of their transportation [6,p. 321].

For the successful organization of management accounting, depending on the industry characteristics of the production and the target installation, it is primarily advisable to develop an economically justified cost classification [7]. This will define and shape [8]:

- the cost center;
- responsibility center[9];
- cost carriers.

Then you need to choose the most appropriate option, which will be organized management accounting [10].

For more than 20 years, the management accounting Committee of the Institute of management accounting of the United States developed a system of regulations on management accounting (SMA), which are the recommendations of highly qualified specialists in the field of management accounting for companies (Fig. 2) [11].

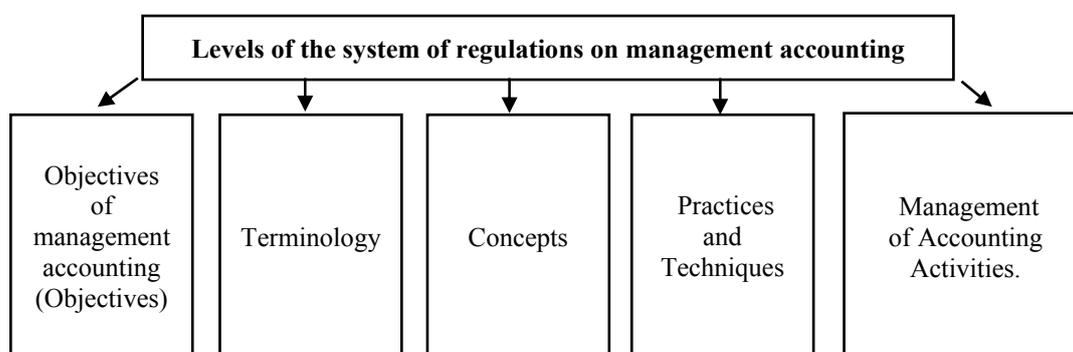


Figure 2 - Classification of levels of the system of provisions of management accounting

Note: compiled by the authors on the basis of the studied material [12].

In practice, some elements of management accounting are usually used in enterprises. It is important that these elements be integrated into a common result-oriented structure [13].

You can choose the following areas of improvement of the management accounting and reporting system to optimize management decisions:

1. Improving the structure, hierarchy, content and presentation of management reports [14];
2. Development of financial planning and budgeting system;
3. Development of the company's development strategy with subsequent coordination of short -, medium - and long-term planning horizons [15];
4. Improvement of the cost accounting system.

Based on our practical experience of setting and automation of management accounting systems, we identify three solutions [16]:

- maintenance of full-fledged management accounting at the enterprise. Automation of management accounting system based on SMA-systems [8, p. 85];
- use of management information from various information systems. Automation of management accounting system using analytical systems of BPM (Business Performance Management) and BI (Business Intelligence) class based on OLAP-technologies [17].

4. CONCLUSIONS

Based on the above, we conclude that without complex automation of accounting enterprise management system is deprived of some elements. For example, many of the financial accounting and reporting systems used today do not allow for plan/fact analysis, often lack analysis, etc [18].

However, the improvement of the accounting policy of the enterprise, the expansion of the use of classes of accounts, the use of methods of analysis of the results of activities at "incomplete" cost, even in conditions of poorly automated accounting make it possible to obtain certain management information for decision-making [19].

Thus, at the enterprise real conditions for further introduction of controlling elements, and over time and system as a whole are formed.

А. Кереева, Ж. Асанова

І. Жансүгіров атындағы Жетісу мемлекеттік университеті
Талдықорған қаласы, Қазақстан Республикасы

БУХГАЛТЕРЛІК ЖӘНЕ САЛЫҚТЫҚ ЕСЕПТИҢ ИНТЕГРАЦИЯЛАНҒАН ЖҮЙЕСІНІҢ КӨРСЕТКІШТЕРІН ҚОЛДАНУ АРҚЫЛЫ БАСҚАРУ ШЕШІМДЕРІН ОҢТАЙЛАНДЫРУ

Аннотация. Мақалада салық есебінің пайда болуы және пайда салығын есептеу тәртібі мәселелері қарастырылған, бұл екі параллельді есеп жүйесін жүргізу қажеттілігіне байланысты экономикалық қызметтерді ұстауға артық еңбек және қаржылық шығындарға алып келді. Бұдан басқа, кәсіпорындағы басқару шешімдерін оңтайландырудың интегралдаушы көрсеткіші ретінде салықтық есепке алу айқындалған. Сондай-ақ, бухгалтерлік және фискалдық сипаттағы ақпаратты келісу, бақылау, басқару және басқару шешімдерін оңтайландыру мақсаттары үшін Ұйым қызметінің қаржылық нәтижесін есептеу және есепке алуды жүргізу принциптерін сәйкестендіру мәселелерін зерттеу қарастырылады. Кәсіпорынның нарықтағы ұстанымдарын нығайту және оның экспансиясы үшін оның ақша ағындарын, өндірісті және инвестициялық жобаларды сауатты басқару қажет. Бұл үшін, ең алдымен, шығындардың экономикалық негізделген жіктемесін әзірлеу орынды.

Түйін сөздер: басқару, оңтайландыру, бухгалтерлік есеп, басқарушылық шешімдер, қаржылық бақылау, экономика, саясат, жоспарлау.

А. Кереева, Ж. Асанова

¹Жетысуский государственный университет им И. Жансугурова,
город Талдықорған, Республика Казахстан

ОПТИМИЗАЦИЯ УПРАВЛЕНЧЕСКИХ РЕШЕНИЙ ПОСРЕДСТВОМ ПРИМЕНЕНИЯ ПОКАЗАТЕЛЕЙ ИНТЕГРИРОВАННОЙ СИСТЕМЫ БУХГАЛТЕРСКОГО И НАЛОГОВОГО УЧЕТА

Аннотация. В статье рассмотрены вопросы появления налогового учета и порядка исчисления налога на прибыль, что привело к излишним трудовым и финансовым затратам на содержание экономических служб из-за необходимости ведения двух параллельных учетных систем. Кроме того, определен налоговый учет как интегрирующий показатель оптимизации управленческих решений на предприятии. Также рассматривается исследования проблемы согласования информации бухгалтерского и фискального характера, идентификации принципов ведения учета и исчисления финансового результата деятельности организации для целей контроля, управления и оптимизации управленческих решений. Для укрепления позиций предприятия на рынке и его экспансии необходимо грамотно управлять его денежными потоками, производством и инвестиционными проектами. Для этого, прежде всего, целесообразно разработать экономически обоснованную классификацию затрат.

Ключевые слова: управление, оптимизация, бухгалтерский учет, управленческие решения, финансовый контроль, экономика, политика, планирование.

Information about authors:

Ainur Kereeva - Zhetysu state University named after I. Zhansugurov The City Of Tal'dykorgan, Republic Of Kazakhstan, <https://orcid.org/0000-0001-7033-3773>, e-mail: kira_a86@mail.ru;

Zhanna Asanova - Zhetysu state University named after I. Zhansugurov The City Of Tal'dykorgan, Republic Of Kazakhstan, <https://orcid.org/0000-0001-8244-9677>, e-mail: zhanna.asanova.87@mail.ru

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Assel Nurtayeva

Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan.

asselya_nurtaeva@mail.ru

**EFFECTIVE RISK MANAGEMENT AS A WAY
OF ENHANCING ENTERPRISE COMPETITIVENESS
IN THE FACE OF INCREASING COMPETITION**

Abstract. The article discusses the competitiveness of the enterprise and describes its ability to successfully operate and develop in a particular market. It is characterized that for effective management of the enterprise and maintenance of its competitiveness at the sufficient level it is necessary to carry out continuous monitoring and to consider numerous external and internal factors influencing position of the company in the competitive market environment. The specific methods and techniques that are used in making and implementing risk decisions depend to a large extent on the nature of the business, the strategy and the objectives of the particular situation. The influence of external and internal risk factors is described, which consists in the fact that the latter company can be actively manipulated within certain limits, while external risk factors it is forced to accept as is. In accordance with this risk management the article defines different approaches to the management of internal and external sources of risk.

Key words: management, risk management, enterprise competitiveness, competition, economic development, globalization, trends.

1. INTRODUCTION

Risk management includes an analysis of the market and the company's capabilities, which is aimed at market research to determine the most promising areas of activity of the enterprise, with a preliminary assessment of risk and methods of prevention or reduction [1].

The ultimate goal of risk management corresponds to the objective function of entrepreneurship [2]. It consists in obtaining the greatest profit at the optimal, acceptable for the entrepreneur ratio of profit and risk [3].

Risk management system risk management and economic (especially financial) relations arising in the management process, includes strategy and tactics of management actions [4].

The management strategy is understood as the directions and ways of using the means to achieve the goal. Each method has its own set of rules and limitations to make the best decision [5].

Risk management strategy is the art of risk management in an uncertain economic situation, based on the prediction of risk and the use of various methods to reduce it [6]. This strategy includes rules on the basis of which risky decisions are made, and ways of choosing decisions [7].

2. METHODOLOGY

In the course of the study, general research methods were used: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and others [8].

General scientific and special research methods were used to study the business environment of Kazakhstan and risk management:

- review of the legal and regulatory framework;

- analytical method;
- economic and mathematical calculations.

3. RESULTS

Risk management in this article is considered as a tool to achieve maximum profitability and improve the competitiveness of the enterprise, taking into account the risk of possible losses, despite the fact that risk management does not allow to avoid losses at all [9].

The risk management system allows to predict possible risks and losses, thereby eliminating the surprise factor, and also allows to develop effective methods of minimizing such losses [10].

On the basis of the objectives of risk management and enterprise risk management systems to create added value considered in the study, the main problems of risk management include [11]:

1. The introduction of the principles of risk management by management decisions on the basis of clear procedures of their identification and evaluation [12].
2. Ensuring full control over risks by describing and assessing all risks of the company, effective risk monitoring and timely identification of new risks.
3. Analysis of the impact of risks on key performance indicators of the company, including cost [13].
4. Forecasting the origin and development of risks faced by the company, and, accordingly, insurance against losses.
5. To ensure minimization of risks and losses on condition of economic expediency.
6. Ensuring an effective link between the company's desire to make a profit and the desire to do so with minimal losses, i.e. ensuring an optimal combination of profitability and risk [14].

On the basis of theoretical and methodological approaches, a new, more complete definition of the risk management subsystem in the enterprise is formulated, a new principle of construction (creation) of risk classification based on the grouping of risks by functional areas of the enterprise, a methodological approach to the creation of a risk management subsystem in the enterprise management system is proposed [15]. When organizing a risk management system in the company, a certain sequence of actions should be followed. The developed information-logical model of risk management in the enterprise management system has allowed to formulate proposals to expand the use of this subsystem in the energy sector. The proposed algorithm of the company's actions on the organization of the risk management subsystem consists of six stages, each of which is an integral part of the risk management process [16].

There are several ways to improve the competitiveness of the enterprise:

1. Constant use of innovations.
2. Search for new, more advanced forms of manufactured goods.
3. Production of such quality which would meet the state and international standards.
4. Sales of goods in those market segments where the highest requirements for quality and service
5. Using only high quality raw materials.
6. Constant training and retraining.
7. Increase of material interest of employees and improvement of working conditions.
8. Marketing research of the market, in order to establish the needs of buyers [5].
9. Analyze your competitors to identify their strengths and weaknesses.
10. Maintaining contacts with research organizations and investing in research and development aimed at improving the quality of products.
11. Use of the most effective promotional activities.
12. Registration of your trademark and use of branded products. Using these ways, the company will be able to increase both its competitiveness and strengthen its financial stability.

The analysis of competitive strategies allowed us to conclude that the application of these competitive strategies is possible with certain risks. Table 1 shows the classification of risks.

After developing a competitive strategy, the organization usually formulates General development strategies. They also affect the competitiveness of the organization and can be standard, functional and original. The options for standard strategies have already been discussed. Functional strategies are developed specifically for functional areas of the organization, such as:

- R & d strategy (there are two options: innovative - the organization relies on innovation, and simulation - the organization relies on the development of similar products; the second strategy is more popular and cheaper);

production strategy (decision-making on the required capacity, placement of industrial equipment, cost control and labor efficiency);

- marketing strategy (for example, pricing strategy or "price-quality", distribution channels strategy, etc.) [17];

financial strategy (financial indicators, sales are forecasted and planned, investment projects are evaluated, necessary financial resources are planned, their distribution and control are planned);

personnel management strategy or labor relations strategy (systems of personnel rotation, recruitment, training and retraining, stimulation and motivation of labor are developed, the number of employees and wages are calculated) [6];

Informatization strategy (more effective ways of organization management are developed, for example, on the basis of reengineering) [18];

security strategy (measures are developed to improve the safety of work within the organization and taking into account external factors).

Table 1 - Risk of competitive strategies

Cost advantage	Differentiation	Focus
The danger of imitation: methods, methods, technologies, production processes; The threat of new more effective technologies; Neglect of market research; The threat from inflation, which reduces to zero the achievements of the strategy; Combined with a strategy of differentiation; Along with a focus gives you lower costs.	The danger of imitations by products with more attractive properties; The threat of new technologies; Disregard for the price and hidden costs; Reducing the importance of this product for buyers; Combined with a strategy of leadership in costs; However, the focus gives a more pronounced differentiation.	Imitation of focusing by other firms; Loss of attractiveness of the product for the selected segment due to the blurring of the boundaries of this segment and the market as a whole or due to the disappearance of demand for this product; Competitors may allocate even more local market segment.
Note - based on the material studied		

To sum up, competitive strategies can be divided into:

- violent (power) strategies;
- patent (adaptive) strategies;
- exploratory ("pioneer") strategies;
- commutative ("connecting") strategies [19].

4. CONCLUSIONS

Thus, summing up the analysis of the possibilities of introducing new approaches to risk management in the enterprise, we can conclude that:

1) the use of a "risk-based" approach is very promising and effective for predicting risk (accident), including the long-term perspective;

2) independent and effective application of the expert evaluation method as a complement to this approach. The combined use of both methods will provide a positive synergistic effect in forecasting and reduce the likelihood of various contingencies;

3) technically and methodologically competent application of these approaches to "risk management" will develop new effective methods and opportunities to improve the safety of business (production) and its competitiveness in the Republic of Kazakhstan.

А. Нуртаева

І. Жансүгіров атындағы Жетісу мемлекеттік университеті
Талдықорған қаласы, Қазақстан Республикасы

**КҮШЕЙІП КЕЛЕ ЖАТҚАН БӘСЕКЕЛЕСТІК ЖАҒДАЙЫНДА
КӘСІПОРЫННЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН АРТТЫРУ
ТӘСІЛІ РЕТІНДЕ ТӘУЕКЕЛДЕРДІ ТИІМДІ БАСҚАРУ**

Аннотация. Мақалада кәсіпорынның бәсекеге қабілеттілігі қарастырылады және оның белгілі бір нарықта табысты жұмыс істеу және даму мүмкіндіктері сипатталады. Кәсіпорынды тиімді басқару және оның бәсекеге қабілеттілігін жеткілікті деңгейде қолдау үшін тұрақты мониторингті жүзеге асыру және компанияның бәсекелестік нарықтық ортада жағдайына әсер ететін көптеген сыртқы және ішкі факторларды ескеру қажет екендігі сипатталған. Тәуекел тұрғысынан шешімдер қабылдау және іске асыру кезінде пайдаланылатын нақты әдістер мен тәсілдер көбінесе кәсіпкерліктің сипатына, стратегияға және нақты жағдайдың қойылған мақсаттарына байланысты. Тәуекелдің сыртқы және ішкі факторларының әсері сипатталған, ол соңғы компанияның белгілі бір шектерде белсенді айла-шарғы жасауға болатынын білдіреді, ал тәуекелдің сыртқы факторлары бар деп қабылдауға мәжбүр. Осыған сәйкес тәуекел-менеджмент мақалада тәуекелдің ішкі және сыртқы көздерін басқарудың әртүрлі тәсілдері айқындалған.

Түйін сөздер: басқару, тәуекел - менеджмент, кәсіпорынның бәсекеге қабілеттілігі, бәсекелестік, экономикалық даму, жаһандану, үрдістер.

А. Нуртаева

Жетысуский государственный университет им И. Жансугурова,
город Талдыкорган, Республика Казахстан.

**ЭФФЕКТИВНОЕ УПРАВЛЕНИЕ РИСКАМИ КАК СПОСОБ ПОВЫШЕНИЯ
КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЯ
В УСЛОВИЯХ УСИЛИВАЮЩЕЙСЯ КОНКУРЕНЦИИ**

Аннотация. В статье рассматривается конкурентоспособность предприятия и описываются его возможности успешно функционировать и развиваться на определенном рынке. Охарактеризовано то, что для эффективного управления предприятием и поддержания его конкурентоспособности на достаточном уровне необходимо осуществлять постоянный мониторинг и учитывать многочисленные внешние и внутренние факторы, влияющие на положение компании в конкурентной рыночной среде. Конкретные методы и приемы, которые используются при принятии и реализации решений с точки зрения риска, во многом зависят от характера предпринимательства, стратегии и поставленных целей конкретной ситуации. Описано влияние внешних и внутренних факторов риска, которое заключается в том, что последней компанией можно активно манипулировать в определенных пределах, в то время как внешние факторы риска она вынуждена принимать как есть. В соответствии с этим риск-менеджментом в статье определены различные подходы к управлению внутренними и внешними источниками риска.

Ключевые слова: управление, риск - менеджмент, конкурентоспособность предприятия, конкуренция, экономическое развитие, глобализация, тенденции.

Information about authors:

Nurtayeva Assel - Zhetysu State University named after I. Zhansugurov, Taldykorgan, Republic of Kazakhstan.
asselya_nurtaeva@mail.ru, <https://orcid.org/0000-0001-8631-9407>

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B.Markhayeva¹, Y.Cherenyova²^{1,2}Almaty Management University, Almaty, Kazakhstanmarkhaeva@mail.ru, julia_chereneva@mail.ru**STRUCTURAL ANALYSIS OF THE LOW-COST AIRLINE
OPERATING COSTS: LESSONS FOR KAZAKHSTAN**

Abstract. Air Astana airline is the largest national carrier in Kazakhstan and performs about half of all air transportations on the market. On the one hand, the company launches the first low-cost airline FlyArystan in the first half of 2019. The low-cost airline will operate according to the classic low-cost model, following the example of such successful low-cost airlines like EasyJet, Indigo, Cebu Pacific and Air Asia. Like Air Astana, the new company will operate on a self-financing basis. However, on the other hand, difficult climatic conditions, low passenger traffic, and long distances, as well as high airport charges, along with a decrease in the purchasing power of the population due to devaluation processes, do not contribute to the emergence of the first low-cost airline in Kazakhstan. This contradiction has generated a need for the analysis of the financial statements of both international and domestic airlines in terms of operating costs and the recommendations developing on the basic rate calculating of the air ticket in terms of dynamic (flexible) pricing. In addition, the low-cost airline model as a low-cost model implies a focus on the study of this particular component of the company's performance efficiency. Furthermore, the companies reporting was used, which is available in the publicity.

Keywords: low-cost airline, financial statement, operating costs, basic rate, dynamic pricing.

Introduction

Today, Kazakhstan is a major player in the global aviation market, on whose territory there are 20 airlines, providing commercial air transportation services/flights, where seven of which are performing scheduled passenger flights. 7.4 million passengers were transported in Kazakhstan in 2017, which is 23% more than in 2016. This is the highest growth rate in all the years of independence, in part due to the successful arrangement of the EXPO-2017.

Air Astana airline is the largest carrier in Kazakhstan, having served 4.2 million passengers in 2017. SCAT reportedly carried 1.7 million passengers in 2017 compared to 1.3 million in 2016.

According to IATA, privately owned Bek Air is the third-largest airline in Kazakhstan, having carried slightly fewer than 1 million passengers in 2017, and Qazaq Air is the fourth-largest, with slightly more than 250,000 passengers (Table 1).

Table 1 – The international and domestic market share of the main passenger carriers in Kazakhstan

Domestic market share, %		International market share, %	
Air Astana	51	Air Astana	49
SCAT	24	Aeroflot	13
Bek Air	19	SCAT	6
Qazaq Air	6	Others	30
Note: compiled by the authors on the basis of Air Astana's Annual Report 2017 [1]			

Kazakhstan is pursuing a liberal policy in the aviation market, which has enabled foreign airlines to expand. This policy also poses no barriers to new entrants to Kazakhstan's aviation market. In 2017,

Kazakhstan's market was served by 27 foreign airlines, including Aeroflot, Fly Dubai, Turkish Airlines and others. New entrants to the market in 2017 included Air China, Finnair, LOT, and Wizz Air.

Air Astana will launch the first low-cost airline FlyArystan in 2019.

Our goal is to investigate operating costs of some chosen airlines in order to learn their lessons and justify the basic rate for needs of dynamic pricing in the new airline.

Methods

During this research such methods of scientific knowledge as analysis and synthesis, classification, generalization and analogy are widely used.

The choice of airlines is conditioned by the following reasons:

- structural analysis of EasyJet operating expenses is of special interest, since the company shows the classic model of an international low-cost airline;

- the pricing procedure for FlyArystan tickets will mostly identical to the pricing in the first Russian low-cost airline Pobeda in the Aeroflot Group due to the historical proximity of the two neighboring countries;

- the structure of the operating expenses will mostly repeat the behavior of the Air Astana as a parent company, and, therefore, a thorough reporting analysis of this national airline is also necessary;

- FlyArystan will initially carry out domestic flights, therefore, the financial statements of Qazaq Air are of interest, which provides the same regional flights.

Results

A structural analysis of the operating costs of the mentioned above airlines presented below.

EasyJet operates in the European short-haul aviation market. Fuel is one of the biggest costs that airlines face and one of the most volatile. Fuel represented 22% of EasyJet's cost base for the 2018 financial year (Table 2).

Table 2 - Headline costs in EasyJet, percent of total headline costs including fuel

Operating costs	30 September 2018	30 September 2017	Average two years
Airports and ground handling	31,00	31,58	31,27
Crew	14,17	13,90	14,05
Navigation	7,52	8,21	7,84
Maintenance	5,88	5,78	5,83
Selling and marketing	2,69	2,63	2,66
Other costs	9,34	8,00	8,72
Aircraft dry leasing	2,86	2,37	2,63
Depreciation	3,74	3,90	3,82
Amortization	0,28	0,30	0,29
Fuel	22,26	22,89	22,55
Total headline costs including fuel	100,00	100,00	100,00

Note: compiled by the authors on the basis of EasyJet's Annual Report and Accounts 2018 [2]

Aeroflot Group has adopted a multi-brand structure that allows each subsidiary company to operate in its own market segment. It includes Russian Airlines, Rossiya, Aurora and Pobeda. Pobeda was launched as the low-cost carrier in 2014.

In 2017, scheduled flight yields decreased by 4.9% including yields on international destinations (by 7.7%) and yields on domestic destinations (by 1.1%). Yields were mainly influenced by the competitive environment in the market and the development of Pobeda airline which, being a low-cost carrier, provides air transportation with lower yields (Table 3).

Table 3 - Operating costs in Aeroflot, percent of total operating costs including fuel

Operating costs	31 December 2017	31 December 2016	Average two years
Operating lease expenses	14,85	13,15	14,07
Aircraft servicing	14,55	16,48	15,44
Aircraft maintenance	7,45	7,23	7,35
Staff costs	14,28	16,67	15,37
Passenger services expenses	4,13	4,10	4,12
Administration and general expenses	3,37	3,33	3,35
Communication expenses	2,53	2,98	2,74
Food cost for in-flight catering	1,96	2,13	2,04
Sales and marketing expenses	1,86	3,24	2,49
Others	2,32	2,39	2,35
Aircraft fuel	30,73	24,78	28,00
Depreciation and amortization	2,23	2,87	2,52
Total operating costs	100,00	100,00	100,00

Note: compiled by the authors on the basis of Aeroflot Group's Annual Report 2017 [3]

Air Astana was established in 2001 and its shareholders are JSC National Welfare Fund Samruk-Kazyna (on behalf of the Government of the Republic of Kazakhstan) and BAE Systems (Kazakhstan) Limited, which own 51% and 49% of the shares, respectively.

Table 4 - Operating costs in Air Astana, percent of total operating costs including fuel

Operating costs	31 December 2017	31 December 2016	Average two years
Handling, landing fees and route charges	14,6	15,4	15,0
Passenger service	12,3	12,0	12,1
Employee costs	10,1	11,1	10,6
Engineering and maintenance	9,8	10,4	10,1
Aircraft operating lease costs	8,7	10,0	9,3
Fuel	26,1	22,4	24,4
Selling costs	5,7	5,2	5,5
Aircraft crew costs	4,3	4,8	4,5
Depreciation and amortization	3,8	4,9	4,3
Property lease cost	0,7	0,7	0,7
Others	3,7	3,2	3,4
Total operating costs including fuel	100,0	100,0	100,0

Note: compiled by the authors on the basis of Air Astana's Annual Report 2017 [1]

Operating expenses of Air Astana increased by 20.8% in 2017 compared to 2016. Fuel is the key operating expense for any airline. As a result, fuel price volatility has a direct and significant impact on the profitability of all airlines across the globe. The Air Astana fuel expenses grew by 40% in 2017 compared to 2016. Other significant items in the airline's operating expenses include ground handling, landing fees, navigation charges, passenger service, engineering and maintenance, employee costs, aircraft operating lease costs and aircraft crew costs. These costs increased by 13.6% in 2017 compared to 2016, largely due to the increase in both flight frequency and passenger numbers (Table 4).

In 2017 Qazaq Air's passenger flow growth exceeded 53%, which increased revenue by 54%. These results were achieved amid the fleet use optimizing with the redistribution of the route network to provide passengers with convenient flights from the cities of Astana and Atyrau to the regional airports. This year the carrier signed an agreement with Bombardier.Inc. for the acquisition of ownership of two new aircraft model - Q400 NextGen. Airline obligations grew by 66% and 95% of obligations are provided with a loan from the parent company.

Major operating expenses are represented by aircrafts operating leasing costs (34%), aviation fuel costs (13%), personnel costs (13%), engineering and maintenance services of the fleet (12%). The company's loss for 2017 decreased by 13% compared with 2016 (Table 5).

Table 5 - Operating costs in Qazaq Air, percent of total operating costs including fuel

Operating costs	31 December 2017	31 December 2016	Average two years
Aircraft operating leasing costs	34,19	65,71	50,02
Fuel	12,59	8,56	10,57
Staff costs	12,28	9,28	10,77
Engineering and maintenance	11,81	0,19	5,97
Aircraft crew costs	8,52	2,49	5,49
Ground services costs, take-off/landing charges and route charges	5,38	4,51	4,95
Passenger service	3,02	1,78	2,40
Education	1,67	0,42	1,04
Rental costs	1,54	0,96	1,25
Insurance	1,53	0,67	1,10
Information technology	1,40	1,01	1,20
Transport costs, living expenses and daily subsistence costs	1,37	1,82	1,60
Consultation, legal and professional services	1,00	0,41	0,70
Implementation costs	0,90	0,64	0,77
Depreciation and amortization	0,29	0,20	0,25
Aircraft operating licenses	0,16	0,17	0,16
Others	2,35	1,18	1,77
Total operating costs	100,00	100,00	100,00

Note: compiled by the authors on the basis of Qazaq Air's Annual Report 2017 2017 [4]

Now we will combine all chosen four airlines in a comparative table in the context of the main similar cost items (Table 6).

Table 6 - The shares of the main items of the operating costs, percent of total operating costs including fuel

	EasyJet	Aeroflot	Air Astana	Qazaq Air
Crew	14,1	15,4	15,1	16,3
Maintenance	5,8	7,4	10,1	6,0
Passenger services	0,0	4,1	12,2	2,4
Aircraft leasing	2,6	14,1	9,3	50,0
Depreciation and amortization	4,1	2,5	4,3	0,3
Fuel	22,6	28,0	24,4	10,6

Note: compiled by the authors on the basis of data of Tables 2, 3, 4, 5

From this comparative table, the main lessons for Kazakhstan in order to create an effective model of the first national low-cost airline teach us that it is necessary to explore ways to reduce such costs item as the aircraft leasing.

Discussion

The most preferred airline with the highest confidence rate is one which operates based on a low-cost model and allows passengers to choose additional services for additional charges. The passenger expectations that have the highest impact on the preference when selecting an airline are ticket prices, punctuality and booking convenience [5].

Maltsev and Matveeva noted that the steady increase in air passenger traffic and turnover is largely stimulated by the development of low-cost airlines and emphasized the reasons behind the growth in passenger traffic on domestic and international flights from Russia. They found that favorable environmental factors and the introduction of a flexible business model improved the performance indicators of air carriers [6].

Franke argued that aside from basic cost cutting, innovation may become the decisive driver of progress, comprising advanced business models, customer segmentation, and technologies. Legacy network carriers had to take on the challenge of low-cost carriers, and regain competitiveness in short- and mid-haul business through considerable cost cutting and more flexible pricing models and are now

profitable. But airlines claim that they are still squeezed between their neighbors in the aviation value chain that leverage local monopolies (such as airports) or oligopolies (such as aircraft equipment manufacturers) [7].

Lun, Yang, Lialso indicated that uncertainties in demand in airline companies were figured out, various forms of dynamic pricing methods were used to increase revenue. The advance sale of tickets was considered as the airline tickets sale operator who held a European option, which starting at $t=t(j)$ with a payout of ω at $t=t(j+1)$, it could be exercised only at time $t=t(j+1)$. The firm had the option of selling or holding the tickets. The model produced minimally acceptable prices and inventory release quantities (number of tickets available for sale at a given price) [8].

Mang, Post and Spann empirically analyzed consumer purchase behavior for flexible products based on a large field study of a low-cost airline. At this low-cost airline, consumers can select the level of flexibility of the flexible product. Finally, they identified the drivers of purchase behavior by analyzing the impact of consumers' flexibility and search behavior and the price discount of the flexible ticket and also estimated the revenue and profit effects of flexible products [9].

Using publicly available datasets, Sibdari, Mohammadian and Pyke explored three capacity decisions (flight frequency, aircraft size, and load factor) of seven major airlines and address their relationship with the level and fluctuations of three exogenous factors (fuel cost, total passenger demand, and unemployment rate). They found that increased passenger demand is associated with smaller aircraft and more frequent flights, while higher fuel costs are associated with larger aircraft and less frequent flights. Overall, it is indicated that airlines adjust both flight frequency and aircraft sizes to manage capacity and maintain load factors in response to fluctuations in passenger demand and fuel cost [10].

By estimating the impact of leasing on profitability from 73 airlines operating worldwide over the period 1996-2011, Bourjade, Huc and Muller-Vibes showed that the impact of leasing on an airline's operating profit is stronger for Low Cost Carriers (LCC) than for Full Cost Carriers: deviating from the optimal level of leasing might be more harmful for a LCC than for a legacy carrier [11].

Chen and Bell examined an airline as an example of perishable products that face demand uncertainty with fixed capacity and limited product options, and where customers have distinct preferences in product selection. Under some circumstances, the airline offering the flexible ticket to attract price-sensitive, flexible customers will enhance revenues. Also, they investigated the optimal number of seats to reserve from the flights for the various fare classes and the fare for the flexible ticket [12].

Based on 15 airline companies, which had continuous financial data during the 2004-2015 period, Kiraci and Aydin found that low-cost airlines generally operate based on the trade-off theory while borrowing in the short-term and based on the pecking order theory while borrowing in the long-term [13].

According to Carrier, the rapid expansion of low-cost airlines and the development of online distribution of tickets have put pressure on the pricing and revenue management strategy of network airlines and have substantially modified the airline passenger choice environment, especially in short-haul markets. Estimation results show that outbound passengers tend to prefer early morning and late afternoon flight departures that allow them to conduct their business activities either before or after their trips. In addition, a significant proportion of passengers traveling during the week tends to prefer higher-priced fully flexible fare products to cheaper nonflexible options; this preference shows the revenue potential of a multiproduct pricing strategy in markets affected by the presence of low-cost competition [14].

The increasingly dynamic nature of business-to-business electronic commerce has produced a recent shift away from fixed pricing and toward flexible pricing. Flexible pricing includes both differential pricing, in which different buyers may receive different prices based on expected valuations, and dynamic-pricing mechanisms, such as auctions, where prices and conditions are based on bids by market participants [15].

Similarly, econometric concept is based on creation of dynamic model of bank with an application of economic-mathematical modeling. In such models financial performance is analyzed in dynamics and flexed indicators [16].

In our opinion, above mentioned structural analysis of the operating costs from the financial statements of EasyJet, Aeroflot, Air Astana and Qazaq Air can serve as justification in order to calculate the reasonable basic rate, which participates in the dynamic pricing formula, offered by Zagaynova and described below [17].

The airline profit is closely related to revenue, since most part of the flight costs are fixed costs, and the marginal costs, associated with the number of passengers in the cabin, are close to zero. It follows, that profit maximization entirely depends on the revenue function maximization:

$$R = \sum_{i=1}^T p_i q_i, \quad (1)$$

where R is the company's revenue; p_i is ticket price for a flight on the date i ; q_i is the number of seats, booked in the cabin, on the date i ; T is a number of days between the first day of flight booking and the aircraft departure.

To solve the problem of the revenue maximization within a given cabin capacity limitation, it is used the Lagrange function:

$$L = \sum_{i=1}^T p_i q_i + \mu(Q - \sum_{i=1}^T q_i) \quad (2)$$

where μ is the Lagrange multiplier, Q is the total number of seats in the cabin.

Using differentiation the function L by p_i and simplifying formula, it is obtained the following formula for determining the optimal price p_i :

$$q_i + (p_i - \mu) \frac{\partial q_i}{\partial p_i} = 0 \quad (3)$$

where $i \in [1; T]$ [16].

In 2005 year Anjos, Cheng and Currie offered a demand function, which negatively depends on the price (in our case, ticket price/flight rate) and the interval between the dates of purchase and departure. The authors concluded, that many airlines (especially those organizations, operating under the low-cost system) use this function to determine demand [18]. In general, this function can be written as follows:

$$q_i = A e^{-\alpha(p_i/P_{basic})^i} \quad (4)$$

where A and α are constants; p_i/P_{basic} is ticket's mark-up/extra charge at time i compared to the base rate (P_{basic}); i is the number of days, remaining until departure (the number of days between the ticket booking date and departure date).

Substituting formula (4) into (3) it is obtained the formula of the optimal price:

$$p_i = \mu + \frac{P_{basic}}{\alpha i |x - \beta|} \quad (5)$$

which indicates the relationship between the price p_i and the parameters μ , α , x , β , P_{basic} and i . In this case, μ is the parameter, responsible for the mark-up to the price, which increases as the seats in the cabin fill up; α is a parameter, that links the ticket's price with the number of days, remaining before departure (the smaller parameter α , the higher the ticket's price).

Thus, by empirical calculation of the parameters μ , α , β the airline can determine the optimal ticket's price at time i . The coefficients μ , α , β should be calculated empirically, based on such conditions as, for example, the intensity of bookings, the frequency of the airline's website visits, etc. (in the framework of the company's revenue maximization).

Conclusion

Summarizing, it is proposed the following pricing algorithm in a low-cost airline that contributes to the creation of an effective low-cost model:

- structure analyzing of the operating costs of several international and local airlines and an identification of the effective cost structure of an air carriage;
- determining the basic rate due to the results and lessons of a comparative structural analysis of the operating costs;
- calculating the most acceptable flight ticket price in the dynamic pricing system using the basic rate.

Lessons of the Russian three previous low-cost air carriers require special attention. Now only Pobeda Airline is represented in the segment of domestic low-cost airlines, the previous three airlines were not

survived. According to the analytical reviews, there were a number of factors that made these airlines unable to secure a foothold in the market: high cost of the aircrafts ownership, high maintenance costs, lack of subsidies from local authorities and airports, and other factors.

To form a segment of low-cost air market in Kazakhstan, it should take into account the lessons of successful and unsuccessful projects, as well as pay close attention to pricing issues. A dynamic pricing system can provide high e-commerce benefits. All the conditions necessary for the effective use of this pricing strategy are fulfilled on the civil aviation: clients' growth, market segmentation, restriction to arbitration, etc. Therefore, the proposed above model allows to determine the optimal ticket's price at the current time, depending on three main parameters: the number of days, left before departure; load factor of the cabin; the flight ticket purchase time by a client, and also takes into account the basic rate.

Since the beginning of 2018, Kazakhstan's airports have decided to increase rates for the airport services in connection with the airports state prices deregulation from the second half of 2017. Astana airport of Kazakhstan has increased payment for boarding-landing of the international flights by 30%, providing security by 100%, aircraft base landing by 157%, and excess parking of the aircraft by 188%. As a result, some foreign airlines (British Airways, Air Baltic, Czech Airlines and Pobeda Airline) were forced to stop their activities in Kazakhstan by economic reasons, including due to non-transparent prices and the sale of the airports fuel at the excessively high prices.

Such an increase in the operating costs may lead to the fact, that the first flight of the first Kazakhstan low-cost airline will not be realized due to the high cost of services.

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Б.Мархаева¹, Ю.Черенева²

^{1,2} Алматы Менеджмент Университеті, Алматы, Қазақстан

ҚОЛЖЕТИМДІ ӘУЕ КОМПАНИЯСЫ ОПЕРАЦИЯЛЫҚ ШЫҒЫНДАРЫНЫҢ ҚҰРЫЛЫМДЫҚ ТАЛДАУЫ: ҚАЗАҚСТАН ҮШІН САБАҚ АЛУ

Аннотация. Әйр Астана әуе компаниясы Қазақстан нарығында әуе тасымалдарының жартысынан көбірек үлесін атқарады. Біржағынан, ол 2019 жылда FlyArystan атты бірінші қолжетімді әуекомпаниясын іске қосуды жоспарлап отыр. Easyjet, Indigo, CebuPacific және AirAsia табысты тасымалдаушылар сияқты, жаңа қолжетімді әуе компаниясы классикалық «lowcost» моделі бойынша жұмыс істейді. Бірақ, басқа жақтан, күрделі климат жағдайлары, төмен жолаушылар легімен тасымалдау қашықтықтың алыстығы, сондай-ақ әуежай алымдарының жоғарылығы және халықтың сатып алу қабілетінің төмендігі Қазақстандағы бірінші лоукостердің пайда болуына жағдай тудырмайды. Бұл қайшылық халықаралық және отандық әуе компанияларының операциялық шығындарына қатысты олардың қаржылық есептілігін талдау қажеттілігін және икемді (динамикалық)баға белгілеу жағдайында әуе билетінің базалық тарифін есептеу бойынша ұсыныстар жасауды талап етті. Қаржылық есептілігі қолжетімді болған әуе компаниялары ғана зерттелді.

Түйін сөздер: қолжетімді әуе компаниясы, қаржылық есептілік, операциялық шығындар, базалық тариф, динамикалық баға белгілеу.

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Б.Мархаева¹, Ю.Черенева²

^{1,2} Алматы Менеджмент Университет, Алматы, Қазақстан

СТРУКТУРНЫЙ АНАЛИЗ ОПЕРАЦИОННЫХ РАСХОДОВ БЮДЖЕТНОЙ АВИАКОМПАНИИ: УРОКИ ДЛЯ КАЗАХСТАНА

Аннотация. Авиакомпания Әйр Астана выполняет около половины всех воздушных перевозок на рынке Казахстана. С одной стороны, компания запускает первую бюджетную авиакомпанию FlyArystan в 2019 году. Бюджетная авиакомпания будет функционировать по классической лоукост-модели, следуя примеру таких успешных лоукостеров, как Easyjet, Indigo, CebuPacific и AirAsia. Однако, с другой стороны, сложные климатические условия, низкий пассажиропоток и большие расстояния, а также высокие аэропортовые сборы наряду со снижением покупательской способности населения из-за девальвационных процессов не

способствуют появлению первого лоукостера в Казахстане. Данное противоречие вызвало необходимость анализа финансовой отчетности как международных, так и отечественных авиакомпаний в части операционных затрат и разработки рекомендаций по формированию базового тарифа на авиабилет в условиях гибкого (динамического) ценообразования. Кроме того, модель лоукостера как модель низких издержек предполагает акцент на исследовании именно этой составляющей эффективности деятельности компании. При этом использована отчетность компаний, которая имеется в открытом доступе.

Ключевые слова: бюджетная авиакомпания, финансовая отчетность, операционные затраты, базовый тариф, динамическое ценообразование

Information about authors:

Markhayeve Bayanslu is a professor of Finance, Accounting and Audit Department of Almaty Management University, Almaty, Kazakhstan, doctor of economic sciences, markhaeva@mail.ru, <https://orcid.org/0000-0002-7354-7125>;

Cherenyova Yulia is an undergraduate student of Almaty Management University, Almaty, Kazakhstan, julia_chereneva@mail.ru, <https://orcid.org/0000-0001-7971-5284>

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G.K.Mukanovaal-Farabi KazNU, Almaty, Kazakhstan, Gulnar_mukanova@mail.ru**GREAT STEPPE IN TRAVEL NOTES
OF A DESCENDANT OF JOCHI KHAN, XIX C.**

Abstract. The aim of our study is to analyze the text of a half-forgotten work of the Russian orientalist Ukhtomsky E., who visited Central Asia in XIX c. The task of the study was to determine the place of this book, among other works made in the genre of cut-up, or travel notes. The relevance of the topic is justified by the implementation of the State Program “RuhaniZangyru”. The subject of the research is the author’s original scientific hypotheses about the role and place of ethnic groups, including the Turkic-speaking peoples of the region, in the history of Eurasia and the world. The practical and scientific significance of the work lies in the comparative analysis of the works of Ukhtomsky, on the materials of foreign historiography published in recent years, which was done for the first time in Kazakhstan. The results of the study can be applied in the process of university training of historians, orientalists, and cultural studies.

Keywords: steppe, Ukhtomsky, methodology, history, migration.

Introduction.

The aim of our study is the reconstruction of half-forgotten, erased work of Orientalist UkhtomskyEsper (1861 - 1821), who can replenish the historiography of Kazakhstan and Central Asia of the New Age. The task of the study was to systematize those works that were performed in the genre of cut-up, or travel notes. Our choice is explained by the fact that when studying the Great Steppe, as an original single cultural-historical region with common historical roots, the authors should have a deep knowledge of religion and spirituality, history and ethnology. This approach seems to be effective in terms of reconstructing the intellectual base of reviving and strengthening the national code, in the context of modernizing the public consciousness of the Kazakhs. The relevance of the topic is based on the state program "Rouhani zhangyru". The subject of study is scientific hypotheses around the role and place of the Turks in Eurasia. The object of study is the works of Ukhtomsky E. The problem situation is the biased criticism of Ukhtomsky in the works of contemporary researchers, in geopolitical fervor.

Hypothesis.

The elite origin enabled Ukhtomsky E.E. - express your thoughts directly, publish the results of educational trips in Russia and to adjacent states. Education and analytical mind allowed him, Chingizid, to remain among the recognized Russian experts on Eastern communities and states. Moreover, using the conditional patronage of the royal family, he allowed himself to criticize the actions of the administration, especially against foreigners, on the outskirts of the empire. In his views and convictions, he defended tolerance, tolerance and local self-government. He was confident that the peoples' knowledge of their economy and geographical conditions a priori gave them the right to establish the order of management themselves.

The proof of the continued interest in the heritage of the scientist Ukhtomsky, is the translation into English and reprint the German work “Mythology of Buddhism in Tibet and Mongolia”, written by the great Buddhologist Albert Grunwedel (Leipzig, 1900), was first translated into English by Dr. SushamaLohia, who defended her doctoral thesis under the supervision of Mongolian professor Walter Haisig. The Preface to the book is written by Ukhtomsky (GrUnwedel, 2013).

In the diplomatic field, E. Ukhtomsky's mediatory activities in Russian-Tibetan and especially Russian-Chinese affairs are known. Just before the coronation of Nicholas II in April 1896, an embassy headed by the de facto foreign minister of China, Lee Hong-chang (1823–1901), arrived in Russia. Meeting and seeing Lee Hong-chang in St. Petersburg, "bypassing foreign states", by order of S.Yu. Witte was entrusted to E. Ukhtomsky. (Биография Э.УХТОМСКИЙ).

Ukhtomsky's book is a processing of information collected by him in 1889. In the Preface, the author explains why the journey and the publication of its results are several years apart: «...Я занимался историей и этнографией этих краев, пересекаемых Закаспийской железной дорогой... Однако, я был внезапно отозван в далекое путешествие на восток...» (...I was engaged in history and Ethnography of these regions crossed by the Transcaspien railway... However, I was suddenly recalled on a long journey to the East...) (Ухтомский, 1891: 5). Thus, it becomes clear that the prince had no plans to travel with the crown-prince, and this is a response to the criticism of foreign opponents, see below.

Materials and methods. Accordingly, the materials for our study are diverse: biographical information; memoirs; epistolary heritage; scientific works; official reports on the journey of Crown Prince Nicholas; documents of the Soviet period; museum exhibits; Orientalist reviews; travel notes; foreign studies. Research methods correspond to the industry: the principle of historicism; analysis and synthesis; comparative; source identification; quantitative and qualitative; synchronization, etc. We needed a comparative analysis in order to compare the texts and date a number of events connected with Ukhtomsky E.'s trips, assessments of his political biography. The principle of historicism made it possible to identify the original hypotheses expressed by him regarding migrations from Central Asia to the Middle East. Comparativistics is necessary when analyzing the historiography of a topic.

Discussion.

In this book, van der Oyet (Oyet, 2001) examines several ideological paradigms that existed in Russia at the end of the 19th and the beginning of the 20th centuries (orientalism, imperialism, quiet penetration) in order to justify the factors that prompted the country to a failed war with Japan. The weakness of the author's position is particularly noticeable in the chapter on the Shimonoeki peace treaty, which describes the choice facing Russia: either with China against Japan, or with Japan for dividing China.

In short, Oye describes in detail the development of relations between Russia and its Far Eastern neighbors after the Sino-Japanese War (the "triple" coalition, the concession for the construction of the CER, the seizure of Port Arthur and Qiao-Chao, the IheTuan revolt, the Beijing punitive expedition), and upon careful reading it becomes obvious that the problems of Russia in this region stemmed not because of the choice of any one half-real ideology, but because of the inability to choose one, because of indecision and constant fluctuations between different variants of imperial politics. In general, the book is very informative and entertaining, although the author himself at the end recognizes the intricacies of his concept.

It is curious that several years later another researcher from the United States shared the same position, [Marlene Laruelle \(George Washington University\). Laruel, apparently not having any other arguments and sources, attacked Ukhtomsky's phrase from an 1891 essay.](#) She, in particular, writes: "Ukhtomskii coopted and developed this discourse, construing Central Asia as a world arena in which the struggle would be resolved between "the barbaric and eternally decadent Turan and the Iran of the Enlightenment, eternally on the defensive. (...) Hidden in here are all the world events of one of the oldest arenas of human activity." ([Laruel, 2008:59](#))

"Russia's attraction to Tibet was significant for its direct political implications: ideologues of the "White Tsar," such as Badmaev, Dorzhiev and Ukhtomskii were men committed to their time who tried to take their country's destiny into their own hands. In so doing, they played a by no means insignificant role in the strategic setbacks suffered in the Far East and in putting their country on course for a war with Japan that would lead to bitter defeat..." (Ibidem). The above quote from the article by M. Laruel, published, which is, in a Japanese scientific journal, cannot be regarded as neutral, because the author puts

on the map, on the one hand, Russians, in the person of enlightened foreigners: Badmayev, Dolzhiev and Ukhtomsky, on the other hand - "yellow race". Interestingly, the state officials are not named, but only the researchers of Buddhism?

The underestimation of the true scientific views of Ukhtomsky by individual researchers, against the background of such speculation about his alleged role in the foreign policy of tsarism in the Far East, caused similar publications by Russian authors. (Стрижак, 2012)

It is known that the "yellow race" meant Asians, to which, in particular, belonged to Valikhanov, and Ukhtomsky, and Dorzhiev, and Badmayev. I would like to warn colleagues and researchers that it is not entirely correct to draw a parallel between the heir's journey travel history and Ukhtomsky's visit to the Caspian Sea and Central Asia a decade earlier. Moreover, it is not serious to the Russian-Japanese relations in the Far East that are relevant at the beginning of the twentieth century, not to refer Esper Esperovich's quotation about the alleged conflict of Turan - and enlightened Iran! The decadence of Turan in the mouth of Ukhtomsky is somehow perceived, but in an article by an orientalist of the 21st century - without scientific comments, it sounds very controversial After all, in his travel notes of 1891 he gives an overview picture of the development of the region, with the participation of different ethnic groups and their communities and state formations, and the Arabs, by which they mean the Turks, and the Silk Road, which allowed the transfer of unique goods and knowledge, cultural values and artifacts from Asia to Europe.

Let us turn to the Russian information materials about Ukhtomsky E.E. In the brochure, he asks himself a polemical question: «...способны ли мы взаправду что-либо путное создать за Каспийским морем, в Туркестане, после тяжелых жертв и материальных затрат?» (...are we really able to create something worthwhile beyond the Caspian sea, in Turkestan, after heavy sacrifices and material costs?). (Ухтомский, 1891: 6). Such a formulation of the question gives it an extraordinary mind and civic responsibility.

What does a modern historian or orientalist know about this person? Frequent mention of him in the pre-revolutionary era has now been replaced by almost complete oblivion. Meanwhile, his biography is of interest: the origin and even his name are unusual for hearing.

According to Wikipedia, the genus of the Ukhtomsky princes is a branch of the house of Rurikovich, including in the number of ancestors along the female line of Yuri Dolgoruky and Khan Batu. That is, on the family tree, Ukhtomsky was a descendant of Genghis Khan.

The education he received was brilliant for his time. E. E. Ukhtomsky graduated from the Faculty of History and Philology of St. Petersburg University. He studied Slavic philology and philosophy. The first poem dedicated to the 100th anniversary of Zhukovsky.

During his studies, he became interested in Buddhism and compiled a bibliography of works on the history, religion, culture and art of the peoples of Central, South Asia and the Far East.

After graduation, he entered the service of the Ministry of Foreign Affairs, the Department of Spiritual Affairs of Foreign Confessions.

He was ready for Oriental studies. Deeply working through the material, the scientist saw the crisis of the tsarist administrative concept. He added: «Снатуралистической точки зрения Средняя Азия нами более или менее исследуется, сдуховной – мы как будто не в состоянии освоиться... Мы сами еще не настолько цивилизованны, чтобы объективно относиться к покоряемому востоку» (From a naturalistic point of view, Central Asia is more or less studied by us, from a spiritual point of view – we seem unable to get used to it... We ourselves are not yet so civilized, to objectively treat the subjugated East) (Ухтомский, 1891: 7).

In the period from 1886 to 1890 was sent several times to Mongolia, China, Transbaikalia to study foreigners Buddhists (Ukhtomsky, 1904).

Descriptions of travel published in the "Russian Herald" and other publications. His penchant for journalism eventually led him to the post of publisher-editor of "St. Petersburg Vedomosti" (1896 - 1917), and he received this appointment after returning from a trip around the world. In addition, Ukhtomsky traveled as a personal translator from Eastern languages, the very heir to the throne! In 1890-1891, Prince Ukhtomsky accompanied the crown prince, the future Nicholas II, on his journey to the East.

After returning from a world tour, E. E. Ukhtomsky was elected a member of the Russian Geographical Society.

In a word, there is information that Ukhtomsky was close to the heir to the Russian throne, the future emperor Nicholas II. Friendship with a scientist, a traveler, an extraordinary man (deeply studied Buddhism) Ukhtomsky does the honor of Nikolai Alexandrovich.

In addition, Ukhtomsky independently visited Lamaist temples and even wrote a book about Lamaism. He is highly regarded as an expert in this field of knowledge.

As a publisher of "St. Petersburg Vedomosti", Ukhtomsky, in his editorial and journalistic activities, ardently defended the beginnings of legality and humanity, spoke out against administrative arbitrariness, defended religious tolerance and local self-government.

Notes of such an enlightened and prepared for the study of the East, a person about Central Asia should be of interest as independent judgments about the same nomads (Kazakhs, for example) and about the Turks in general.

Having found his travel notes "From the Kalmyk Steppe to Bukhara", in 1891, in collections of pre-revolutionary editions, having become acquainted with its content, we marveled at the breadth of knowledge. Since the Great Steppe lies just on the way from the lands of the Kalmyks to Central Asia, we considered the source of the travel notes of the 19th century as a visualization of the observations of an enlightened orientalist. Moreover, we were not mistaken.

Indeed, the recordings of Ukhtomsky represent the original "cutting" of associations and images drawn by the author. Moreover, against the background of available sources and an array of publications, the level of skill of the researcher is noticeable. In fairness, we must pay tribute to the ability of the author to note the historical trends that no one had thought of him before. Observations of the aborigines of the Steppe, adjacent to the Caspian Sea, successfully superimposed on his knowledge of the world history of Eurasia.

The degree of ownership of the comparative method Ukhtomsky very similar to the German scientist Weber (Weber, 1905). Our conclusion is authentic to the conclusion of the Dutch biographer Max Weber, who writes: 'Dissatisfied with the intellectual traditions of the social sciences and law in German and Western universities, Weber sought to develop a scientific approach that overcame their deficiencies. Weber demonstrated that the comparative method was essential because the behaviour of institutions in societies could not be understood in isolation' (Mitzman, 2013).

The work of E. Ukhtomsky consists of 21 chapters. Of these, the most interesting for us is Chapter XI "Ethnographic significance of Central Asia". Orientalist leads to argue their findings, data from foreign scientists. He's writing: «По новейшей теории санскритолога Брунхофера (на основании Риг-Веды), нынешняя Закаспийская область была населена арийскими и скифскими племенами, двинувшимися затем на Индию»(According to the latest theories of sanskritologist Brunhofer (based on Rig-Veda), the current Transcaspian region was inhabited by Aryan and Scythian tribes, that then journeyed to India) (Ухтомский, 1891: 195).

The reader does not doubt the veracity of Ukhtomsky's notes; in his work there are hydronyms of the region: "Amu Darya, Syr Darya, Aral, Caspian", as well as the political names "Turkmenistan", "Turkestan", "Turan" and "Iran" (Ухтомский, 1891: 189-192)

The text contains the words of Turkic origin: dastarkhan (tablecloth), bek (ruler title), etc. (Ухтомский, 1891: 181)

Such historical figures as the Arab Kuteiba, the Greek Alexander the Great of Macedon, the Iranian Shah Nadir are mentioned. (Ibidem, 179)

Chapter XIX, "On the Edge of the Bukhara Territories," contains a description of the Baiga tradition, and the author reports that it is characteristic especially of nomads in the Kyrgyz steppes. "(Ibidem, 175). Ukhtomsky also mentions Moser's album "A travels l'Asie centrale", where there is an image of a Baiga. (Ухтомский, 1891:178).

We agree that the figure of Ukhtomsky, a descendant of Khan Baty, the son of Genghis Khan, was largely incomprehensible to contemporaries. The fascination with his Buddhism gave his personality a

raid of mysticism, unconditionally. At the same time, those who closely communicated with him speak enthusiastically about him, even to the recommendation of him to Leo Tolstoy.

His knowledge as an orientalist was useful to the court, otherwise he would not have been approached and would not have been given the post of ideologist-editor of the central Russian newspaper! This, in turn, caused the malignant envious and detractors, who began to search in the history of his ancestors for signs of degradation, villainy, etc.

Meanwhile, in none of his books is there any information that could - directly or indirectly - harm the ruling family or the state.

After the Soviets came to power, Ukhtomsky was not touched; he was a scientist, a collector and did not represent a threat to the new government. This fact clearly refutes those / lifetime and modern, in the 21st century! / Speculation about its influence on Nicholas II. After completing the world tour, Ukhtomsky no longer had the opportunity for direct meetings with the Nicolas.

Returning to the brochure of Ukhtomsky in 1891, let us turn his attention to the beliefs of local residents. This is a very important section, since with the coming of the Soviets to power, all references to religion, especially Islam, were considered heresy. Ukhtomsky not only notes signs of Islam as he moves along his route, but also makes an important remark. This summary of it has a negative connotation regarding the actions of the tsarist government in Central Asia. The destruction during the conquest of such developed centers of Islam as Samarkand and Bukhara, identified the problem of the execution of one of the canons of Islam by local believers. We are talking about Hajj, visiting holy places and centers of religious education.

Ukhtomsky stressed that the actual elimination of them in the region has caused a new social process - migration from Central Asia to the Middle East. In Arabia, streams of people who wanted to establish themselves in the faith and teachings of the Prophet moved to the holy places and training centers. That is, Ukhtomsky clearly named the causes of the phenomenon. Moreover, he writes that part of the pilgrims leaves forever: stay there, or return with a different consciousness (Ukhtomsky, 1891)

The Center for Northeast Asian Area Studies at the National Museum of Ethnology (Minpaku) in Japan is interested in ethnological and anthropological studies of Asian regions, and Central Asia is in the orbit of their interests. The region Central Asiain the past has been a donor for emigration of nomads, for social and economic reasons. It seems appropriate to link here to our publication on Kazakh cross-border migration in the pre-revolutionary period. (Муканова, 2014)

Fujimoto Toko, Associate Professor of National Museum of Ethnology, Department of Cultural Research, represents a new generation of orientalists, which is interested in migrations from Central Asia and back, as well as issues of religious identity. With her words, "I have been studying the dynamism of communities and religion in Central Asia, particularly in Kazakhstan. My special interest has been in how Islam is practiced in today's daily lives after the country's transition from a socialist regime. Accordingly, I have focused on the revitalization of memorial rituals of reciting the Qur'an for the deceased in line with genealogical awareness and "ancestry's land." Since such Islamic practices in Kazakhstan are related to a variety of movements of people, I am also interested in the memory of nomadic life, the process of settlement of patrilineal clans, and recent migration of Kazakhs abroad to Independent Kazakhstan" (Fudjimoto, 2016).

This brilliant piece of travel notes reflects the author's propensity to analyze data and the ability to compare them on a continental scale. He takes part in the fate of the ummah who lost their training centers. In fact, Ukhtomsky condemns the methods of colonization, the destruction of cultural centers in Central Asia.

Where did the courage of his views and journalism? It is obvious that Ukhtomsky was not an ordinary subject of the Romanovs. He had an independent worldview. Oriental specialization allowed him to understand the relationship between spiritual and everyday. He sharply criticizes the state and administrative institutions of tsarism for not paying attention to the sacral values of the peoples. He sees in their collapse a threat to the very system.

Considering near the Caspian region, Ukhtomsky draws attention to the Steppe and its inhabitants, nomads. He resents how the Steppe is barbarously plundering, citing as an example Henri Moser. The

German entrepreneur, possessing capital, bought from nomads and brought to Europe treasures: silver and gold jewelry, etc. How is he better than other characters who robbed the Steppe earlier?

Ukhtomsky gives an example of the conquests of the Greeks, led by Alexander the Great. The Greeks, having come to the region, kindled a desire to connect the Caspian Sea and the Amu Darya with the Black Sea (Pontic).

The author writes about the nomads-Kazakhs in an interesting way, skillfully conveys their mobility, knowledge of trick riding. He described in detail the competition "baiga" and "kokpar". The term "Baiga" in the book is given without distortion, because the author conducted inquiries from local residents.

On sports competition among the Kazakhs under the name "Baiga" Ukhtomsky left a comment in another edition, in the description of the visit by Tsarevich Nikolai to the outskirts of the city of Omsk, where the yurts - the dwellings of the Kazakhs and treats - were placed. (Ukhtomsky, 1897) The author demonstrates his outlook, mentions of the Khitan, Kashgar people from China, who left their mark on the history of Central Asia. Note that this topic was subsequently developed by the Kazakhstan historian, now an employee of the Institute of Oriental Studies of the Russian Academy of Sciences, A. Kadyrbaev (Кадырбаев, 1990).

It negatively relates to uncontrolled migration from central Russia to the Steppe. Understanding the potential consequences in the form of land shortages, he writes that unauthorized "relocation" to the region should be prohibited. And in this he appears as a humane person, a fair commentator. He understood the essence of the nomadic way of life well.

Being a connoisseur in the field of world art, especially Asian, Ukhtomsky during the trip gave explanations to the future king and his entourage about Eastern products. In particular, his thinking activity led associations between the art of Indian weavers and Sicilian embroideries. Moreover, he knew well the past campaigns of the Arabs and the history of the Sassanids. Among Kazakhstan historians, mention should be made of Professor Abusseitova M.Kh., whose works reflect the nomadic diplomacy and statehood based on Arab and Persian sources (Абусейтова, 2006) In his other work, Ukhtomsky cites information on the history of art, commenting on the exhibition of fabrics brought to Russia from India: "Connoisseurs see identity between them and Sicilian precious embroideries glorified in the West in the Middle Ages, the art of making of which is brought by the Arabs seized from the destroyed kingdom of Sassanids, from which leaders led them and until Spain settled colonies of the defeated Iranians, and including artisans-Indians." (Ukhtomsky, 1897).

Foreign researchers uncritically and straightforwardly attributed the figure of E. Ukhtomsky to those who allegedly kindled the Russian-Japanese war of 1905. See the biographical note of Ukhtomsky in the publication: (Kowner, 2017:568). Rotem Kowner founded the Department of Asian Studies at the University of Haifa, Israel and was its first chair. He teaches Japanese modern history and culture and naval history.

Results.

The geography of coverage in the brochure of Ukhtomsky: the Kalmyk region of residence in Russia, or the Volga region, the Caspian Sea and the adjacent areas populated by Kazakhs, Turkmen, Bashkirs, Bukhara and Tashkent, Samarkand, the Amu Darya coast and basin, etc. The extensive space he studied was in contact with and was part of Central Asia, which in turn bordered on Ching China, Persia and Afghanistan.

Foreign historiography of the topic currently presents a mosaic of polarly different opinions about Ukhtomsky. The authors tend to exaggerate his influence on Nicholas II, and Japanese phobia is attributed to the scientist, etc. (Laruel, 2008 et cetera)

Depending on the date of publication and views, Russian researchers are also ready to either discredit the status of Ukhtomsky as a kind in general (before the Revolution of Solovyov), some, on the contrary, recognize his charisma and scholarship (Стрижак, 2012) or correspondence of Leo Tolstoy.

Others - Buryats - worship Ukhtomsky-Buddhologist, who was personally acquainted with lamas, etc.

The historiography of the topic is currently burdened by geopolitics, unfortunately. This makes it difficult to evaluate the scientific contribution of Ukhtomsky, an orientalist and a member of the RGO, to

the study of important issues of continental migrations: cultures, objects, and the human mass. The methodology of his works, a comparative analysis of the movement of goods and handicrafts - from Asia to Europe - remained in the shadows, due to a biased attitude. In Soviet times, the scientist was forgotten. However, should be noted that at the end of the 19th – 20th century, it was embodied in the writings of the German sociologist, philosopher, and historian Weber. In particular, in his works on the features of capitalism, “Economy and Society”, etc.

The years of life of E. E. Ukhtomsky indicate that he could not be personally acquainted with ChokanValikhanov (1835 - 1865), who was also investigated by the tsarist government for hard-to-reach Eastern Turkestan. Nevertheless, it is interesting: in describing the presence of crown prince Nicholas (the future emperor) in Omsk, during the world tour, it was Shokan's father, Sultan ShyngysValihanov, who gave Nikolai gifts from the Kazakhs.(Nurmanova A.S. et al, 2018) This coincidence, not an accidental episode, - as if a reminder of the fate of the enlightened Chingizids, took place in the summer of 1891, in the eyes of E. Ukhtomsky.

Ukhtomsky E.E. (1861-1921) as a researcher, honored by the people of the post-Soviet space, in Buryatia. His collection on Lamaism and Buddhism is now part of the Hermitage fund. The heritage of an orientalist is of value to world science. Artifacts created for him, the fate of the multi-figure composition "Sukhavati - the pure land of Buddha Amitabha", commissioned by the prince, turned out to be happy. It can be seen in the Buddhist exposition of the State Museum of the History of Religion (GMID) in St. Petersburg. Made in the technique of papier-mache and woodcarving in Buryatia in 1904-1905 by the monks of Tamchinsky (Gusinoozersky) and GegetuyevskyDatsans, it numbers 600 figures and details and is exhibited for the first time in full. (Uhtomsky, 1904)

This is a unique composition about the Pure Land of Buddha Amitabha - Sukhavati. In total, there are two of them in Russia, one can be seen in the GMIR and the second in the IvolginskyDatsan of the Republic of Buryatia. This collection of the prince was acquired in his time by Emperor Nicholas II and donated to the Ethnographic Department of the Russian Museum. In the early 1930s, it was transferred to the State Museum of the History of Religion and Atheism. (Buddist...)

Conclusion

Having studied the content of the 1891 edition and the author's biography, we came to the conclusion that his planned trip to Central Asia was not complete. The reasons were as subjective: the underestimation of the historical role of the Turks in the past of Eurasia; passion for poetry; a landmark on the culture of India and Iran; superficial view of Islam. We consider objective factors to be: an unexpected invitation to participate in a world tour with a crown prince. As a result, the notes had to be finalized hastily, after returning, which is noticeable in the text. It remains to be regretted that interference from above distracted the scientist from promising finds in the orbit of the Great Steppe.

However, Ukhtomsky studied additional literature, refers to the work of Radlov, for example. The brochure contains ethnonyms, hydronyms and political names of Central Asia. The author spends a deep thought about the migration of Hajj members from the region to Arabia, after Russian colonization. Inherent ability to abstract Ukhtomsky gave notes a special value. A book has been written with respect to local cultures, but at the same time there is little information about nomads, which is explained by the inaccessibility of the area.

The fact itself, Chingizid visited the places where the horse of his famous ancestor, the shaker of the Universe, set foot, should have inspired the researcher. His fascination with Buddhism attracted the author to the Kalmyks; sympathy for their fate is noticeable at the beginning of the book. After the revolution, E.E. Ukhtomsky left Petersburg for TsarskoyeSelo, where he lived alone in his son's house, earning his living in translations. After the death of his son, he wrote a letter to the historian S.P. Platonov (November 10, 1919) with a request to “present me with the opportunity to work on the archival part and save half-finished books from the destruction”. (Биография...).

According to a certificate issued in 1920, E.E. Ukhtomsky was a guardian assistant at the Far Eastern Branch of the Russian Museum, a researcher at the Academy of History of Material Culture, as well as an employee of Pushkin House, the Museum of Anthropology and the Russian Committee for the Study of Asia.

The fate of foreigners in the Russian Empire was not always cloudless. If we recall the biography of Chingizids: Kazakh Shokan Ualihanov, Khakas N.F. Katanov, Buryats Dorzhiev and Badmanov, they managed to contribute to enlightenment during their lives. Another descendant of Genghis Khan, Ukhtomsky Esper, paved the way for the study of Eastern beliefs, at a minimum. Exploring Turkestan (Turan), on his trip to Bukhara, he kindly speaks of Kyrgyz (Kazakhs).

In the work of 1891, the author demonstrates deep knowledge in the history of Maverannakhr and Turan, adjacent to them in China. The Arab conquests and the imposition of Islam also did not escape his careful search. If Ukhtomsky had created favorable conditions for the study of Central Asia, world oriental studies would have acquired good work, since, in fact, he came close to Weber's sociological method. Thus, the methodology of Ukhtomsky E. turned out to be parallel to the methods of the German sociologist; in a sense, the orientalist Ukhtomsky even outstripped M. Weber's publications, but fate did not allow him to end his hypotheses.

Г.Қ.Мұқанова

әл-Фараби ат. ҚазҰУ, Алматы, Қазақстан

ҰЛЫ ДАЛА ЖОШЫ ХАН ҰРПАҒЫНЫҢ САЯХАТ ЖАЗБАЛАРЫНДА, XIX ғ.

Аннотация. Зерттеудің мақсаты – XIX ғ. Орталық Азияға келген ресейлік шығыстанушы Ухтомскийдің ұмытылған жұмысының мәтінін талдау. Зерттеудің тұрғысынан осы кітаптің орны, және саяхат жазбаларында жасалған басқа да жұмыстардан ерекшелігі анықталды. Тақырыптың өзектілігі «Рухани Зағыру» Мемлекеттік бағдарламасының орындалуынан негізделген. Зерттеудің ішінде Еуразия және әлем тарихында, этникалық топтардың, түркітілдес халықтардың рөлі мен орны, туралы автордың түпнұсқа ғылыми гипотезасы дәлелденді. Жұмыстың практикалық және ғылыми маңызы - Қазақстанда алғаш рет Ухтомскийдің еңбектерінің, соңғы жылдары жарық көрген шетелдік тарихнамалармен салыстырмалы талдауында. Зерттеуіміздің нәтижелері тарихшылар, шығыстанушылар мен мәдениеттану мамандықтар дайындау бағдарында университеттің оқу үрдісінде қолданылуы мүмкін. Зерттеу әдістері салаға сәйкес: историзм принципі; талдау және синтездеу; салыстырмалы; көздерді сәйкестендіру; сандық және сапалық; синхрондау және т.б. Бізге мәтіндерді салыстыру үшін және Ухтомскийдің сапарымен байланысты бірқатар оқиғаларды, талдау кезінде, оның саяси өмірбаянын бағалау үшін салыстырмалы әдіс қажет болды. Тарихи дістік принципі Орталық Азиядан Таяу Шығыстан көшіп-қонуға қатысты айтылған бастапқы гипотезаларды анықтауға мүмкіндік берді.

Түйін сөздер: Дала, Ухтомский, әдіснама, тарих, көші-қон.

Г.К. Муканова

КазНУ им. аль-Фараби, Алматы, Казахстан

ВЕЛИКАЯ СТЕПЬ В ПУТЕВЫХ ЗАМЕТКАХ ПОТОМКА ДЖУЧИ ХАНА, XIX в.

Аннотация. Целью нашего исследования являлся анализ текста полузабытого произведения востоковеда Ухтомского Е., посетившего Центральную Азию в XIX в. Задача исследования состояла в определении значения и места данной книги, в числе других научных работ, выполненных в жанре cut-up, или путевых заметок. Актуальность темы обоснована Государственной программой «Руханижаңғыру». Предметом исследования явились оригинальные научные гипотезы автора о роли и месте этносов, в том числе тюркоязычных народов региона, в истории Евразии и мира. Практическая и научная значимость исследования заключается в анализе трудов Ухтомского, на материалах зарубежной историографии последних лет, впервые в Казахстане. Результаты исследования можно применять в вузовской подготовке историков, востоковедов, культурологов. Методы исследования соответствуют научной отрасли: принцип историзма; анализа и синтеза; компаративный; идентификации источников; количественный и качественный; синхронизации и т. д. Нам потребовался сравнительный анализ, чтобы сравнивать тексты и датировку ряда событий, связанных с поездками Ухтомского Е., оценки его политической биографии. Принцип историзма позволил выявить высказанные им оригинальные гипотезы о миграциях из региона на Ближний Восток.

Ключевые слова: Степь, Ухтомский, методология, история, миграции.

Information about authors:

Mukanova G.K. - Candidate of Historical Sciences, Associate Professor, Acting Professor al-Farabi KazNU, Almaty, Kazakhstan, Gulnar_mukanova@mail.ru <https://orcid.org/0000-0002-9222-5893>

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V.N. Alpysbayeva

T.K. Zhurgenov Kazakh National Academy of arts, Almaty, Kazakhstan

venera_aktobe@mail.ru

**THE MAIN TRENDS OF TOPICALITY, ROLE AND IMPORTANCE
OF RESEARCHING DOMESTIC ROCK OPERA GENRE**

Abstract. A distinctive feature of the modern domestic genre of rock Opera is the synthesis of a variety of directions and styles of musical and theatrical art in the framework of stage activity. Domestic rock Opera has a special specificity. Because of this, the emergence and essence of rock operas in the practice of Kazakh theaters requires its own understanding and deserves special attention of researchers in the field of scientific study of music and theater. This article discusses the domestic pop genres in the context of rock Opera in the musical in order to identify the features of the genre of musical and rock Opera, which determine the originality of stylistic and dramatic features of domestic productions. The degree of research and significance of topic, research methods and methodologies, its theoretical and practical importance, the origins of following national rock operas: KyzZhibek, Zheruyik, Takyr, Dostarserti, Astana, etc. is used to study the rock and musical opera. The concept of research is also proposed.

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

Conducting investigations on modern musical and rock opera genres in terms of art criticism, first of all, provides general theoretical-methodological problems of studying the subject, and then analyzes the main trends in the development of this style in the world. Moreover, the evolution of the historical development of the domestic musical and rock opera genre is studied, and its contemporary state is characterized by scientific and theoretical approach.

Our research theme is a topical issue of modernity. Firstly, after gaining independence, our country is rebuilding our national identity. In this regard, one of the important measures will be to promote the world view and art of our people. In this regard, president N. Nazarbayev presented the program called "Future orientation: The spiritual revival" ("Bolashakka bagdar: rukhani zhangyru"), and emphasized the importance of national music achievements and the need to modernize it in his article called "Seven facets of the Great Steppe" ("Uly dalanynzhetykyry") in 2008. He noted the following: "The Folklore and melodies of the Great Steppe should acquire "new breath" in a modern digital format. It is important to attract domestic and foreign professionals who are able not only to systematize, but also actualize the rich heritage of the Steppe to work on these projects... Modernization of oral and musical traditions should acquire formats that are close and understandable to the modern audience" [1].

Secondly, musical and rock-opera are the most widespread genres in modern musicology and performing arts. This field has been explored in detailed in foreign countries at the end of the XX century and beginning of the XXI century. This genre has been steadily developing in recent years in our country, too. Theoretical research has also crucial importance in the domestic music industry to further enhance the rock opera. The concept of our country joining top 30 developed countries of the world should be ensured not only in the field of economy and social life, but also in the field of arts. It coincides with the dialogue of world cultures in the era of globalization. That means, the theme we are looking for has crucial significance to studying new trends in the world of contemporary music and developing its effective, positive aspects in our country.

Thirdly, we have to clarify that musical and rock opera have a unique place in the history of musical art of our country. Moreover, they were discovered as a genre of folk art, firstly they weren't even called as musical or rock opera. For instance, the steppe singers, the Institute of "Sal-seri" performed their talent on the "open-air stage" in the XIX century. We can note that the topic we are considering is essential to introduce it to the world.

Fourthly, the research of music theory, including folk music, is in fact one of the delayed fields in our country. In this regard, this sphere of art should be revitalized and comprehensively investigated by musicologists and art theorists. Therefore, the problem can be theoretically oriented in the development of domestic art and music.

The foreign including Russian and domestic scientists, music theorists, art experts have been making at least some kind of researches based on that topic mentioned above.

The music, including rock music, was investigated from the point of view of social studies by the following researchers: M. Weber [2, 469-550 pages], T. Adorno [3], G. S. Knabe [4], E. Alexeyev [5; 6, 210-247 pages.], E. Dukov [7], etc.

Also, some scientific dissertations on rock opera were defended in recent years. In particular, M. S. Bobrova who defended the dissertation on "Domestic musical and rock opera in the context of genre interactions in the music of the second half of the XX century and early XXI century" deals with ways of development, the origins of the musical and rock opera in foreign and domestic music of the second half of the XX century against the background of the search for the era, the evolution of the national musical and rock opera, the musical theatre of A. Zhurbin [8]. Also, V. V. Tkachenko made analysis on works of A. Rybnikov and completed a dissertation from the point of cultural sciences on the theme "Problems of Rock opera: Music-Stage Works by A. Rybnikov as an Example" [9], while I. L. Nabok investigated this issue from the point of philosophy and aesthetics in his dissertation called "Rock Culture as Aesthetic Phenomenon" and touched on an issue as "musical-aesthetic and socio-cultural background of youth rock culture, Rock culture: aesthetic nature and functions, Methodological problems of historiography of rock culture and the spiritual and practical meaning of its evolution" [10].

The following researchers made some investigations on rock music: N. D. Sarkitov [11], G. M. Shneerson [12], O. T. Leontieva [13], G. Shestakov [14, 467 pages], M. Tarakanov [15], V. Sirov [16], E. Savitskaya [17], L. Pereverzev [18, 365-391 pages], J. Martin [19], V. Konen [20, 101-109bb; 21], A. Kozlov [22], etc.

In the context of this theme we have the following goal: to make complex analysis of musical and rock opera of Estrada genre in terms of art studies in the country and to determine its originality. The following obligations arise from the goal of research:

1. To study the formation and development of rock and musical opera in the framework of Estrada genre in the history of world music and to reveal that it was the basis of foreign music in the second half of the XX century in the context of art studies;

2. To analyze the origin of rock and musical opera in the framework of Estrada genre in Kazakhstan on a theoretically-methodological basis, to consider it as a concept, to determine its structure, to do a system introduce them in the real world, to create its national image system;

3. To analyze the interactions between national opera, musical, rock opera and its genre synthesis, its modern appearance in the context of music theory;

4. To reveal musical and national aspects of rock operas as Kyz Zhibek, Zheruik, Takyr, Dostarserti, Astana, etc. and to carry out expertise on historical and social bases of it in terms of musicology;

5. To represent the main stylistic features and national image of domestic musical and rock opera in terms of theory;

6. To present common directions of future development perspectives on the basis of domestic musical and rock-opera history and its present-day conditions, that means, to create perspective through retrospection and introspection.

The methodological and theoretical basis of research formed by scientific works of foreign and domestic art scientists. Also, such fields as Music Studies, Music History, Art, Cultural Studies are considered. There are some common methods of research are developed in this field. For instance, to study the representation in public mind and accepted image of music, including rock opera – the phenomenology, to explain the musical texts and stage scenes – the hermeneutics, to compare the present

state and over past condition of rock and musical opera – the historical-comparative method, to describe the unity of traditionalism and innovation – dialectics, to reveal the original structure of musical – structurally-functional method and general methodologies are used. Moreover, methods such as comparison, historical analysis, synthesis and generalization, typology, systematization and clarification, theoretical modeling, etc. as well as other methods of modernist and postmodernist approaches are also used optimally, genetically and not neglected.

The practical basis of research is formed by the state program “Cultural heritage” (“Madenimura”) and the long-term program for the nearest twenty years adopted by president - "Future orientation: The spiritual revival" and "Seven facets of the Great Steppe", and other art-related programs, information on scientific discoveries of Kazakhstani and foreign researchers, as well as other scientific findings and archival materials, etc.

The practical essence of research is that the using of theoretical issues of scientific research may give its effective result for the development of study which has been set out in the context of scientific investigation. Similarly, it is useful to utilize the results of investigation in the learning process of higher education institutes. In particular, the results of investigations are allowed to offer a study guide to the scheduled disciplines in this field such as History of music, Theory of music, Contemporary music art, Art criticism, etc.

It is also widely used in the practice of organizing various socio-cultural projects, in the mass media and in music-related programs on television and radio, to broaden knowledge and to discuss national music issues. Organization of additional courses for specialists "Origins of national rock opera and musical of Estrada genre in Kazakhstan" may also give positive results. It can also be used as a supplementary material in scientific research institutes which deals music, and other future master's and doctoral paperworks.

The following key issues arise in accordance with the research requirements.

1. The study of the problems of origins of national rock-opera and musical of Estrada genre in Kazakhstan requires a clear understanding of the following main concepts and meanings: Estrada, Estrada in Kazakhstan and evolution of its development, the formation and development of rock music and opera genre, the concept of rock opera and its first performances in foreign countries, and musical. It is connected with the birth of modernist and postmodern currents in art and art studies. The main models of rock opera and musical are synthesized type of art of postmodernist hybridization, the death of the author, anarchism, nomadology, carnivalization, theatricalization, etc. The musical is also associated with genres like comedy opera, Burlesque, symphonic jazz, libretto and operetta.

2. Musical and rock opera began to appear in the art space in the second half of XX century, but originates from the Musical-halls. In this regard, we need to look into the history of musical and rock opera genre to study it. The musical was popular in the US in the early XX century. Then it spread to other countries, especially to European countries. But later, its nature and genre, content and essence began to change, and became improved. Basically, Pit Towsend is one of the establishers of the term rock opera and the genre. Then, the British band “The Pretty Things” released their new album, which was commercialized to the world in 1967. At the present stage the musical theatres are hybridized by peculiarities as rock music, song and dance genres, costum, etc.

3. To explore domestic musical and rock opera within the genre interaction of national opera, first of all, music and art investigations should be created about national opera. Although the musical came to Kazakhstan later, it also has its own historical roots. For the first time the Astana Musical Theatre opened in our country the musical performance "Dostarserti" (“Friends’ oath”). Later on, the theatre started producing national and foreign musicals. The art which covered the dance, singing, opera, rock music, artistic images, acrobatics, theatre and scenery, later on, presented in other cities of Kazakhstan. It gained its own reputation and recognition of foreigners, that is one of the key points that we have to offer to protect the following art.

4. The development of the rock opera and musical genre in Kazakhstan has begun to expand in the early XXI century. In particular, the musical and national aspects of the rock operas such as Kyz-Zhibek, Zheruik, Takyr, Dostarserti and Astana became more prosperous. They did not just follow foreign artists, but also brought great news to the genre of music and took into account national peculiarities. Moreover, they also performed well with foreign performances. For instance, Salamat Mukash played the part of

Rameo, while Zharkynay Shalkar played the part of Juliet at the "Romeo and Juliet" performance. The performance was positively assessed by play writers as Sultanali Balgabayev. Later on, the musical opera "Kyz-Zhibek" was presented in many counties, too.

5. The musical and rock opera genre in Kazakhstan also adopted new styles. The Estrada genre performed by domestic singers, composers and ensembles such as Shamshi Kaldayakov, Eskendir Khassangaliyev, "Dos Mukasan", have further developed Kazakh theatres. Moreover, compositions of the repertoire of Mozart, Franck, Beatles are also performed. Directors and playwrights such as Bakhyt Kairbekov, Annas Bagdat, Eslam Nurtazin presented the domestic theatrical performances to the world. Stage decoration styles, national opera songs, scenery, rock music and other factors have played a specific role at the mentioned performances. Moreover, authors and directors have always been looking for new styles and trends.

6. Domestic rock opera, estrada, musical genre need constant improvement and timely adaptation. In this regard, one of the main goals is to promote theatre art to foreign countries through the best performances. For this purpose, new directions should be provided for further development and prosperity of the industry. These guidelines should be designed not only as a list of future performances, but also as a future concept designed jointly by several rock music, rock opera, directors and creators of the work. We also have to attract art managers, who specialize in the theatre art, to promote advertising and PR among domestic audience.

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В.Н.Алпысбаева

Т.К. Жүргенов атындағы Қазақ Ұлттық өнер академиясы, Алматы, Қазақстан

ОТАНДЫҚ РОК-ОПЕРА ЖАНРЫН ЗЕРТТЕУДІҢ ӨЗЕКТІЛІГІ, МӘНІ МЕН МАҢЫЗЫНЫҢ НЕГІЗГІ БАҒДАРЛАРЫ

Аннотация. Қазіргі рок-опера жанрының ерекше сипаттамасы сахналық белсенділік аясында музыкалық және театр өнерінің түрлі бағыттары мен стилін синтездеу болып табылады. Отандық рок-операның ерекше айрықшалығы бар. Осыған орай, қазақстандық театрлардың тәжірибесінде рок-опералардың пайда болуы мен маңызы өз түсінігін талап етеді және музыка мен театрды ғылыми зерттеу саласында зерттеушілердің айрықша назарына лайық. Бұл мақалада отандық өндірістің стилистикалық және драмалық ерекшеліктерінің ерекшелігін анықтайтын музыкалық және рок-опера жанрының ерекшеліктерін анықтау үшін музыкадағы рок-опера контекстіндегі отандық эстрадалық жанрларды талқылайды. Рок-опера мен мюзиклды зерттеу үшін тақырыптың зерттелу деңгейі, өзектілігі, зерттеу әдістері мен әдіснамасы, теориялық және практикалық маңызы, Қыз Жібек, Жерұйық, Тақыр, Достар серті, Астана т.б. халықтық рок-операның шығу көздері қарастырылады. Сондай-ақ, зерттеу концепциясы ұсынылды.

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

В.Н. Алпысбаева

Казахская Национальная академия искусств им. Т.К. Жургенова, Алматы, Казахстан

АКТУАЛЬНОСТЬ, СУЩНОСТЬ И ОСНОВНЫЕ АСПЕКТЫ ИССЛЕДОВАНИЯ ОТЕЧЕСТВЕННОГО ЖАНРА РОК-ОПЕРЫ

Аннотация. Отличительной характеристикой современного отечественного жанра рок-опера является синтез в рамках сценической деятельности разнообразия направлений и стилей музыкально-театрального искусства. Отечественная рок-опера отличается особой спецификой. В силу этого появление и сущность рок-опер в практике казахстанских театров требует своего осмысления и заслуживает отдельного внимания исследователей в сфере научного изучения музыки и театрального искусства. В данной статье рассматриваются отечественные эстрадные жанры в контексте рок-оперы в мюзикле с целью выявления особенностей жанра мюзикла и рок-оперы, которые определяют оригинальность стилистических и драматургических черт отечественных постановок. Для исследования рок-оперы и мюзикла анализируется степень разработанности, актуальность, исследовательские методы и методологии, теоретическая и практическая значимости, национальные истоки рок-опер Кыз Жибек, Жерұйық, Тақыр, Достар серти, Астана и др. А также выявлена исследовательская концепция.

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

Information about the author:

Alpysbayeva Venera Nagmetdullaevna - a senior teacher, doctorate student, T.K. Zhurgenov Kazakh National academy of arts; magistracy student, Kurmangazy Kazakh National conservatory; the soloist, Abai Kazakh State academic theatre of opera and ballet. E-mail: venera_aktobe@mail.ru.

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A.Zh. Kalieva¹, A.S. Kazmagambetova², G.S. Koishybaeva³

Al-Farabi Kazakh National University, Almaty, Kazakhstan, Almaty, Kazakhstan
jekenovna.kz@gmail.com, alma.mobil01@gmail.com, gulmira.koishybaeva@gmail.com

**ROLE OF INFORMATION TECHNOLOGIES USE
IN THE FOREIGN LANGUAGE TEACHING**

Abstract. The peculiarity of the modern stage of development of information technologies is characterized by an unusually high degree of their integration into all spheres of human activity.

As other spheres of social life the system of higher education is also affected by globalization and informatization processes. Informatization of education becomes one of the most important strategic resources for its successful development and positioning in the modern world.

This article deals with the use of information and communication technologies in the course of foreign language teaching. Using ICT helps to improve the level of teaching, provides visibility, audio support, visual control, contains a large amount of information. It is an incentive to learn.

The digital educational materials, computer games, electronic periodical materials, textbooks, specialized portals for the higher school students create Information and education environment. The realization of the tasks depends on a correct choice of the approaches based on the purpose of the teaching process.

Key words: informational-communication technologies, learning resources, multimedia learning programmes, digital learning resources, foreign language learning, competence.

Introduction. The innovative explosion in the field of information and communication technologies has become the core and basis of the modern “new economy”, focused on the industrial-innovative modernization of the entire socio-political and economic life of Kazakhstan.

An important feature of the current stage of socio-economic development of Kazakhstan’s society is the formation of a special area of production, characterized not only by the development of the material base, but also by a system of specific technologies, which are commonly called information and communication technologies (ICT).

Thanks to ICT, the way information is transmitted from producer to consumer has changed, in general, information processes in society. Channels of information transfer have become two-way, mostly interactive, and information has become an important component of goods and services. ICTs today are the basis of the processes of globalization and informatization of society, contribute to the formation of the multicultural world and the clip culture shows a significant impact on the lifestyle change of modern people [1.54].

Experiment. Modern society is rightly called informational, and this is confirmed. Computers are gradually being introduced into all spheres of our life. The process of education, in which literally revolutionary changes take place with the advent of information and communication technologies, is no exception. And with the advent of the satellite global Internet, an even more significant step forward has been made. Teachers of a foreign language have already introduced innovations of technical progress into the course of pedagogical process. The use of information and communication technologies in the course of foreign language classes has already proved its effectiveness. The use of information and communication technologies helps to improve the level of teaching, provides visibility, audio support, visual control, contains a large amount of information, is an incentive to learn.

The peculiarity of the modern stage of development of information technologies is characterized by an unusually high degree of their integration into all spheres of human activity.

The concept of information and communication technology (ICT) is currently among the most popular and frequently used. Such popularity is due not only to the growing importance, but also to the rapid, extremely dynamic development of information technologies. The transition to the information society means radical changes in the educational system, since the education system "is not only determined by external circumstances of political, socio-economic and socio-cultural origin, but also determines these circumstances". And since society and education are one system, a change in the form of society dictates new requirements for the education system.

Informatization is the tool that allows you to build an innovative educational system that meets the needs of the modern information society. In general, modern ICT in education can be characterized as follows - first, the breadth of their coverage of various "non-information" subject areas; - secondly, the mass character of ICT mastering by specialists in these areas, as a result of which ICT ceases to be part of a certain circle of the scientific and engineering elite and becomes an accessible tool for solving applied problems; - thirdly, stimulating the development of ICT by identifying fundamentally new information needs and implementing relevant functions; - fourth, a significant effect from the use of ICT, which makes it possible to implement qualitative changes in the process of improving technologies and technology. It is crucial that without the use of ICT these changes cannot be achieved; - fifth, the growing trend towards the integration of heterogeneous ICT, manifested in the desire to unify hardware and software, as well as creating unified information environments.

The state policy in the field of informatization of society and education is focused on creating a national information infrastructure, building open information and communication systems; provision of wide access of citizens to information and educational resources of the global and local networks. It is carried out on the basis of regular support of informatization of education in the Republic of Kazakhstan. As noted by Ph.D., Professor SS Kunanbayeva in the "Concept of foreign language education of the Republic of Kazakhstan", one of the main directions of improving the training of foreign language teachers is "mastering modern methods and technologies, including information and computer, in the course of foreign language teaching" [2, 103].

In the Concept for the Development of Foreign Language Education of the Republic of Kazakhstan, the goal of higher foreign language education is defined as the formation of specialists who speak a foreign language in accordance with the European system of proficiency in a foreign language. Achieving this goal is possible through the solution of such tasks as:

- the formation of a specialist who speaks basic English in accordance with the requirements of "Common European Competences", as well as mastering a foreign language for academic purposes and for special purposes;
- implementation of the system of planning into the educational process in foreign languages, adopted by the European Council;
- formation of new content of training, correlated with international and national standards.

In determining the components of ICT competence, we rely on the standards of professional information and communication competence (ICT competence) of teachers. They are developed by the International society for information and education to determine the requirements for the formation of the basic information and communication competence of teachers [3,27]. Being intended for all teachers they include six components:

- 1) General views in the field of information technology;
- 2) Planning of educational process using information technologies and its application in practice;
- 3) Integration of information technologies into programs of specific disciplines;
- 4) The use of information technology to evaluate learning outcomes;
- 5) The use of information technology to improve professional competence;
- 6) Teachers' understanding of social, ethical, legal and social values of information technologies using.

Thus, one of the trends of Informatization in the course of foreign language education is the strengthening of regulatory framework for the computerization of universities and providing students with information and educational resources.

Informatization of higher educational institutions is characterized by an intensive growth of digital educational resources in the form of electronic textbooks (EI), multimedia training programs (MOS) and electronic didactic AIDS (EDS), allowing to expand the volume of independent work of students and involving individualization and differentiation of training, taking into account the potential of each individual student. The next main trend reflecting the process of Informatization of foreign language education is the creation of a high-power material and technical base capable to realize the full didactic potential of information and communication technologies.

Under the influence of Informatization of education is the development of the concept of traditional pedagogy "learning environment". Currently, the most common are the concepts of "unified information educational space", "information and communication environment" (I. V. Robert [4,7]), "cyberspace" (V. G. Kinelev [5,21]), "information educational environment", "information and communication subject environment".

In the study of V. V. Ugolnikov [6,8] are formulated the most important characteristics of the developed information and educational environment:

1. The environment should be a complete, systemically coordinated set of software and methodological tools for the entire cycle of disciplines necessary for the construction of educational programs demanded by the consumer;

2. A fundamentally new didactic quality of software and methodological support, which occurs with the maximum use of visualization of educational material by means of multimedia, organization of interactive interaction with the student by using means of computer programs and telecommunications;

3. High adaptability of students to a variety of requirements for the content of training relying on an array of published and available for students textbooks and teaching AIDS. Providing opportunities for teachers and students to change the elements of the environment for meeting their specific requirements.

With all the constantly increasing flow of work in this direction, the search for new methodological systems of training and retraining of teachers in the conditions of work with the use of ICT, continues to be current. This is due to the constant development of computer software, the emergence of new software that can be used in the learning process.

Didactic and methodological studies of the problem of using ICT in education are mainly focused on the analysis of problems of using information technology in education, the justification of ICT opportunities in improving the efficiency of the educational process, the definition of didactic requirements for ICT [7].

Thus, the Informatization of education in the Republic of Kazakhstan is a complex of reforms aimed at building a unified educational information environment which meets the requirements of the 21st century - inclusion in the world educational community. The measures of the state policy in the field of Informatization of education formulated in the state target programs became an important factor of acceleration of these processes.

Results and discussion. The integration of the latest information technologies in the educational process provides ample opportunities for students to enter into live communication with a native speaker in real time, active involvement of students in the language environment and overcoming the language barrier, creative activity of students, improvement of communicative and intercultural competence, motivation of students to learn a foreign language and culture.

Information and communication technologies undoubtedly contribute to increasing students' motivation to learn English and the formation of individual, creative, cognitive abilities. It is information technology that can make the learning process for the student personally significant, in which he will be able to fully unleash his creativity, to show research abilities, imagination, activity, independence.

Thus, in the field of education, ICTs are of strategic importance because they:

- contribute to the quality of teaching and learning as innovative and experimental tools for the renewal of education;

- bring to the educational process more flexibility that meets the needs of society;

- are the tools capable to promote increase of efficiency of educational services.

The special form of foreign language education that emerged due to modern information and communication technologies is becoming a new technological and socio-cultural modern educational process.

Conclusion. In conclusion, we would like to note the following.

The man remembers the information better, if it is his "feelings", "life experience". An example is the assimilation of the native language by a little child, which takes place in the context of the social situations with ease. On the case study, it turns out that you need to take into account the experiences of learners. While studying it is urgent to use many kinds of actions that are similar to real life: dancing, pantomime, drama, metaphors, role play, dialogue, projects, diaries, images, etc. Feelings play a crucial role in learning and the more complex is the inner world of the student, the better will go his education.

Many of the graduates of University faculties of Humanities continue their education, entering the master's degree and, in the future, the PhD stage. At the present stage of deepening the process of globalization, expansion of cultural, trade, scientific and industrial contacts with foreign countries, the prospect of participation of a young specialist in joint international projects and research is quite real.

It is also possible to participate in international meetings, symposia of scientists, where young professionals discuss not only purely special issues, but also talk about their country, answer various questions, enter into debates and discussions.

Confidence of the young specialist while conducting a conversation on social and socio-political topics depends on his foreign-language and general background. It's necessary to have background knowledge of the country's socio-political and economic realities. It is also important how fluent he is in the necessary vocabulary and skills to conduct the discussion: expression of consent and disagreement, comparison and opposition, confidence and doubt, the ability to summarize what he had already heard and, conversely, to develop a brief thesis into a detailed statement.

These skills, knowledge and abilities should be developed at students throughout their training in a foreign language. In addition, it is also necessary to teach students the realities of social, cultural and political life of the countries of the studied language. Studying rules of communication and traits of national characters of different nations is also important for communication at international level.

Active use of information and communication technologies during foreign language classes along with the correctly selected educational and methodical literature contributes to the deepening of knowledge of future young specialists in the foreign language, as well as creates great opportunities for deepening their linguistic competence and expanding political and cultural horizons.

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А.Ж. Калиева, А.С. Қазмағамбетова, Г.С. Койшыбаева

Әл-Фараби атындағы Қазақ ұлттық университеті

ШЕТ ТІЛДЕРІН ОҚЫТУДАҒЫ АҚПАРАТТЫҚ ТЕХНОЛОГИЯЛАРДЫҢ РӨЛІ

Аннотация. Мемлекеттің жоғары деңгейде дамуы мен қазіргі заманда өзіндік орны алуына ықпал ететін басты стратегиялық ресурстардың бірі білім берудегі ақпараттандыру. Жоғарғы білім беруді ақпараттандыру келешегі үлкен мәселеге айналып, оған жаһандану мен ақпараттандыру үрдістері әсер етуде. Осындай мақсаттарды іске асыру үшін оқыту барысында қолданылатын әдістемелерді дұрыс таңдап, оқыту үрдісі мақсаттары мен талаптарына сай жетілдіріп, қарқындылығын арттыра түсу қажет. Ақпараттандырылған оқыту барысында сандық оқыту құжаттары, компьютерге арналған ойындар, мерзімді электрондық құралдар, оқу құралдары мен жоғары білім алып жатқан студенттерге арналған порталдарын құрастыру көзделген.

Түйін сөздер: ақпараттық-коммуникативтік технологиялар, білім беру ресурстары, мультимедиялық оқыту бағдарламалары, сандық білім беру ресурстары, шет тілін оқыту, біліктілік.

А.Ж. Калиева¹, А.С. Казмагамбетова², Г.С. Койшыбаева

Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан,

РОЛЬ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ ПРИ ОБУЧЕНИИ ИНОСТРАННЫМ ЯЗЫКАМ

Аннотация. Современный этап развития общества характеризуется возрастающей ролью информационной сферы, являющейся системообразующим фактором жизни человечества.

В данной статье авторы рассматривают значение и актуальность внедрения информационных технологий в учебный процесс высшего образования в целом и, в частности, при обучении студентов иностранному языку. В работе подчеркивается, что информатизация образования в Республике Казахстан проходит как комплекс реформ, направленный на построение единой образовательной информационной среды, отвечающей требованиям 21 века - включению в мировое образовательное сообщество.

Ключевые слова: информационно-коммуникационные технологии, образовательные ресурсы, мультимедийные обучающие программы, цифровые образовательные ресурсы, иноязычное образование, компетенция.

Information about the author:

Kaliev A. Zh. - senior teacher Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: jekenovna.kz@gmail.com, ORCID - 0000-0003-1178-0236;

Kazmagambetova A.S. - Candidate of Philological Sciences Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: alma.mobil01@gmail.com, ORCID - 0000-0003-1126-9016;

Koishybayeva G.S. - Candidate of Philological Sciences Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: gulmira.koishybaeva@gmail.com, ORCID 0000-0001-8759-4267

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G.K. Akhmetova¹, K.A. Nurumzhanova²

¹Joint stock company National Center for Professional Development “Orleu”, Almaty, Kazakhstan;

²Pavlodar State University, Pavlodar, Kazakhstan

g_akhmetova@mail.ru; 75646100@mail.ru

**RURAL SCHOOL AS A FACTOR OF FORMATION
OF AXIOLOGICAL BASES OF THE KAZAKH NATION**

Abstract. The article presents the results of many years of research by the authors of socio-pedagogical features of rural schools, based on the use of factor analysis, methods of system engineering, transit studies has proved the special status of the phenomenon of "rural school", given a modern scientific interpretation of the Eurasian mental factor of rural schools, as one of the strategic vectors of modernization of the axiological foundations of modern society and the national fundamental source of development of national education. Formulated and actualized the ideas of the ideology of "Rukhani zhangyru" from the standpoint of value strategies for the development of education.

Key words: ideology of Eurasianism, axiology, the value of education, the phenomenon "country school" factor mental healthcare.

Introduction. The axiology bases are understood by us as a set of values, social attitudes and stereotypes of thinking and behavior of an individual subject at sociocultural and ethnic levels that contribute to his self-knowledge and social identification formed in education system.

We identify: a) the system of priority values (individual moral or value code); b) mindset, thinking; c) willpower, imagination; d) attitude, perception of the world; e) the psychology of the individual or group, finding something common, underlying the conscious and unconscious, logical and empirical, that is, the deep source of thought, ideology, faith and emotions [1]. Formation of mentality is considered as a purposeful process influencing values, social attitudes and stereotypes of thinking and behavior of an individual based on progressive ideas and sociocultural and ethnic traditions of society. The world view rationalizing axiological bases of society makes it sustainable and gives it a qualitative certainty. In turn, the qualitative certainty of mentality allows us to talk about the possibility of dialogue between people with different mentalities. And such a dialogue is really realized as a dialogue of various worldviews. "People with an undeveloped mentality easily assimilate other people's ideological attitudes, resulting in conformity. Such indifference to worldview and mentality opens up broad possibilities for manipulating people ... "[2]. That is why the problem of forming mentality is an important area of research for scientists, including pedagogical science. Nowadays in Kazakhstan, a new civilization is taking shape, due to the fact that we live in an independent Kazakhstan. Civilization, developing on the basis of traditional values of the Kazakh people, language, culture, national traditions and customs. At the same time, Kazakhstan, as a country located in the center of Eurasia, plays an important geopolitical role in shaping civilizational forms of communication between the peoples of Asia and Europe.

Kazakhstan is located on the territory of two continents: Asia and Europe. Certainly, we could assume and suggest that we do not need to take this aspect into account, we are an Asian country and we need to consider only our national values and interests. But the world has changed, it is open, globalization is rapidly advancing, and we just have to take these circumstances into account. That is why, the first president of our country N. Nazarbayev emphasized that "neither the past political history, nor the unity of culture and languages, nor the presence of powerful ethnic diasporas connecting different countries are sufficient grounds for integration processes" [3]. We need a common project uniting national interests of states. Such a project today is Eurasianism [4].

Eurasianism encompasses a wide range of concepts, cultures, constituting a special category - Eurasian civilization, which by its nature is a civilization-bridge. The bridge between understanding, communication between continents, cultures, nations. That is why the upbringing of modern youth should be in view of the Eurasian civilization community as a conflict-free identity in the face of heightened need for security is a powerful instrument of "soft power".

In this regard, we note that there is currently a global tendency to absorb such constructive ideas by the idea of globalism, where the dominant criteria are individualism and utilitarianism, based on the idea of cosmopolitanism, when an absolute citizen of the world will be formed, in fact, apart from the state, culture, and ethnos. In such a scenario, humanity inevitably approaches a humanitarian catastrophe with its consequences in the form of liberal complicity, social anomie and anarchism. The idea of developing a Eurasian civilization can and should become a universal mechanism that counteracts these destructive social technologies. This is its mission, value and worldwide significance. At the same time, in order to implement this idea, mobilization of integration processes in the field of science, education, culture, religion, etc. is necessary. The educational system, a social technology of mentality-formation, is a flagship in this process. In this regard, in the educational process it is necessary to rely on spiritual and moral humanism, ethno-national traditions and cultural civilizational innovations.

Important sources for the preservation of national traditions, language and culture are rural schools. The historically established mission of the rural school in Kazakhstan is to be the pillar of the state, ensuring the transfer and reproduction of the national values of society and the mentality of the people. According to the Ministry of Education and Science in Kazakhstan, more than 44% of the total number of schools in the country is located in rural areas [3]. More than 90% of the rural populations are indigenous Kazakh people. The number of rural schools in different regions of the country varies significantly. In the north-eastern regions of the country, the number of rural schools is up to 78% of the total number of schools, in the south - more than 90%. With all the regional, socio-economic and natural-technical differences, rural schools have common features that provide it with the high status of an important social institution of the state. This conclusion became the basis for the factor analysis of the "rural school" phenomenon in order to formulate its status. At the same time, we relied on some conclusions and data from M. P. Guryanova's research [2], K. T. Toktarova [5], G.Z. Adilgazinova [6], E.A. Ushurov [7], G.K. Akhmetova and K.A. Nurumzhanova [8], [9], [10] and others.

At the present time, society revisits the phenomena connected not only with political, social and economic situation in the country, but also with external global processes. The phenomenon of rural school and education can and should be understood, above all, at a philosophical level. The role of education in shaping the ideology of society, the values of society is difficult to overestimate. "For centuries, a fairly obvious fact has been underestimated," writes Russian scientist B.S. Gershunsky: - ... it is education as the most technological and mobile part of culture, figuratively speaking, keeps abreast of human values and ideals, the individual and social worldview, behavioral priorities and specific actions. ... "[12 p. 137].

The philosophical level of analysis, synthesizing data from various sciences, allows one to make sense of the value, systemic, procedural, and factor aspects of education.

Objective of the study is to formulate and scientifically interpret the mentality-forming factor of the rural school as an important source of human resource development. We think that in modern conditions these deep-seated philosophical ideas should be technologized and implemented in specific strategies for the modernization of education, so that they acquire a real effective and normative-applied character. In the study, we attempted in the production plan to identify some value socio-pedagogical problems of substantiating approaches to the formation of an ideology of love for the Earth, for the trade of laborers in rural education, as a fundamental element of the republic's education system.

Research methods. To achieve the objective of the study, we applied a number of traditional research methods. These are: 1) review and analysis of scientific publications on the topic in order to identify the state of the problem and formulate a hypothesis and solutions; 2) factor analysis described by O.V. Mitina [13] and G. Harman [14] as a method of multidimensional mathematical statistics.

The purpose of the factor analysis was to identify the axiological factor of the rural school, its essence and modern scientific interpretation. The factor analysis was carried out in two stages: first to identify all stakeholders (involved and interested persons), then to analyze factors determining the status of a rural

school. A typical form of data representation in factor analysis is a matrix. At the first stage, a matrix was compiled, the columns of which corresponded to possible categories of stakeholders, including rural society and the state, and the rows - to different parameters of the rural school: extensive, intensive and productive tasks of its functioning. At the second stage, a matrix was compiled, the columns of which corresponded to possible factors determining the status and phenomenality of the rural school (demographic, educational, cultural, economic, human resources for agriculture, spiritual value), and the matrix lines corresponded to the identified stakeholders (members of the rural community and state institutions) that are interested in the effective functioning of a rural school.

To determine the rows of the matrix of the composition and structure of stakeholders in rural education (Kosyakov A., Sweet W., Seymour S., Beemer) [15], methods of system engineering were used. The results obtained in the study were tested and implemented in a pedagogical experiment in the natural conditions of real rural schools.

Results of the study. The ideology of Eurasianism should become one of the strategic vectors for the modernization of the value systems of the Kazakh school - this is the first conclusion of the study. The idea of Eurasianism lies in adopting a Eurasian culture, the core of which is the Kazakh ethnic mentality: language, culture, national traditions, customs, etc.

The idea of Eurasianism, proposed by Elbasy, the first President N.A. Nazarbayev, is the core of the national idea of a sovereign and democratic Kazakhstan, consolidating all political, ethnic, socio-demographic, confessional segments of society.

In our study, we also substantiated the idea of social and cultural mission of rural schools - to be, above all, people-centered, expressing values and goals related to the national ethno-culture, not only preserving mental traits, traditions, customs, but also creating new forms, new social content - the cultural life of the people. This is the second result of the study.

Rural school, as the most rooted in society and protective-conservative link, is a fundamental "mentality-forming" factor in the development of the ideology of society: - "In this case, the alignment of social and educational ideals is fixed by the notion "social order", which is the most important structure-forming element of the pedagogical system ..." states G. Akhmetova [16, p. 8]. Therefore, individual failures of the post-Soviet reforms of Kazakhstani education can in part be explained by the uncertainty of the value concept and the applied content of the "social order" to the school. The survey showed that 62% of parents, 34% of teachers and other stakeholders cannot accurately formulate the main spiritual and functional mission of a rural school. We think this is natural in conditions of a certain deideologization of society in the nineties and at the beginning of two thousandth.

Unfortunately, with an emphasis on economic and material values in Kazakhstani society, a unified theory of values and ideology of education has not yet been formed. Therefore, modern educational reforms, in particular, the introduction of updated educational content, are driven by the need to comply with the best Kazakh and global trends in training and education.

In the process of developing approaches to values development and a system of practical measures to modernize rural schools in the current conditions in Kazakhstan, we studied the opinions of parents, teachers, students and other stakeholders, and, indeed, obtained the desired result and confirmed the hypotheses.

Viable ideas about the mission of the rural school were formulated by the stakeholders surveyed by us (26% of the total villagers, of whom 35% are teachers and 28% of parents). They believe that a special national idea should be present in the activities of the rural school, including cultivating love for the native land; in the revival of national traditions, in the nation, in the religious focus of education; in the preservation of the Kazakh people, as a distinct ethnic group. In this value system, which was actually formulated empirically, we saw the driving forces rooted in the spiritual world of the people, in their creative mentality.

In this regard, education in a modern rural school can be viewed as a specially organized process of interiorization of Eurasian philosophy, Kazakh ethno-culture and universal values. The uncertainty of the content of the educational process during the years of perestroika and reforms led to a state of stagnation (regressive state and confusion).

Rural school has historically developed as people-centered. People spontaneously put their vision, their spiritual and moral foundations into its mission. Value relationship is a type of spiritual activity. The

need for education in a person arises naturally from within from a warm source of parents' love for children, from an understanding of the need for education for life. That is why there is still a good tradition in the village of “selling the last cow, but sending a child to study in the city”. This is the source of the deep interest of ordinary village people in school development. In the history of pedagogy there are unique examples of such a valuable relationship of all three participants in the process of mentality-formation in rural society: a rural multi-generation family, school, and a rural society. All of them together give the child a right to choose values, that he will later bring to the family, school, and village.

Family reflects the social nature of the surrounding environment. Our approach to the problem of the family, its mentality-forming role, is determined by the fact that rural families in their life form their own national specificity. The peculiarity of family and family relations in auls and villages mainly comes from a national-ethnic character, and includes many rational, positive, important features for the development of values in the modernization of rural schools. As was presented above, according to statistics, the ethnic composition of the majority of the village inhabitants is represented by people of indigenous nationality. Therefore, it is traditionally a family, in which there are two generations of adults, and the number of children, as a rule, is more than two. Multi-generational families, where children live with their parents, follow traditions, according to which adult children are obliged to take care of their parents, and parents teach inexperienced children how to handle day-to-day issues. Multi-generational families give rise to such a social phenomenon as attachment to native land, place, and people. From early childhood, children in such families become acquainted with Kazakh folk tales, which according to tradition, are told by grandparents, with proverbs and sayings, that figuratively reflect the norms of behavior and moral requirements. Like any other nation, Kazakh people created and preserved an interesting distinctive cultural heritage, which has accumulated in the process of centuries of historical development. Unfortunately, a new generation of grandparents, brought up by a Russian-speaking Soviet school, which does not have enough of this heritage, has now grown up. However, our research, the study and analysis of the situation show a great interest in culture, history, customs, and traditions of the people among this generation.

The specific features of the national environment of the village serve as important additional factors for the comprehensive harmonious development of a child, as a result, due consideration and the optimal use of their educational potential contribute to the modernization of the educational process in modern rural schools. In such conditions, village children respect national and family traditions, especially respect for elders, the desire for mutual assistance, for labor traditions more than their peers living in cities. Proximity to nature fosters sincerity and benevolence in a person.

Kazakh family is traditionally distinguished by hospitality, emotional responsiveness, ease of communication, patient attitude to people and other cultures around. The life of a rural family, due to the need to maintain the farm, is fairly orderly, each family member knows his duties, family has, depending on the farm, a certain mode of work. The proximity of children to nature, to the earth enriches and elevates them spiritually. And this is undoubtedly a competitive advantage of rural education.

With regard to rural schools, this means further development of ethnic spirituality and culture, feelings of the owner of the land, respect for the professions of the village worker, transformation of the school into an effective factor in the development of rural society and the spiritual life of people.

Thus, the study of this problem shows that from the psychological and educational point of view mentality is a “mindset”, worldview, psychology of an individual and society. With a broader consideration of the rural school as a socio-pedagogical institute, mentality-development becomes a priority function of socio-pedagogical activity. Education does not only form mentality, but also transforms it as “agent of the environment”, able to technologize the most complex process of managing individual and social mentality. Ideology and axiological bases are interrelated, formed on the basis of the deep, core, relatively stable life and cultural values of both society and individual.

In this sense, the idea of a national Eurasian mentality-forming factor of a rural school, formulated in this study, acquires a deep scientific and theoretical basis and prospects for a more targeted modernization.

At the dawn of the independence of Kazakhstan, the idea of Eurasianism was declared by President Nursultan Nazarbayev to be the structural foundation of political philosophy and real sociocultural practice. One of the systemic vectors of real sociocultural practice is the process of modernization of the education system. In the system of factors that are tools for the development of human capital, for

education and the economy the most important are the factors of transformation of personal values. The change in the value system of human resources in the 90s and the beginning of the two thousandth led to a change in the criterion of subjective well-being of individuals, implying a system of social connections, positive emotions, meaning, involvement in society, positive relationships with people, achievements, etc. This kind of social change is inevitable. Personality is the object of investment. This is an axiom of time. Human resources, in relation to fixed capital and technologies, are considered as a system-forming factors underlying sustainable economic development.

In modern society, in a market system, the worldwide trend of the evolution of value relationship of generations is entering the stage. Criteria of the value relation are formulated in transitology. From the values of "survival" (food, housing, personal security), to "secular-rational" values (order, rationality, safety of activity), and then to the values of self-expression (citizenship, patriotism, tolerance, respect for authorities, protection of nature and universal human values) - this is the trajectory of the evolution of the world factor in the value relation of generations of citizens.

The direct dependence of the socio-cultural development is determined by the creation in society of conditions for the satisfaction and development of the motivational-need and value structure of the personality.

As our study shows, including polls for Kazakhstani society, values of "survival" are still relevant for a large number of rural population and urban migrants from the city and the younger generation (55%). The transition to secular-rational values covers about 43% of the working-age population, and the transformation of human resources to the values of "self-expression" is more dynamic in the past five years, but it is still 12% of those surveyed.

In addition, due to the low prestige of agricultural labor, we observed a low motivation of rural schoolchildren and parents to receive specialized agricultural education for the village, despite an acute shortage of qualified personnel with new market thinking.

The explanation for this phenomenon goes back to three different determinants. The first determinant is the destruction of the aul as a deep spiritual source of a truly popular, agricultural, economic and national culture and traditions. The second determinant is an insufficiently effective system of ideological, psychological, pedagogical, scientific and methodological support for rural education; the third determinant is the decline of the scientific and theoretical understanding of the mission and the phenomenon of "rural school" in Kazakhstan.

These facts confirm the scientific and practical value of the idea of a special social and cultural mission of a rural school formulated by us in this study - to be, above all, people-centered and expressing national values.

Conclusion. 1. The process of strategic modernization of rural schools and the transformation of the mentality of society should go in parallel. The characteristic of the modern historical stage of development of Kazakhstan was the highest dynamism and global character of reforms in all areas of society, which are characterized by such features as continuity, diversification, stratification, acceleration and swiftness. Under these conditions, education, as the most progressive and stable component of society, should comprehensively respond to the changes in rural schools.

2. Rural schools turned out to be especially conservative and uncompetitive in these conditions. The importance of a consolidating role of education in modern sociopolitical conditions especially emphasizes the revival of rural society. It is through rural schools that the state should solve the problem of reviving and developing the agrarian sector of the economy and the rural society, therefore the rural school has such a high status for the state and is one of the basic social institutions.

The main problem of rural school development has always been in contradiction between its unique folk spirit, social character of activity, openness to society and the official duties, prescribed "from above", i.e. state character of management aimed at its unification ". First of all, an attempt to unify it with the city school. Overcoming this contradiction did not always occur in favor of the rural school.

3. As a result of the study, the hypothesis formulated by us was confirmed: the strategic vector of modernization of the Kazakh rural school is the ideology of Eurasianism, suggesting a precise formulation of goals and results, activity programs resulting from the interpenetration of ethnic-national Kazakh and rational Western thinking. The mentality of the younger generation in the Eurasian environment is more

global and progressive, because the idea formed from childhood, about the current, polylanguage, polyculture and Kazakh ethnoculture is more familiar and understandable.

4. The strategic dominant of rural school development is the historical mentality of the Kazakh nation and its Eurasian focus. Under the conditions of a changing and ambiguous society, rural school develops as an innovative integrated institution that performs a culture-building (preservation of the Kazakh people as an original ethnic group) and a socially-adaptive functions (restoration of agricultural production through integrating graduates in rural society, development of rural life infrastructure). It is obvious that it is education that allows society to build bridges between all active and engaged participants in social, economic, cultural and political life; realistically, and not declaratively, fulfilling its state-forming function.

Г.К. Ахметова¹, К.А. Нурумжанова²

¹«Өрлеу» Біліктілікті арттыру Ұлттық Орталығы Акционерлік қоғамы, Алматы, Қазақстан;

²Торайғыров атындағы Павлодар мемлекеттік университеті, Павлодар, Қазақстан

АУЫЛ МЕКТЕБІ ҚАЗАҚСТАН ҰЛТЫНЫҢ АКСИОЛОГИЯЛЫҚ НЕГІЗІН ҚАЛЫПТАСТЫРУ ФАКТОРЫ РЕТІНДЕ

Аннотация. Мақалада ауыл мектебінің әлеуметтік-педагогикалық ерекшеліктері авторларының көпжылдық зерттеулерінің нәтижелері берілген. Авторлар факторлық талдауды, жүйелік инженерия әдістерін, транзитология әдістерін қолдану негізінде "ауыл мектебі" феноменінің ерекше мәртебесі дәлелденді және қазіргі заманғы социумның аксиологиялық негіздерін жаңғыртудың стратегиялық векторларының бірі және ұлттық білім беру жүйесін дамытудың халықтық іргелі көзі ретінде ауыл мектебінің Еуразиялық рухани жан дүние ұстанымын құрастырушы факторының қазіргі заманғы ғылыми интерпретациясы берілді.

Түйін сөздер: Евразия идеологиясы, аксиология, білім беру құндылықтары, "ауыл мектебі" феномені, рухани жан дүние ұстанымын құрастырушы факторлары

Г.К. Ахметова¹, К.А. Нурумжанова²

¹Акционерное общество «Национальный центр повышения квалификации» «Өрлеу», Алматы, Казахстан;

²Павлодарский государственный университет им. С Торайғырова, Павлодар, Казахстан

СЕЛЬСКАЯ ШКОЛА КАК ФАКТОР ФОРМИРОВАНИЯ АКСИОЛОГИЧЕСКИХ ОСНОВАНИЙ КАЗАХСТАНСКОЙ НАЦИИ

Аннотация. В статье приведены результаты многолетних исследований авторов социально-педагогических особенностей сельской школы. Авторами на основе применения факторного анализа, методов системной инженерии, методов транзитологии был доказан особый статус феномена «сельская школа» и дана современная научная интерпретация евразийского менталеобразующего фактора сельской школы, как одного из стратегических векторов модернизации аксиологических основ современного социума и народного фундаментального источника развития системы национального образования. Сформулированы и актуализированы идеи идеологии программы «Руханижанғыру» с позиции стратегий ценностного развития образования.

Ключевые слова: идеология евразийства, аксиология, ценности образования, феномен «сельская школа», факторы менталеобразования.

Information about the authors:

Ahmetova Gulnas Kenzhetaevna - Doctor of Pedagogical Sciences, Professor, Correspondent member of the National Academy of Science of the Republic of Kazakhstan, Chair of the National Center for Professional Development "Orleu", Almaty, Kazakhstan; <https://orcid.org/0000-0003-3993-1294>, E-mail: g_akhmetova@mail.ru;

Nurumzhanova Kulyash Aldongarovna - Associate Professor of the Department of Physics and Instrumentation, Doctor of Pedagogical Sciences, S. Toraiyrov Pavlodar State University, Pavlodar, Kazakhstan; <https://orcid.org/0000-0001-7071-412X>, E-mail: 75646100@mail.ru

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N.M. Sherimova¹, S.A. Rakhimova²¹L.N.Gumilyov Eurasian National University, Nur-Sultan, Republic of Kazakhstan,²S.Toraighyrov Pavlodar State University, Pavlodar, Republic of Kazakhstan

E-mail: asanek2010@mail.ru, saulesha_rahimovaa@mail.ru

**THE ESSENCE AND FEATURES
OF INNOVATIVE MANAGEMENT**

Abstract. The article explores the concept of «innovative management», studied the history of the formation of the theory of this issue and the combination with other derivatives in terms of content and essence. The «structure» of innovation management was also considered from two positions, where the description included the following categories – object, subject, purpose, content, impact levels, and stages, etc. The main functions of management of innovative activity are presented. Scientific works of scientists in the field of innovation and management are studied and listed. The author's definitions of the concepts "management of innovative activity», «innovation management», «management of innovations» and «innovative management» are given. The difference between the definitions is shown. The distinctions in the understanding of combinations of the words innovation and management are presented according to the basic concepts and directions: «innovative management», «innovation management», «management of innovations», «innovative control». The specific functional areas of innovation management in modern conditions at three levels of management are revealed. The authors presented many definitions of the concept of «innovative management». After analyzing them, they were divided into four groups: as a process, as a system, as a change, as a result. The authors have developed and proposed types of innovative management. Innovative management has been proposed and reviewed at the micro, meso and macro level. For each level, control functions are listed. It was concluded that in the present conditions, the main management paradigm is the new management and its quality.

Keywords: management, innovation, innovative management, types of management, management levels, innovation management.

Introduction

The qualitative changes taking place in modern economic conditions contain an innovative component in management and development tactics.

Intensive growth of innovation in the economy has become all-encompassing. The positive shifts in the industry are explained by the increase in them of information, intellectual and innovative elements. All this predetermines the transformation in the management of business entities namely the increasing role of innovation impact.

Methods

The basis of the study was the theoretical and practical aspects in the field of formation of accounting policies in order to manage the economic activity of the enterprise, set out in the works of domestic and foreign scientists. General scientific methods of analysis and synthesis were used for processing primary information; monographic, abstract-logical, economic-statistical, design-constructive research methods.

Scientific statements, conclusions, and recommendations were obtained on the basis of such general scientific methods and techniques as induction, deduction, analysis, synthesis, systems approach, comparative assessment, etc.

Results

The first researchers to introduce scientific management methods are Taylor F.W., Lenin V.I., Mayo E., Edison T.A., Siemens V.F., Schumpeter I.A., Kondratiev N.D., Drucker P., Maslow A.H., Bell D., Welch J., Jobs Art., Deming E., and others.

Their works were related to the study of a wide range of issues, including the consideration of scientific methods and management techniques at industrial enterprises, aimed at reducing working time and automation. At the same time, the importance of humanizing labor, making collegial decisions and motivation was noted. The terms «innovative entrepreneur», «innovation clusters», and «innovation waves» were introduced for the first time. [1, p.37].

The theoretical foundations of innovation management were also considered by such scholars as S. B. Abdygaparova, T.I. Isakhmetov, M.Sh. Alinov, Askarov E.S., Moncheva N., Perlaki I., Hartman V.D., Mansfield E., Foster R, Twist B., Rogers E., Prigozhin A.I., Zyavlin P.N., Kazantsev A.K., Medynsky V.G., Morozova Yu.P., Ogoleva N.G., Kovalev N.T., and others.

In the history of the formation of scientific management of most countries that have passed this way, the following periods can be distinguished: 1930-1950. - characterized as a period of industrialization, radical structural changes, a strong centralization of power. 1950-early 60s – the rise of scientific management is characteristic, since the structure of the national economy is complicated, a diversified industry is formed. This period is associated with the new «managerial boom» the emergence of cybernetics. 1960-1970 – trends in the integration of various management approaches. Since 1980, there is a need for radical shifts in the ratio of central management and economic freedom of production units, new measures combining planning and market methods, expanding the independence of the main links of the economy.

The combination of the concepts of «innovation» and «management» is dictated by the development of the science of management and the strengthening of the point of view of considering it from new perspectives, positions and methods.

You can find several interpretations and combinations of these two concepts, for example, «innovative management», «management of innovations», «innovation management», «innovative control (management)». But all of them are united by a process aimed at «updating», the connection of the two concepts: «new» and «management».

The distinctions in the understanding of combinations of these words can be presented in the following way:

- «innovative management» is a general process based on the introduction of innovations in any activity systems by establishing a new order, a new custom, an invention, a new phenomenon, new technologies. At the same time, the process of translating innovations into innovations requires the expenditure of various resources, including capital (investment), energy and time [2, p. 38];

- «management of innovations» is a tool for the creation, development, and dissemination of innovations and the resulting changes in the technical, technological, economic, organizational and social systems;

- «innovation management» is an innovation management process associated with the management of the scientific environment (obtaining new knowledge, conducting basic and applied research, developing new technologies); enterprise management (optimization of organizational structures, restructuring, rationalization of the organization of production and non-production processes); personnel management (staff development, seminars and trainings, personnel orientation towards a scientific approach to work, development of incentive systems and remuneration, etc.).

- «innovative control (management)» is one of the elements of general management, the scope of which functionality consists in the management of organizations and society as a whole by innovative methods. Where goals are effective gradual or cardinal improvement in the quality of goods realized, production and social processes. The main functions are in forecasting innovation development, its planning, organization, motivation, accounting and control of changes, as well as in their analysis and evaluation [3, p. 10].

Innovative control (management) are given many definitions:

1) the process of reincarnation of a new idea for the concept of product, business process, marketing, technology, materials and components into a commercial project for the world, a country or a specific region in order to maximize profits and optimize risks as part of the overall business system strategy [4, 5];

2) the final result of the creative activity, which was embodied in the form of a new or improved product or technology, practically applicable and capable of satisfying certain needs. In other words, innovation is the result of the implementation of new ideas and knowledge with the aim of their practical use to meet certain consumer needs [6, p. 52];

3) the final result of the creation and development (introduction) of a fundamentally new or modified means (innovation) that satisfies competitive social needs and gives a number of effects (economic, scientific and technical, social, technological) [7, p. 35];

4) a new or improved product (product, work, service) method (technology) of its production or use, innovation or improvement in the organization and (or) economy of production and (or) product sales, providing economic benefits, creating the conditions for such benefits or improving consumer properties of products (goods, works, services) [8, p. 19];

5) change (new combinations) of production factors, motivated by an entrepreneurial spirit, with the aim of introducing and using new types of goods, new ways and methods of production, new sources of raw materials, developing new markets, new forms of production organization (reorganization with the aim of monopolization) [9, p. 31];

6) a special tool of entrepreneurs, a means by which they use change as a chance to implement a new type of business or services. Innovation is the development and introduction of a new, previously non-existent, with the help of which the old, well-known elements give a new outline to the economy of this business [10, p. 14];

7) a set of principles, methods, and forms of management of innovation processes, innovation activity, organizational structures and their personnel engaged in this activity [11].

8) a special kind of professional activity aimed at achieving specific innovative results in the market conditions, based on the rational use of scientific, labor, material and financial capital, the application of diverse principles, functions and methods of the economic management mechanism [12, p.31];

9) one of the directions of management strategy carried out at the highest level of company management [13, p. 388];

10) special organizational and management activities aimed at obtaining economic, social and environmental results of the functioning of the socio-economic system through the creation and preferential use in production and business activities of innovation as the main products, as well as effective labor factors [14, p. 303];

11) a set of principles, methods, and forms of management of innovative processes, organizational structures and their personnel engaged in this activity [15, p. 18];

12) one of the many varieties of functional management, the object of which are innovative processes [16, p. 8];

13) managing the processes of creating and introducing innovations, solving problems of their practical application [17, p. 12];

14) a special type of management activity aimed at obtaining the greatest effect through the use of innovations in various fields of activity [18, p. 26];

15) activities for the development and management of innovative activities with the maximum result and the expenditure of minimum resources [1, p. 26];

Having analyzed the above definitions presented, they can be generalized and divided into four groups. Table 1 presents the concept of «innovative control» from different points of view of research scientists.

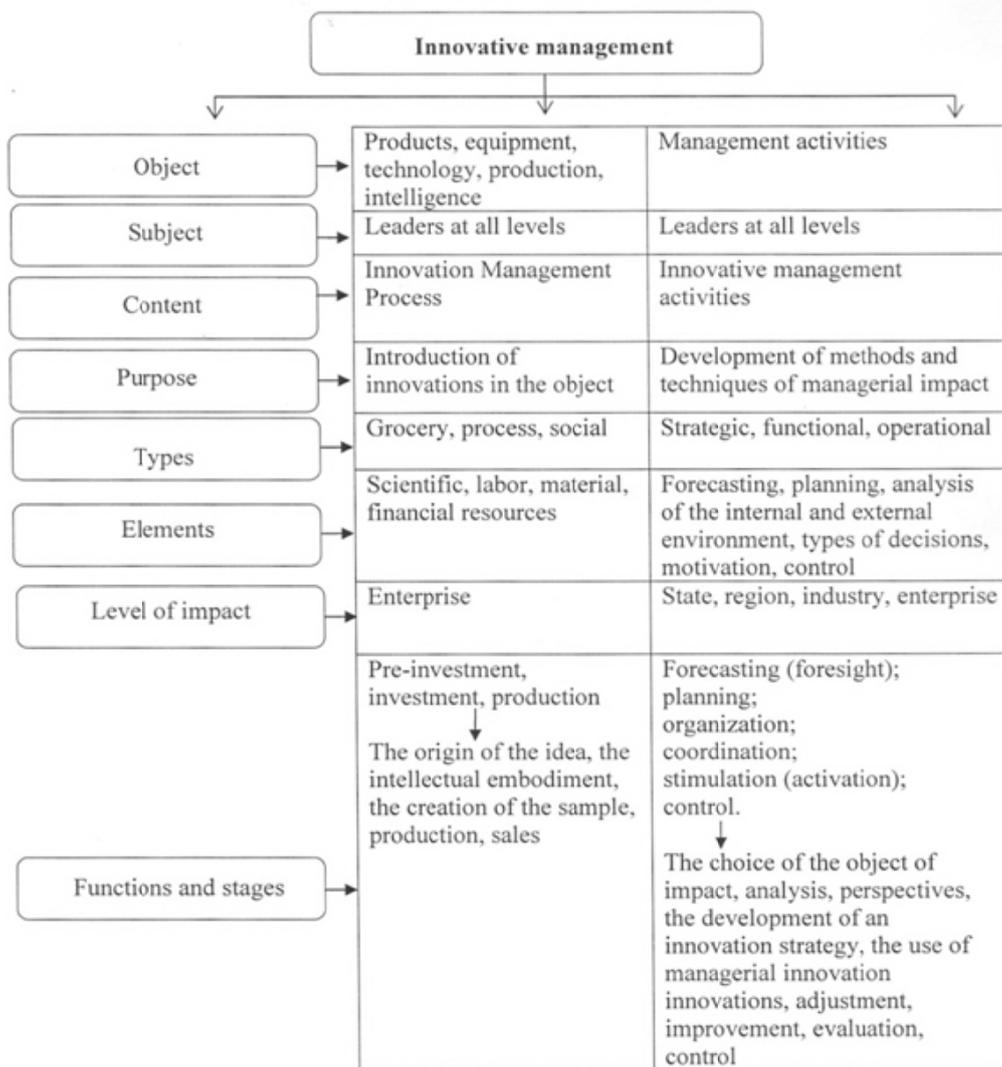
Strategic sustainable development of the economy is impossible without the systematic continuous use of products of scientific, innovation activity. With all the variety of interpretations, there are two main types of innovation control (management) in figure 1. The fundamental difference of the species is the innovation management facility. Management may be associated with the introduction of innovations in production and technology in order to create a new product. Also, innovative control (management) can be associated with the development of new management methods, leading to improved management, allowing to achieve common goals and strategies at all socio-economic levels.

Table 1 – Definition of the concept of «Innovative Management» in the works of researchers

№	Classification feature	Description	Authors
1	As a process	Introduction of innovation	V.G. Anisimov, S.B. Abdygaparova
2	As a change	Perfection and reincarnation	N.S. Bezugla, V.A. Dianova, A.A. Shemetev, J. Schumpeter
3	As a result	The embodiment in the form of a product, technology, technology, new type of business	A.V. Surin, D.V. Sokolov, A.B. Titov, M.M. Shabanova. A.S. Kulagin. Peter F. Drucker, E.S. Askarov, R.A. Fatkhutdinov, V.G. Medynsky
4	As a system	The set of methods, principles, techniques, resources	S.V. Korotky, T.I. Isakhmetov, M.Sh. Alinov, I.N. Gerchikova

Note: compiled by the authors

As can be seen from Figure 1, the object of management, in the first case, can be the result of the creative process in the form of a new product, technology, etc. Innovation in this understanding is characterized by the following main points. First, as an innovation, an object is understood - a new consumer value based on the achievements of science and technology. Secondly, the emphasis is on the utilitarian side of innovation – the ability to satisfy social needs with a great «beneficial effect». In this case, the most important feature of innovation is the technical novelty, as well as the novelty of its consumer properties.



Another variant of the object of innovation management is management. In other words, this is the use of new special management tools by managers to realize their potential.

Objects are affected by subjects – leaders of all levels (represented equally in both types), which are divided into higher, middle and lower. The highest level, top managers, carry out management in general or are deputy top managers.

The middle level of management «middle managers» is represented by the heads of departments (heads of departments, industries, branches, divisions). These managers solve questions of a general nature for their structural divisions and are responsible for the main activity of the organization. The lowest level of management supervisors, are represented by managers who are directly subordinate to the executors: workers ordinary employees and specialists. Supervisors include heads of groups, teams, sectors, organizers of certain types of work and operations.

The purpose and content of innovative management in both cases is a continuation of the disclosure of the essence of the objects of management.

Types of innovations for the first type of management can be:

- grocery – new products consumed in the sphere of production (as means of production) or in the sphere of consumption (as an object of consumption or labor);
- process – new technologies, equipment for the production of manufactured or new products;
- social – new methods of work organization and production management. It should be noted that the following ways of innovation are possible: radical – fundamentally new products, technology, methods of organization and management; combinatorial – the use of various combinations of structural connection of elements; modifying – improvements, additions to the original designs, forms, principles.

Types of innovations by the second type of management are divided into:

- strategic management, which involves the development of a common set of strategies, their distribution over time, the formation of success potential and the provision of strategic control over their implementation;
- functional (or special) management is to manage certain areas of activity or links;
- operational management involves the development of tactical and operational measures aimed at the practical implementation of the adopted strategies for the development of the organization [16, p. 7].

The first type of control covers one level of impact, the micro level. The second, besides the enterprise, can influence on the meso and macro levels.

In general, the levels involved in the innovation process can be represented in the form of the three most typical groups.

Group A. State economic systems and administrative bodies (republican, regional, branch):

- government agencies (ministries, committees, departments, etc.);
- regional governments;
- large state enterprises;
- interstate joint management bodies, enterprises and organizations;
- state research institutes, design bureaus, design and engineering, design and technological and other organizations, as well as similar objects that are the property of the state and local self-government bodies.

Group B. Uncommercial profitless scientific and educational budget organizations:

- state research centers and regional budget research centers;
- academic and industry (interdisciplinary) technopolises, experimental bases, laboratories and test sites;
- institutions, organizations of scientific and technical infrastructure (information services, libraries, data banks, etc.);
- state and regional universities, higher educational institutions, training centers, organizations for staff development.

Group C. Entrepreneurial economic systems that operate, as a rule, on the principles of self-sufficiency:

- transnational and intergovernmental joint business structures (companies, joint-stock companies, etc.);
- association, concerns, syndicates;
- industrial and financial groups, holdings;

- corporations and firms;
- state-business mixed companies (joint-stock companies);
- private enterprises [19, p. 32].

Functions and stages are combined into a single as they are complementary to each other. The functions of innovation management include: pre-investment - analysis of ideas, collection and processing of information; investment - identifying participants, determining volumes, stages and control points, identifying all possible risks and developing ways to prevent them, calculating the amount of resources; production - the creation of the final product, tracking progress, solving problems, production, evaluation of the object, assessment of acquired experience.

The functions of the second type are represented by the classic management functions. The forecasting function in innovation management covers the development of a long-term change in the technical, technological and economic state of the management object as a whole and its various parts. The result of forecasting are forecasts, that is, the prediction of the corresponding changes. A feature of forecasting innovation is the alternative technical and economic indicators incorporated in the creation of innovation. In this process, it is important to correctly identify the emerging trends in scientific and technological progress and trends in consumer demand, as well as marketing research. Managing innovation based on their foresight requires the development of a certain sense of market mechanism and intuition from the manager, as well as the use of flexible emergency solutions.

Planning covers the full range of activities for the development of targets in the innovation process, and to translate them into practice.

The function of an organization in innovation management comes down to uniting people who jointly implement an investment program based on some rules and procedures. The latter include the creation of government bodies, the construction of the structure of the management apparatus, the establishment of interconnections between management units, the development of guidelines, instructions, etc.

The coordination function in innovation management means the consistency of work at all levels of the management system, management personnel and individual specialists involved in the development of innovations.

The incentive function in innovation management is expressed in encouraging employees to be interested in the results of their work in creating and implementing innovations.

The control function in innovation management consists in checking the organization of the innovation process, the plan for creating and implementing innovations, etc. Through control, information is collected on the use of innovations, on the progress of the life cycle of this innovation, changes are made to investment programs, and to the organization of innovation management. Control involves the analysis of technical and economic results [18, p.21].

The considered analytical vision of the process of innovative management can be supplemented with levels at which this type of management can be implemented. Allocate vertical and horizontal separation levels.

There are three vertical levels differentiated by subjects of management: -macro, -meso, and microlevels.

- 1) the highest (macro level) – state administration bodies, the parliament, the presidential apparatus;
- 2) medium (meso level) – corporations, associations, ministries, departments;
- 3) basic (micro level) – enterprises, small business units.

The macro level is associated with the rational placement and efficient use of scientific and technological potential, increasing the contribution of science and technology to the development of an innovative economy, ensuring progressive structural changes in the production sector, increasing its efficiency and competitiveness by creating innovative products and technologies, improving the environmental situation and protecting information resources, the integration of science and education. Based on the foregoing, the objects of management will be the state research and innovation system, the innovative industrial policy, the business environment, the innovation infrastructure, the link between science and production, etc.

The micro level is associated with the process of bringing a scientific idea or technical invention to the stage of practical use, generating income, as well as linking to this process technical, economic and other changes in the social environment. In this regard, the objects of management will be: innovative

programs and projects; new knowledge and intellectual products; manufacturing equipment and processes; production and business infrastructure; organizational and technical solutions of production, administrative, commercial or other nature, significantly improving the structure and quality of production and the social sphere; raw materials, means of their extraction and processing; mechanisms of formation of the consumer market and sales of commodity products.

At all three levels, there are three horizontal sub-levels, differentiable depending on the duration of the solution of the corresponding tasks. In particular stand out: strategic management; tactical control; operational management. Thus, at the level of strategic management, the development prospects of the society as a whole as well as individual areas and spheres in the long term, are determined. As a rule, global economic tasks are solved, associated with an increase in the rate of economic growth, curbing inflation, etc. Tactical management is characterized by a shorter time period for implementation, in connection with which specific measures are planned to achieve the intended goals. At the same time, within the tactical framework, certain aspects of strategic management may be adjusted for national purposes, for example, in a situation of changing individual circumstances or they may be overlooked in the process of formulating a strategic management plan. For agencies and officials involved at the level of strategic management, there are serious requirements for professionalism, flexibility of thinking as well as the ability to take independent initiative decisions. Operational management is aimed at solving newly emerging and current tasks and problem situations, in connection with which it is supposed to have a clear purposeful activity aimed at solving a specific task, based on the current circumstances.

Conclusion

Thus, considering the innovative management, it is important to distinguish between the object, that is, what the managerial impact and efforts will be directed to. Those management measures that are relevant, will bring the maximum effect and should be prioritized. Here we should not forget that the synthesis of the two above described trajectories in the description of innovative management is also possible. That is, to apply new management methods in building a line of conduct in innovation.

In general, it should be noted that any management activity, including innovation, is aimed at one strategic goal - an economic benefit, which is largely determined by the quality of management at all levels of the management hierarchy. The slogan "from quality management to quality management" has a profound meaning in this context. The main management paradigm is the new management and its quality. It is caused by the emergence of new requirements, new programs, new operating conditions. Achieving new high-quality management, largely depends on the use of advanced ideas, more advanced techniques and organizational forms of management.

Н.М. Шеримова¹, С.А. Рахимова²

¹Л.Н.Гумилев атындағы Еуразия ұлттық университеті, Нұр-Сұлтан, Қазақстан;

²С.Торайғыров атындағы Павлодар мемлекеттік университеті, Павлодар, Қазақстан

ИННОВАЦИЯЛЫҚ БАСҚАРУДЫҢ МӘНІ МЕН ЕРЕКШЕЛІКТЕРІ

Аннотация. Мақалада "инновациялық басқару" ұғымы зерттелді, осы мәселе теориясының қалыптасу тарихы және мазмұны мен мәні бойынша басқа да туынды терминдермен үйлесуі зерттелді. Сондай – ақ, сипаттамаға келесі санаттар-объект, субъект, мақсат, мазмұны, әсер ету деңгейлері және т. б. кіретін инновациялық басқарудың "құрылымы" екі позициядан қаралды. Инновациялық қызметті басқарудың негізгі функциялары ұсынылған. Инновациялар, басқару саласындағы ғалымдардың ғылыми еңбектері зерттелген және тізімделген. "Инновациялық қызметті басқару", «инновацияларды басқару», «инновациялардың менеджменті» және "инновациялық менеджмент" ұғымдарының авторлық анықтамалары келтірілген. Ұғымдардың арасындағы айырмашылығы көрсетілген. Инновациялар мен басқару сөз тіркесін түсінудегі айырмашылығы негізгі ұғымдар мен бағыттар бойынша ұсынылған: "инновациялық қызметті басқару", «инновацияларды басқару», «инновациялардың менеджменті» және "инновациялық менеджмент". Басқару-дың үш деңгейінде қазіргі заманғы жағдайларда инновациялық менеджменттің ерекше функционалдық салалары ашылды. Авторлар «инновациялық басқару» ұғымның көп анықтамаларын ұсынды. Оларды талдап, төрт топқа бөлді: үрдіс ретінде, жүйе ретінде, өзгерістер ретінде, нәтиже ретінде. Авторлармен инновациялық басқарудың түрлері әзірленіп, ұсынылған. Инновациялық үрдіс микро, мезо, макродеңгейінде ұсынылып, қарастырылған. Әр деңгей үшін басқару функциялары тізімделген. Қазіргі жағдайда басқарудың негізгі парадигмасы - бұл жаңа басқару мен оның сапасы деген қорытынды жасалынған.

Түйін сөздер: басқару, инновациялар, инновациялық менеджмент, басқару түрлері, басқару деңгейлері, инновациялық менеджмент.

Н.М. Шеримова¹, С.А. Рахимова²

¹ Евразийский национальный университет имени Л. Н. Гумилева, Нур-Султан, Казахстан;

² Павлодарский государственный университет имени С.Торайгырова, Павлодар, Казахстан

СУЩНОСТЬ И ОСОБЕННОСТИ ИННОВАЦИОННОГО УПРАВЛЕНИЯ

Аннотация. В статье исследовано понятие «инновационное управление», изучена история становления теории данного вопроса и сочетание с другими производными по содержанию и сущности терминами. Также рассмотрена «структура» инновационного управления с двух позиций, где в описание входили следующие категории – объект, субъект, цель, содержание, уровни воздействия и этапы и др. Представлены основные функции управления инновационной деятельностью. Изучены и перечислены научные труды ученых в области инноваций, управления. Приведены авторские определения понятий «управление инновационной деятельностью», «управление инновациями», «менеджмент инноваций» и «инновационный менеджмент». Показана разница между определениями. Разграничения в понимании сочетаний слов инновации и управление представлены по основным понятиям и направлениям: «инновационный менеджмент», «управление инновациями», «менеджмент инноваций», «инновационное управление». Раскрыты специфические функциональные области инновационного менеджмента в современных условиях на трех уровнях управления. Авторы представили множество определений понятия «инновационное управление». Проанализировав их, разделили на четыре группы: как процесс, как систему, как изменение, как результат. Авторами разработаны и предложены виды инновационного управления. Инновационное управление предложено и рассмотрено на микро, мезо и макроуровне. Для каждого из уровней перечислены функции управления. Сделан вывод, что в нынешних условиях, главная парадигма управления – это новое управление и его качество.

Ключевые слова: управление, инновации, инновационный менеджмент, виды управления, уровни менеджмента, инновационное управление.

Information about authors:

Sherimova Nurzhanat Mukhtarovna – master of Economic Sciences, doctoral student the L.N.Gumilyov Eurasian National University, E-mail: asanek2010@mail.ru.

Rakhimova Saule Abaybekovna – Ph.D., in Economics, Professor of the department of Economics the S. Toraiygrova Pavlodar State University. E-mail: saulesha_rahimova@mail.ru.

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Ye.S. SyzdykbekovKaraganda Economic University of Kazpotrebsoyuz, Karaganda
syzdykbekov.yer@mail.ru**PROBLEMS OF ATTRACTING FOREIGN LABOR FORCE
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The main issues of attracting foreign labor force, as well as illegal labor migration are considered in this article. The authors reflect the current migration policy in the Republic of Kazakhstan, which is based on attracting qualified specialists. The research is aimed on identifying the existing and possible negative effects of uncontrolled recruitment of foreign labor for the national economy. For the first time, the issue is raised about the possible consequences of liberalization of migration legislation of the Republic of Kazakhstan, which has been observed in recent years. As part of the research, analysis of dynamics of attracting foreign labor force was conducted on materials of reporting documents of the Ministry of Labor and Social Protection of Population of the Republic of Kazakhstan, as well as statistical data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. On the basis of the analysis, problems in the sphere of regulation of attracting qualified and unqualified foreign labor force have been identified. The results show necessity for more detailed study of the quota tool for labor immigrants in order to protect the internal labor market, as well as reduce the number of illegal immigrants. Some recommendations are presented as conclusions.

Keywords: external labor migration, foreign labor, quotas, national economy, economic security.

Introduction. The trend of growing globalization and integration in the world reinforces the importance of human capital as a determining factor in competitiveness and innovative development. This trend affects the change in the focus of state migration policies as a fundamental factor in economic security.

One of the key aspects in the system of public administration, in terms of economic security, is the regulation of external labor migration, which takes place against the background of the impact of many modifiable factors. At the same time, any state seeks to achieve balance between meeting the needs of the national economy for qualified labor force and protecting interests of the subjects of the internal labor market.

Currently, migration policy issues receive considerable attention. State regulation of migration is aimed at:

1) maximizing its positive effects, such as: perspective improvement of the reproductive processes of the population, increasing intellectual potential, socio-cultural enrichment, production of material values, coverage of labor shortages, correction of imbalance and structural deformation in labor markets,

2) minimization and neutralization of negative effects: strengthening the criminalization of the economy, marginalization and social differentiation of the population, threat to the demographic, labor and scientific and technical potential, labor motivation, export of capital, growth of social load.

Scaling up of labor migration requires constant monitoring, control and adjustment of main directions of migration policy. In this regard, an appeal to the practice of ensuring the economic security with tools of migration policy is relevant. Forming effective migration policy in accordance with the current paradigm is aimed at ensuring the national security. The main contradiction between the state migration policy and the national security system is the lack of substantiation of necessity of certain number of migrants and the possibility of their integration into the socio-economic system of the host community.

Methods. The interrelation of factors of influence and consequences of external labor migration seems to be a causal link between the causes of this phenomenon and the created threats to economic security. In the history of the study of migration, there are various approaches to the very phenomenon of migration and its impact on the economy. Among them, the most applicable is the economic approach to the study of labor migration, combining many theories and concepts. The theme of influence of labor migration on economic system at one time was addressed more than once by T. Man, J.-B. Colbert, A. Smith, T. Malthus, K. Marx, D. Keynes, B. Thomas, D. Becker, C. Taylor, D. Simon and others. Russian researchers L.A. Abalkin, G.S. Vitkovskaya, J.A. Zayonchkovskaya, V.G. Kostakov, L.L. Rybakovsky, A.V. Topilin also dealt with the influence of migration processes on the economic system.

In Kazakhstan, external labor migration is researched by demographers, sociologists, historians and economists, among them: M. Asylbekov, A. Alekseenko, A. Galiev, S. Dzhusupov, B. Zhaguttin, L. Kvon, V. Kozina, V. Kurganskaya, N. Masanov, G. Moskvina, E. Musabek, N. Mustafayev, E. Sadovskaya, E. Tarasova, B. Tatibekov, M. Tatimov, Y. Shokamanov and others. The analysis of their publications on labor migration issues suggests that, on the one hand, a large amount of data has been accumulated, and on the other hand, there are certain shortcomings in research. Modern studies of external labor migration in Kazakhstan are often based on the methods of the 1990s. Labor migration is mainly analyzed by methods and tools of social demography and applied sociology. The historical-demographic and ethno-demographic approach prevails [1, 9]. In sociological researches, qualitative methods are rarely used. There is an obvious lack of representative, monitoring studies, in-depth analysis, theoretical and methodological approaches. Common lack of the publications is compilability, the lack of empirical basis for substantiating the conclusions. It should also be noted that in Kazakhstan there are no studies on the assessment of the impact of external labor migration on economic security.

In order to improve the efficiency of state migration policy, in 2017 the Government of the Republic of Kazakhstan approved the Concept of migration policy for 2017-2021, as well as the Program for the implementation of this Concept [2]. This clearly demonstrates the increased attention of the government to migration issues, including external labor migration, which belongs to the category of complex nationwide problems that require taking into account the full amount of factors affecting economic security. At the same time, our government has no adequate experience in ensuring migration security. As an exception, the accumulated domestic experience in the application of restrictive and repressive measures used by security forces should be noted.

Taking into account the fact that the attraction of foreign labor force is an integral element of the country's progressive economic development, the regulation of this process is the most important element of the entire system of public administration of the economy. It should be aimed at subordinating external migration to the strategic and tactical goals of developing the national economy. The practice of high developed countries shows that quotas are a common tool for attracting foreign labor force. The practice of regulating migration processes in Kazakhstan is not an exception.

Even in the Address of the Head of State to the People of Kazakhstan "Strategy of entering Kazakhstan among the 50 most competitive countries of the world" necessity of developing mechanisms for attracting highly qualified and professional workers into the country who are able to work on a permanent basis was expressed [3]. Nowadays Kazakhstan has a comprehensive system for attracting foreign labor force, based on quotas. Using quotas, the Government of the Republic of Kazakhstan is based on the state of the economic and demographic conjuncture, tries to take into account both the internal and foreign policy situation, as well as fluctuations on the global labor market.

As measures to protect the internal labor market, the Government sets a quota for attracting foreign specialists. In 2017, the Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan revised the mechanism for attracting foreign specialists.

According to the Ministry, these tools are designed not to complicate the procedure for forming a quota, but to make it more applied and economically viable for each region.

Table 1 - The mechanism of attracting foreign labor

Previous format	New format (2017)
Types of quotas	
1. The total quota for attracting foreign labor; 2. Quota by country of origin. 3. Quota on priority projects.	1. Quota by industry (economic activity); 2. Quota by countries of origin; 3. The quota for attracting labor immigrants.
Involved under the quota	
1. Qualified foreign labor arriving with general permits; 2. Seasonal foreign workers; 3. Foreign workers arriving on permits for self-employment.	1. Qualified foreign labor arriving with permits issued by the local executive bodies in accordance with the general procedure; 2. Seasonal foreign workers arriving to work on agriculture; 3. Labor immigrants.
Attracted outside the quota	
1. Citizens of the member states of the Eurasian Economic Union; 2. Working in the JSC "National Medical Holding" and related organizations. 3. Loaned to an autonomous organization of education under agreements on the implementation and implementation of educational programs and the provision of educational services; 4. Working in universities, the development of which is provided for in the field of industrial-innovative development; 5. Working in the Regional Environmental Center for Central Asia; 6. Working in organizations that have been granted an innovative grant to attract highly qualified foreign specialists; 7. Working in national development institutions and related organizations.	1. Citizens of the member states of the Eurasian Economic Union; 2. Attracted by participants and bodies of the International Financial Center "Astana"; 3. First heads of branches and representative offices of foreign legal entities. 4. Sent for a period not exceeding 120 days. 5. First heads of organizations investing more than \$ 50 million. 6. First managers of legal entities having contracts with the Ministry of Investment and Development of the Republic of Kazakhstan. 7. Working in government bodies; 8. Attracted to the implementation of investment priority projects; 9. Working in special economic zones; 10. Arriving on certificates of compliance with the qualification level; 11. Permanently residing in the Republic of Kazakhstan.
Note: compiled by the author according to the data of the Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan[4]	

Now, foreign labor is attracted into four categories:

- Category I includes top managers and their deputies;
- Category II includes heads of departments;
- Category III includes specialists;
- Category IV includes skilled workers [4].

Previously, the quota was set as a whole, as a percentage of the economically active population. Now the quota is set in the context of specific sectors of the economy, which, in turn, is aimed at solving the problem of a shortage of foreign labor and improving the quality of planning and targeted application of quotas.

The change also affected labor immigrants working on households with individuals. Representatives of this category have not previously been quotaed. Since 2017, they are also included in the quota, which is aimed at regulating the number of labor migrants of this category, formalizing their work and ensuring the protection of the rights of migrants.

In the formation of quotas, the role and responsibility of local akimats are strengthened. Akimats planning quotas are fully responsible for local labor markets. The order of application for a quota is now as follows:

Step 1. A special commission is created;

Step 2. An analysis of market demand in the region for labor;

Step 3. Determine the real needs of the region in the workforce;

Step 4. An assessment is made of the possibilities of meeting the needs of the region in the labor force with local labor resources.

The developers of such a quota clearance procedure are confident that these tools will make the quota clearance procedure more applied and economically viable for each area.

During 2013-2017, the number of foreign labor increased by 2.7 times. In 2017, the number of permits for attracting foreign specialists in Kazakhstan was 22,273 [5]. Of course, this is largely due to the implementation of large investment projects, as well as the holding of EXPO-2017. However, this figure indicates a shortage of qualified personnel in the domestic labor market.

If you pay attention to the proportion of attracted foreign labor in Kazakhstan in 2017 for each category, we will see the following Figure 1.[5]:

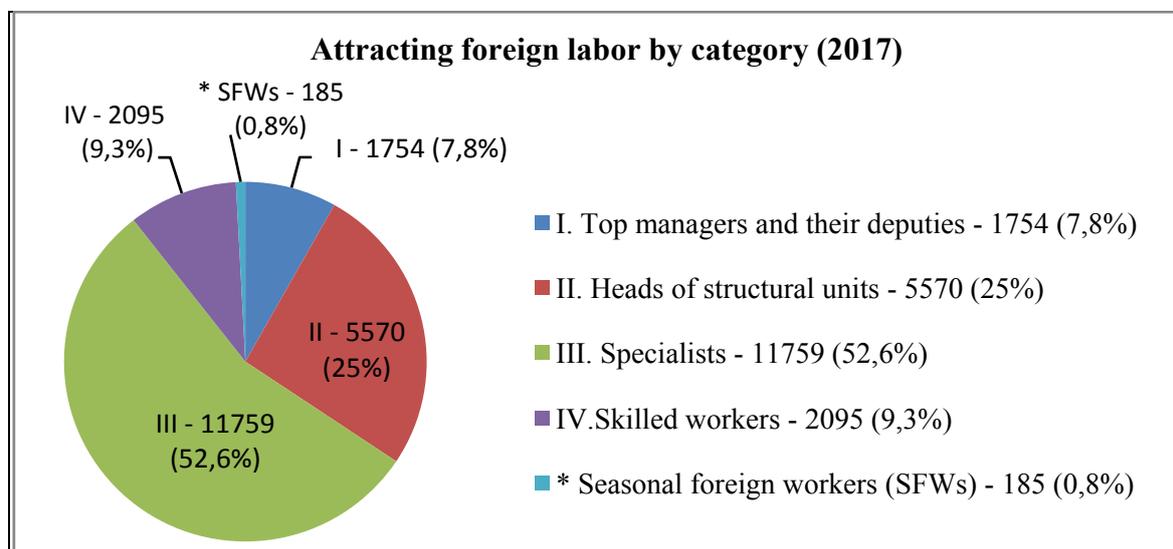


Figure 1 - Attracting foreign labor in the Republic of Kazakhstan in the context of the relevant categories by the end of 2017 [5]

Thus, a large proportion of the attracted foreign workforce is occupied by specialists and heads of departments. This demonstrates the need of domestic employers for highly qualified specialists and managers. This is quite natural, since the constant increase in the number of highly skilled foreign labor attracted to developing countries is one of the characteristic trends of international migration.

In the sectoral profile (by type of economic activity), by the end of 2017, foreign labor was distributed in the following order:

- 1) construction - 16,183 (66%);
- 2) mining industry - 2282 (10%);
- 3) manufacturing industry - 1274 (5.2%);
- 4) agriculture, forestry and fisheries - 1367 (5.3%);
- 5) provision of other types of services - 2254 (7.8%) [5].

As we can see, a large proportion of working foreign citizens is represented by the construction industry, with the majority of attracted foreign workers in this sector represented by qualified specialists. At the same time, there is a shortage of qualified specialists in the oil and gas industry and the energy industry that are the main factors for the growth of the national economy of Kazakhstan [6, 182].

As for the country aspect of external labor migration, in 2017 the main countries exporting foreign labor to Kazakhstan were:

- 1) China - 12,400 (43%);
- 2) Turkey - 3271 (11.3%);
- 3) Uzbekistan - 2256 (7.8%);
- 4) Great Britain - 1,243 (4.3%);
- 5) India - 1,226 (4.2%) [5].

It should also be noted that within the framework of the Eurasian Economic Union (EAEU) there is a regime of free movement of labor resources on the territory of the member states [7].

At the same time, the problems associated with the regulation of external labor migration remain unresolved. This is, first of all, the lack of a clear methodology for statistical accounting of all flows of foreign labor, especially unskilled and, as a rule, illegal, including from the EEU countries.

If we determine the impact of labor migration between the CIS countries on the labor market economy, then we can observe a combination of two types of factors of production– one for which immigration is a good substitute factor and the other is a good additional one [8].

Regulation of external labor migration directly affects the problem of implementing state employment programs for the local population. Unfortunately, the mechanism for identifying the needs of regions for foreign labor is limited by the quota setting procedure. Meanwhile, akimats do not always focus on the socio-economic indicators of the region, indicated in state employment programs. This is another problem that the state faces in attracting foreign labor.

The government is trying to strengthen measures to protect the national labor market. Thus, in accordance with the Law on Employment of the Population, the quota for attracting foreign labor was reduced to 0.75% of the economically active local population [9]. As a result, for the years 2014-2017 the total number of labor immigrants fell by 8.8%. However, if we look at the data regarding the share of foreign labor attracted to Kazakhstan by category, we will see the following (Table 1. [5]:

Table 1 - The share of attracted foreign labor in the Republic of Kazakhstan in the context of the categories for the period 2014-2017.

Category	on November 1, 2014	on February 1, 2015	on July 1, 2016	on April 1, 2017
1 category	5,4%	6,6%	5,8%	6,8%
2 category	19,6%	20,6%	18,9%	20,5%
3 category	42,8%	42,8%	45,4%	50,0%
4 category	32,2%	30,0%	29,9%	22,7%

Note: Compiled on the basis of official data of the site. Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan [5]

Results. The analysis shows that the overall reduction occurs due to the restriction of attracting low-skilled labor (from 32.2% to 22.7%). At the same time, we are seeing an increase in the proportion of highly qualified specialists. Thus, in fact, the state only protects that part of the national labor market, which is associated with low qualifications.

Illegal migrant workers, as a rule, have mostly general secondary and incomplete secondary education and are often placed in places where education is not required. It should be noted that the share of low-skilled foreign labor is a small proportion of immigrant workers who are legally employed. For the most part of unskilled labor, constituting a mass of illegal migrants, there are no working conditions. As a rule, employers do not conclude employment contracts with this category of migrants. They receive low wages in those areas of the economy where there is no offer from Kazakhstani workers.

The number of illegal migrants from Uzbekistan, Tajikistan and Kyrgyzstan continues to grow, aided by low rates of economic development, low living standards and high birth rates in these countries. Kazakhstani employers interested in cheap labor willingly hire illegal migrants for work, which aggravates the situation in the Kazakhstani labor market. In addition, the state budget does not receive significant amounts of taxes.

To implement the work of foreign workers, in addition to the initiative of the worker himself and the local employer, a government permit is also required. Most foreign workers find it profitable to work illegally, and it is easier for the employer to pay the fine. As a result, the work of illegal immigrants grows with the shadow economy. Most immigrants arriving in Kazakhstan in a visa-free manner are poorly versed in local legislation. As a result, the influx of illegal migrants from neighboring countries becomes a threat to national security, being a source of deterioration in the crime situation, contributing to the formation and development of segments of the shadow economy. At the same time, an increase in the number of employed foreign migrants in the national economy leads to a decrease in real wages in the country and crowding out domestic specialists from the labor market.

Illegal migrants, as a rule, occupy workplaces in those sectors where no highly qualified specialists are needed - handymen in construction, as part-time workers in the markets, in certain types of agricultural work. At the same time, reducing the number of illegal migrants does not automatically and quickly fill these labor markets with the local population. Experts of the International Organization for Migration note that “low-skilled jobs in Kazakhstan in the short term will not become attractive for Kazakhstanis” [10].

Based on the analysis of the situation in attracting foreign labor in the territory of Kazakhstan, the following measures are recommended to improve the regulation of this process:

- allow all migrants from non-EAEU countries to work in construction, agriculture, services and trade in order to stabilize their situation for a long time;
- reform immigration and labor laws, creating provisions necessary for issuing work permits, regardless of whether individuals or legal entities, as well as expand the list of self-employed professions that foreign citizens can engage in;
- amend the law on migration to include the basic rights of all migrant workers, in accordance with international human rights standards, such as the rights to just and favorable working conditions;
- intensify cooperation between the migration police and labor inspection authorities in order to identify migrants who are victims of violations of their fundamental rights, especially migrants who are victims of violence, exploitation, forced labor or human trafficking;
- hold accountable those responsible for the abuse of labor migrants or the violation of their rights, including those who hire migrants without signing a contract with them before commencing work, or who do not comply with the terms of the contract signed with them;
- intensify cooperation between the parties interested in combating human trafficking and illegal migration on a national scale with neighboring countries, in particular with Kyrgyzstan, Uzbekistan and Tajikistan.

Conclusion. The state's attempts to reach compromise between satisfying the needs of the national economy for qualified labor and protecting the interests of the internal labor market entities face a number of internal problems, as well as a global tendency.

The state is facing the problem of illegal migration, which is also a worldwide trend. Therefore, it is necessary to adapt foreign experience in the regulation of migration processes. The high proportion of illegal migration in Kazakhstan indicates a weak state control over migration processes.

The lack of a clear accounting of migrant workers reduces the possibility of economic analysis, forecasting foreign labor, as well as analyzing the impact of foreign labor on the main socio-economic indicators of the country.

The existing conditions for organizing the monitoring of labor migration do not allow keeping statistics on illegal migration. This, in turn, complicates the task of regulating migration processes, based on the economic interests of the state.

New approaches in the regulation of external labor migration should be aimed at solving problems of reducing the number of illegal migrants, as well as developing effective mechanisms to attract qualified specialists not to the detriment of the local labor market, as well as creating conditions for the integration of labor migrants into Kazakhstani society.

Е.С. Сыздықбеков

Қазтұтынуодағы Қарағанды экономикалық университеті

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ШЕТЕЛДІК ЖҰМЫС КҮШІН ТARTУ МӘСЕЛЕЛЕРІ

Аннотация. Бұл мақала Қазақстан Республикасындағы шетелдік жұмыс күшін тарту мәселелерін зерттеуге арналған. Бұл зерттеу ұлттық экономикаға шетелдік жұмыс күшінің бақылаусыз тартылуының ықтимал теріс әсерлерін анықтауға бағытталған. Зерттеу шеңберінде Қазақстан Республикасы Еңбек және халықты әлеуметтік қорғау министрлігінің есептік құжаттарының материалдарына шетелдік жұмыс күшін тарту динамикасы, сондай-ақ Қазақстан Республикасы Ұлттық экономика министрлігінің Статистика комитетінің статистикалық деректері талданды. Материалдарды талдау негізінде білікті және біліктілігі жоқ шетелдік жұмыс күшін тартуды реттеу саласында проблемалар анықталды. Зерттеудің нәтижелері ішкі еңбек нарығын қорғау үшін, сондай-ақ заңсыз көшіп келушілер санының азаюы үшін еңбек мигранттары үшін квота құралын егжей-тегжейлі зерделеу қажеттілігін көрсетеді. Кейбір ұсыныстар тұжырымдар ретінде ұсынылады.

Түйін сөздер: сыртқы еңбек көші-қоны, шетелдік жұмыс күшін, квота, ұлттық экономика, экономикалық қауіпсіздік

Е.С. Сыздыкбеков

Карагандинский экономический университет Казпотребсоюза, Караганда, Казахстан

**ПРОБЛЕМЫ ПРИВЛЕЧЕНИЯ ИНОСТРАННОЙ РАБОЧЕЙ СИЛЫ
В РЕСПУБЛИКЕ КАЗАХСТАН**

Аннотация. Статья посвящена вопросам привлечения иностранной рабочей силы, а также проблеме нелегальной трудовой миграции. В статье отражена текущая миграционная политика в Республике Казахстан, которая основана на привлечении квалифицированных специалистов. Исследование направлено на выявление существующих и возможных негативных последствий неконтролируемого найма иностранной рабочей силы для национальной экономики. Поднимается вопрос о возможных последствиях либерализации миграционного законодательства Республики Казахстан, что наблюдается в последние годы. В рамках исследования был проведен анализ динамики привлечения иностранной рабочей силы по материалам отчетных документов Министерства труда и социальной защиты населения Республики Казахстан, а также статистическим данным Комитета по статистике Министерства национальной экономики Республики Казахстан. На основании проведенного анализа выявлены проблемы в сфере регулирования привлечения квалифицированной и неквалифицированной иностранной рабочей силы. Результаты показывают необходимость более детального изучения инструмента квотирования для трудовых иммигрантов с целью защиты внутреннего рынка труда, а также сокращения числа нелегальных иммигрантов. Некоторые рекомендации представлены в виде выводов.

Ключевые слова: внешняя трудовая миграция, иностранная рабочая сила, квотирование, национальная экономика, экономическая безопасность.

Information about authors:

Yerzhan Serikovich Syzdykbekov - senior lecturer, Karaganda Economic University of Kazpotrebsoyuz, Karaganda, E-mail: syzdykbekov.yer@mail.ru, ORCID: <https://orcid.org/0000-0003-1686-7138>

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**D.A.Amerzhanova¹, A.V. Zayakina²,
A.Ch. Shaimagambetova³, G.A. Rakhimova⁴, G.Zh. Esenova⁵**

^{1,2,3}Ekibastuz Engineering and Technical Institute. ac K. Satpayev;

^{4,5}Kazakh Agrotechnical University. S.Seifullin
dididara@mail.ru, anet0101@mail.ru, aizhan_777777@mail.ru,
ragulmira@mail.ru, pavlodarsemey@mail.ru

**INVESTIGATING CLIMATE INVESTMENT IN THE REPUBLIC
OF KAZAKHSTAN AND EVALUATION OF THE VOLUMES AND
STRUCTURE OF INVESTMENTS IN THE REAL ECONOMY SECTOR**

Abstract. The article is devoted to the study of the investment climate in the Republic of Kazakhstan. The article analyzes the impact of the fuel and energy complex on the development of other sectors of the real economy, examines the structure of the fuel and energy complex, prospects and problems of its development. The main problem that humanity will face in the near future is the limitations of non-renewable energy sources. Therefore, one of the main directions of development of the energy industry is alternative energy sources that require further study and investment. Considered the country's investment policy aimed at attracting both domestic and foreign investment, and also considered measures of state support of investment activities aimed at its intensification in the real sector of the economy. The net inflow of direct investments in Kazakhstan was assessed and the reasons for its volatility were identified.

Keywords: investment climate, public investment programs, renewable and non-renewable energy sources, foreign direct investment, net direct investment inflow.

INTRODUCTION

When deciding on the appropriateness of investments, investors need to take into account several fundamental factors, including the investment climate of the country, which is a basic characteristic of the investment environment that has developed within the state, a particular region or a particular sector of the economy. Therefore, at present, research and evaluation of the attractiveness of the investment climate in the country is an extremely important issue.

In the study of the investment climate, all sectors of the economy are subject to assessment, however, one of the fundamental complexes is the fuel and energy sector. The UN Department of Economic and Social Affairs noted in its assessment of the global energy potential that the energy system has a multifaceted connection with various aspects of economic, environmental and social development not only of individual regions and countries, but also of the world community as a whole.

To meet the needs of society, sustain economic growth and create the conditions to combat poverty around the world, the availability of energy potential is one of the basic conditions. The determining factor in the nature of the functioning of the energy sector is the policy implemented both in this sector and in the context of the country's economy. The efficiency of production, distribution, use of energy services, as well as related marketing procedures depend on a number of such factors, the fundamental of which is the functioning of organizations and institutions that go beyond the energy sector in its usual sense [1, p. 11].

MAIN PART

In 2017, the insignificant growth rates of the world economy, characterized by weak demand and investment spending, low inflation rates and high unemployment, had a negative impact on most economies of the world.

For commodity states, such as Kazakhstan, this had the most negative economic effect. Thus, the significant volatility of world oil prices, as well as the fall in world prices for metals and other types of exported products, led to a significant weakening of the economy and national currency. In 2016, the weighted average cost of Brent crude oil was about \$ 44.1 per barrel [2, p.208]. Along with this, internal factors also had a negative impact, such as: a decline in industrial production; depreciation of the national currency, which largely determined the rise in prices in the domestic market.

From the second half of 2016, a slight growth was achieved, albeit a slight, but still positive. So, already by the end of 2016, the growth of gross domestic product (hereinafter - GDP) was 1.1%. This fact testified to the gradual adaptation of the national economy to new macroeconomic conditions.

Kazakhstan's economy, being energy-intensive and energy-intensive, determines the rules of the game in many markets. So, its competitiveness depends on the price of electricity, which in share terms is about 10-40% of the cost of purchasing electricity in the cost of certain types of products of manufacturing industrial enterprises [3, c.101].

Finding ways to improve energy efficiency in the production of goods becomes important in solving the problems of reducing costs in the production of goods.

However, an important indicator, in our opinion, is that with an increase in the volume of production in the manufacturing industry, there is a reduction in the volume of electricity consumption in the industry, which is reflected in Fig. one.

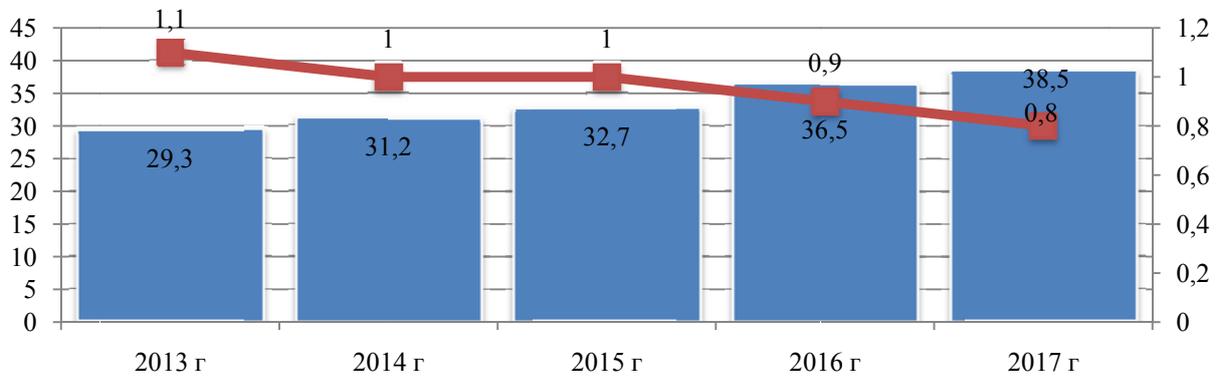


Fig. 1 - Energy intensity of the manufacturing industry of Kazakhstan

Thus, for the production of manufacturing industry in the amount of \$ 32.7 billion, in 2015, 34.3 billion kWh was required. In 2016, for the production of manufacturing industry in the amount of \$ 36.5 billion, it took 34.6 billion kWh. In 2017, we are seeing an increase in manufacturing output to \$ 38.5 billion with energy consumption of 31.4 billion kWh. From the above analysis it can be concluded that the energy intensity of the manufacturing industry is decreasing.

We consider it necessary to note that, despite the decline in the investment attractiveness index, the Republic of Kazakhstan continues to demonstrate high rates in attracting foreign direct investment. This is especially clear in the extractive industries sector. For further implementation of the country's large-scale plans aimed at diversifying the economy, we consider it necessary to attract not only domestic, but also foreign direct investment, aimed not only at investing funds, but also transferring knowledge, high-tech equipment and providing opportunities for developing human resources.

Existing investors operating in the country assess the degree of success in achieving the business goals of their projects in Kazakhstan in accordance with fig. 3

A significant part of investors, about 76%, had a successful investment experience. This indicates a fairly high level of attractiveness of the investment climate in the country. The overwhelming number of the total number of respondents, but assessing their investment experience in the Republic of Kazakhstan as satisfactory or unsuccessful, explain this by the impact of the global economic downturn.

It should be noted that the investment potential and investment attractiveness of the Republic of Kazakhstan differs by region and industry. In addition to Almaty, which has the most favorable investment climate, other regions of the republic were divided into three main groups, each of which is distinguished by the peculiarity of the investment climate.

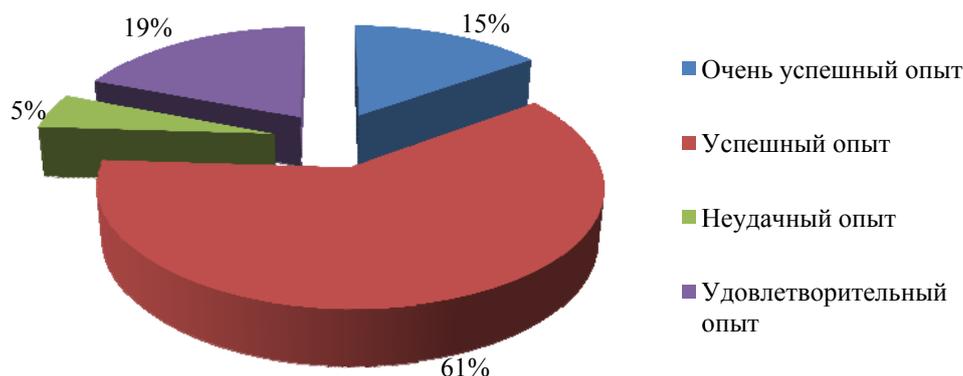


Fig. 2 - Evaluation of investment experience in Kazakhstan

The most attractive sectors of Kazakhstan's industry include: metalworking; chemical materials; agriculture and processing of agricultural raw materials; secondary processing and environmental technology; information technology / telecommunications; Construction Materials; pharmaceutical products, infrastructure; medical service; hotel sector and services.

However, despite the growth of investment attractiveness of industries and regions of Kazakhstan, some problem areas of the investment policy still exist.

In order to increase the investment attractiveness of the Republic of Kazakhstan as a whole, as well as its individual industries and regions, the government should take advantage of the current opportunity to implement strategic reforms and create the basis for economic diversification and development of non-commodity sectors. We offer special attention to the following areas:

1. a transparent regulatory and legal framework, which involves the use of principles of equity in relation to the rights of investors, the creation of an independent judiciary, changes in legislation, including regulating investment activities;
2. development of personnel potential, which will create conditions for raising the skills of workers to the required level of training, simplifying the procedure for attracting foreign specialists;
3. development of infrastructure, especially transport and telecommunications;
4. a stable and stable financial system, including the improvement of corporate governance in the banking sector and in the activities of companies;
5. stimulation of investors, both domestic and foreign;
6. support for entrepreneurship. It is necessary to develop support for entrepreneurship in order to stimulate the initiative of entrepreneurs.

These areas are the most relevant and require a speedy solution, since the states with which the Republic of Kazakhstan is competing, especially in attracting foreign investment and improving the investment climate, are also looking for ways to optimize business conditions. The Republic of Kazakhstan has begun to actively implement a policy of attracting foreign investment, but it is important not only to keep up the pace, but also to expand it without losing competitive advantages.

The development of the real sector of the economy, including the domestic fuel and energy complex (FEC), is one of the priority sectors of state policy and plays a significant role in ensuring sustainable economic growth in the country.

The stable and efficient functioning of the energy sector, as well as the stable supply of consumers with electric and thermal energy, is the basis for the development of the country's economy and is an essential factor in ensuring civilized living conditions [4].

The general state strategy for the development of the energy sector is aimed at ensuring the energy security and independence of the country, creating a reliable energy base for further sustainable economic growth.

The development of the energy industry is now of great importance for the country. In order to objectively assess the state of energy today and determine the direction of its development, it is necessary to realize what mistakes have been made in the past.

The power industry has experienced far more than one reform, but the effective level of its development and the solution of some fundamental problems remain in question.

The legacy of the centralized economy of the Soviet Union, which went to modern Kazakhstan, was the fact of the development of production and infrastructure in the framework of separate territorial-industrial complexes, which were formed taking into account the exclusively union needs. As a result, the country received three fairly autonomous economic zones: the Western region, the North and Central region, and the South region. Atyrau, Mangistau and West Kazakhstan regions are united by a common electrical network, and the energy sector of the Aktobe region works in isolation. Until recently, the northern and western regions did not have a common ligament and each was in its own way, but connected with Russia.

The resource for cheap electricity is running out, and the question of the need to use alternative sources of electricity generation is now facing the country. The Republic of Kazakhstan has the world's largest reserves of energy resources, such as oil, gas, coal, and uranium. The main source of energy in Northern Kazakhstan, which produces the lion's share of export electricity, is the Ekibastuz coal deposit, which provides the regions with cheap coal. But coal and gas are exhausted, and, therefore, someday will end [5, c.87].

The modern commodity problem of the electric power industry must be viewed through the prism of heritage for future generations. Thus, the raw materials for the production of electric energy in Kazakhstan are represented by: mineral fuels; mineral resources; ore minerals and nonmetallic minerals.

It must be borne in mind that at current energy consumption rates, the resources listed above will last a maximum of one hundred years. However, they, for the most part, are irreplaceable, which becomes a real problem. Not less significant problem in the field of electric power industry is the energy problem. Since at present fuel resources are becoming more expensive, the characteristic of the economic and energy autonomy of any state is presented by the problem of renewable energy sources.

It follows that even with the existence of a sufficient number of alternative energy sources, their main drawback is low efficiency, which suggests the limited potential of the above-mentioned types of energy. Kazakhstan's growing need for energy can be covered in three principal ways, shown in Figure 4, which are summarized below. In real life, of course, only a combination of these three directions can give the expected result.

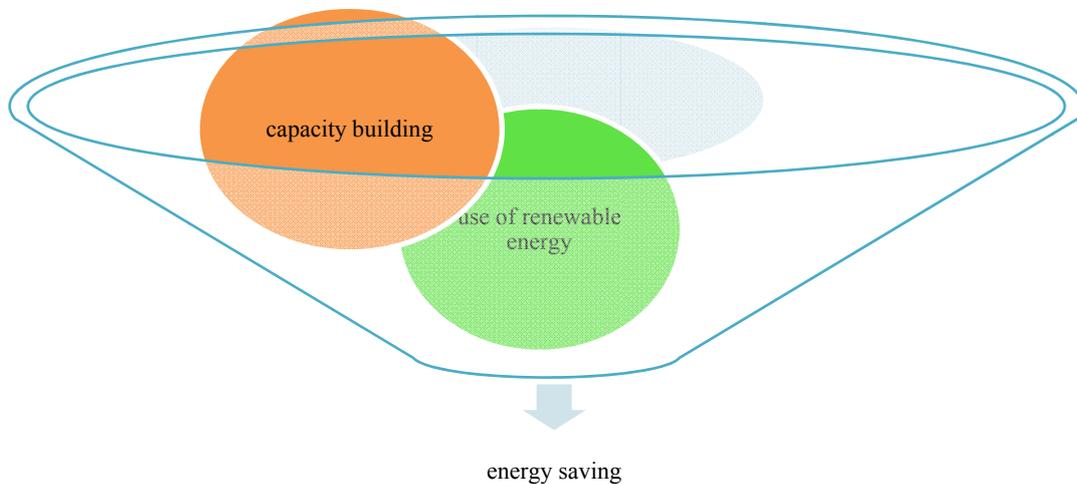


Fig. 3 - Directions to meet increasing energy demand

A vivid example of existing, but not used reserves in the matter of energy saving are, for example, losses in the transmission of electricity through an existing network. They account for up to 30% of the generated electricity and, thus, are several times higher than the technically inevitable level. Reducing these losses to a technically possible level can probably negate the need for the planned construction of a new nuclear power plant.

We propose measures to support renewable energy in Figure 5.

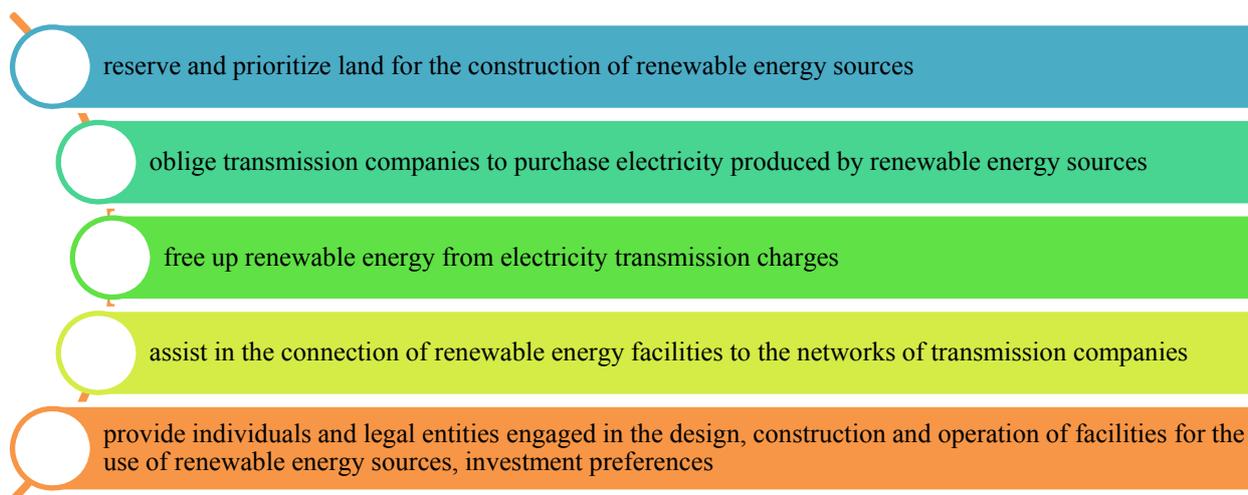


Fig. 5 - Measures to support the development of renewable energy

The fulfillment of the goals set is achievable, provided that renewable energy sources are involved in the energy balance.

The projected growth of the economy of Kazakhstan, accompanied by the indispensable growth in the number of different growth of production, requires a constant increase in the amount of generated electrical energy. This, in turn, requires the simultaneous development and implementation of a set of measures, both legislative, programmatic and practical. The main objectives of the measures taken should be: restructuring of the economy with a focus on energy-efficient industries and sectors; changing attitudes towards energy in society; actual update and reconstruction of existing ones. For these purposes, it will be necessary to define a clear, directed long-term state policy, in which the priority directions will be given to the directions of economic development both in the regions and in the whole country [6, p.241].

At the same time, it is necessary to meet the needs of the economy and the population for electricity at priority rates, for which it will be necessary to clearly define the main priorities for the development of the electricity industry.

The current state of the power industry, as expected, had a negative impact on the development of other sectors of the economy.

The results of this negative impact include:

- backwardness and energy-intensive industries not only industry, but also housing and communal services;
- the lack of motivation to save energy has led to an excess of the specific energy intensity of the economy of Kazakhstan by two to three times compared with global figures.

Currently, the problem of reducing the profitability of the country's energy complex is a priority.

We believe that there is an urgent need to revise the main directions of reforming the industry. In our opinion the most priority are:

- development of measures aimed at reducing the costs of energy production. As part of this problem, it is necessary to ensure: a reduction in the cost of resources (fuel) and an increase in the level of labor productivity, including by optimizing the number of employees and introducing new technologies;
- development of measures to reduce production losses, and during transportation, distribution and final sale of electricity and heat. The main directions here can be: conducting a technical audit and preventive repairs; improvement of accounting systems; organization of control checks of final consumers, etc.
- updating the state investment policy, which should ensure the division of the industry into natural monopoly, which is characterized by transmission and distribution of energy, and competitive, engaged in the direct production and sale of electricity.

The implementation of the proposed measures should ensure the creation of competitive conditions that will stimulate energy companies to improve efficiency through the development of modern technologies, more efficient use of raw materials and detailed planning of production activities [7, p.81].

Increasing the investment attractiveness of energy companies will contribute to the growth of turnover not only of the electric power industry itself, but also related industries, as well as industries related to the production of power equipment, metallurgy, construction, gas industry, etc. In addition, competition within the industry will stabilize electricity prices for end users at an acceptable level.

These measures will help to ensure a reduction in the share of electricity costs in the cost of industrial products, which will make it possible to predict the positive dynamics in the development of the entire industry of Kazakhstan and the decline in the energy intensity of GDP.

The issues of creating a favorable investment climate as a factor stimulating the inflow of direct foreign and domestic foreign investment in the country's economy are the top priority of the state policy of the Republic of Kazakhstan. Thus, the purpose of the State Program for the Industrial-Innovative Development of the country is to stimulate the competitiveness of the manufacturing industry, which is aimed at increasing the level of labor productivity and the growth of exports of already processed goods. One of the key roles in achieving this goal is the attraction of external investments.

In the Republic of Kazakhstan, a number of steps were taken to create a favorable investment climate. The main results include: improvement of national legislation; introduction of a simplified tax regime; expansion of investment preferences. Also for investors implementing investment projects in priority sectors of the economy, the stability of tax legislation is ensured.

The Republic of Kazakhstan is conducting large-scale transformations in order to create a favorable investment climate that meets the requirements of the standards of OECD countries.

Since 2005, the country has attracted more than \$ 250 billion in foreign direct investment. At the end of 2017, 15.7 billion US dollars were attracted. In the context of global financial instability, our investment climate and the macroeconomic situation in the country remain stable and inspire confidence among investors. The main recipients of FDI are the mining industry, geological exploration and survey activities and manufacturing. With a view to the gradual development of industrial policy, on August 1, 2014, by the Decree of the President of the Republic of Kazakhstan, the State Program of Industrial-Innovative Development of the Republic of Kazakhstan for 2015-2019 was approved. The program is a logical continuation of the SPAID for 2010-2014 and takes into account the experience of its implementation.

CONCLUSION

In most cases, the achievement of favorable results in Kazakhstan in the field of mobilization of foreign investments was due to the implemented measures of state support and legislation of the republic on investment activities. According to the assessment of international experts, the Law of the Republic of Kazakhstan "On Investments" in the modern edition is one of the most effective laws among the post-Soviet countries regulating investment activities.

Thus, the current investment climate in Kazakhstan can be considered as favorable. However, the subsequent improvement of the investment climate, assessed according to the OECD standards, which are recognized by many world communities, will be a fundamental task, indicated in the framework of the GPIID program and implemented by state support tools.

Д.А. Амержанова¹, А.В. Заякина²,
А.Ч. Шаймагамбетова³, Г.А. Рахимова⁴, Г.Ж. Есенова⁵

^{1,2,3}Экибастузский инженерно-технический институт им. ак. К. Сатпаев;

^{3,4}Казахский агротехнический университет имени С. Сейфуллина

ИССЛЕДОВАНИЕ ИНВЕСТИЦИОННОГО КЛИМАТА В РЕСПУБЛИКЕ КАЗАХСТАН И ОЦЕНКА ОБЪЕМОВ И СТРУКТУРЫ ИНВЕСТИЦИЙ В РЕАЛЬНЫЙ СЕКТОР ЭКОНОМИКИ

Аннотация. статья посвящена исследованию инвестиционного климата в Республике Казахстан. В статье проводится анализ влияния топливно-энергетического комплекса на развитие других отраслей реального сектора экономики, исследуется структура ТЭК, перспективы и проблемы ее развития. Основная проблема, с которой столкнется человечество в ближайшее время, - ограниченность невозобновляемых источников энергии. Поэтому одним из основных направлений развития энергетической промышленности являются альтернативные источники энергии, которые требуют дальнейшего изучения и вложения инвестиций. Рассмотрена инвестиционная политика страны, направленная на привлечение как отечественных, так и зарубежных инвестиций, а также рассмотрены меры государственной поддержки инвестиционной деятельности, направленные на ее активизацию в реальном

секторе экономики. Проведена оценка чистого притока прямых инвестиций в Казахстан и выявлены причины его волатильности.

Ключевые слова: инвестиционный климат, государственные инвестиционные программы, возобновляемые и не возобновляемые источники энергии, прямые иностранные инвестиции, чистый приток прямых инвестиций.

Д.А. Амержанова¹, А.В. Заякина²,
А.Ч. Шаймагамбетова³, Г.А. Рахимова⁴, Г.Ж. Есенова⁴

^{1,2,3}Екібастұз инженерлік-техникалық институты. а Қ.Сатпаев;

^{3,4}С.Сейфуллин атындағы Қазақ агротехникалық университеті

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ИНВЕСТИЦИЯЛЫҚ АХУАЛДЫ ЗЕРТТЕУ ЖӘНЕ ЭКОНОМИКАНЫҢ НАҚТЫ СЕКТОРЫНА ИНВЕСТИЦИЯЛАРДЫҢ КӨЛЕМІ МЕН ҚҰРЫЛЫМЫН БАҒАЛАУ

Аннотация. Мақала Қазақстан Республикасындағы инвестициялық ахуалды зерттеуге арналған. Мақалада отын-энергетика кешенінің экономика секторының басқа салаларына даму әсерін жөнінде талдау жүргізіледі, ОӘК құрылымы, оның даму перспективалары мен мәселелері зерттеледі. Жақын арада адамзат тап болатын негізгі мәселе- жаңартылмайтын энергия көздерінің шектеулілігі. Әрі қарай зерттеуді және инвестиция салуды талап ететін энергияның баламалы көздері болып табылады, сондықтан бұл энергетикалық өнеркәсіпті дамытудың негізгі бағыттарының бірі. Еліміздің отандық және шетелдік инвестицияларды тартуға бағытталған инвестициялық саясаты қаралды, сондай-ақ инвестициялық қызметті экономиканың нақты секторында жандандыруға бағытталған мемлекеттік қолдау шаралары қаралды, сондай-ақ инвестициялық қызметті экономиканың нақты секторында жандандыруға бағытталған мемлекеттік қолдау шаралары қаралды. Қазақстанға тікелей инвестициялардың таза ағынын бағалау жүргізілді және оның құбылмалылық себептері анықталды.

Түйін сөздер: инвестициялық климат, мемлекеттік инвестициялық бағдарламалар, жаңартылатын және жаңартылмайтын энергия көздері, тікелей шетелдік инвестициялар, тікелей инвестициялардың таза ағыны.

Information about authors:

Dinara Amerzhanova - Head of the Department «Economics and Management» PhD in Finance, Professor of the EETI named after ac. K.Satpayev (Ekibastuz, Republik of Kazakhstan), e-mail: dididara@mail.ru, <https://orcid.org/0000-0002-4357-0287>;

Zayakina Anna - Senior Professor of the Department of «Economics and Management» EETI named after ac. K.Satpayev (Ekibastuz, Republik of Kazakhstan), e-mail: anet0101@mail.ru, <https://orcid.org/0000-0003-0333-7867>;

Shaimagambetova Aizhan - Senior Professor of the Department of «Economics and Management» EETI named after ac. K.Satpayev (Ekibastuz, Republik of Kazakhstan), e-mail: aizhan_777777@mail.ru, <https://orcid.org/0000-0002-1470-7432>;

Rakhimova Gulmira Akhmetovna - Ph.D., Assoc. Professor, KazATU them. S. Seifullin, 010011, Astana, Pobedy Ave, 62, <https://orcid.org/0000-0001-6950-7879>;

Esenova Gulmira Zheksenovna - Ph.D., Assoc. Professor, Kazakh Agrotechnical University. S.Seifullin, <https://orcid.org/0000-0001-8939-6811>

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JEL [340.115.17](#)**Z.K.Ayupova¹, D.U. Kussainov²**¹Kazakh national agrarian university, Almaty, Kazakhstan;²Kazakh national pedagogical university named after Abai, Almaty, Kazakhstanzaure567@yandex.ru, daur958@mail.ru**NOVELTIES IN PROVIDING OF LEGALITY IN THE
LEGAL POLITICS OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. The most democratic Constitution, which provides the broadest rights and freedoms of the population, the separation of powers, the rule of law, etc., will turn into a simple Declaration, in spite of developed, comprehensive, hierarchically constructed, consistent legal system, based for its implementation. The Constitution gives a special role to the Prosecutor's Office, with the main purpose of the Supreme supervision of the legality in the territory of the state. The amendments to article 83 of the Constitution, introduced in 2017, clearly defined the functions of the Prosecutor's office. Now it exercises the Supreme supervision, represents the interests of the state in court and prosecutes on behalf of the state.

At the same time, the main mission of the Prosecutor's office remains the provision of human and citizen rights in all spheres of life, active participation in the legal reforms. The Republic of Kazakhstan is gradually implementing judicial and legal reform, in accordance with which the criminal process has changed the trend from repressive, accusatory to human rights. Since 2015, the Institute of the Investigative Judge was introduced, which strengthened the judicial control. The actions of the investigators, affect the rights and freedoms of the person, authorizes the investigating judge. Earlier it was the competency of the attorney's office. Now the exemption from liability in connection with the reconciliation became the responsibility of the criminal prosecution body.

Keywords: legality, legal politics, legal system, office of public prosecutor, law-enforcement activity, state guarantees, courts, mediation, novelties, human rights.

Democratic processes, taking place in the modern society, have influenced on the implementation of profound reforms in all spheres of life. They concerned the sphere of state structure and legal policy of our country. In the framework of these reforms, the new Criminal Code, the Code of Criminal Procedure and the Code of Penal Enforcement of the Republic of Kazakhstan have been adopted. In accordance with the new Criminal Code, the practice of early release has changed radically in the Republic of Kazakhstan. Now the court is obliged to release the prisoner, if he served a certain term, made amends and does not violate an order in imprisonment places. The logical continuation of the consistent policy of humanization was the adoption on December, 21, 2017, the Law "On the modernization of the procedural fundamentals of law enforcement". Its peculiarity was the increase in the adversarial nature of the parties in the criminal process, the expansion of the powers of lawyers and the reduction of the detention of suspects from 72 to 48 hours.

From that moment the procedural sanctions, including secret investigative actions, which were previously given by the Prosecutor's office, were finally transferred to the investigating judge. The authorities are obliged to notify those, who were followed and listened to about the conducted secret events. If they are unfounded, the citizen has the right to restore the freedoms and rights, and moreover to receive compensation through the court. Another novel was the electronic investigation of criminal cases. This format minimizes the falsification of evidence and various violations of the law. The investigation was completed by 2.5 thousand citizens, sent to the court 1.8 thousand cases. The courts were considered to 1.3 thousand cases.

The next step was the adoption on June 21, 2018 the Law “On humanization of Criminal and Criminal Procedure Codes of the Republic of Kazakhstan”. According to this concept, only those, who are really dangerous to the society, are subject to isolation. Others, who have committed non-violent serious crimes, are subject to penalties not related to isolation from the society. Of course, such systemic measures have significantly strengthened guarantees for the protection of human rights in the criminal proceedings. Fortunately, Kazakhstan has risen to 78-th place among more than 220 countries in the prison population Index.

Since the beginning of 2017, four types of probation have been introduced in Kazakhstan for the resocialization of convicts. Citizens in this situation, the state provides social assistance from the first days of the investigation of the crime. But if they do not draw conclusions and break the law, their punishment will be replaced by imprisonment. By the way, the Republic has earned a Fund for compensation of harm to victims. Now the state pays monetary compensation to the victims of torture. The ongoing reforms have not spared the administrative process. All administrative offences, the sanction of which provides for the restriction of constitutional rights, are transferred to the jurisdiction of the court. Previously, such cases could be considered by other state bodies. Administrative responsibility cannot be brought for violation of by-laws, which was previously possible and went against the Constitution, according to which, human rights and freedoms can be limited only by laws. A reduced procedure for bringing to justice those, who agree with the offense and plead guilty, has been introduced. It became possible to pay only half of the fine in seven days. In order to reduce corruption risks, a fixed fine has been introduced. Now it is impossible to manipulate the size of the fine in sentencing. A Unified Register of administrative proceedings has been introduced. Now administrative production is conducted in electronic format, and fines can be paid on the spot by credit card.

The system of civil proceedings is being optimized. The structure of justice has become three-level. Before that, it was a five-level. Conciliation procedures through mediation, judicial mediation, and participatory procedure were significantly expanded. In light of the ongoing reform, the lawyers by themselves produced evidence in the case. The participation of the Prosecutor in civil disputes has been drastically reduced. The Prosecutor does not participate in disputes on private matters, but only in three categories of cases: in cases, where the interests of the state, society and citizens, who cannot protect themselves, are affected. Recently, the Prosecutor’s appeal was replaced by a motion. Until the judicial act enters into the force, the Prosecutor may not request the case or suspend the execution of the decision as before. The Attorney General may bring a cassation appeal only in cases of compulsory category.

According to some scholars, this has led to a “broad” understanding of the law, which was the first serious alternative to the concept of law as a set of rules only. But this “broad” understanding of law, according to S.S. Alekseev, did not mean the distinction between law and order [1, P.300]. In his view, law is order, but not only regulation. From these positions, the criticism of the current legislation, the accusatory bias of the judicial system began to be carried out; combining in the Prosecutor’s office the functions of prosecution and control over the legality of criminal cases, limiting the activities of the bar, the lack of legislative consolidation of the presumption of innocence, etc. All this has played a significant role in the democratization of the legal system. But disputes about the normative understanding of law, the relationship of law and order, natural and positive law and many other problems, appeared at the turn of 1950-1960 years, do not stop until now.

As the Executive Director of the Public Fund “Transparency Kazakhstan” S.M. Zlotnikov emphasizes, “legitimacy should not be confused with legality”. “Legitimacy of power” is a more fundamental concept; it gives an answer to the question: is power justified from the social side and from the point of view of human rights, obligations and freedoms” [2, P.7]. This means that the public law of the state should be based on the natural law of the society; and the people, man and citizen should find the natural link of the entire legal system.

By exemption from excessive politicization and partisanship of the right of legal science, according to Professor V.N. Kudryavtsev, is the adoption of the relations to the law-abiding state, ideological principle of “socialist rule of law”. The rule of law is defined as “the strictest, direct implementation of all norms, the principles of humanistic law, first of all, the basic inalienable human rights, and, in addition, also associated with them a number of other institutions... including General democratic legal principles of private law, independent justice” [3, P.11-12].

The functioning of civil society requires the legislative regulation, which establishes rules of conduct for the subjects and the implementation of political and legal interaction of various forces. But again, in our opinion, greatly exaggerating the role of the state, the state establishes the legitimacy of individuals, political institutions and itself. Hence the idea of the rule of law, such that operates within the legal framework, i.e. limited right. In turn, civil society allows mediating the realization of freedom by political institutions, and this is obviously the key semantic advantage.

In the heat of controversy in recent years, the approval of the status of natural and private law, the priority of law over the order, in the literature of the CIS countries was underestimated the authority of the law. This, of course, was facilitated by the level of legislative activity of the parliaments of the CIS States, either urgently "baking" laws, or unreasonably delaying the adoption of urgently needed laws. But there are already voices in defense of the rule of law, even without the use of the updated term "legality".

Thus, V.V. Lazarev, S.V. Lipen, A.Kh. Saidov emphasize: "The idea of legality is an important social value" [4, P.7]. The value of legality, as we can see, is carried out by authoritative scientists, even beyond the legal sphere and is interpreted very broadly as a social value. Further, they note: "Standards (models) of legal behavior should be normatively fixed by the legal system". It is no accident that instead of the seemingly familiar concepts of "system of law" and "model of law", we are talking about the legal system, i.e. the legal family. Laws and the rule of law are considered in the broad context of all legal phenomena. At the same time, factors and results of cultural and value character are explicitly and implicitly contained in this judgments.

The same was stated by V.S. Nersesyants: "The right becomes such only having absorbed the ideas of true justice. Therefore legality is a formal principle on the Contrary, justice is a substantive principle (the principle of activity), since it determines the very content of the rule by itself" [5, P.93]. The above-mentioned issues concerning the General problem of the degree of openness and closeness of the legal system and the legal family need the special scientific research and attention of the legislator. Many of the declared scientific provisions require more specific legal content. In particular, such as the current law can so limit, bind our constitutional state, as far as its norms will not contradict the Basic Law, or they must be changed and intensively changed today, in accordance with its provisions and norms; constitutional norms - the mandatory basis of the system of current law in the Republic of Kazakhstan; the Constitution brings into unity the system of law in force in the country, and first of all, directly derived from its legislation; the legal meaning of the Constitution - constitutional legality.

Analysis of this statement suggests that the "conformity with the Constitution" refers to the systemic unity and interaction of the Constitution and constitutionalism, the Constitution and all law-making, law enforcement. It is noteworthy that earlier the word "law-making" was used instead of "law-making" often used by officials. This once again emphasizes the higher level of constitutional requirements for legislators. At the same time, traditionally using the concept of "legality and the rule of law", in a state governed by the rule of law, a more precise and unified concept of "legality" is widely used. Although the law enforcement system of the Republic is still under reform, however, the constitutional principle of the Department of inquiry and the preliminary investigation by the court and the Prosecutor's office remains unshakable and is reflected in all legal acts, regulating the activities of law enforcement agencies. We have already mentioned this above. The main content of this principle is, on the one hand, to ensure the independence and objectivity of prosecutorial supervision and judicial control over the legality of the activities of the inquiry and investigation by means of legislative regulation, and, on the other hand, to create the legal conditions for the procedural independence and objectivity of the bodies of inquiry and investigation in the implementation of the preliminary investigation.

It should be noted that, according to the criminal procedure legislation of the Republic, the Prosecutor, the investigator, the body of inquiry, the investigator are the bodies of the criminal prosecution, but the forms, methods and content of the powers exercised by them, differ significantly. In organizational terms it is, first of all, the absence in the structure of the Prosecutor's office of specially created apparatus for carrying out the functions of inquiry and investigation, in legal terms - the lack of authority to carry out this procedural activity, despite the permission of the law to produce separate prosecution bodies, strictly specified investigative and procedural actions that allow to carry out criminal prosecution without the procedure of inquiry and investigation. Thus, a new kind of law enforcement system has been formed.

State power must be legitimate, i.e. legally justified and recognized. This basis is expressed in the legal system - the Constitution, laws, international legal acts... As noted by S.M. Zlotnikov, "legitimacy should not be confused with legality". "Legitimacy of power" is a more fundamental concept; it answers the question, whether power is justified from the social side and from the point of view of human rights, obligations and freedoms.

The law-abiding state should contribute to the maximum convergence of private and public law in a single legal system [6, P.17].

The elevation of private law should not be at the expense of public law. The private interest, both individual and collective, needs not only to be protected by the state and society, but also to ensure the social orientation of the state legal policy. The boundaries of private law are expanding to the limits - public in the region, the country, the world, as evidenced by the human rights problems that have become the subject of regulation at the international level. Negatives of statehood and public law can be minimized, among other factors, in the systemic functioning of legal mechanisms and means. One of the way of liberation from excessive politicization and ideologization of law is the establishment of the relations of legality, instead of the former principle of "socialist legality and the rule of law".

We should not forget the Latin saying: "Summum Jus, Summa Injuria" (the highest lawfulness is the highest lawlessness). And only the systemic effect of legal phenomena can often neutralize the trend of alienation in a legal state, without the predominance of political or other foreign interference.

The legal system is a complex, extremely broad concept that includes numerous legal elements: the system of law, legal consciousness, legal relations, acts of law enforcement, legality, law and order, etc. These constituent elements of the legal system are organically interconnected with each other, so much so that they predetermine and as if "follow" from each other [7, P.48].

"There is a new legislation, radically different from the one that was in force earlier. The rapid pace of legislative activity is characteristic of each country. The process of formation of the new law will take quite a long historical period, at the end of which it will be possible to draw conclusions about the features and peculiarities of the new legal systems of the States of socio-democratic orientation" [8, P.19].

In the conclusion, we would like to note that legal phenomena, which include only some fragments of the content of the legal system, some of its substrate elements, links, processes, development trends and do not have the main features of the element, are listed as components of such system. Among the components stand out the legal activity in various types, good behavior, rule of law, legal practice, legal policy, legal technique, legal symbolism and legal acts, the legal system, legal science, etc. Components of the legal system are also recognized and parts of its elements: industry, institutions, sub-sectors of law; private and public law; legal ideology and legal psychology; legal personality; subjective rights and legal obligations.

З.К., Аюпова Д.Ө. Құсайынов

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ҚҰҚЫҚТЫҚ САЯСАТЫНДАҒЫ ЗАҢДЫЛЫҚТЫ ҚАМТАМАСЫЗ ЕТУДЕГІ ЖАҢАШЫЛДЫҚТАРЫ

Аннотация. Ең басты халықтың кең мағынадағы құқығын және билікті бөлуді, заңдылықты көздейтін басты демократиялық Конституция, егер оны іске асыру үшін дамыған, жан-жақты қамтитын, иерархиялық етіп жасалынған, карама-қайшы келмейтін құқықтық жүйеге негізделмесе, қарапайым декларацияға айналады. Конституцияның басты мақсаты мемлекет аумағында заңдылықтың сақталуын жоғары қадағалау болып табылатын прокуратураға ерекше рөл берілген. 2017 жылы Конституцияның 83-бабына енгізілген түзетулер прокуратура функцияларын айқындады. Қазір ол жоғары қадағалауды жүзеге асырады, сотта мемлекет мүддесін білдіреді және мемлекет атынан қылмыстық қудалауды жүзеге асырады. Бұл ретте прокуратураның негізгі миссиясы адам мен азамат құқықтарының өмір сүруінің барлық салаларында сақталуын қамтамасыз ету, құқықтық реформаларға белсенді қатысу болып қала береді. Қазақстан Республикасында сот-құқықтық реформа кезең-кезеңімен іске асырылуда, оның аясында қылмыстық процесс репрессивті, айыптаудан құқық қорғаушыға еңістікті өзгертті. 2015 жылдың институты енгізілген тергеу судьясы, ол сот бақылауын күшейтті. Тергеушілердің адамның құқықтары мен бостандықтарына қатысты іс-әрекеттерін тергеу судьясы санкциялайды. Бұрын бұл прокурордың өкілеттігі болды. Енді татуласуға байланысты жауапкершіліктен босату қылмыстық қудалау органының міндеті болды.

Түйін сөздер: заңдылық, құқықтық саясат, құқықтық жүйе, прокуратура, құқық қорғау қызметі, мемлекеттік кепілдіктер, сот, медиация, жаңашылдықтар, адам құқықтары.

УДК [340.115.17](#)З.К. Аюпова¹, Д.У. Кусайнов²¹КазНАУ, кафедра права, г. Алматы, Республика Казахстан;²КазНПУ им.Абая, общеуниверситетская кафедра политологии и социально-философских дисциплин, г. Алматы, Республика Казахстан**НОВЕЛЛЫ В ОБЕСПЕЧЕНИИ ЗАКОННОСТИ
В ПРАВОВОЙ ПОЛИТИКЕ РЕСПУБЛИКИ КАЗАХСТАН**

Аннотация. Совершенно очевидно, что самая демократическая Конституция, предусматривающая наиболее широкие права населения, разделение властей, законность и т.д., превратится в простую декларацию, если для ее реализации не будет основана развитая, всеобъемлющая, иерархически построенная, непротиворечивая правовая система. Особая роль Конституцией отведена Прокуратуре, главным предназначением которой является высший надзор за соблюдением законности на территории государства. Внесенные в 2017 году поправки в статью 83 Конституции четко определили функции прокуратуры. Ныне она осуществляет высший надзор, представляет интересы государства в суде и от имени государства осуществляет уголовное преследование. При этом основной миссией прокуратуры остается обеспечение соблюдения прав человека и гражданина во всех сферах жизнедеятельности, активное участие в правовых реформах. В Республике Казахстан поэтапно реализуется судебно-правовая реформа, в свете которой уголовный процесс изменил уклон от репрессивного, обвинительного к правозащитному. С 2015 года был введен институт следственного судьи, который усилил судебный контроль. Действия следователей, затрагивающие права и свободы человека, санкционирует следственный судья. Раньше это было полномочием прокурора. Теперь освобождение от ответственности в связи с примирением стало обязанностью органа уголовного преследования.

Ключевые слова: законность, правовая политика, правовая система, прокуратура, правоохранительная деятельность, государственные гарантии, суды, медиация, новеллы, права человека.

Information about authors:

Ayupova Z.K. - Doctor of juridical sciences, professor, chair of law, Kazakh national agrarian university, Kazakhstan, Almaty

Kussainov D.U. - doctor of philosophy sciences, professor, interuniversity chair of politology and socio-philosophy disciplines Kazakh national pedagogical university named after Abai, Kazakhstan, Almaty

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Zh.Z. Baigireeva

Kazakh Humanities and Law Innovation University

zhanaruskaman@mail.ru

**HUMAN CAPITAL AS A FACTOR IN IMPROVING THE
COMPETITIVENESS OF ENTERPRISES IN MODERN CONDITIONS**

Abstract. The article substantiates the role of human capital in the development of an enterprise, proves the need for managing human capital in modern economic conditions. Analysis of the need for the formation and use of human capital in the enterprise allowed us to determine the possibilities of its use in order to improve its competitiveness. The company is the main economic entity of society. At all stages of economic development, it is the main link. Enterprises play a key role in the economic development of the country due to the fact that they solve the following problems: employment, social problems, insufficient growth of national income, education of society and the development of science. Income from investments in human capital goes not only to the carrier of human capital, but also to the organization in which it is implemented, the region and the state as a whole, and personnel errors due to low qualifications lead to huge losses, damage to production and the health of the staff.

Keywords: the company's competitiveness, human capital, intellectual capital, innovation.

INTRODUCTION

Regardless of the scale and size of enterprises, competition between them for a place in the market conjuncture makes the market more perfect. Competitiveness of an enterprise is defined as the productivity of its resources, it is expressed in obtaining more profit and is achieved by reducing the costs of production of goods (services), improving the quality of goods (services), expanding the range of goods (services). To do this, they need to conduct market research in order to study the prices and quality of similar goods (services) from competing enterprises; cost reduction of the enterprise; improving the quality of goods and increasing output, which is achieved through the introduction of new technologies in the production process, as well as the rational use of its own resources. Today, priority in the effective management of resources is given to human resources, and not material and financial.

It is necessary to distinguish the concept of "human potential", which has become widespread in the social sciences in the last twenty years, and the concept of "human capital". The concept of "human potential" is broader, and its content includes the whole range of development of productive forces and the entire set of social relations of the concrete historical stage of the development of society. It includes both economic and non-economic components. Accordingly, "human potential" refers to the number of not only economic, but also social and philosophical categories. Human potential appears as an integral characteristic of the physical, spiritual, moral and socio-professional development of individuals, revealing the possibilities of their participation in production and social life in general.

MAIN PART

The difficulty in managing these resources lies in their individual component and consists in the management of human capital, the carrier of which is man. The process of human capital management begins with the search and selection of the applicant. The ability to see the necessary experience, talent and knowledge in the candidate for employment, as a rule, is entrusted to recruitment agencies or personnel management services of the enterprise.

As is known, human capital is inseparable from its carrier, that is, a person, but by employing him to work, the employer acquires for use his human capital [2]. Based on the foregoing, it could be concluded that the totality of human capital of all categories of employees of the enterprise is its total human capital. But this statement cannot be true, due to the fact that organizations and enterprises in their ownership also possess intellectual property products, acquired by them from other legal entities and individuals, the relations with which are not fixed by labor contracts. These objects can be expressed in the form of licenses, patents, R & D, etc.

The interrelated concepts of “human capital” and “intellectual property” are also integral parts of each other. Since human capital is the basis of intellectual capital, knowledge and skills of the carrier of human capital, that is, human, are derivatives for the creation of intellectual property (patents, licenses, know-how). In turn, intellectual capital does not exist without human, as the carrier, producer and consumer of knowledge, experience and skills is a person [3].

An important indicator is also an indicator of growth in the number of Internet users. It clearly demonstrates the degree of literacy and activity of the population in the field of information technology and determines the dynamics of the country's socio-economic progress.

The number of organizations using the Internet in Kazakhstan is growing inexorably, as Table 1 shows the growth dynamics over the past 5 years.

Table 1 - The number of organizations using the Internet

	2013	2014	2015	2016	2017	2018	Change over 5 years 2018/2013.
The Republic of Kazakhstan	49 853	58456	52630	65186	75779	79658	59,79
Akmola	2 203	2 659	2 818	2 782	2 906	3 008	36,54
Aktobe	3 300	3 581	3 165	3 721	3 484	3 714	12,55
Almaty	1 830	2 637	2 551	2 911	3 121	3 434	87,65
Atyrau	1 647	2 042	1 741	2 455	2 303	2 346	42,44
West Kazakhstan	1 440	1 957	1 743	1 769	2 418	2 352	63,33
Zhambylskaya	1 320	1 653	1 543	1 947	1 838	1 930	46,21
Karaganda	3 900	4 493	4 639	5 732	6 321	6 896	76,82
Kostanay	2 737	3 057	3 339	3 238	3 601	3 939	43,92
Kyzylorda	1 227	1 235	1 385	1 719	1 695	1 635	33,25
Mangystau	2 182	3 124	1 979	2 079	1 744	2 667	22,23
South Kazakhstan	3 698	3 904	2 949	3 869	4 321	4 512	22,01
Pavlodar	2 284	2 761	2 805	2 979	3 691	3 770	65,06
North Kazakhstan	1 762	2 226	2 266	2 294	2 500	2 852	61,86
East Kazakhstan	3 988	4 249	4 135	4 148	4 452	4 940	23,87
Astana	3 907	4 202	4 862	5 855	9 000	10225	161,71
Almaty city	12428	14676	10710	17688	22384	21438	72,50

In general, the number of organizations using the Internet by almost 60% has increased in Kazakhstan, but the leaders were enterprises of Astana 161.71% increased their number in comparison with all areas. The most lagging behind in this development are Aktyubinsk, South Kazakhstan Mangystau regions, so the number of organizations using the Internet barely exceeds 20%.

The problems of innovation activity have become increasingly relevant in recent years. This is a reflection of the growing public understanding of the fact that the renewal of all spheres of life is impossible without innovations in production, management, and finance. It is innovations that lead to the renewal of the market, the improvement of the quality and expansion of the range of goods and services, the creation of new production methods, the marketing of products, and the improvement of management efficiency.

Usually there are three main types of investment in human capital:

- Expenditures on education, including formal education (primary, secondary, higher) and on-the-job training (both directly at the workplace and with a job);
- health expenditures in a broad sense, including all costs that affect the length of life, strength, endurance of workers;
- mobility costs (migration).

Table 1 - Expenditures on education as a percentage of gross domestic product and expenditures per student

Country	Total state spending on education in% of GDP	Total student costs	
		in% of GDP by human	in USD PPP
Kazakhstan	2,8	7,9	865
Belarus	4,5	15,0	1957
Russia	4,1	14,2	2889

The data in Table 1 make it possible to verify that, by the share of GDP, Kazakhstan spends less on the education system than Russia and Belarus and spends less than half of the purchasing power parity per student. Nevertheless, the education budget in 2018 exceeded 1.3 trillion. tenge with growth over the past two years by more than 1.6 times.

The health care system in Kazakhstan consists of the state and non-state (private) sectors. The division of health care into public and private sectors is based on the ownership of the property of medical organizations. However, within each sector, different organizational and legal forms are possible.

An important role in the efficiency of human capital is its constant, purposeful formation and rational use. The formation of human capital begins in childhood. Training and development of the child lays in him not only certain knowledge, but also broadens his horizons, forms the outlook and creative abilities, which in the process of his growing up must also be developed and maintained.

Thus, in childhood and youth, human capital, as a rule, is formed in the family, preschool, school, secondary vocational and higher educational institutions. On how it will be formed depends on the decision of the employer on employment. In the future, the development of human capital still remains in the hands of the man himself, but the enterprise begins to participate in it. Further training, retraining and additional training courses, mentoring, maintaining employee health and motivation are all used by this modern enterprise in order to increase the efficiency of the return on human resources. But it should be noted that today there are more and more enterprises that care about the formation of human capital or the provision of highly qualified specialists until the time of the conclusion of an employment contract with them. Namely, entering into an agreement with a student, the company begins to invest in the process of higher education, for this it pays for its training, provides internship at its production facilities and participates in writing its graduation work, in which, as a rule, the student is looking for ways to solve one of the urgent tasks of the enterprise. After graduating from university, yesterday's student becomes a full-fledged employee of the enterprise. This process also contributes to the timely completion of staff.

Conclusions about how rational and efficiently the employer uses his existing human capital can be made by assessing the dynamics of human capital and its impact on such financial and production indicators as revenue, labor productivity, production volume and quality of products (services), and enterprise costs. and the main indicator for any company - profit.

The development of human capital of an enterprise is also the basis for the formation of its innovative development [1]. The creation of innovations - products of intellectual labor - brings with it the need for providing the enterprise with highly creative individuals. The introduction of innovations in production and obtaining the economic effect also requires highly qualified personnel, experienced managers. An enterprise in need of such personnel, as a rule, highly appreciates their work.

Current trends in the economies of leading Western countries show that human capital is closely connected with the formation of an innovative economy and reflects such closely interrelated characteristics as the knowledge-intensive nature of production, competitive advantages based on innovation, a high level of education and professional competence of workers, i.e. more important role of human capital. These questions are devoted to the works of M. Bendikov, S. Valentey, E. Vilkhovchenko, A. Gaponenko, L. Kurakova, N. Chebotarev and DR. Thus, at present, there are several research directions that develop a system of views on the formation and use of productive abilities people in the process of forming an innovative economy, ensuring economic growth and improving the competitiveness of enterprises:

- a study of the methodological and methodological provisions of the modern theory of human capital;
- study of the effectiveness of investing in human capital in order to enhance its impact on the growth of competitiveness of enterprises;

- study of various aspects of the economics of education, health care and other factors affecting the development of human capital and increasing its role in the formation of an innovative economy;
- research of methods and systems of indicators of human capital assessment.

At the same time, many problems of human capital development and its role in enhancing the competitiveness of enterprises in a market economy did not find practical implementation. A number of questions still remain unresolved or debatable. In particular, there is the problem of the impact of human capital on the formation of a strategy for the development of competitive relations and the choice of priorities in the formation of competitiveness of various economic actors in modern conditions.

High wages, career prospects, awareness of direct participation in the development of the company - all this is a strong motivation for the development of the employee not only as an individual, but also as a professional in his field, who is guided by the current industry trends and is able to increase enterprises.

Thus, by developing the human capital of its employees, the employer develops the future of his enterprise. And to evaluate its competitiveness today, it is impossible without evaluating its human capital.

CONCLUSION

Thus, for effective management of the enterprise and obtaining high income in the future, management needs to assess the importance of human capital at the early stages of the formation of the enterprise and devote sufficient time and investment to this issue. In turn, the country's economy also strongly depends on the development of each individual worker, and the country is also interested in improving the level of education and skills of the population. In an economy based on knowledge, it is important to achieve high human capital, which is necessary for the sustainable economic, social, cultural development of individual enterprises and the country as a whole. In our opinion, the consistent and persistent implementation of the stages of the formation of human capital and increasing the efficiency of its use will significantly improve the competitiveness of the enterprise and ensure its further development. Human capital is understood as the stock of knowledge, health, skills, experience, talent, motivation, productive abilities, cultural, ideological, psychological and social properties used by an enterprise in order to achieve higher goals for an organization. Particular attention is paid to the history of the development of the theory of human capital, given the definition of this concept. The types of investments in human capital and ways to assess their effectiveness are considered. The degree of the value of human capital in maintaining the competitiveness of the enterprise has been determined. It was noted that in the conditions of economic instability, lack of resources and investment, many Russian enterprises are beginning to save on everything and first of all on staff: they cut salaries, social payments, worsen working conditions.

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Ж.З. Байгирева

Казахский гуманитарно-юридический инновационный университет

ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ КАК ФАКТОР ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ В СОВРЕМЕННЫХ УСЛОВИЯХ

Аннотация. В статье обоснована роль человеческого капитала в развитии предприятия, доказана необходимость управления человеческим капиталом в современных условиях хозяйствования. Анализ необходимости формирования и использования человеческого капитала на предприятии позволил определить возможности его использования в целях совершенствования его конкурентоспособности. Предприятие является главным экономическим субъектом общества. На всех этапах развития экономики оно является основным звеном. Ключевую роль в экономическом развитии страны предприятия занимают за счет того, что решают следующие проблемы: занятость населения, социальные проблемы, недостаточный рост национального дохода, образованность общества и развитие науки. Доходы от инвестиций в человеческий капитал достаются не только носителю человеческого капитала, но и организации, в которой он реализуется, региону и государству в целом, а ошибки персонала из-за низкой квалификации приводят к огромным потерям, ущербу производству и здоровью самого персонала.

Ключевые слова конкурентоспособность предприятия, человеческий капитал, интеллектуальный капитал, инновация.

**ҚАЗІРГІ ЖАҒДАЙДА АДАМИ КАПИТАЛ КӘСІПОРЫНДАРДЫҢ
БӘСЕКЕЛЕСТІК ҚАБЫЛЕТТІЛІГІН АРТТЫРУ ФАКТОРЫ РЕТІНДЕ**

Аннотация. Мақалада адам капиталын кәсіпорынның дамуындағы ролі негіздейді, адами капиталды заманауи экономикалық жағдайларда басқару қажеттілігін дәлелдейді. Кәсіпорында адам капиталын қалыптастыру мен пайдалану қажеттілігін талдау оның бәсекеге қабілеттілігін арттыру үшін оны пайдалану мүмкіндіктерін анықтауға мүмкіндік берді. Компания қоғамның негізгі экономикалық субъектісі болып табылады. Экономикалық дамудың барлық кезеңдерінде бұл негізгі байланыс. Кәсіпорындар елдегі экономикалық дамуда маңызды рөл атқарады: жұмыспен қамту, әлеуметтік мәселелер, ұлттық табыстың жеткіліксіз өсуі, қоғамды тәрбиелеу және ғылымды дамыту. Адами капиталға салынған инвестициялардан түсетін табыс тек адами капиталдың тасымалдаушысына ғана емес, сондай-ақ жүзеге асырылатын ұйымға, аймаққа және тұтастай алғанда мемлекетке де, кадрлардағы қателіктер төмен деңгейде болғандықтан үлкен шығындарға, өндіріс шығындарына және қызметкерлердің денсаулығына әкеледі.

Түйін сөздер: кәсіпорынның бәсекеге қабілеттілігі, адам капиталы, зияткерлік капитал, инновация.

Information about authors:

Baigireeva Zh.Z. - Kazakh Humanities and Law Innovation University, zhanaruskaman@mail.ru, <https://orcid.org/0000-0002-7625-9727>

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N. B. Duisembayeva1st year PhD student,Faculty of History, Archeology and Ethnology, Al-Farabi Kazakh National University,
71 al-Farabi Avenue, Almaty, Republic of Kazakhstan, 050040**EDUCATION IN KAZAKHSTAN IN THE LATE 19TH
AND EARLY 20TH CENTURIES AND KAZAKH INTELLECTUALS**

Abstract: This article is devoted to the educational activities of Kazakh intellectuals who lived in the territory of Kazakhstan in the 19th and 20th centuries. At that time education in Kazakhstan was carried out in two directions, spiritual and secular. Russification policy of the Russian Empire in the field of education was pursued on the Kazakh land. At the beginning of the 20th century schools and madrassas could not meet the needs of the society; subsequently new methodological schools appeared instead of Muslim schools. The jadids were founders of these schools, where most of the Kazakh intellectuals obtained knowledge.

Key words: history, Alash, education, Kazakh intellectuals, jadids, schools, madrassas.

One of the most pressing problems of modern history is the fact that the national intelligentsia, as well as the scientific and educational activities and their realities, are of great importance. Because in every civilized society, each generation will be able to fully understand its peculiarities and historical obligations by studying these issues in the context of historical knowledge.

Kazakhstan has had the opportunity to study and learn historical events in the light of its new historical cognition and data based on its historical background. Self-knowledge of the people in the history of motherland is carried out in the study of difficult and complicated processes in the field of scientific and educational activity of national intelligentsia in the Kazakh steppes. It is also known that this is accomplished through national intelligence services that carry out studies and investigate historical truth. The leading part of the Kazakh intelligentsia was formed on the basis of the first Russian revolutionary ideas and the socio-economic influence of the Kazakh society of that time and Muslim movements in the early twentieth century in 1905.

Leading intellectuals were always leaders in the struggle for independence from the colonial aggression, national liberation struggle, and independence. One of the main goals set by the Kazakh intelligentsia was scientific and educational.

The national interests of the people - the leaders of the national intelligentsia, in order to achieve independence, determined the ways to reach a common goal and achieve it. In this liberation struggle the leading figures of the Kazakh people were able to raise the level of education to the highest level.

Together with the legal issues of the research object, G. Useinova noted that the opinions of the representatives of the Kazakh intelligentsia on the national language and culture were widely reflected in their works, that national intellectuals of the early twentieth century were promoting science and education with preservation of language and culture [1].

In Tebegenov's article, he pointed out that the role of Zh. Aimaitytov in dramaturgical work is to raise public awareness by educating national intellectuals of their time [2].

Z. Begimbaeva, A. Kalybaeva, L. Iskakova, G. Nazarov in the article "Educational Movements in Kazakhstan at the Beginning of the 20th Century" emphasized the socio-economic and political trends of

the 20th century in Kazakhstan in the development of spiritual life and the education system of Kazakh society [3]. Indeed, the work of the Kazakh intelligentsia in the field of education is unique.

Nation's intellectuals have been actively involved in the life of the Kazakh society, in addition to multilateral political activities, they have created press- information media, published newspapers and magazines, have been able to solve the conflicts arising from freedom of thought, liberation, national education, education, science, which played a great role in education.

The great work of the National Intellectuals in the eyes of the Kazakh people is one of the most significant works in the field of cultural diversity, including literary works.

The great works of the national intelligentsia in the development of national culture included works of literary, written and oral language, national pedagogy, psychology, history, ethnography, journalism, press, translation, medicine, biology, natural science, agriculture, mathematics, civilized way of development.

By the middle of the XIX century on the territory of Kazakhstan there were mainly Muslim schools, schools and madrasas, which teach children of aristocratic children Islam and Arab writing. After Russia's colonization of Kazakhstan, the religious schools, as well as the children of the Russian authorities, and the secular schools of the Kazakhs and children from non-Russian peoples began to open.

At the end of the XIX and early XX centuries, the education of the people in Kazakhstan was two - religious and secular. Due to the fact that the number of migrants to the Kazakh land has increased, the number of secular schools has increased. Under the influence of the Russian Empire, in accordance with the Law of the Republic of Kazakhstan "On the measures to educate the population of "buratanas" in the Russian habitats" adopted in 1870, education in Kazakhstan has three categories: 1) for those who spoke less Russian, 2) for places where the number of Russians is dominant 3) For those who know enough Russian. Schools in the first category taught in the mother language using Russian alphabet. The second category schools should be taught in Russian only, with pupils alongside Russian children and the local children, which were called "buratana". In this school, the mother tongue was used only when explaining lessons. In the schools of the third category only the Russian language was taught [4]. Thus, the Russian Empire was implementing its Russification policy in the field of education in the Kazakhland.

During the implementation of the abovementioned law, schools of different types are subordinate to the Ministry of Education. For example, there were primary schools and boarding schools in Akmola and Semipalatinsk counties, Russian-language schools in Zhetysay and Syrdarya, as well as elderly and pedestrian schools in BokeyOrda. Programs of these educational institutions were strictly controlled by the Ministry of Education. All of this was due to the need for educated professionals who were directly involved in the development of Kazakhstan. The main purpose of the Russian education to the Kazakh people was to incorporate the Russians into the Kazakhs by pursuing a policy of Russianisation and systematically absorbing Kazakh into the Russian language. A. Alektorov speaks about the way in which Kazakhs can be assimilated in a simplified way, saying, "... the Kazakhs weaken the Muslim fanaticism of those who came from Bukhara and other places of prosperity"[5].

And madrasas in the country had a strong reputation. They were mainly educated by mullahs and teachers. Youngsters educated in madrasas, in addition to elementary education on Islamic foundations, studied mathematics, philosophy, language, history, medicine and astronomy. Educated in the madrasas, along with education, young people have acquired moral, general courtesy qualities. After the Reformation, the tsarist government began to teach compulsory Russian in madrasas.

At the beginning of the twentieth century, schools and madrasas in the Kazakh land could not meet the needs of society. Now, instead of Muslim schools, new methodological schools have emerged. Its founders were the Jadids. The Jadidism has continued to grow between all the Turkic peoples of Central Asia (Kazakh, Kyrgyz, Uzbek, etc.). Its major representatives are: I. Gaspraly, Sh. Marjani, A. Ibragimov, M. Ablurashidhanov, M. Behbudi, A. Fitrat, F. Hodzhaev and others. Their enlightenment movement has sought to revive the spirit of stagnation in the society and to modernize it. Representatives of the Jadidical movement were directed against the colonial policy of the tsarist authorities. They wanted the Turkic people to be voluntary and civilized. Some of the representatives of the religious Jadids were afraid of losing their reputation in schools and madrasas, and the tsarist rulers considered untrustworthy people in Central Asia and Kazakhstan, which would damage the colonial politics. Most of the students of Jadid schools were Tatar, Bashkir and Kazakh youth educated in Kazan, Orenburg and Ufa. Among them

were graduates of educational institutions of Istanbul, Egypt, Baghdad. The Jadidists believed that in schools, along with religious education, it was necessary to teach mathematics, geography, natural sciences and history. In 1913 in the whole Turkestan region there were 92 madrassas of the Jadidic direction. One of the largest schools in Kazakhstan was the Mamania School [6]. Schools of the new direction opened in such cities as Aktobe, Zharkent, Vernyi, Kostanay, Perovsk, Semey and Kazaly. Most of the Kazakh intellectuals were educated in new methodological schools.

The Kingdom of Russia tried to prevent the Kazakh people from getting secondary and higher education. They feared that as Kazakh's literacy grew, their national consciousness would soon wake up. One of the main ideologists of the opening of Russian schools in Kazakhstan, Ilminskii, wrote: "...Buratana should be confused with Russian speaking, be ashamed of the Russian language, and worry not only from the governor but also from the department heads [7]." In the XIX century agricultural and feldsher schools were opened. They trained doctors with secondary education. However, no higher education institution has been opened in Kazakhstan.

Moreover, the Russia Empire actively engaged in religious missionary activities aimed at baptizing the Kazakh land. In 1902, 14 schools in this area were opened in the steppes, with two years of studying. Students learned Kazakh and Russian languages, arithmetic. Later, it was also allowed to teach the basics of Islam. However, it required Muslims to pay for studying Islam from their own pockets.

In 1904 one class and two class schools began to work in the counties. Education in one class school lasted for four years. There were taught Russian language, religious reading, Kazakh language, arithmetic, song lessons. The term of studying in two class schools were six years. In addition to these disciplines, they studied geography, natural science, draftsmanship and Russian history. The educational program was initially conducted in two years in Kazakh and then in Russian. However, salaries in Russian-Kazakh schools were low, teachers lacked. The material and technical base of schools were also not satisfactory.

In 1877 in Omsk, as well as Kokshetau and Akmola, boarding schools for Kazakh children were opened. Kazakhs themselves were paying for the expenses incurred by charity.

A technical school in Omsk was opened in 1882. It trained specialists in the field of secondary education to factories, as well as to the transport service. At the end of the XIX and early XX centuries prominent representatives of the Kazakh people, future public figures Alikhan Bokeikhanov, Akhmet Baitursynov, Aidarkhan Turlubaev, Okenchi Alzhanov, Zhakyp Akbayev, Raimzhan Mearsekov Magzhan Zhumabaev, Saken Seifullin, Koshke Kamesgenov, Dindosh Adilov, Smagul Sadvakasov, Gabbas Tugzhanov, Zhumat Shanin, Abulkhair Dosov, Bekmuhamed Serkebayev, Birmukhamed Aibasuly, Amire Isin, Mukhtar Samatovich, Mukan, Asylbek, Muratbek and Mussulmanbek Seitov, Erezhep Itbaev, Seilbek Zhanaydarov, Aitpenov, Kolbay Togyzov, Nygmet Nurmakov, Shaimerden Alzhanov, and many others attended educational institutions of Ombay. People mentioned above and many more has contributed their knowledge to the nationwide education of intellectuals, as well as a scientific study of the native land.

The main principle of rescuing Kazakh people from colonial aggression was developing learning, knowledge and rising an awareness of scientific issues. One of the main goals set by national intelligentsia was to educate and provide knowledge for the nation.

At the beginning of the 20th century the magazine "Aikap" along with the newspaper "Kazakh" started to issue the scientific and educational works of Alash people. Even after the dissolution of the Alash and during the times of the Soviet government the national academicians dedicated their activities to education and science. In the article by A. Baitursynov and M. Dulatov called "For Alash members" which was published in "the Kazakh" newspaper, it says "in order to move the nation and let it grow alongside other countries, it is necessary to publish newspapers, magazines and books." [8].

Alash intelligentsia first opened primary schools in the field of public education, and published their articles in the newspaper "the Kazakh" about what they should be. A. Baitursynov said about the situation of the educational process at that time: "There are no tools for learning, there are few teachers...", emphasizing the deficit of the textbook and the teaching staff. According to the curriculum, Akhmet Baitursynov says, "... the kind of school we think is that primary schooling should be five years for the Kazakh. In the first three years children should learn only in Kazakh. In the last two years they have to study only in Russian ... in Kazakh language they should learn: reading, writing, religion, national history, mathematics, geography, christian agriculture, natural sciences ... in this two years of studying in Russian, the lowest level of gymnasium studies or real school it should be more accessible for

children with secondary education". He emphasizes the three basic needs of educating the population, those are: an educated teacher, a teaching tool, and a learning curriculum. In order to, to development in this direction, Akhmet Baitursynov invited national intellectuals to prepare textbooks and conduct scientific and educational activities [9].

Despite the cancelling of Alash government and the establishment of Soviet government, ex-Alash members who have devoted themselves to education and science have the same goals, and continued to work hard for the sake of Kazakh people.

Representatives of Alash spread their textbooks "Sauat ash" for adults, that are specialized on natural sciences, also about health care and economics, translated and published in Kazakh. In the Kazakh language textbooks, Mr. Turekulov and Kyr's son wrote preface called "The first Kazakh textbooks", in which it was given a brief explanation and description. Speaking about translation skills and language peculiarity, he noted that the Kazakh society needs books in the national language. He has written and adapted to the life of the Kazakh society through literary translations. He aimed to introduce the best international practices in health and economic management to the Kazakh nation.

The main directions of the scientific and educational work by National intellectuals were- a large number of textbooks, translations, scientific articles. They are:

1. Books;
2. Literary translations;
3. Pedagogical editions;
4. Charter and resolutions of the Communist Party;
5. Books on household life;
6. Historical books [10].

I. Textbooks about Alash people's educational activities are written in the field of social and natural sciences. For example, humanitarian direction:

- A. Baitursynov «Til - kural» 1 year, 2 years, 1920, «Oku kural» 1921, «Oku kural» first-year book. - Edition 4, 1922;
- G. Toktibaev Primary geography: for first-graders schools. - Tashkent, 1922, 96p 3 maps;
- M. Zhumabayev "The native language at elementary school". Tashkent, 1923, "Pedagogy: ways to bring up a child. Tashkent, 1923;
- H. Dosmukhammetuly The law of the Kazakh-Kyrgyz singularism. Tashkent, 1924, 53 p.;
- N. Torekululy "New Alphabet for Kazakh-Kyrgyz". M., 1924, 12p;
- Zh. Aimauytov Psychology, 1926. 382 p. ;
- Baitursynov A. Alippe (new tool) Kazakhstan has decided to use in the school. 1926, 116 pages, Learning grammar: The Kazakh alphabet, which is written in the way it sounds. Book 1 for illiterate adults. Semey, 1926 83p., Language instrument: Sound system and types. Learning book. Phonetics. 1926. 40p. and Learning literature, 1926. 286 p. ;
- N. Toreikulyuly About word of mouth. - M. 1926 - 36p;
- T. Shananuly "Kazakh language for Russians". - Kyzylorda 1928 - 122p.

Natural Science Textbooks of the National Intelligentsia:

- M. Dulatov "The first year of teaching in primary school". Tashkent, 1921, 56p.,
- H. Dosmukhammedov Animals, Tashkent, 1922, part 1, part 192, part 2, 130 p., H. Dosmukhammedov Natural science: steam, air, water, earth, ore, earth changes. - Tashkent, 1922. 126 p., Picture 143;
- M. Dulatov Secondary School Mathematical Journal, Orynbol, 1922, 44p, and 82 published in Tashkent this year, 4th Edition 1925 -98;
- K. Zhalenov Accounting Recognition. Part Two: Fractional Numbers. Tashkent 1923. 58 p.;
- Zhumagali (Tleulin) Infectious patients and the measures that apply to them. M. -1926 -84p.

II. Translations:

- A. Dickstein How Does Everyone Live? / Translation Gabbas. Moscow: 1923, 204 p.

- Korolenko. The color of the makar /Translation Kyrboy. Moscow: 1923. 40p.
- A.A.ZubrilinEarth'sstoplayer/TranslationA.Mametuli,Moscow:1924.-68 p.
- N.D. Lebedev Darwin's knowledge / Translation Ibrash. Moscow: 1924. 47 p.
- E.F. Liskun Events against drought / Translation A.Mametovich. Moscow: 1924. 52 p.
- Muralevich. Syphilis disease / Translation Zh. Tileuleev. Moscow: 1924. 58 p.
- Flammarion C. Astronomy Alippesy / Transl. Kyrboy M. 1924. 225b;
- P. R. Porovski Russian history / Transl. Karzhaubayuly, Baimukhametuly, 1925. 316 p.;
- Zhumagali (Tleulin) The fight against diarrhea: It was changed from Nadein's book. M., 1926. 32p.
- Tutukovskii T. Brief history of the earth / Translation Kyr boy. M., 1926. 104p.

Currently, the issue of studying the heritage of Alash is on a regular basis. For example, the "Archival-2025" project of the "the Seven Edges of the Great Steppe" project as a continuation of the "Spiritual renewal" program is one of the projects aimed to raise the collection and research of the heritage of the nation's intellectuals in the early 20th century to the national level. During our research, the scientific and educational studies of the heritage of Alash should be a spiritual food for the younger generation.

Attempts at reforming now present educational system that should preserve the best features of the European system of education rather than replicate American system [11].

Kazakhstan held its Union Republic status within the Soviet Union continuously until 1991. Its historical continuity with its own past broke down severely during Soviet dominion, and, over the seven decades preceding independence, was subject to destructive forces sometimes bordering on genocide. Not only were the Kazakh people abused, but the land bears a record of decline and degradation: a place which seemed eternal for a thousand years is now suffering from severe ecological problems [12]. The problem under consideration, as we indicated at the beginning of the article, was considered by representatives of the political elite of the Kazakh people at the beginning of the 20th century. There is a persistence of this problem.

At the beginning of the twentieth century national intelligentsia sought to find ways to save our country from the colonial struggle through the ideological struggle of the Kazakh people's independence. By restoring the state of the Kazakh people and trying to introduce our country to human values, we have made a new way of cultural and spiritual development of our nation. This activity of the National Intelligentsia was a new direction in which the Kazakh people could be independent as a nation, and that the window with other countries could live in the same conditions. Kazakh intellectuals' scientific and educational activities are shown to be abusive by the Soviet government, but their ideals live in the minds of the people who love the nation. A vivid example of this is the revival of the idea of the Alash people, which has gained independence from our country now!

Н. Б. Дүйсембаева

Әл-Фараби атындағы Қазақ Ұлттық университеті

Тарих, археология және этнология факультетінің 1-курс доктаранты Қазақстан Республикасы, 050040,
Алматы қ., әл-Фараби даңғылы, 71

XIX ҒАСЫРДЫҢ СОҢЫ МЕН XX ҒАСЫРДЫҢ БАСЫНДАҒЫ ҚАЗАҚСТАНДАҒЫ ОҚУ-АҒАРТУ ІСІ ЖӘНЕ ҚАЗАҚ ЗИЯЛЫЛАРЫ

Аннотация. Бұл мақалада Қазақстан территориясындағы XIX ғасырдың аяғы мен XX ғасырдың басындағы оқу-ағарту ісі және ұлт зиялыларының осы саладағы атқарған қызметі жайлы сөз болады. XIX ғасырдың аяғы мен XX ғасырдың басында Қазақстанда халыққа білім беру екі – діни және зайырлы бағытта жүрді. Ресей империясы қазақ жерінде оқу-ағарту саласында да өзінің орыстандыру саясатын жүзеге асырып отырды. XX ғасыр басына қарай қазақ жеріндегі мектептер мен медреселер қоғамның талаптарын қанағаттандыра алмады. Енді мұсылман мектептерінің орнына жаңа методикалық бағыттағы мектептер пайда болды. Оның негізін қалаушылар жәдидшілдер болды. Қазақ зиялыларының көпшілігі жаңа әдістемелік бағыттағы мектептерде білім алып шыққандар болатын.

Түйін сөздер: тарих, алаш, оқу-ағарту, білім, қазақ зиялылары, жәдидшілдік, мектеп, медресе.

Н. Б. Дуйсембаева

Докторант 1-курса Факультета
Истории, археологии и этнологии КазНУ им. аль-Фараби
Республики Казахстан, 050040, г. Алматы, пр. аль-Фараби, 71

ОБРАЗОВАНИЕ В КАЗАХСТАНЕ В КОНЦЕ XIX И НАЧАЛЕ XX ВЕКОВ И КАЗАХСКАЯ ИНТЕЛЛИГЕНЦИЯ

Аннотация. Статья посвящена просветительской деятельности казахской интеллигенции на территории Казахстана в конце XIX и в начале XX вв. Образование в Казахстане осуществлялось по двум направлениям – духовное и светское. В сфере образования проводилась политика русификации Российской империи на казахской земле. В начале XX века школы и медресе не могли удовлетворять потребности общества и вместо мусульманских школ появились новые методологические школы. Основателями этих школ стали жадиды, где образование получила большая часть казахской интеллигенции.

Ключевые слова: история, алаш, просветительская деятельность, образование, казахская интеллигенция, жадиды, школы, медресе.

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M.S. Iskakova, A.Zh.Zeynullina

Kazakh Humanities and Law Innovation University

State university Im. Shakarim G. Families

mis0508@mail.ru, aigul-zeinullina@mail.ru**DEVELOPMENT OF METHODS AND EVALUATION OF THE
EFFICIENCY OF PUBLIC SUPPORT OF SMALL INNOVATION
ENTREPRENEURSHIP IN RK**

Abstract. The state policy of supporting small business in developed countries makes it possible to create a favorable environment for it, which presupposes the stability of the state's economic policy, the development of market infrastructure, an effective system for the protection of intellectual property, and simplified administrative procedures. A rationally functioning market mechanism allows you to prioritize, and the state remains to carry out its necessary correction in the framework of the policy of supporting and developing small business. Due to this, this policy can be organically included in the general context of state regulation.

Keywords: Methods, evaluation, efficiency, government support, small business, innovation.

INTRODUCTION

It has been proved that when it comes to state support for innovative business, they most often have in mind the provision of tax breaks. However, in a number of countries, in order to stimulate private capital inflows to R & D, additional benefits are traditionally used - the so-called extraconcessions, which allow companies to deduct up to one hundred percent of the funds spent on research and development from the tax base, and in some countries, for example, in Australia and Austria, Denmark, sometimes more. In this case, if the company spends its funds to conduct research and development and the acquisition of the necessary equipment for this, but does not currently have sufficient profit to take full advantage of the established tax benefits, the legislation of many countries provides for the possibility of transferring such a right to the future.

The experience of the developed countries of the world shows that for the development of small innovative business on the ground is not so much the provision of various kinds of tax incentives, as the development of innovative infrastructure, which serves as the basic component of the innovative potential of the territory. To this end, small businesses need to cooperate with organizations that provide information, credit, marketing, patent and other services, thereby contributing to the formation of the knowledge-intensive sector of the economy and creating an effective mechanism for innovation.

Innovation infrastructure is defined as a set of interrelated, complementary production and technical systems, organizations, firms and relevant organizational and management systems required for the effective implementation of innovation activities and the implementation of innovations. According to a number of scientists and practitioners, in modern conditions it is the innovation infrastructure that largely determines the pace of economic development in the region and the growth of the well-being of its population [4].

MAIN PART

In each specific region, it is important to create an uneasy innovation infrastructure with a traditional set of components, but also to ensure the constructiveness of this infrastructure, orient it to the final result. In addition, information flows, including feedback, should be properly adjusted (which will provide a continuous analysis of intermediate and final results). Thus, it is possible to provide a closed system for managing innovations according to the scheme: innovations - investments - monitoring of final results - investments, etc.

One of the key factors of the innovative development of the country is the study of the priority strategic directions and the selection of the main development trends of the innovation-oriented small business on the example of the Republic of Kazakhstan. In developed countries, small business is an important area of employment for the strata of the population; it promotes the development of the innovation potential of the economy, the search for and implementation of innovations that are a factor in gaining competitive advantages for enterprises, industries, and regions.

In the conditions of a radical change in the structure and content of entrepreneurship, the intensive introduction of new production technologies, the structure and conditions of their functioning change. The roles of small and medium-sized businesses also change, they are modified, improved, and completely new ones appear. All this requires a careful analysis of all trends and scientifically based recommendations on the formation of an optimal, effectively functioning structure of modern entrepreneurship.

It is also necessary to study the external environment of entrepreneurship.

To solve the set tasks, the methods of system structural-logical analysis, functional approach to the management of innovative activities of enterprises were used.

Today in the Kazakh economy can be identified a number of major trends. This is not only the obvious successful

promotion to the market, but also the accelerated development of private property, which contributed to long-term macroeconomic imbalance.

Despite the fact that the identified trends are of a generalized nature, on their basis it is possible to formulate the patterns of transformable processes. This requires a deep understanding of the uniqueness of the situation that has arisen, the characteristics of the national economy and its peculiar state. The generalization of these trends in the context of current problems, as well as solving problems related to the need to implement a strategy for sustainable economic development, requires the formation of a long-term policy aimed at accelerated economic and social modernization of Kazakhstan's society [2].

In formulating a strategy for sustainable economic development in Kazakhstan, the unique experience of using similar programs successfully implemented in foreign countries was legitimately used. However, the uniqueness of the Kazakhstan situation, the complexity and interconnectedness of the problems necessitates the informal processing of the accumulated historical experience. In our opinion, its constructive understanding is permissible only on the basis of an understanding of internal mechanisms, of the general laws of successful socio-economic transformations. In particular, it requires the identification of principles for organizing transformable processes that underlie accelerated growth.

The key aspect based on understanding the essence of small business and its role in the development of a real market economy is the type of reform that will allow the process of social and economic transformation to take place; avoid destabilization of society and the economy; to ensure the implementation of conditions for the sustainable development of the entire socio-economic system; create a subsequent accelerated economic and social modernization of Kazakhstan society.

At the same time, the development of principles for successful reforming should be based on systemic ideas about the development of Kazakhstan's society and economy, the peculiarities of its social organization, national and cultural traditions [3].

Table 1 presents the quantitative indicators of existing enterprises of SMEs in the regions of the Republic of Kazakhstan.

Table 1 - The operating subjects of small and medium business in the Republic of Kazakhstan

	Total		Including				Including				Total, in% to the corresponding period of the previous year	
			legal entities of small enterprises	legal entities среднего предпринимательства	Individual entrepreneurs	Peasant or farm	legal entities of small enterprises предпринимательства	legal entities medium-sized businesses	Individual entrepreneurs	Peasant or farm	2018	2017
	2018	2017	2018				2017					
The Republic of Kazakhstan	1207374	1185163	223828	2555	783389	197602	189637	2711	813482	179333	104	93
Akmola	44087	44763	6887	114	32427	4659	5726	117	35465	3455	103	97
Aktobe	53124	50783	9447	103	37946	5628	8279	101	37817	4586	105	102
Almaty	115061	118690	9826	159	59765	45311	6862	139	68694	42995	102	101
Atyrau	45906	44217	6844	110	36546	2406	5335	99	36726	2057	107	95
West Kazakhstan	39797	40435	5760	97	27658	6282	4762	91	30878	4704	106	102
Zhambylskaya	62651	56842	5745	53	39906	16947	4268	57	36700	15821	105	90
Karaganda	82084	84878	16634	188	56701	8561	14872	192	63102	6712	102	99
Kostanay	51028	53178	7037	157	38320	5514	5928	147	42258	4845	104	88
Kyzylorda	40988	38145	5051	61	29825	6051	4503	63	30197	3319	111	92
Mangystau	49860	46610	8140	80	39677	1963	6454	95	9538695	1366	108	100
South Kazakhstan	42903	173770	9044	101	39484	3274	13922	159	91778	67911	104	95
Pavlodar	28557	43997	4772	131	20062	3562	7566	94	32856	3481	101	99
North Kazakhstan	128322	28683	6819	46	53323	68314	4218	135	21590	2740	104	84
East Kazakhstan	87011	99021	10602	176	60651	15582	8542	158	75227	15094	105	100
Astana	105815	100266	39152	249	66252	162	30900	295	69043	28	109	101
Almaty city	171477	160885	60501	621	109756	539	57440	770	102456	219	99	87

Based on the understanding of the complexity of the problem, we believe that it is possible to formulate methodological principles for the development of small business in Kazakhstan. These include the principle of political stability; most favored

small business development; economic freedom of small business; increasing the role of small business in the economy; creating a favorable atmosphere in society for the development of entrepreneurship.

Domestic and foreign experience has shown that government assistance to small business is an integral part of a market economy. Since entrepreneurial sectors in the market are unequal due to objective economic laws, and small business development for the state gives not only economic, but also high social effect, state regulation of small business acts, as a rule, in the form of state support.

The implementation of state policy is based on the application of special legislation and the implementation of a system of state programs for the support and development of small business. It should be noted that everything is aimed at improving the efficiency of entrepreneurial activities of small enterprises.

The state policy of supporting small business in developed countries makes it possible to create a favorable environment for it, which presupposes the stability of the state's economic policy, the development of market infrastructure, an effective system for the protection of intellectual property, and simplified administrative procedures. A rationally functioning market mechanism allows you to prioritize,

and the state remains to carry out its necessary correction in the framework of the policy of supporting and developing small business. Due to this, this policy can be organically included in the general context of state regulation.

It has been proved that when it comes to state support for innovative business, they most often have in mind the provision of tax breaks. However, in a number of countries, in order to stimulate private capital inflows to R & D, additional benefits are traditionally used - the so-called extraconcessions, which allow companies to deduct up to one hundred percent of the funds spent on research and development from the tax base, and in some countries, for example, in Australia and Austria, Denmark, sometimes more. In this case, if the company spends its funds to conduct research and development

The place of any country in the global technological space is determined by an effectively operating innovation system, that is, an effective system of institutions, which, with the help of its signals, allows you to create, at the right moment, one or another brilliant technological achievement.

The structure of the innovation system includes the subjects (direct participants in the innovation processes and the institutions that regulate them), the innovation infrastructure and the tools of state support for innovation activity.

The participants of the innovation process are state institutes of development, personnel potential in the field of science and development (state scientific organizations, scientific organizations attached to national companies, private research institutes, scientific personnel, research material and technical base), the entrepreneurial sector (innovative enterprises, private investors and managers of innovative projects, business angels, venture funds).

The multi subject nature of the innovation system ensures its stability, on the one hand, and inconsistency, on the other. Therefore, it is important both to create new institutions and to stimulate the reorientation of existing participants. In this regard, it is important to consider the state and problems of the development of the entrepreneurial sector, which in the future is to become the leading subject of the innovation process in the country.

In Kazakhstan, the institutional foundations of a civilized innovation system have already been created. A legislative framework has been developed, appropriate development institutions have been created, and programs supporting innovative activities have been adopted. The state is the main initiator, organizer and leader of the country's innovative development. Business cannot yet be regarded as an equal partner, its activities are more likely to be point-like.

Currently in the world there is a wide variety of forms of technology park structures. Among some of them it is necessary to highlight the fundamental differences that can be associated with their various functional purposes, the specifics of the organizational form, the spectrum of the tasks being solved. However, it is possible to call other techno park structures, the difference of which is more terminological in nature, most often associated with the peculiarities of the development of innovation infrastructure in a particular country.

Based on the studied experience, we will distinguish three main groups of techno park structures: incubators; technology parks; technopolises.

The forerunners of incubators in the field of innovation are most often called "creative communes" by architects, designers, artists or craftsmen. These communes, as a rule, rebuilt the buildings they occupied in order to create the most favorable environment for creativity and communication. The peculiarity of these communes, whose homeland is called Great Britain, can be called the fact that they had a certain specific set of collective use services.

All incubators created and functioning to support newly created innovative companies, promoting innovative entrepreneurship, can be classified into two main types. The first are those that act as independent organizations. To the second - the incubators that are part of the technology park.

The business incubator provides the following basic services: leasing (subleasing) non-residential premises to small businesses; implementation of the technical operation of the building (part of the building) of the business incubator; postal secretarial services; consulting services on taxation, accounting, credit, legal protection and enterprise development, business planning, advanced training and education; access to information databases.

CONCLUSION

The concept of techno park is quite close to the concept of incubator in the field of innovation. These elements of the innovation infrastructure, as a rule, are complexes designed to promote the development of small innovative companies, creating a supportive, supportive environment for their functioning. The services of technology parks can take advantage of small and medium-sized innovative enterprises that are located at various stages of the commercial development of scientific knowledge, know-how or high technologies.

Compared to incubators, techno parks imply the creation of a more diverse innovative environment, which allows us to provide a wider range of services in order to support innovative entrepreneurship through the development of material, technical, socio-cultural, informational and the financial base in the process of formation and development of small and medium-sized innovative enterprises [5]. The main structural unit of the techno park is the center, which can be presented in the form of an innovative technological, educational, consulting, information, marketing center, as well as an industrial zone.

М.С. Исакова, А.Ж. Зейнуллина

Қазақ гуманитарлық-заң инновациялық университеті
Мамырлы университеті Шәкәрім Г. Отбасы

ҚР-ДАҒЫ ШАҒЫН ИННОВАЦИЯЛЫҚ КӘСІПКЕРЛІКТІ МЕМЛЕКЕТТІК ҚОЛДАУДЫҢ ТИІМДІЛІГІН БАҒАЛАУ ӘДІСТЕМЕСІН ӘЗІРЛЕУ

Аннотация. Дамыған елдерде кіші бизнесті қолдаудың мемлекеттік саясаты оған экономикалық саясаттың тұрақтылығын, нарықтық инфрақұрылымды дамытуды, зияткерлік меншікті қорғаудың тиімді жүйесін және әкімшілік рәсімдерді жеңілдетуді көздейтін қолайлы орта құруға мүмкіндік береді. Базалық жұмыс істейтін нарықтық тетік басымдықты белгілеуге мүмкіндік береді және мемлекет шағын бизнеске қолдау көрсету және дамыту саясаты шеңберінде қажетті түзетуді жүзеге асыруды жалғастырады. Осыған байланысты бұл саясат мемлекеттік реттеудің жалпы контекстінде органикалық түрде болуы мүмкін.

Түйінді сөздер: әдістер, бағалау, тиімділік, мемлекеттік қолдау, шағын бизнес, инновация.

М.С. Исакова, А.Ж. Зейнуллина

Казахский гуманитарно-юридический инновационный университет
Государственный университет им. Шакарима г. Семей

РАЗВИТИЕ МЕТОДОВ И ОЦЕНКА ЭФФЕКТИВНОСТИ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ МАЛОГО ИННОВАЦИОННОГО ПРЕДПРИНИМАТЕЛЬСТВА В РК

Аннотация. Государственная политика поддержки малого предпринимательства в развитых странах позволяет создать для него благоприятную среду, которая предполагает стабильность экономической политики государства, развитие рыночной инфраструктуры, эффективную систему защиты интеллектуальной собственности, упрощенные административные процедуры. Рационально функционирующий рыночный механизм позволяет расставить приоритеты, а государству остается осуществлять необходимую его коррекцию в рамках политики поддержки и развития малого предпринимательства. Благодаря этому данная политика может быть органично включена в общий контекст государственного регулирования.

Ключевые слова: Методы, оценка, эффективность, государственная поддержка, малый бизнес, инновации

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E.B. Karabayev¹, T.B. Mukushev², A.K. Zhahmetova³, G. Alina⁴

^{1,2,3} L.N. Gumilev Eurasian National University, Kazakhstan, Nur-Sultan;

⁴ Kazakh University of Economics, Finance and International Trade, Kazakhstan, Nur-Sultan

ekarabayev@yahoo.com; Tolegen1986@mail.ru; ainura_zhahmetova@mail.ru;

Guljanalina@rambler.ru; everest-astana@mail.ru

**EXTERNAL STATE AUDIT AS A TOOL
OF EFFECTIVE PUBLIC ADMINISTRATION**

Abstract. Efficient use of budget funds is very relevant for Kazakhstan, since the effective implementation of management decisions related to the use of the budget in the implementation of various programs depends on the level of achievement of the set goals of the country's economic development and ensuring the stability of its financial system.

Today, a single approach is being introduced in the country to a qualitative external assessment of the implementation of state programs, taking into account both the specificity and uniqueness of each program, while there is no methodological basis for evaluating the effectiveness of their implementation, unequivocal assessment requirements in the areas of development in a particular area where the program is being implemented.

To determine the effectiveness and efficiency of programs, there is an urgent need to develop methodologies, criteria and principles for evaluating the use of public funds in their implementation, taking into account the specifics of other government programs. In this connection, the role of checking the effectiveness of the use of funds from the republican budget, as one of the most active devices of external state audit is increasing.

World experience shows that external government audit of the use of budgetary funds has a huge impact on the adoption and implementation by government bodies of management decisions related to the financial sector, contributes to increasing transparency and responsibility in their activities.

The institute of external state audit in modern conditions is not only an independent feedback system that provides the state and society with objective information regarding the real state of affairs, but above all a tool for the evolution of the economy that can effectively influence the processes of economic development due to its universal nature and particular public destination.

At the same time, the external state audit is a part of the general regulatory and legal system. This system is designed to expose deviations from accepted standards, principles of legality, efficiency, effectiveness and cost-effectiveness of financial management, use of measures to prevent or complicate the possibility of such violations in the future.

Key words: audit, budget, budgetary funds, external state audit, standards, financial control.

Introduction. An integral attribute of the financial activities of the state and a necessary condition for the normal functioning and growth of the economy is an external state audit. The independent function of economic management, external state audit acts as one of the stages of the management cycle, when the actual results of the impact on the management object are compared with the requirements of decisions and regulatory requirements, and in case of revealing their violation, necessary measures are taken to eliminate deviations.

Methodology. The methodological basis of this study was a systematic and comparative analysis of theoretical and practical data.

Results. The problem of the effectiveness of public administration at the present time, perhaps, is one of the most pressing for modern social sciences.

In order to be efficient and fully cope with the responsibilities assigned to it by the state to regulate the economy and manage the society and its maintenance, it must also be effective in terms of its internal organization and functioning. For this, it is necessary that it is rationally arranged, copes with regulatory

functions, has a highly professional body of civil servants. In addition, it should be noted that the modern state is increasingly aligned in accordance with the principles of subsidiarity, proportionality and economy of resources. These principles require that decisions are made at the lowest possible level of management, for the administration of state functions exactly as much time and resources are needed as needed, no more and no less, and the cost of services of the same quality is constantly decreasing [1, p. 7].

The term «effective state» appeared relatively recently. In a broad sense, an effective state is a system of state institutions, the functioning of which provides the best way, at optimal costs, provides services to the population and society as a whole in the area of functions assigned to the state. In the socio-economic field, the effectiveness of a state is assessed by the ability of its respective institutions to influence long-term economic growth in order to sustainably improve the well-being of the people [2, p.85].

Reforming public administration in many countries led to the transformation of state financial control into external state audit, which has become an integral part of an effective state. The external state audit is first of all different from the state financial control in that the emphasis shifts from the compliance audit to the audit of the effectiveness of the use of state financial resources and state property.

The appearance of efficiency audit as a new type of control was first recorded in the Lima Declaration of Control Guidelines adopted by the INTOSAI Congress (International Organization of Supreme Audit Institutions) in 1977. According to the INTOSAI audit standards, the state audit includes such concepts as «compliance audit» and «performance audit». Compliance audit includes the traditional financial audit, as well as the audit of internal control systems.

Performance audit is a system of independent assessment of the activities of the state and quasi-state sector in the use of material and financial resources.

Since independence, Kazakhstan has established a system of state financial control aimed at identifying violations and taking response measures [3, p.60].

In the Budget Code of the Republic of Kazakhstan, adopted in 2004, for the first time the foundations of the organization of financial control were identified, with the emphasis on integrated, thematic and counter-control.

Along with control over compliance and control of financial statements, they began to monitor performance, effectiveness, expediency and reasonableness.

At the legislative level, the powers of the Accounts Committee for Control over the execution of the republican budget (hereinafter referred to as the Accounts Committee), the audit commissions of maslikhats, central and local authorized internal control bodies were determined.

For the first time, in the central state bodies, internal control services were created that are organizationally and functionally independent from other structural divisions of the state body [4, p.504].

In modern Kazakhstan, work is constantly being improved on the creation of an effective external state audit system that meets generally accepted requirements in the world. The development of the external state audit is primarily closely linked to the development of the state audit bodies of the republic, among which the Accounts Committee is central [5, p.90]. The Accounts Committee was established in 1996 in accordance with the Constitution of the Republic of Kazakhstan, as a permanent state body, directly subordinate and accountable to the President of the Republic of Kazakhstan. In accordance with Decree No. 917 of the President of the Republic of Kazakhstan dated August 5, 2002, «On Approval of the Regulations on the Accounts Committee for Control over the Execution of the Republican Budget» control, exercising in accordance with the Law of the Republic of Kazakhstan dated November 12, 2015 «On State Audit and Financial Control» external state audit and financial control [6, p.147]. The activity of the Accounts Committee is constantly developing and has received a new impetus after the signing of the Law of the Republic of Kazakhstan «On State Audit and Financial Control». The prerequisite for adoption was the Message of the President of the Republic of Kazakhstan N. Nazarbayev to the people of Kazakhstan dated December 14, 2012 «Strategy» Kazakhstan 2050»: a new political course of the established state», which noted: «We need to create a comprehensive system of state audit based on the most advanced international experience» [7, p.164].

In accordance with the Message, approved by the Government of the Republic of Kazakhstan dated June 18, 2013 No. 609 «The Concept of Implementing a State Audit in the Republic of Kazakhstan». This Concept defines the main approaches to the phased reform of the GFK and the implementation of the state audit, with a further expansion of its functional areas [8, p.90].

As noted by Doctor of Economic Sciences, Professor A.B. Zeinelgabdin, the purpose of the Concept is to determine the main directions for reforming the current system of state financial control and conceptual approaches to the implementation of a state audit [9, p.60].

At the same time, the task is to harmoniously introduce into the state financial control the system of external state audit. It is aimed at assessing the management of the country's resources, state assets, the effectiveness of the implementation of state strategic documents and the performance of audit facilities. External state audit reveals reserves in the use and management of the material, labor and financial resources of the republic.

On May 2, 2011, the Decree of the President of the Republic of Kazakhstan «On the Improvement of the External State Financial Control Authorities in the Regions» entered into force, which became the starting point for the creation of an audit commission in the status of a state body [10, p.96].

From table 1 we see the development of the activities of the Audit Committee.

Table 1-Development of the Accounts Committee

Date	Developments
April 1996	Decree of the President of Kazakhstan «On approval of the regulation on the Accounts Committee for monitoring the execution of the republican budget»
June 1996	Decree of the President of Kazakhstan «On the issues of the Accounts Committee for monitoring the execution of the republican budget
May 2000	Accounts Committee joined INTOSAI
October 2000	Accounts Committee joined ASOSAI
September 2001	«The concept of development of the system of control over the execution of the republican and local budgets in the Republic of Kazakhstan»
January 2002	Law of the Republic of Kazakhstan «On control over the execution of the republican and local budgets»
August 2002	Decree of the President of Kazakhstan «On approval of the regulation on the Accounts Committee for monitoring the execution of the republican budget»
August 2002	Standards of internal and external control over the execution of the republican and local budgets
28 October 2003	The Accounts Committee joined EUROSAI
October 2004	State financial control standards and rules for organizing and conducting external control over the execution of the republican budget and evaluating the effectiveness of programs
8 September 2006	The Accounts Committee approved the Rules for the external control over the execution of the republican budget, registered at the Ministry of Justice of the Republic of Kazakhstan on October 7, 2006
2 May 2011	Decree of the President of Kazakhstan dated May 2, 2011 No. 67 «On Improvement of the External State Financial Control Bodies in the Regions»
12 November 2015	The Head of State signed the Law of the Republic of Kazakhstan «On State Audit and Financial Control»
22 December 2017	A joint meeting of the Accounts Committee of the Republic of Kazakhstan, the National Audit Office of the PRC and the Accounts Chamber of the Republic of Kyrgyzstan was held in Astana at which the results of a parallel audit of health performance in these SCO member states
Note - compiled by the author	

The Audit Commission, as an external state audit at the regional level, monitors financial performance, implementation of local budgets, achieves indicators of strategic and political documents, controls the timeliness of revenues to the budget. Presents to the maslikhat the annual budget performance report, which is the conclusion of the annual report of the executive body on the budget execution [11, p.96].

In the course of implementing the areas of the Concept, on November 12, 2015, the Law «On State Audit and Financial Control» was adopted. At the same time, the law clearly distinguishes between state audit and financial control. State audit is a complete and independent assessment of the effectiveness of public and quasi-public sector funds, covering not only financial issues, but all of their activities, providing effective recommendations based on identified weaknesses and risk management proposals.

As a result of painstaking work, the foundations of a state audit in Kazakhstan were formulated, which include the development of recommendations for improving the efficiency of using national resources and state assets based on an assessment of the activities of bodies and subjects of the quasi-state sector in the development of the economy and its sectors [12, p.60].

The scope of the state audit will include an analysis of the activities of government organizations, an assessment of the effectiveness of the implementation of strategic goals, tasks, programs, the quality of government services, as well as the management of financial, human, natural and other resources, optimization of management processes, including the use of information technologies. When implementing auditing activities in the public sector, the principle of publicity in the Law on State Audit and Financial Control, which implies unhindered access to information related to budget execution, as well as unhindered access to decisions of representative bodies, was essential. The proclamation of the principle of publicity most directly affects the transparency of the activities of bodies, reduces the likelihood of possible violations and complies with the goals set by government auditing bodies [13, p.72].

State audit is aimed at improving the performance of the executive bodies.

It has a preventive nature aimed at identifying violations and taking response measures. State audit should both indicate certain discrepancies, and identify reserves and potential for managing public resources with great influence, efficiency, is not a punitive, but a warning.

The emphasis shifts from identifying and stating facts of violations to prevent them and eliminate the causes of their perpetration. It should be noted that the current regulatory framework and methodology for the implementation of an audit in the public sector is mainly aimed at monitoring implementation, which is contrary to the vision, reasoned characteristics of external audit in budgeting for efficiency [14, p.67]. In this regard, we consider it expedient that the external audit services, together with monitoring the implementation of follow-up measures, should conduct preliminary and ongoing monitoring, which will increase the efficiency of their work. In addition, it will meet the requirements of the International Institute of Auditors, which determines that an audit is an activity to provide independent guarantees aimed at improving the efficiency of the organization [15, p.227]. The role of the audit in accordance with international experience is to test the practices and procedures of the public authority in order to achieve results in accordance with the objectives of the organization.

In state bodies, an audit is carried out by an external expert body, which allows taking timely measures to prevent violations and shortcomings, increase efficiency, profitability and productivity. Auditing is part of managing the organization, and in accordance with quality standards, external audit must maintain independence, subordination and accountability directly to the governing body. Consider the activities of the Accounts Committee in table 1.

Table 1-The main results of the audit activity of the Accounts Committee for 2016-2018, billion tenge

Indicators	2016 r	2017 r	2018 r	Changes 2017/2016		Changes 2018/2017	
				Abs. million tenge	%	Abs. million tenge	%
Number of objects, units	303	316	354	13	4,3	38	12,03
Amount of funds covered by the audit	2 871,2	3 736,4	29 592,1	865,2	30,1	25855,7	691,99
Established financial irregularities	1 301,7	159,5	307,3	-1142,2	-87,7	147,8	92,66
Inefficiently used	130,1	381,8	281,5	251,7	93,5	-100,3	-27,27
The amount of funds to be restored	128,9	155,8	307,3	26,9	20,9	151,5	97,24
The recovered funds with the maturity	87,2	95,1	198,5	7,9	9,1	103,4	108,73
The ratio of recovered amounts to funds allocated for the maintenance of the Accounts Committee	74 : 1	71,1:1	108,1:1	-	-	-	-
NOTE - compiled by the author							

As table 1 shows, for the analyzed years 21 auditing events were held. The number of facilities in 2018 amounted to 354 units, this figure compared with 2017 increased by 38 million tenge or 12.03%. For this reason, the amount of funds covered by the audit has increased significantly.

The volume covered by the audit amounted to 29,592.1 billion tenge in 2018, compared with 2017, this figure increased by 147.8 billion tenge or 691.99%. The amount of violations in 2018 amounted to 307.3 billion tenge, compared with 2017, this amount increased by 147.8 billion tenge or 92.66%. Consider the dynamics of changes in violations of the results of Accounts Committee in Figure 1.

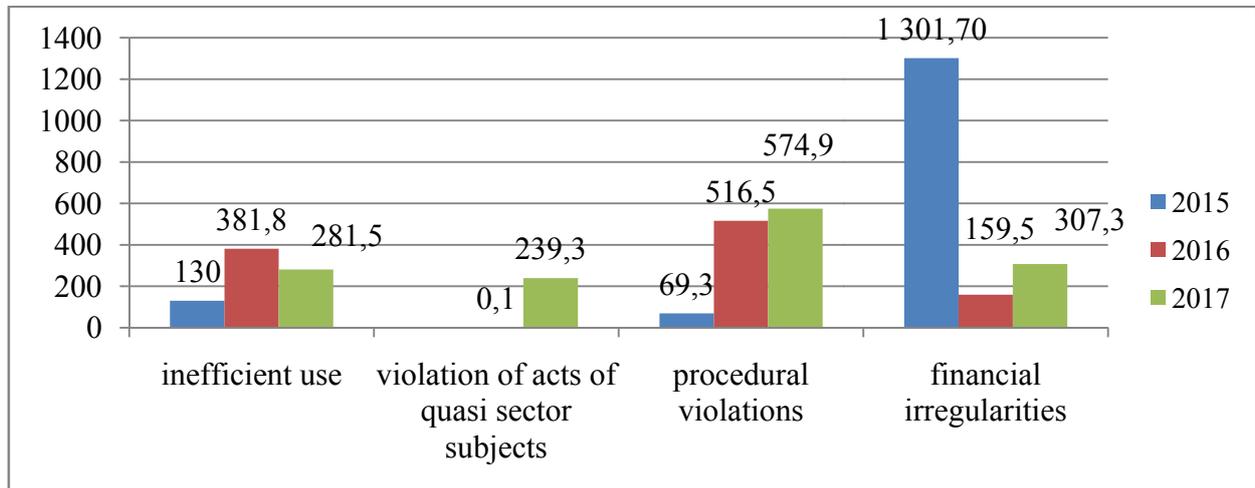


Figure 1 - Dynamics of change of violations according to the results of the activity of the Accounts Committee 2016-2018, billion tenge

The inefficient use of the budget in the amount of 281.5 billion tenge, violation of acts of subjects of the quasi-sector 239.3 billion tenge adopted for the implementation of the norms of the legislation of the Republic of Kazakhstan - by 7 billion tenge, 3,535 procedural violations were revealed. During the reporting period, the government and government agencies sent 88 recommendations and 335 instructions, the execution of which under the following conditions was 100% and 97%, respectively.

Types of violations found:

- 312 system deficiencies identified;
- 97 recommendations were sent on improving legislation and organizing activities of audited entities;
- 409 instructions were submitted to eliminate the violations and shortcomings;
- brought to administrative responsibility 183 persons, to the disciplinary - 253 persons.

Consider the structure of financial impairments in Figure 2.

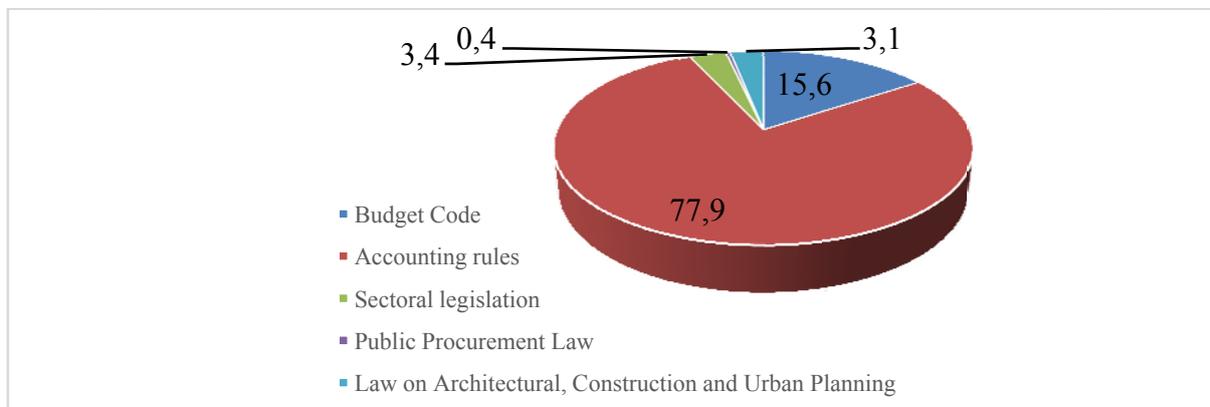


Figure 1 - Structure of financial violations,%

As Figure 2 shows, among the financial irregularities in 2018, the budget code and accounting account for 15.6% and 77.9%, respectively. The funds to be recovered in 2018 were 307.3 billion tenge,

compared with 2017, it increased by 151.5 billion tenge or 97.24%. Restored funds with the maturity in 2018, 198.5 billion tenge, compared to 151.5 billion tenge or 97.24%.

Consider the recovered and refunded amounts in Figure 3.

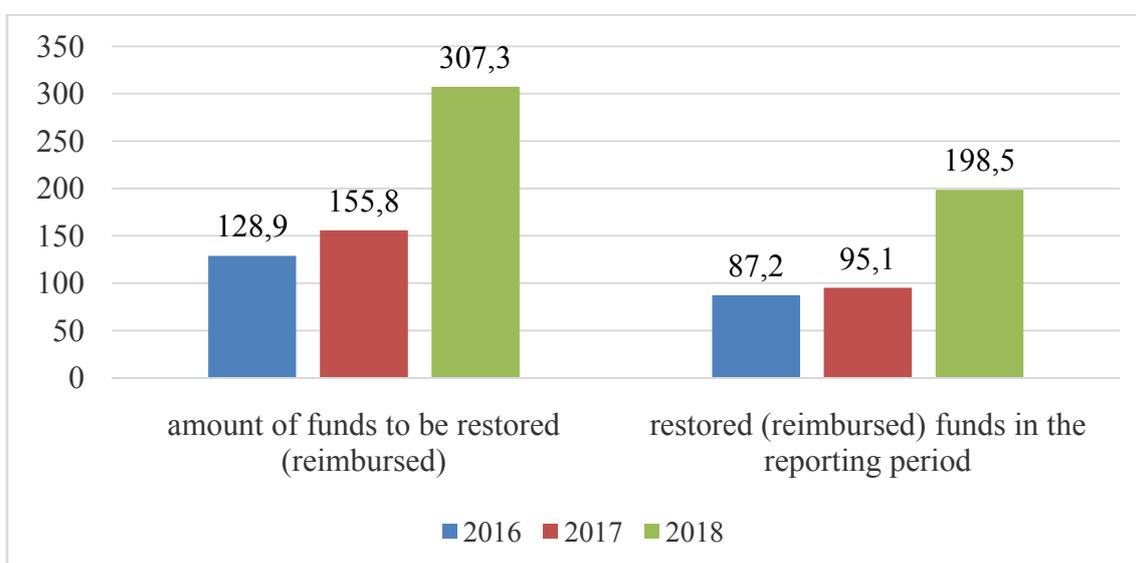


Figure 3 - Recovered and recovered amounts, billion tenge

The recovered funds with the maturity in 2018 amounted to 198.5 billion tenge in 2018 and compared to 2017 by 103.4 billion tenge or 108.73%. 149 officials and 45 legal entities were brought to administrative responsibility, 233 officials to disciplinary. 39 materials of the state audit were transferred to the law enforcement bodies. Consider the implementation of recommendations and instructions in Figure 4.



Figure 4 - Execution of recommendations and instructions, %

The execution of instructions and recommendations is noted at a high level; in 2016-2018, the execution of instructions amounted to 98.2-100%, and the implementation of recommendations 71-100% for the same period. The NurlyZhol program is aimed at supporting reforms in the economy, developing transit potential and integrating infrastructure into the international system. In this regard, it is important to ensure timely and effective execution.

External audit is one of the areas of organization management and is intended primarily to carry out work to determine that the components of the controls are functioning properly. For the external audit system, all employees and employees of the organization are involved, since each performs functional duties in the prescribed manner and at a specified time.

Summing up, it can be noted that the status of the participants in the budget process is fixed by law, taking into account the relevant powers, providing the audit function, inter alia, with the expert bodies. The authorities were able to form control bodies for auditing budget execution [16, p.58].

The presence of an effective audit system and the efficiency of state funds development allows the authorities and the public to compare the immediate social and other effects achieved at a certain point in time with the strategic guidelines for the country's socio-economic development as part of program implementation.

At the same time, to assess the effective use of the budget, specific parameters are used to measure the direct and indirect socio-economic consequences arising from the development of budget funds. Standards for external audit of the effectiveness of the international organization SAI (INTOSAI) allow monitoring activities related to verifying the effectiveness of budget use and drawing certain conclusions about the effectiveness of public spending only in the event of careful legislative fixing of legal aspects relating to this type of control and the concept of performance audit in particular.

The analysis of the institutional types of external audit in Kazakhstan, as well as the institutional aspects of the implementation of the audit effectiveness mechanism, allow us to draw conclusions [17, p.21].

Today, the majority of state audit bodies in Kazakhstan have a legislative framework formed at the legislative level for the implementation of control measures implemented in the form of testing the effectiveness of the development of national resources.

However, every body of control and accounting sooner or later faces difficulties in the implementation of these measures, since there is no sufficient legal framework to regulate this issue in Kazakhstan from the point of view of the mechanism for the implementation of performance audit in the state audit of Kazakhstan. The available legal basis for performance audit is very heterogeneous, as it is represented by a significant number of various legislative acts regulating this field of activity.

Summing up the above provisions, it should be noted that the difficulties of solving socio-economic problems of national projects associated with the tremendous use of public funds require the implementation of certain institutional transformations of public administration [18, p.5].

The state, represented by state audit bodies, traditionally checks the legality and accuracy of budget expenditures, but the state's responsibility to society is constantly expanding, also covering mechanisms for assessing the economic and efficient development of public resources and managing its property. Such an expansion of state responsibility to citizens, accompanied by the emergence of new types of control, inevitably transforms the institution of state audit [19, p.3].

The Institute of State Audit of Kazakhstan is characterized by the absence of a unified systemic legal regulation of aspects of this field of activity, which is compensated for by the presence of a wide range of unrelated legal acts, which leads to procedures related to the state audit, based on heterogeneous principles, methods, etc [20, p.425].

Conclusion. Based on the study, it can be concluded that currently in the Republic of Kazakhstan a system of state audit and financial control has been formed, consisting of external and internal state audit. At the same time, the external audit is represented by the Accounts Committee for Control over the execution of the republican budget and the internal state audit is represented by the Ministry of Finance of the Republic of Kazakhstan. Internal auditing helps an organization achieve its goals using a systematic and consistent approach to assessing and increasing the effectiveness of risk management, control and corporate governance processes. At the same time, for the effective functioning of an integral system of state audit and financial control in the Republic of Kazakhstan, it is necessary to adapt positive international experience to Kazakhstani practice. This will make it possible to create a more effective control tool to provide the state and society with high-quality, independent information necessary to increase the efficiency of state administration and make critical economic decisions at all levels of government. In general, the state audit for Kazakhstan is seen as a holistic and independent assessment of the performance of the audited entities, covering not only financial issues, but also all areas of their activities with the presentation of effective recommendations based on the identified deficiencies and risk management proposals.

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Ә.Б. Карабаев, Т.Б. Мукушев, А. К. Жахметова, Г. Алина

СЫРТҚЫ МЕМЛЕКЕТТІК АУДИТ ТИІМДІ МЕМЛЕКЕТТІК БАСҚАРУ ҚҰРАЛЫ РЕТІНДЕ

Аннотация. Бюджет қаражатын тиімді пайдалану Қазақстан үшін өте өзекті болып табылады, өйткені әртүрлі бағдарламаларды іске асыруда бюджетті пайдалану бойынша басқару шешімдерін тиімді іске асыру елдің экономикалық дамуының қойылған мақсаттарына жету деңгейіне және оның қаржы жүйесінің тұрақтылығын қамтамасыз етуге байланысты. Бүгінгі күні елімізде әр бағдарламаның ерекшелігі мен ерекшелігін ескере отырып, мемлекеттік бағдарламаларды іске асырудың сапалы сыртқы бағалауына бірыңғай көзқарас енгізілуде, ал олардың орындалу тиімділігін бағалаудың әдіснамалық негізі жоқ, белгілі бір облыста даму саласындағы нақты бағалау талаптары жоқ. бағдарлама жүзеге асырылуда. Бағдарламалардың тиімділігі мен тиімділігін анықтау үшін басқа мемлекеттік бағдарламалардың ерекшелігін ескере отырып, оларды іске асыруда мемлекеттік қаражатты пайдалануды бағалау әдістемесін, критерийлерін және принциптерін әзірлеудің өзекті қажеттілігі бар. Осыған байланысты мемлекеттік аудиттің ең белсенді құралдарының бірі ретінде республикалық бюджеттен қаражаттарды пайдаланудың тиімділігін тексерудің рөлі артып келеді.

Әлемдік тәжірибе көрсеткендей, бюджет қаражатын пайдаланудың сыртқы мемлекеттік аудиті мемлекеттік органдардың қаржылық секторға қатысты басқару шешімдерін қабылдауға және енгізуге үлкен әсерін тигізеді және олардың қызметінің ашықтығы мен жауапкершілігін арттыруға ықпал етеді.

Заманауи жағдай сыртқы мемлекеттік аудит институты тек ғана кері байланыс жүйесі ғана емес, мемлекет пен қоғамға шынайы жағдай туралы шынайы ақпаратты береді, бірақ, ол ең алдымен, экономикалық даму үдерістеріне өзінің әмбебап табиғаты мен арнайы қоғамдық мақсаттағы құралы болып табылады.

Алайда сыртқы мемлекеттік аудит жалпы нормативтік-құқықтық жүйенің бөлігі болып табылады. Бұл жүйе қабылданған стандарттардан ауытқуларды, заңдылықтың, тиімділіктің, тиімділіктің және экономикалық тиімділіктің принциптерін, болашақта осындай бұзушылықтардың алдын алу немесе оны болдырмау жөніндегі шараларды қолдану үшін әзірленген.

Түйін сөздер: аудит, бюджет, бюджет қаражаты, сыртқы мемлекеттік аудит, стандарттар, қаржылық бақылау.

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Ә.Б. Карабаев, Т.Б. Мукушев, А. К. Жахметова, Г. Алина

Евразийский национальный университет им.Л.Н.Гумилева

ВНЕШНИЙ ГОСУДАРСТВЕННЫЙ АУДИТ КАК ИНСТРУМЕНТ ЭФФЕКТИВНОГО ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ

Аннотация. Эффективное использование бюджетных средств - очень актуальны для Казахстана, поскольку эффективное внедрение управленческих решений, связанных с использованием бюджета при осуществлении различных программ, зависит от уровня достижения поставленных целей экономического развития страны и обеспечивая стабильность его финансовой системы. На сегодняшний день в стране только внедряется единый подход к качественной внешней оценке реализации государственных программ с учетом как специфики, так и уникальности каждой программы, пока нет методологической основы для оценки эффективности их реализации, недвусмысленных требований к оценке в областях развития в конкретной области, где эта программа реализуется. Для определения эффективности и действенности программ существует настоятельная необходимость в разработке методологий, критериев и принципов оценки использования государственных средств в их осуществлении с учетом специфики других государственных программ. В связи с этим повышается роль проверки эффективности использования средств республиканского бюджета, как один из наиболее активных устройств государственного аудита.

Мировой опыт показывает, что внешний государственный аудит использования бюджетных средств оказывает огромное влияние на принятие и реализацию государственными органами управленческих решений, связанных с финансовым сектором, способствует повышению прозрачности и ответственности в их деятельности.

Институт внешнего государственного аудита в современных условиях — это не только система независимой обратной связи, которая дает государству и обществу объективную информацию относительно реального состояния дел, но прежде всего инструментом эволюции экономики, который может эффективно влиять на процессы экономического развития в силу своего универсального характера и особенного общественного назначения.

Вместе с тем, внешний государственный аудит является частью общей регулятивно-правовой системы. Эта система призвана разоблачать отступления от принятых стандартов, принципов законности, эффективности, результативности и экономичности финансового управления, употребление мероприятий для предупреждения или осложнения возможности реализации таких нарушений в дальнейшем.

Ключевые слова: аудит, бюджет, бюджетные средства, внешний государственный аудит, стандарты, финансовый контроль.

Information about authors:

Karabayev Eldar Bulatovich - PhD student of the 1 year, Department of State Audit, L.N. Gumilyov Eurasian National University, E-mail: ekarabayev@yahoo.com;

Mukushev Tolegen Bakhchanuly – M.Sc., Lecturer, Department of State Audit, L.N. Gumilyov Eurasian National University, E-mail: Tolegen1986@mail.ru;

Zhakhmetova Ainur Kairzhanovna - M.Sc., Senior Lecturer, Department of "State Audit", L.N. Gumilyov Eurasian National University, E-mail: ainura_zhahmetova@mail.ru <https://orcid.org/0000-0002-6660-8110X>;

Alina Gulzhan - Ph.D., Associate Professor, Kazakh University of Economics, Finance and International Trade, E-mail: Guljanalina@rambler.ru <https://orcid.org/0000-0002-4805-752X>

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R.A. Karatabanov, K.M. Dzhanalieva

Eurasian National University named after L.N.Gumilyov

ruslan.karatabanov@gmail.com, jgm44@mail.ru

**ASSESSMENT OF GEOECOLOGICAL FACTOR OF GEOPOLITICAL
SECURITY OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. In recent years, both on the part of economic entities and on the part of state bodies, increasing attention is being paid to the environmental aspect of the economic process. State regulation of ecology provides for the implementation of the law “On Environmental Protection” and the right to a favorable environment enshrined in the Constitution of the Republic of Kazakhstan, the rights of future generations to use natural-resource potential in order to maintain sustainable development, as well as to solve current socio-economic problems in close connection with the implementation of adequate measures for the protection and improvement of the environment, conservation and restoration of natural resources. For this, first of all, it is necessary to develop measures to regulate relations at the level “enterprise - environment”.

Keywords: geocology, geopolitics, safety, risk, assessment, environment.

INTRODUCTION

The experience of recent decades testifies to an increase in the number of natural and anthropogenic catastrophes, carrying serious environmental and socio-economic consequences. A prerequisite for the occurrence of disasters is the environmental risks associated with the presence of dangerous natural and anthropogenic factors. Identification of the main environmental risks affecting the economy of Kazakhstan makes it possible to develop and implement more effective government policies in the field of greening the economy, production, and the development of environmentally friendly technologies, especially in leading industries. This is also relevant because the Republic, implementing the “Strategy 2030”, the “Concept of transition to sustainable development for 2007-2024”, aims at a long-term environmental strategy — harmonizing the interaction between society and the environment, as well as creating safe, favorable habitat. Implementing the strategic objectives of the Concept, Kazakhstan, increasing the efficiency of resource use, increasing life expectancy, ensuring an increase in the index of environmental sustainability, will create an opportunity for the level of quality of life among the most competitive and developed countries in the world.

MAIN PART

- All types of interactions between the enterprise and the environment can be represented as flows both in natural form (flows of raw materials, products, financial resources), and in the form of information (information about the quantities of raw materials supplied, products, monetary resources, etc.). To adjust the activity of natural flows, it is recommended to involve specialists in environmental management. With regard to information flows, it is known that they are controlled by accounting and auditing.

- State regulation in the field of ecology includes:
 - verification of the environmental policy of the enterprise and justification of the strategy of environmental goals and objectives;
 - regulation and minimization of pollutant emissions, waste disposal and disposal;

- rationalization of the use of natural resources, raw materials, materials, reagents and finished products;
- risk assessment and prevention of accidents, emergencies and actions in terms of their occurrence;
- environmental awareness, education and education of the organization's personnel;
- assessment and reduction of the risk of environmental, economic and environmental legal liability for violation of environmental legislation, services related to the development of a system of industrial environmental monitoring and management;
- development of recommendations for the development of relations with state environmental control and management bodies, the public, etc .;

Realization by the nature user that risk is a measure of danger is the most important step towards solving problems of managing a situation when there are potential factors that can adversely affect humans and the environment. Modeling possible environmental situations and risks associated with them is the most important method of obtaining information. Any subject of subsoil use is an extremely complex entity with many properties. For example, an oil company has such properties as the ability to generate profits, produce products, create jobs and pay wages, implement social programs, make tax and other obligatory payments and, unfortunately, pollute the environment. Meanwhile, the authorized environmental authorities, modeling the activity of the subsoil user, focuses only on the last property listed, simplifying the object, considering it only as a source of adverse environmental effects and as a "money bag" from which the state budget can be replenished. Such a simplified view of the activities of companies developing the subsoil often leads environmentalists to conflicts with subsoil users, the resolution of which, unfortunately, today is based on erroneous law enforcement practice, which excludes such important legal relations as legality, justice, objectivity, the presumption of innocence of the natural resource user.

In terms of the cost measurement of the environmental results of the APM in investment design, there are some difficulties due to objective and subjective reasons, precluding the possibility of fully implementing such a measurement. In the general case, there are three possible situations where the cost measurement of the environmental results of the APM is carried out:

- 1) all results are evaluated in monetary terms, and the corresponding calculations carried out are sufficiently accurate and methodologically correct;
- 2) all results are evaluated qualitatively, the appraiser is not able to give any monetary value;
- 3) some of the results of PPM are estimated in monetary terms, the other - qualitatively.

These three situations as three alternative projects for the planning of the pre-determined conditions determine their environmental performance. If we use the unified social norm of discount, then the value integral effect (more precisely, its measured part) for the second and third projects may turn out to be negative. In this case, the principle of positiveness and maximum of the effect is violated when evaluating the effectiveness of the APM PI. But this may be justified by the priority socio-ecological significance of such projects from the standpoint of the state and society, and the loss of their integral effect can be considered as an objectively determined burden. Based on general considerations, the negative cost integral effect of these projects can be explained by the absence of the possibility of a complete and adequate monetary assessment of the environmental results of the APM. We investigate in somewhat more detail the theoretical and methodological issues of assessing the socio-ecological effectiveness of investing anti-personnel mines in the context of applying the social discount rate in conducting this assessment.

The upward trend in the valuation of the environmental factor. First, we turn to the traditional understanding of the theory and practice of the effectiveness of the investment process. In the theory of optimization of investment processes at the macro level, considered as multi-period optimization problems, the relation of rolling (current) assessment of a resource to its capital assessment is essential. This attitude was once called L.V. Kantarovich "normal efficiency" [2].

The environmental risk assessment, according to [3], determines the probability (likelihood) that adverse environmental effects can occur as a result of exposure to one or several sources (stress factors, stressors). A simplified version of the environmental risk assessment (screening level ecological risk assessment) is considered a risk measure the ratio of the level of concentration (chemical, exposure) to toxicity (maximum permissible concentration, toxicity) in a deterministic interpretation [4].

As a quantitative estimate of the level of environmental risk, statistical characteristics (expectation, median, quantile, etc.) of probability distributions of the corresponding random variables are used.

In [5], risk is the responsibility for decisions made under conditions of uncertainty. In the same paper, in the section "Quantitative methods of risk assessment," the measure of risk is considered the product of the probability of an accident occurring and the likely relative damage, which is interpreted as the mathematical expectation of damage. The probability of an accident "is determined on the basis of an analysis of the operation of the facility or the technical system and the processing of statistical data on accidents." The probable relative damage is determined "based on the simulation of an emergency". At the same time, the assessment of the damage caused by the death of people is carried out with the involvement of the so-called cost of living, expressed in monetary units. We note that the problem of estimating the cost of living is considered in detail in [4], moreover from a moral point of view.

According to [6], "risk is a quantitative measure of danger, taking into account its consequences. The consequences of danger are always harmful, which can be economic, social, ecological. Therefore, the risk assessment should be related to the damage assessment: the greater the expected damage, the greater the risk. In addition, the risk will be greater, the greater the likelihood of the corresponding danger.

Close attention now needs to be focused on the state of the resources of the main water arteries of Kazakhstan - the rivers Syrdarya, Irtysh and Ili, the problem of the Aral and Caspian seas, the lakes Balkhash, Zaisan. [7] The most important environmental problems in this area are the pollution of surface waters and the low water level in the deltas of the transboundary rivers of the country and its neighboring Kyrgyzstan, Uzbekistan and China. For example, the main sources of pollution of the Chu River are wastewater discharges by industrial enterprises of the Kyrgyz Republic, the most significant of which is the wastewater discharge by the city of Bishkek. Intensive pollution of the river Taklas occurs at the expense of industrial enterprises of Zhambyl region. The discharge of drainage water from the Zhambylsky State District Power Plant and the Zhambyl alcohol-vodka plant to the Talas River has significantly increased due to an increase in production volumes. The decrease in the level of the Talas and Chu rivers, first of all, is connected with the withdrawal of water from the main channels by the local population for agricultural activities and, secondly, with the climatic conditions of the region. The shallowing of the Talas River led to a serious environmental problem - an increase in salt concentration in drinking water in settlements located along the river (Sarybulak, Shahan, Bostandyk Akkum, Sadu Shakirov, Amangeldy Zhanaturmys, Oyyk, Usharal) [four].

An acute environmental problem of the Republic of Kazakhstan and the Republic of Uzbekistan is a permanent increase in the water intake of the Syr Darya River from Uzbekistan. Reducing water intake from Uzbekistan will allow solving a number of socio-economic and environmental problems, such as an increase in the animal and plant world, a reduction in the number of morbidity associated with respiratory organs, an increase in water flow to the Aral Sea. . Another important factor affecting the degradation of the Syr Darya river deltas is the process of its pollution. The main pollutants of the Syr Darya River are sulphates, copper, nitrites, petroleum products.

Transboundary environmental issues include issues of water distribution, pollution of transboundary water bodies, atmospheric air and soil, movement of hazardous technologies, substances, waste, development of border mineral deposits, preservation of unique natural complexes. For example, according to preliminary calculations made by the methodical synthesizing center of the city of Moscow, the share of sulfur emissions from own sources on the territory of Kazakhstan is 380 thousand tons per year, and the share brought from outside is 446 thousand tons per year.

In turn, Kazakhstan supplies significant amounts of pollution to the atmosphere in neighboring countries. More than 22 billion tons of production and consumption wastes have been accumulated in the republic, of which more than 16 billion tons of technogenic mineral formations and about 6 billion tons of hazardous waste. As it is known, only 1-2 of the prevailing components are used in the development of mineral deposits, which is about 3-5 percent of the volume of extracted mineral raw materials, the remaining mass is accumulated as waste. About 700 million tons of industrial waste are generated annually, of which about 250 million tons are toxic. About 15% of the waste generated (multi-million dumps of overburden and tailings) is disposed of when 30% is disposed of in developed countries.

As world history has shown, the unresolved environmental problems and the low level of ensuring their own environmental safety were the cause of serious political, social and armed conflicts. At the

moment, potential hotbeds of tension exist between Kazakhstan, Uzbekistan and Kyrgyzstan, over the limited water resources. In addition, the Caspian region, where a technological environmental disaster caused by any of the five Caspian states could cause a serious interstate conflict, also causes concern.

• For the successful solution of the problems of environmental protection, correct, timely, timely prevention of pollution, effective use of means of mechanization, reduction of material and technical, labor costs during the work are necessary:

- control over the direction of wastewater to sewage treatment plants or to special septic tanks;
- storing and storing litter in land-based storage facilities without the use of buried tanks;
- elimination of temporary accumulations of litter;
- organization of recycling of technical waste;
- maintenance of vehicles and equipment for recycling;

Preventing contamination of soil, water, vegetation with oil products;

• monitoring the condition and operation of the treatment plant;

• sanitary and preventive measures in the production areas of the territory, as well as on adjacent neighboring lands;

• research and implementation of air purification methods for production areas by installing special filters in the supply and exhaust ventilation;

• accounting of compensated damages from violations of environmental management;

• determination of the effectiveness of spending funds for waste disposal from the standpoint of economic development;

• financing of projects and construction projects with due regard for economic, environmental compliance with modern requirements;

• survey of production reserves, when special attention is paid to the use of by-products, their deep processing;

• environmental planning in combination with other key indicators of economic development;

• use of the latest achievements of science and technology [2, p. 352].

CONCLUSION

Today it is necessary to create an effective and efficient legal framework in order to ensure compliance with environmental legislation. This is necessary because of the deteriorating environmental situation both in the country and around the world. Today, all measures should be aimed at ensuring environmental safety. This is largely facilitated by the state's environmental organizations, including a specialized environmental prosecutor's office. The activities of the specialized environmental prosecutor's office in the field of environmental security has sufficient potential. In this connection, it is of great interest in further scientific understanding.

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Р.А. Каратабанов , К.М. Джаналеева

Евразийский национальный университет имени Л.Н.Гумилева

ОЦЕНКА ГЕОЭКОЛОГИЧЕСКОГО ФАКТОРА ГЕОПОЛИТИЧЕСКОЙ БЕЗОПАСНОСТИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В последние годы, как со стороны экономических субъектов, так и со стороны государственных органов все большее внимание уделяется экологическому аспекту хозяйственного процесса. Государственное регулирование экологии предусматривает реализацию закона «Об охране окружающей среды» и закрепленного в Конституции Республики Казахстан права на благоприятную окружающую среду, прав будущих поколений на пользование природно-ресурсным потенциалом в целях поддержания устойчивого развития, а также решение текущих социально-экономических задач в неразрывной связи с осуществлением адекватных мер по защите и улучшению окружающей среды, сбережению и восстановлению природных ресурсов. Для этого прежде, всего необходимо разработать меры по урегулированию отношений на уровне «предприятие – окружающая среда».

Ключевые слова: Геоэкология, геополитика, безопасность, риск, оценка, окружающая среда

Р.А. Қаратабанов, К.М. Джаналеева

Л.Н. Гумилев атындағы Еуразия ұлттық университеті

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ГЕОЭКОЛОГИЯЛЫҚ ҚАУІПСІЗДІГІНІҢ ГЕОЭКОЛОГИЯЛЫҚ ФАКТОРЫН БАҒАЛАУ

Аннотация. Соңғы жылдары шаруашылық субъектілері тарапынан да, мемлекеттік органдар тарапынан да экономикалық процестің экологиялық аспектілеріне назар аударылады. Экологияны мемлекеттік реттеу «Қоршаған ортаны қорғау туралы» Заңды және Қазақстан Республикасының Конституциясында бекітілген қолайлы қоршаған ортаға, болашақ ұрпақтардың тұрақты дамуды қолдау мақсатында табиғи-ресурстық әлеуетін пайдалану құқығына, сондай-ақ жақын әлеуметтік-экономикалық мәселелерді тығыз байланыста шешуге мүмкіндік береді қоршаған ортаны қорғау және жақсарту, табиғи ресурстарды сақтау және қалпына келтіру бойынша барабар шараларды жүзеге асырады. Бұл үшін, ең алдымен, «кәсіпорын-қоршаған орта» деңгейінде қатынастарды реттеу жөніндегі шараларды әзірлеу қажет.

Түйін сөздер: геэкология, геосаясат, қауіпсіздік, тәуекел, бағалау, қоршаған орта.

Information about authors:

Karatabanov R.A. - Eurasian National University named after L.N.Gumilyov, ruslan.karatabanov@gmail.com;

Dzhanaliev K.M. - Eurasian National University named after L.N.Gumilyov, jgm44@mail.ru, <https://orcid.org/0000-0002-9002-9397>

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[4] Устойчивое развитие - такое развитие общества, при котором удовлетворение потребностей настоящего поколения осуществляется без ущерба для будущих поколений людей, это управляемое сбалансированное развитие общества, не разрушающее свое природной основы и обеспечивающее непрерывный прогресс человеческой цивилизации. Термин «устойчивое развитие» был введен в широкое употребление Международной комиссией по окружающей среде и развитию (Комиссия Брундланд, ООН, 1987 год).

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Daubayev YestaiKazakh National Academy of Arts named after Temirbek Zhurgenov,
yestay1@mail.ru**TRADITIONAL ESSENCE OF WOMEN'S JEWELRY**

Abstract. Jewelry of the Kazakh people from ancient times was widely used and this heritage is preserved till today. Jewelry art of the Kazakh people has a special place in the national culture, passed down from generation to generation. Jewelry was not only provided the need for household consumption, but also contributed to the development of aesthetic taste, thinking of the population. There are using differences of women's jewelry in age characteristics, regional features depending on the manufacturing technology. The jewelry of women was complex, solemn, and the sphere of application is closely related to the traditions of our people. The jewelry has a great importance in its ritual meaning and belief system in everyday life.

Keyword: Jeweler, breast ornaments, the amulets, the hair jewelries, precious stones.

Introduction

The ethno-cultural identity of every nation's life-cycle is determined by its handicrafts. The women's jewelry is directly related not only to luxury fashion but also to customs and beliefs, so any representative of the social environment had tried to acquire and wear various decorations according to their status.

It is known that in the Kazakh society women dressed in luxury and expensive clothes and they were decorated with ornaments. The jewelers mostly make the women's jewelries. There is the sacral meaning of ornamental patterns, so the jewelers' autographs can be noticed in every jewelry items (the Kazakh national collection in 2016, the XIX-XX centuries, Jewelry Art of Kazakhstan, 2016). Looking at the jewelry you can distinguish a woman's age, social group, or the region. Regional features of jewelry and its role in regional ethnography were often taken as research object by researchers [2; 3; 6; 9; 11; 14; 15; 18; 19].

Any jewelry has its sacral meaning. Jewelry of woman from a wealthy family has been richly bejeweled with precious stones and gold jewelry. They were characterized by complex artistic solutions, technically perfect hand work. Wives of rich family were able to order the jeweler a complete collection of ornamental jewelry of the adequate form. And the girls from a wealthy family had a silver barret to hair less than three kilograms. The number and nature of jewelry had corresponded to the age of the woman. For example, a teenage girl wore simple, ordinary decorations, little shaped jewelries, the girl was growing up her jewelries had changed and artistic style became more. As the age of the woman grew, her sample of jewelries declined and according to her age, it has turned over to other samples.

Methods

The methodological basis for the implementation of the article are: objectivity, truthfulness, historicity, consistency, versatile analysis of the problem. The main methods used in the research process include comparative and alternative methods.

Chest decorations

Onirzhiek (necklace) – was in the form of a jewel covered the chest, it was worn by the chain. Whatever it is pattern, there was used the method of decorating ornamentations and bejeweled. The *onirzhieks* (necklaces) were made from a layer of polished and emptied silver, filled with white clay, and

the bottom part was set bells and molded shapes of teeth. Instead of bejewelling the stone or source, a glass was set and a piece of velvet fabric was put under the glass, a wire was decorated around the glass surface. Women and girls wearing *onirzhieks* (necklaces) were behaved decorous. Because of the heavy weight, while wearing the *onirzhieks* (necklaces), the same fitted weight of barrettes (*sholpy*) should be put on hair. When they both paralyzed, the body was balanced and held upright, and the *onirzhieks* (necklaces) made girls neck thinner and the barrettes (*sholpy*) made their hair grew rapidly. When teenagers and girls wore *alka* (small necklaces) and *tamaksha* (necklet), their weight were less lighter than the *onirzhieks* (necklaces), because there were placed small light stones and painted glasses.

The jewelry was not only a luxury for the beauty from the historical epoch, but also was as a mascot and a defense. The teeth of wild animals and nails of predatory birds that served as talisman were put into silver and gold alloys. The golden mascot with a bear teeth was now stored in the Central State Museum of The Republic of Kazakhstan [7].

In the Kazakh folklore, in order to recover from illness, an amulet or mascot were taught by mullahs and prayers, and it was put into a special made decorated chest *tumar*. A *tumar* (talisman) was a common practice of old medicine in the traditional Kazakh society. Khalel Dosmukhamedov said about that: "It is also called (to open book) in the literary literature. This was one of the forms of Islamic treatment. The doctors usually had books imported from Central Asia or Iran, the letters were there (in the Arabic alphabet), they predicated their healing, death and others by taking account the name of person, and the number of years. This medieval east science was – a type of presumption. The second type of treatment was – amulets: from the Koran, copy from the verse, the wishes to God, the saints, and so on. "They were put in small bags, were worn on the necks, or were sewed on the clothes (usually on the collar)" – such definition was given [5, s.25]. The silver mascots were embellished with a bunch of herbs with various therapeutic properties and put on their chests [16, s.24; 11, s.175-178]. At present time, making a *tumar* (talisman) and sewing it on clothes is often found among the Kazakhs of Mangistau [18; AEM].

The use of mascot, make a mascot can be said to be the most widely spread method of treatment among folk healers. The mullah used to read prayers to the *tumar* (talisman). A person has to pay a prayer for making *tumar*. Owing to wear the written prays, people ordered in jeweler a case for *tumar* like an opening tiny tube or the small *tumar* case. The mascot or small mascot were made of hollows in the middle of the silver jewelry, either as a pitch or as a tube to put the pray. There were two types of mascot jewelry, one of them was created as triangular, opened on top of the cap to put pray. The second was made as wrapped silver tube and fixed with a heater and the lip was made in the form of a screw or a cap that fixed the tube mouth. The creation of these *tumars* (amulets) had been widespread because of the wide spread of Islam. The *tumar* was known as a talisman protecting people from whammy and devil. Also, there were many kinds of mascots that were not hollow in the center, but created as three-cornered, bejewelled with stones as agate, sardius that have properties of protection from whammy. The people who trusted the properties of a *tumar* (talisman) had been caught it in the cradle of the child, was put it under the pillow, who had nightmare while sleeping. One of the most fashionable styles of the *tumar* was *Uki ayak* (type of *tumar*) [11, s. 194 - 195].

The roots of the method of putting bird horns, animals bones, gulls and mutil teeth, snakes' skull, and snails lied in ancient times. By the time the Kazakhs adopted Islam, remains of the Shamans and Totem religion which our ancestors consumed till IX century, survived until the present time. In their religious beliefs the Kazakhs understood that the bones of birds and the beasts were a source of strength to them, and they were protected from whammy, torment, and extreme danger. The traditional *uki ayak* that comes to us confirms the connection of the human beliefs with the system of animal world. The mastery of the mascot can be seen as the language or manifestation of the ancient beliefs of the people in jewelry. The idea was kept strongly till nowadays that people who have *tumar* was out of illness, danger, whammy and failure, it can be a shelter and protection against human beings.

Bracelets

The most common and daily used jewelry for women was – *bracelet*. It was worn in the wrist by women and middle-aged women and girls. Even when a girl was 3-4 years old, the *baby bracelets* were made in order to grow in luxury. The baby bracelets definitely helped to form the girl's aesthetic taste. The size of the bracelets was created by their desire. Depending on the type of bracelet, there were burama

bracelets (screwed), bes bracelets (five), zhumyr bracelets (cast), karala bracelets (white and black), uzbeki bracelets (thin), kolka bracelets (big), and the decorated ornaments on the surface were different. The Kazakh girls and women wore bracelets to both arms and ordered a pair of bracelets which meant not to break up, to be in pairs or in couple. The five bracelets were the most stylish, and the more complicated in the technology of sculpture. The five bracelets can be said to be luxury, elegance and symbol of decorous [8].

Rings

One of the most beautiful jewelries made for women by the Kazakh jewelers were – rings and twine. The ordinary rings were worn by the elderly women, and the rings with eyes were often worn by young girls. Middle-aged and elderly women often wrote their names to the rings with Arabic letters. It means that when she died, her ring was taken by her daughter-in-law or daughter, read her name and always remember her. And Kazakhs were sometimes referred to rings as *baldak* [15]. To believe the rhetoric and properties of rings and twines were widely accepted among Kazakhs. As a rule, Kazakhs thought that a woman should have a ring or a twine, and whether she did not know a ring, the food she had prepared was defiled. The guest treated by a woman wearing a ring or twine made of silver was respectable and enjoyed her drink [AEM].

The twines and rings were jewelry that widely spread over, used features were higher and extensively made by the jewelers. The role of rings and twines were important in the customs and traditions of the Kazakh people that used as a present, regulation of kinship, friendship and respect. The game giving a ring of the Kazakh youth arranged for the respect among boys and girls and taught them telling humor correctly. The game “*kuda tartys*” (game with matchmaker) was played, when bride’s hand was asked, the two pockets of the matchmaker were filled with rings as a gift in order to give the sisters-in-law of the bride. Also, when the groom came to the bride, to give presents to the bride’s sisters, sisters-in-law and friends the pockets of groom and his friends were also full of rings and twines. While holding the customs as *entikpe* (out of breath), *kempir oldi* (granny died), *shash ustar* (hair touching) sisters-in-law of bride also were gifted rings and twines with shawl. The poets and writers visiting the village donated rings to the beautiful girls of the village [AEM].

Kudagy ring (ring of matchmaker) – was a hollow inside, very large, a luxurious ring. There were two rings under the ring of matchmaker that can be worn in two fingers at once. Some kudagy rings were consists of one ring. As a rule, it was especially made by the bride’s mother to present her matchmaker. This was a significant custom held after the wedding ceremony that the bride’s mother gave a ring for caring her daughter as her own, for supplying her with maternal love, the groom’s mother gifted a ring for bringing up a girl who is becoming a member of their family. The fact that the ring worn on the two fingers meant their married children will be always together. These kind of rings covered by four fingers were a sign of unity and reconciliation and freindship. The kudagy rings were often bestowed one another by wealthy ones. The kudagy ring was as a significant gift, served as a two-sided reconciliation, and developing the principle of “the matchmakers for thousand years”.

Kustumysyk ring (beak ring) was – like its name, made acute as the beaks of birds. In early times this ring was worn by unmarried girls. It meant that they were as “voluntary bird”. Befor leaving home, she gave it to her little sister either took with her and gave this ring to her daughter-in-law as a gift. Most of the time, the brides kept their kustumysyk rings in order to give her daughter or granddaughter. Thus, the kustumysyk ring was an inheritance that passed from mother to daughter. It is also called “*kusmuryrn ring*” (nose of bird) in some regions. The ornamentations in this rings also meant the idea of spreading and expanding. Kustumysyk rings can be regarded as a continuation of the “animal style” in the early Iron Age. The birds were depicted clearly in ancient times art, otherwise, due to the full penetration of Islam, the image of animals and birds have been transformed into zoomorphic ornaments. The ornaments as *kuskanat* (wing of bird), *kargatuyak* (foot of crow) were associated with the bird world, the meaning of the ornamentation of the pearl imagination were flying in the blue sky, aspiration to high and prosperity.

Otau ring (wedding ring) was – a ring made of wrapping a silver wire such as a roof or a dome. We know three types of wedding rings. They are: a flat-shaped, fibrous vase made from a plait; made of silver with wire ropes; a dome or as a form of roof of yurt. Whatever the type of wedding rings, they made without eyes, which meant that each of them represented a variety of yurtas and this was a sign of

arranging housework of every sister-in-law. That is, the wedding ring was a jewel of everyday life. This wedding ring was made especially for new bridegroom by mother-in-law with the intention of saying, “May your family be strong, your dignity is high”. This bestowed wedding ring was not given anyone by the daughter-in-law, was not given as a gift, saved or presented to her daughter-in-law [AEM].

Earrings

The girl from the childhood was fascinated by the beauty by the Kazakh people, and she was prepared to pierce her ear and to wear a ring. Before piercing her ear, skin of the ears were prepared by massaging with hands, then poke with a seed of millet and put a thread. Initially, she wore a very light earring and after healing her ear, she began to wear heavy earrings. Kazakh jewelers paid special attention to the attractive nature of the earrings. The earrings were initially considered to be holy to the human being, and since ancient times they had been given to girls by childhood. The types of earrings decorated with stones, bells were worn by young girls and moon shaped earrings were worn by elderly women [16; 17].

Essence of hair jewelry

The Kazakh people have their own tradition of hairstyles for girls and women. The Kazakh girls from their childhood were protected from whammy having fringe, ponytails and hair styles [AEM]. The most fashionable of women's jewelry was – *sholpy* (barrette). The *sholpy* (barrette) was worn as fashion and it was predictable that the hair of girl became longer because of its weight (Margulan, 1994: 8). The girl who was wearing necklace and barrette was slim and straight. Hair always reflects the beauty of the girl, and is regarded as a sign of beauty and elegance. The *sholpy* (barrette) was attached to the end of hair by thread. In some regions, *sholpy* was made by round molded plaque as silver coins and then there was a method of decorating with small silver bells that made sounds. There was a saying in the Kazakh language, “the ringing laughter with the ringing *sholpy*”.

There was a great deal that *sholpy* takes in the upbringing of girls. The mothers always said to their daughters, “not to run, not to be awkward and whether the *sholpy* made a strong sound, it meant she was a bad girl”. *Sholpy* had been put on with girls and young women in Kazakh customs. It was strange to wear *sholpy* in the elderly age. There are various kinds of *sholpys* among the country, such as *konyrauly sholpy* (with bells), *kozaly sholpy* (long), *kos uzbeki sholpy* (double), *kozdi sholpy* (bejeweled), *tasty sholpy* (with stones). There was a belief in the Kazakhs that “one end of a human soul lives among the hair”, so it was always worn as a rhyming assertion that the ring-shaped *sholpys* protected from devil, whammy and bewildering. Like other people of the East and Central Asia, ring of the bell had the power to frighten black forces. It is worth to say that it formed movement and the style of posture of girls. The silver coins were bruised as long as they did, and it was telling about their behavior and upbringing. Lacing of *sholpy* along with the braid was plaited by the elderly women, the various kinds of silver bells, coins, were put on lacing.

The *shashbau* (clasp-in) was lightweight than the *sholpy*. When the silver coins were not processed, the mold was not pulled back, and used as the form of coin, it was called a *shash tenge*. In addition, Kazakh women wore a *shashkap* (hairdresser) from the bottom of the hairline to protect hair from being cut off and to protect the hair from whammy. Young women were dressed in such a way that they did not interfere with outside works as making carpets, cleaning cotton, cattle breeding and so on. The *shashkap* was decorated with blue, green, red and black materials, velvet, and its upper back side was decorated with silver, golden clay, threads, beads.

Jewelry stones: essence and using area

The precious stones on jewelries were called – eyes by the people. Precious stones were often sold by merchants, sellers or especially orderd. The calling of the precious stones as *eye* was related with the notion of people “every stone bejeweled in the jewelry has magic power which sees and controls” [AEM]. According to the decoration the bejeweled jewelry called as *kozdi zhuzik* (ring with eye), *kozdi sakina* (twine with eye), *kozdi alka* (necklace with eye), *kozdi bilezik* (bracelet with eye). In some areas, it was called as *kasty bilezik*, *kasty zhuzik*. People believed that the pearls treat the eyes from white covering, amber or juniper cure throat and the coral protects from the whammy, agate takes care from curse and sardius brings happiness.

The stone *akykka* was famous for its joy and relaxation, so it was always in demand. Also valuable stones were used, such as *diamonds, pearls, water stone, lagyl, syngyr*. Many of these stones were bought by jewelers, and some were found in the Kazakh steppes. The stones were harmoniously combined with silver, used in a healing to prevent various diseases [16, s.15]. There were plenty of decorations made by color glasses, and by depicting blue wires. When some jewelers didn't have any colorful glasses, they put green and red materials under the glasses or painted the colorless glass. Jewellery was often used to protect people from whammy and curse. A positive view to stones is continued till nowadays in traditional Kazakh lives and different kind of stones are widely used among modern jewelers.

Conclusion

Jewelry had created the aesthetic taste of the people with the multifaceted quality known by the people, educated to feel elegant. In everyday life, jewelries are used in different goals relating with beliefs and are played a symbolic role. The sacral meaning of jewelry, the scope of use is closely related to customs and traditions. It used as a present or a gift to deal with the relationship between family, siblings and relatives. The system of beliefs about the educational meaning and ritual value of Kazakh jewelry is a national heritage preserved to present times.

Даубаев Естай

Т.Жүргенов атындағы Өнер Академиясы,
Сәндік қолданбалы өнер кафедрасының аға оқытушысы,

ӘЙЕЛ ӘШЕКЕЙЛЕРІНІҢ ҒҰРЫПТЫҚ МӘНІ

Аннотация. Қазақ халқының зергерлік бұйымдарының бағзы замандардан кең қолданысқа енген, әрі сақталып жеткен мұра. Қазақ халқының зергерлік өнері ұрпақтан ұрпаққа жалғасып жеткен ұлттық мәдениетімізде ерекше орын алатын құндылық. Зергерлік бұйымдар тек қана тұрмыс тұтыныс қажеттілігін қамтамасыз етіп қойған жоқ, ол халықтың эстетикалық талғамын, ой-өрісін дамытуға себепкер болған. Әйел әшекейлерінің жастық ерекшеліктерге қарай қолданыстық айырмашылығы, жасалу технологиясына қарай аймақтық ерекшеліктері бар. Әйел әшекейлері күрделі, салтанатты етіп жасалынды, әрі қолданыс аясы халқымыздың дәстүрімен тығыз байланысты. Зергерлік бұйымдарының күнделікті тұрмыс тіршілікте ғұрыптық мәні мен наным сенімдер жүйесінің ерекшелігі зор.

Түйін сөздер. Зергер, кеуде әшекейлері, тұмар, шаш әшекелері, асыл тастар.

Даубаев Естай

Национальная академия искусств имени Т. Жургенова,
Старший преподаватель кафедры Прикладного искусства

РИТУАЛЬНЫЙ СМЫСЛ ЖЕНСКОГО ЮВЕЛИРНОГО УКРАШЕНИЯ

Аннотация. Ювелирные изделия казахского народа из древних времен был широко применен и это наследие сохранилось до сегодняшнего дня. Ювелирное искусство казахского народа занимает особое место в национальной культуре, передаваемой из поколение в поколение. Ювелирные изделия не только обеспечили потребность в бытовом потреблении, но и способствовали развитию эстетического вкуса, мышления населения. Женские украшения имеют различие по возрастным особенностям, региональным особенностям в зависимости от технологии изготовления. Женские украшения были сложными, торжественными, и сфера применения тесно связана с традициями нашего народа. В повседневной жизни ювелирные изделия имеют большое значение по своему ритуальному смыслу и в системе верования.

Ключевые слова. Ювелир, нагрудные украшения, амулеты, накосные украшения, драгоценные камни.

Information about authors:

Daubayev Yestai – Senior lecturer of the Department of Applied art of the National Academy of arts named after Temirbek Zhurgenov, Jeweler-master, restorer of metal. <https://orcid.org/0000-0002-0045-3398>

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NEWS

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B.B. Korgan¹, R.K. Sabirova^{2, 3}, E.M. Adietova³¹Pavlodar State University named after S.Toraigyrov,^{2,3}Atyrau State University named after Kh. Dosmukhamedovb.korgan@asu.edu.kz, sabirovarysty@mail.ru, adiet_elm79@mail.ru**INNOVATIVE ECONOMY OF KAZAKHSTAN**

Abstract. The dynamic development of the innovation sphere is one of the main components of the innovation economy. Such a high-tech economy implies the existence of an effective innovation system and the creation of institutions to support the innovation process. The key to the formation of a new type of economy in Kazakhstan is large-scale investment in new technologies and the creation of conditions for the constant reproduction of knowledge and their realization in new high-tech products and services. Information communication technologies, which are the basis of the new infrastructure of the country, play a large role in the development of the economy. They must develop at a faster pace than the level of economic development. Innovative activity of Kazakhstan enterprises is noticeable in industries producing products with a low degree of processing. Innovative activity in industries dominated by domestic producers attracts attention.

Keywords: innovative economy, dynamic development, innovative activity, industrial and innovative development, competitiveness.

INTRODUCTION

Since the adoption of the Strategy-2030 in 1997, the country has entered the top five most dynamically developing countries in the world. Over the past decade, the income of Kazakhstan has increased 16 times. The country attracted more than \$ 160 billion in foreign investment. Of course, these results cannot but influence inspiringly on the adoption by the authorities of an ambitious program for the socio-economic development of the country.

At the same time, it is also easy to see that economic growth in Kazakhstan was not qualitative growth, there were no significant qualitative changes in the economy. Largely, it was determined by the growth of world energy prices, which increased the GDP index, and this is clearly demonstrated by the data presented in the table below. In other words, the dynamics of the country's economic indicators depend on the external market conditions, on the prices of hydrocarbons and other natural resources supplied by domestic producers to the world market.

The State Program of Forced Industrial-Innovative Development, designed for two five-year plans (2010-2014 and 2015-2019), provides for changing the face of the country's economy and making it independent from fluctuations in world prices for raw materials. In order to overcome dependence on the foreign market, a serious restructuring of the national economy is planned in the direction of innovative development. To accomplish such a large-scale task, the innovative potential of the country must be increased, but today it is not large. According to the Boston Consulting Group, together with the National Association of Manufacturers and the Institute of Production on the Global Innovation Index indicator, which generally shows the level of innovation in the country, Kazakhstan ranked only 60th among 110 countries. To rank the countries, the study examined both innovation costs and innovation returns.

Indeed, the share of innovative enterprises in the country remains low - the level of innovative activity of enterprises is 5.7%; the share of innovative products in the national economy - 0.86%; domestic expenditure on research and development - 0.16% of GDP. Moreover, if we take the ratio between the volumes of innovative products and the costs of innovation, then this proportion looks rather low.

The attention and quality of innovation draws attention to itself, there is practically no fundamentally new products, i.e. new, not only for the enterprises themselves, but also for the world market.

MAIN PART

The Kazakhstan model of market economy is based on private property, free competition and the principles of openness, but at the same time, the state plays a dominant role in reforming the economy. However, as practice shows, government agencies failed to form an effective mechanism for transforming ideas, high technologies, and innovations into a market product. Purposeful training of managers capable of engaging in innovative activities both as part of a scientific research institute and in production has not been implemented. As a result, they fail to make a radical change in overcoming the raw material trajectory of the development of the country's economy, the industrial structure dominated by raw materials continues to be the leading one. He is credited with creating the so-called commodity elite in Kazakhstan, but by definition it could not become the subject of an innovative type of development. Innovative activity is an important component of the innovative development potential of any economic system. In a market economy, product innovation is a commodity and must have a commercial effect for all participants in the technology business. When creating such a product requires a variety of resources, including investment.

In accordance with the Industrial Innovative Development Strategy of Kazakhstan, it was planned to increase the value added value in high-tech and high-tech industries from 2 billion tenge in 2000 to 126.6 billion tenge by 2016 (more than 60 times).

Among the indicators of the result of innovation activity in Kazakhstan are the innovative activity of enterprises, the volume of innovative products, the number of acquired and transferred new technologies. Analysis of the innovation activity of Kazakhstan industry in 2015–2016 showed that in 2016 the number of enterprises with completed innovations increased 3 times compared to 2015, and the level of innovation activity almost doubled.

The results of the research on the innovative activity of enterprises by types of ownership showed that the largest share in the total structure of innovatively active enterprises belongs to the private sector. In 2016, innovation-active enterprises in the private sector were 361 out of 9938. The second position is occupied by innovation-active enterprises in the public sector.

An important factor in the efficiency of the use of new technologies and technology by industrial enterprises is the promotion of an innovative product to technological innovation markets. In Kazakhstan for 2007–2016 exports of innovative products increased 2.3 times, i.e. from 65,020.3 million tenge in 2007 to 152,500.6 million tenge in 2016. The export of innovative services also tends to grow. During the analyzed period, this indicator increased 1.7 times, i.e. from 4380.9 million tenge in 2010 to 7518.0 million tenge in 2016 (figure 1).

Table 1 - Innovative activity of enterprises by type of ownership for 2011–2016 yy.

№		2011	2012	2013	2014	2015	2016
1	Private property	80,5	75,1	77,5	81,4	88,5	80,7
2	State property	14,1	20,1	18,4	14,1	7	12
3	Foreign property	4,7	4,8	3,9	4,5	4,5	7,3

If we consider the structure of exports of innovative products for 2011-2016, then the share of exports of innovative products accounts for an average of 53.0%. A sharp increase in the export of innovative services was observed in 2016, which compared with 2015 increased by 14.9%. The distribution of the volume of innovative products by types of economic activity of industrial enterprises indicates that the largest volume of innovative products falls on the processing industry, which in 2016 amounted to 12,7174.0 million tenge, or 83.4%. Compared to 2011, this indicator increased by KZT 4,832.2 million, i.e. by 19.5% (table 2)

Table 2 - The structure of innovative products for 2011–2016

№	Name	Percentage of
1	Food production, including drinks and tobacco	60
2	Engineering	43
3	Metallurgical industry and production of finished metal products	33
4	Chemical industry	31
5	Production and distribution of electricity, gas and water	17
6	Extraction of fuel and energy minerals	16
7	Mining industry	16
8	Production of coke, oil products	13
9	Manufacture of other non-metallic and mineral products	9
10	Textile and clothing industry	7
11	Pulp and paper industry	5
12	Production of building structures and aluminum products	5
13	Manufacture of rubber and plastic products	4
14	Other industries	3

In the mining industry, the volume of innovative products in 2016 amounted to 25,166.1 million tenge, or 16.6%. Compared to 2013, this figure is more by 7,275.3 million tenge, or 28.9%.

In 2016, out of 506 units. used industries and technology on industry accounted for 257 units, or 50.7% of the total number of innovations.

Consider the main indicators characterizing the level of costs for technological innovations in the industry of Kazakhstan for 2011–2016. A positive factor is that during the analyzed period, the total technological costs increased almost 3 times, i.e. from 26,933.1 million tenge in 2011 to 83,523.4 million tenge (table 3).

Table 3 - The cost of technological innovation

Indicators	2011	2012	2013	2014	2015	2016	Change 2011 to 2016
Total costs, mln.	2933,1	35360,3	67088,9	79985,9	83523,4	113460,1	4,2, times
Including							
Republican budget	430,2	1905,9	5381,8	6178,4	4359,7	5613,2	13 times
Local budget	31,3	10,3	106,1,2	232,1	184,5	36,9	1,2
Own funds of the enterprise	26225,3	32058,3	4393,9	68407,3	70576,3	96860	3,7
Foreign investment	246,3	1385,8	14994,7	2762,7	8379,7	9413,6	38,2
Development Institutions	-	-	2669,4	16,3	23,2	1536,3	

Modernization of economic development is the basis of the success and prosperity of the developed and new industrial countries of the world. The levels of economic development of countries are essentially determined by the level of the redistribution of substances based on the use of knowledge and the ability to produce new products with competitive demand in the market (Table 4).

Table 4 - The ratio of technological conversion and levels of economic development

Level of economic development	The level of technological development	Main product
Pre-industrial and industrial economy	the first	Receipt of raw materials (oil, ore, wood, agricultural products)
	second	Primary processing of raw materials (production of metals, plastics, paper, food)
	third	Production machines, equipment, building constructions
	Fourth	Fine technology, computers, video
	Fifth	Molecular assembly, super-complex schemes, biotechnology
	sixth	Nanotechnology, atomic assembly, nanoelectronics

The level of development of a specific reproductive system (national economy) is determined by the stage of evolution of the national producer and its components (primarily the division of labor and exchange) and is clearly manifested in the innovative characteristics of industry-specific industrial specialization.

The most important factor in the formation of an innovative economy is human capital. An innovative economy cannot exist without widely developed science and education. This is connected not only with the ability to generate innovations, but also to adapt borrowed knowledge and technologies, which is reflected in the structural parameters of the economy: employment, the system of personnel in these sectors.

Among the sectors that constitute the core of the innovation economy, science occupies a special place. One of the most frequently used is the indicator of the number of scientific workers per 1 million population. Here, Kazakhstan has a level comparable to such countries as China and Malta, and significantly lags behind the leading states of the world and several CIS countries.

Creating the institutional foundations of an innovative economy is the most important condition for a new quality of growth and for improving the country's competitiveness in the post-crisis period. Experience shows that differences in the level of well-being between countries in their competitiveness are largely due to the flexibility and variability of institutions characteristic of their culture and the gap between institutions, formal and informal, legal norms and social practices: the smaller the gap in formal and informal institutions. As a result, these institutions and the practice of their functioning form positive motivations for entrepreneurial activity and innovation.

If from this position we evaluate the institutional environment in Kazakhstan, then it can be characterized as unstable or unfavorable.

Innovation activity, being associated with a certain risk, as well as speculative activity, is fundamentally different from it. Innovation activity involves the creation of a new value, a new good, and a speculative one - the extraction of benefits only on the basis of the redistribution of resources.

The current global crisis forces us to consider in a new way the possibilities of forming an innovative economy. Innovations themselves are a source of instability and open up new opportunities for growth and renewal. Two main features of the current crisis should be highlighted: firstly, the crisis of the global economy, secondly, this is the first crisis of the innovation economy. Thus, financial innovation and an excess of derivative financial instruments are cited as one of the causes of the current global crisis. This confirms the well-known theoretical conclusions that not all innovations are positive, but their uncritical perception has negative consequences on a global scale.

The experience of successful countries shows that it is private business that is able to take on innovative risks; therefore full support of the entrepreneurial class is the key to a transition to an innovative type of development.

The key to the formation of a new type of economy in Kazakhstan is large-scale investment in new technologies and the creation of conditions for the constant reproduction of knowledge and their realization in new high-tech products and services. Information communication technologies, which are the basis of the new infrastructure of the country, play a large role in the development of the economy. They must develop at a faster pace than the level of economic development. Innovative activity of Kazakhstan enterprises is noticeable in industries producing products with a low degree of processing. Innovative activity in industries dominated by domestic producers attracts attention. This applies to the food industry, the production of coke and petroleum products. So, in agricultural regions, food suppliers, the largest percentage of innovative products in the total volume of industrial enterprises is noted. Enterprises of mechanical engineering and metalworking, light industry are forced to compete with the whole world.

The production of competitive and export-oriented goods, works and services in the manufacturing industry and the service sector is the main subject of the state industrial innovation policy. According to the provisions of the Strategy, in all sectors of the economy of Kazakhstan there should be a transition to advanced international standards. The most important issue that Kazakhstan faces today is the provision of innovative projects with financial resources. Statistical data on the amount of expenditures on technological innovations of enterprises by sources of financing indicate the undoubted fact that the source

of financing of innovations is predominant at the expense of enterprises' own funds. Such a desire of these organizations to maintain their own scientific and technological potential is undoubtedly important.

Thus, the raw material elite of Kazakhstan could not become a creator of innovative projects, confirming its lack of objective needs and incentives to link its future with technological modernization. Growth in the manufacturing industry was not able to provide for overcoming the raw material orientation of the national economy. Hopes for the success of state corporations also did not materialize, moreover, they led to the establishment of a monopoly in the domestic market, which naturally does not contribute to the intensification of innovation activity in the country

Over the past decades, many documents have been developed and adopted that reinforce the innovative path of development. Special structures have been created in the republic that finances innovative projects at the expense of state budget funds. The first steps were taken on active state support of the venture business. The created national innovation fund in its tasks on the institutional support of the innovation process includes the creation of venture funds. In order to expand the activities of small innovative enterprises in Kazakhstan, such forms as technology parks are used. In general, the Kazakh economy is moving towards a new economy. Problems of effective use of scientific and technical potential have a strategic scope. Innovation processes in Kazakhstan are not so much market mechanisms as targeted state policy; It is the state that can have a decisive influence on the formation of a national system of institutions that is adequate to the requirements of creating a new economy.

At the present stage it is necessary to develop energy-ecological problems. In solving these problems, one of the key places belongs to Russia and Kazakhstan, with significant reserves of energy resources, intellectual and technological background for the development of energy-saving technologies, owning the methodology of global integral macro-forecasting. At the present stage of innovation development, strategic goals should be based on a qualitatively higher level of use and development of the fuel and energy potential, taking into account natural and environmental factors.

In Kazakhstan, much attention is paid to maintaining financial stability and the excessive development of the financial sector, and in Asian countries, in addition, they carried out unprecedented industrial modernization. In this regard, the main vector of the Strategy "Kazakhstan-2050" is set correctly, an innovative economy cannot be built based on the previous economic policy. The ambitious tasks facing Kazakhstan require the development of an attractive development model, their ideology, the formation of their own orientation and bringing them to every resident of the country.

The formation of innovation policy means not only a significant increase in the efficiency of the use of natural resources and production capital, but also the transformation of intelligence and human creative potential into a leading factor in economic growth and national competitiveness. Today it has become quite obvious that the main problem of the transition to the innovative type of development is the people themselves and the nature of their activities. To change the situation, it is necessary to change the stereotype of people's behavior, their mentality and personal qualities as the main characteristics of modern production. The most important demographic resource, i.e. human capital is its quantity and quality. Despite the improvement of a number of demographic indicators and the standard of living of people, it is very important to overcome the existing barriers to the transition to innovative development: poverty, income gap, low social security, in particular, housing affordability, poor health care, and the inability to provide quality education to children. It is generally recognized that both social infrastructure and developed democratic institutions are integral parts of the innovative type of development.

CONCLUSION

Innovation is the main factor in improving the competitiveness of the economy of Kazakhstan. The main thing is the creation of a socially oriented economy in Kazakhstan. To determine the crisis, it is necessary to strengthen the role of the state in all strategic important areas and sectors of activity that ensure the economic security of the country, including the scientific and technical field. Now we need active budget stimulation. Also of particular importance is the involvement of domestic agricultural formations, processing enterprises, including small businesses. Our country needs to reach a new level of economic development. The formation of the macroeconomic policy of our state should be based on the current challenges of globalization and financial instability, increasing competition in world markets, the increasing role of science and innovation, and human development. Consecrated in this book, the Concept

of a socially oriented economy, which is based on the ideas of the Economic Manifesto, affecting the problems of improving the welfare of the people should be a key lever of the model of national development. For the good of the people of Kazakhstan, it is necessary to focus not on the ideals of individual and mass consumption, but on the preservation of family traditions and national peculiarities of social relations. This is the main key to building a civil legal society in the Republic of Kazakhstan.

Today, Kazakhstan needs to look for new directions of economic development. To increase the country's competitiveness in the global market, it is necessary to actively develop high-tech industries and build an effective national innovation system. Without this, an innovative economy is simply impossible.

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Б.Б. Крган¹, Р.К. Сабирова², Э.М. Адиева³

Павлодарский государственный университет имени С.Торайгырова, Атырауский университет Статья, назначенная в честь Х. Досмухамедова, Атырау, Казахстан.

ИННОВАЦИОННАЯ ЭКОНОМИКА КАЗАХСТАНА

Аннотация. Динамичное развитие инновационной сферы – одно из главных слагаемых инновационной экономики. Такая высокотехнологичная экономика предполагает наличие эффективной инновационной системы и создание институтов поддержки инновационного процесса. Ключом к формированию экономики нового типа в Казахстане являются масштабные инвестиции в новые технологии и создание условий для постоянного воспроизводства знаний и воплощения их в новые высокотехнологичные продукты и услуги. Большую роль в развитии экономики играют информационные коммуникационные технологии, являющиеся основой новой инфраструктуры страны. Они должны развиваться опережающими темпами по сравнению с уровнем развития экономики. Инновационная активность казахстанских предприятий заметна в отраслях, производящих продукцию с низкой степенью переработки. Обращает на себя внимание инновационная активность в отраслях, где доминирует отечественный производитель.

Ключевые слова: инновационная экономика, динамичное развитие, инновационная активность, индустриально-инновационное развитие, конкурентоспособность.

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Б. Б. Қорған, Р. К. Сабирова, Э.М. Адиева

С.Торайгыров атындағы Павлодар мемлекеттік университеті,
Х.Алтын атындағы Атырау мемлекеттік университеті Досмұхамедов, Атырау, Қазақстан.

ҚАЗАҚСТАННЫҢ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫ

Аннотация. Инновациялық саланың динамикалық дамуы инновациялық экономиканың негізгі компоненттерінің бірі болып табылады. Мұндай жоғары технологиялық экономика тиімді инновациялық жүйенің болуын және инновациялық процесті қолдау үшін институттарды құруды білдіреді. Қазақстан экономикасының жаңа түрін қалыптастырудың кілті - бұл жаңа технологияларға ауқымды инвестиция салу және жаңа жоғары технологиялық өнімдер мен қызметтерді үнемі жаңғырту және оларды іске асыру үшін жағдай жасау. Елдің жаңа инфрақұрылымының негізі болып табылатын ақпараттық коммуникациялық технологиялар экономика дамуында үлкен рөл атқарады. Олар экономикалық даму деңгейіне қарағанда тезірек даму керек. Қазақстандық кәсіпорындардың инновациялық белсенділігі өңдеудің төмен деңгейі бар өнімдер шығаратын салаларда байқалады. Отандық тауар өндірушілер басым салалардағы инновациялық қызмет назар аударады.

Түйін сөздер: инновациялық экономика, қарқынды даму, инновациялық қызмет, индустриялық-инновациялық даму, бәсекеге қабілеттілік.

Information about authors:

Korgan B.B. - Pavlodar State University named after S.Toraigyrov¹, b.korgan@asu.edu.kz, <https://orcid.org/0000-0001-7545-5075>;

Sabirova Rysty Kuandikovna-Candidate of Economic Sciences, Associate Professor Department of of Economics, Atyrau State University named after Kh. Dosmukhamedov. Atyrau, Kazakhstan;

Adiyetova Elmira Mizamgalievna - Candidate of Economic Sciences, acting. Associate Professor, Atyrau State University named after Kh. Dosmukhamedov. Atyrau, Kazakhstan, <https://orcid.org/0000-0002-2400-6357>

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A.U. Tatikova

University "Turan-Astana"

t.asiya@inbox.ru

**DEVELOPMENT OF SMALL ENTREPRENEURSHIP
IN AGRICULTURE OF KAZAKHSTAN**

Abstract. The development of small business agriculture is one of the key areas of economic development of the republic and has great potential and significant reserves. However, this area of economic activity has a number of specific features that consist not only in the seasonality of agricultural production as the basis for the formation of cluster formations and the presence of a large number of unforeseen risks associated with natural and climate unpredictable changes, but also with the presence of a mixed economy, whose owners are not inclined to integrative processes, if they are not sufficiently motivated by the specifics of labor management in small agricultural business and with other indicant factors, manifested in their production activities.

Keywords: agriculture, small business, support, competitiveness.

INTRODUCTION

Over the years of independence, substantial results have been achieved in the Agricultural Industry of Kazakhstan: labor efficiency and productivity have increased, the fixed assets have been consistently and periodically updated, the industry's logistics system has improved, the share of self-sustainment of domestic food has increased, and exports of main crops and fishery products have increased significantly, thereby, followed by a gradual increase in production in the conditions of market relations Nij. The most important regulatory document of the country is the Strategy "Kazakhstan-2050"[1], which refers to the need for further modernization of the agricultural industry, taking into account the global relevance of demand for agricultural products. A number of main tasks are entrusted to the agro-industrial complex of the country - to become one of the foremost exporters of the world market for agricultural products, increase its production, increase the acreage, achieve high yields through the introduction of innovative technologies, and create national competitive brands focused on environmental friendliness.

In the Program for the development of the agro-industrial complex in the Republic of Kazakhstan "Agribusiness 2020", which is the vector of the strategic development of the agricultural sector of the country [2]. The program focuses on creating conditions for improving the competitiveness of the subjects of the agro-industrial complex, which will provide manufacturers with the necessary state support in the competitive struggle within the CU and the upcoming entry into the WTO.

Favorable climatic conditions of the country allow growing a wide range of varieties of crops.

So, in agriculture of Kazakhstan, Gross output of products (services) of agriculture up to 1990. Produced 22% of national GDP, and now in 2018 only 11%, however, we note that a slow rise began, table 1.

So, in general, gross output in 2017 compared to 2016. increased by 11% (at current prices), while the Almaty region (647,554.1) is the leader in gross output, South Kazakhstan (522 397.4) ranks second, and the top three in the rankings with similar results (510 594.8) and East Kazakhstan (459 989.5) regions. Compared to last year, Almaty increased the GDP of agriculture by 40%, North Kazakhstan by 24% and by 14% North Kazakhstan and East Kazakhstan regions.

Table 1 - Gross output of products (services) of agriculture for 2015-2017.

Name	2015	2016	2017	Ratio of 2015 to 2016 (%)	Ratio of 2016 to 2017 (%)
The Republic of Kazakhstan	3 307 009,6	3 684 393,2	4 097 455,3	11%	11%
Akmola	290 893,2	348 198,5	382 976,7	20%	10%
Aktobe	165 244,3	183 965,3	200 841,7	11%	9%
Almaty	551 101,1	597 308,3	647 554,1	8%	8%
Atyrau	58 765,5	61 612,9	62 660,6	5%	2%
West Kazakhstan	106 544,4	131 015,8	143 137,7	23%	9%
Zhambylskaya	218 726,5	237 065,9	255 580,2	8%	8%
Karaganda	197 273,1	229 348,2	246 471,5	16%	7%
Kostanay	294 608,2	319 037,7	362 242,8	8%	14%
Kyzylorda	79 186,5	80 633,3	86 070,6	2%	7%
Mangystau	11 734,3	12 466,1	13 689,5	6%	10%
South Kazakhstan	426 894,4	480 399,3	522 397,4	13%	9%
Pavlodar	152 407,9	171 542,2	196 357,2	13%	14%
North Kazakhstan	380 814,2	411 485,6	510 594,8	8%	24%
East Kazakhstan	366 973,1	415 039,0	459 989,5	13%	11%
Astana	2 416,9	1 032,9	962,2	-57%	-7%
Almaty city	3 426,1	4 242,2	5 928,8	24%	40%

Compiled by the author based on data from the Statistics Agency of the Republic of Kazakhstan

Table 2 - Dynamics of the development of gross agricultural production in Kazakhstan (at current prices, billion tenge)

Year	Total	Include	
		crop production	animal husbandry
2015	3 133 198,40	1 739 436,4	1 393 762,0
2016	3 295 159,80	1 825 236,7	1 469 923,1
2017	3 669 122,20	2 047 580,8	1 621 541,4
Growth for 2015-2017.	535 923,80	308 144,40	227 779,40

Compiled by the author based on data from the Statistics Agency of the Republic of Kazakhstan

In accordance with this table 2 in crop production, the increase over the last 3 years amounted to 308 144.40 billion tenge and livestock 227 779.40 billion tenge, which in general amounted to 535 923.80 billion tenge [2]. In accordance with the Development Strategy until 2020, the agro-industrial complex is among the seven priority sectors to fully realize its sectoral advantages and large-scale potential [3]. Kazakhstan needs to more effectively use its competitive advantages, especially in the production of environmentally friendly products.

At the same time, there are a number of factors constraining the development of the country's agro-industrial complex. At present, there is an acute question of the state of infrastructure in agriculture, expressed in a significant depreciation of more than 80% of the basic amount of available agricultural equipment. The situation is aggravated by instability and the constant increase in prices for fuel and lubricants, leading to higher prices for the agricultural production process and its cost.

So, for example, in the Akmola region the gross agricultural output for 2016 amounted to 347 billion tenge, including crop production 240.7 billion tenge and 105.1 billion tenge livestock products. At the same time, more than 50% of the volume of production falls to the share of peasant (farmer) farms and households of the population. Of these, 2/3 of the volume accounted for households. In the world there is no ideal system of organization of the grain market.

Changes in farmland by land user categories in the Akmola region compared to 2018 from 1990 indicate a decrease in farmland, as far as agricultural enterprises from 13,655.9 ha in 1990, decreased to 10564.6 ha, which is less by 3091.3 ha. At the same time, households of the population have increased almost 3 times, their number is approximately two million, this is the so-called self-employed population. The number of agricultural enterprises processing agricultural land also decreased by more than 2 times. Nevertheless, Akmola oblast has significant potential, favorable climatic conditions for growing grain and leguminous crops, potatoes and vegetables, significant potential of pasture areas for livestock farming - as evidenced by the growth dynamics of the last 15 years of agricultural land.

Table 3 - Changes in farmland by land user categories in the Akmola region in comparison with 2018 and 1990

Farm category	Farmland, thousand hectares		including arable land, thousand hectares	
	1990	2018	1990	2018
Agricultural enterprises	13655,9	10564,9	-	3 630,4
Peasant farms	-	2207,9	-	1401,9
Households	6,5	18,5	2,8	18,5
Land accounts for 1 farm, thousand hectares				
agricultural enterprises	41,0	14,9	19,6	4,3
farms	-	0,58	-	0,37

Note - Calculated by the author according to the Giprozem data for 1990 and 2015. [68]

Grain companies that focus the entire technological process: production, storage, processing and sale. Agricultural enterprises are fully owned and operated by the company and are their integral part.

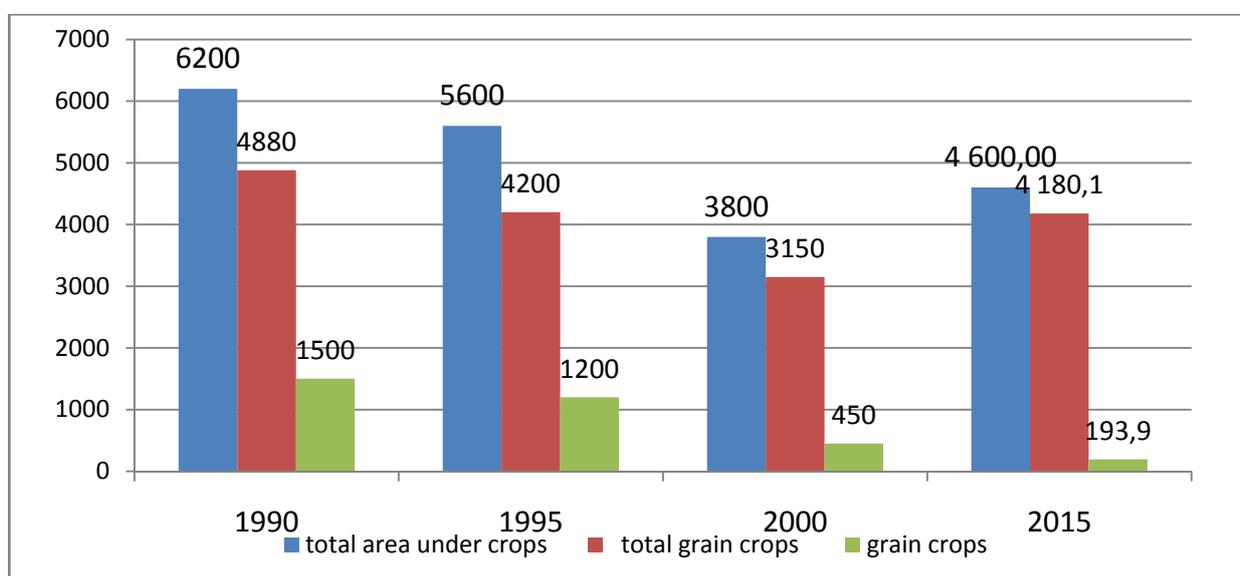


Figure 1 - Changes in acreage in the Akmola region (all categories of farms over the past 15 years) [4]

If in 1990 the sown area was 6,200 hectares, then in 2015 the same figure was less than 1,600 hectares and amounted to 4,600 hectares. However, over the past 15 years, the sown area has a slight increase, so in 2000 this figure was 3,800 hectares and was less than today on 800 hectares. Grain crops declined insignificantly, compared with 1990, grain crops decreased by only 200 thousand hectares in 2015.

The reform of agricultural enterprises led to the transfer of part of the farmland of the former state and collective farms to peasant farms, but most of them moved into the category of “reserve lands”. The structure of land areas has significantly changed for business entities. The area of agricultural land used by agricultural producers has been reduced, and their share in the total land use has decreased accordingly.

In the region, as well as throughout the country, in the production of gross output, the ratio between industries has changed and continues to change in the direction of increasing the proportion of crop production.

In addition, problems in the agrarian sector of Kazakhstan remained from former post-Soviet times, and as a result of the reforms, new problems emerged:

- the percentage of depreciation of fixed assets, both moral and physical, has accelerated, the renewal rate of which remains low (about 2% on average per year with a need of at least 18-20%);
- the existence of rental relations put agricultural producers in unequal conditions for the acquisition of income and profits;

- agricultural production is characterized by low capital intensity and low organic composition of capital, which forms in it lower productivity compared with industry and low income [56].

On average, the agricultural sector of Kazakhstan can be characterized by the following indicators:

- the total area of agricultural land - 222 million hectares, of which arable land - 24 million hectares (10.4%), hayfields - 5 million hectares (2.2%), pastures - 189 million hectares (85%);

- The number of the rural population is about 7 million people or 43.5% of the total population of the country;

- all agricultural zones of the country are characterized by low precipitation - 150-320 mm;

- in animal husbandry, more than 90% of livestock is contained in households and peasant (farmer) farms, which makes it impossible to form advanced livestock production, hindering preventive and veterinary work with it;

- regions are divided by production specialization, and lack of access to the seas is an obstacle to access to many international markets [58].

This product serves as a raw material for the agricultural sector of Kazakhstan, which also has many problems:

- in the industry there are more than 3 thousand enterprises, among which small and medium ones prevail, and the share of large ones accounts for only 10-15% of the products;

- the share of agricultural processing in Kazakhstan remains low (no more than 25% of agricultural production), while some capacities of processing enterprises are not filled by 40-60% due to the depreciation of fixed assets and equipment, the lack of new processing technologies;

- deconcentration of the places of supply of raw materials determined in part its shortage for processing enterprises due to the high costs of its collection and transportation; However, the most interesting phenomenon of the economy was the rapid development in foreign countries of a wide range of diverse connections between the two indicated poles of the "communication" of economic entities. Such "intermediate" relations between firms assumed, firstly, a certain degree of counterparty independence and, secondly, coordination of individual areas and parameters of activity. The increased frequency of such agreements, the variety of terms and forms of relations, the participation of major corporations, the use of contractual relations by firms at all phases and stages of the production cycle, starting with the generation of ideas and ending with marketing, all these phenomena began to influence the strategy of companies markets and production efficiency in general.

- in the processing industry, a large proportion of unprofitable enterprises (from 30 to 36%), since the costs of raw material production and production do not pay off due to the high competition with imported goods;

- the lack of innovative technologies and equipment affects the quality of food production, dramatically reducing the competitiveness of domestic products [59]. A special role in the organic combination of agricultural and industrial production should belong to the administrative region and their assistance in the implementation of various programs, such as Yntymak, Sibaha, Agrobusiness 2020, Altyn Asyk, etc.

CONCLUSION

The state support within the framework ensures the connection of the agricultural sectors with the procurement, storage, processing of products, this is where the entire production infrastructure is located and the orientation of all structural units to a single final result is carried out. Therefore, the agricultural formations created within the administrative district have the opportunity to more effectively use the economic potential of agricultural producers and processing enterprises at the expense of compactly located coupled productions.

Assessment of the agro-industrial complex of Kazakhstan, which was formed in the process of modernization of the country's economy during the period of market reforms, showed that in this area there is no mechanism for effective relationships between agricultural producers, processors and service enterprises located in the chain of bringing products to the consumer.

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А.У. Татикова

«Туран-Астана» университеті

ҚАЗАҚСТАННЫҢ АУЫЛ ШАРУАШЫЛЫҒЫНДАҒЫ КӘСПКЕРЛІК КӘСПКЕРЛІКТІҢ ДАМУЫ

Аннотация. Шағын кәсіпкерліктің дамуы республиканың экономикалық дамуының негізгі бағыттарының бірі болып табылады және үлкен әлеуеті мен маңызды қорларына ие. Дегенмен, экономикалық белсенділіктің осы саласы кластерлердің қалыптасуының негізі ретінде табиғи және климаттың болжанбайтын өзгеруіне байланысты көптеген күтпеген тәуекелдердің болуына негізделген ауыл шаруашылығы өндірісінің маусымдық деңгейінен ғана емес, сондай-ақ интегративтік бейімделуге бейім емес аралас экономиканың болуымен қатар бірқатар ерекшеліктерге ие. егер олар кішігірім ауылшаруашылық бизнестегі және басқалардағы еңбекті басқару ерекшеліктеріне жеткілікті түрде негізделмеген болса олардың өндірістік қызмет көрінеді айтарлықтай факторлар.

Түйін сөздер: ауыл шаруашылығы, шағын бизнес, қолдау, бәсекеге қабілеттілік.

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А.У. Татикова

Университет "Туран-Астана"

РАЗВИТИЕ МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА В СЕЛЬСКОМ ХОЗЯЙСТВЕ КАЗАХСТАНА

Аннотация. Развитие малого предпринимательства сельское хозяйство является одним из ключевых направлений экономического развития республики и обладает большим потенциалом и значительными резервами. Однако данная сфера экономической деятельности обладает рядом определенных особенностей, состоящих не только в сезонности производства сельхозсырья как основы формирования кластерных образований и наличия большого числа непредвиденных рисков, связанных с природно-климатическими непредсказуемыми изменениями, но и с наличием многоукладной экономики, собственники которой не склонны к интеграционным процессам, если они к этому недостаточно мотивированы спецификой управления трудом в малом сельскохозяйственном бизнесе и с другими значительными факторами, проявляющимися в их производственной деятельности.

Ключевые слова: сельское хозяйство, малое предпринимательство, поддержка, конкурентоспособность.

Information about authors:

Tatikova A.U. - University "Turan-Astana", t.asiya@inbox.ru, <https://doi.org/0000-0002-5943-6576>

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G.R. Absattarov

The Kazakh Ablay Khan University of International relations
and world languages, Almaty, Kazakhstan
absat41@mail.ru

POLITTOLOGICAL PROBLEMS OF LEGAL CONSCIOUSNESS

Abstract. The article deals with the political problems of legal consciousness, which have not yet been studied in the socio – political literature of Kazakhstan. The article examines in more detail the questions of the essence and definitions of legal consciousness of the Kazakh population in the context of legal culture, the basic principles of legal consciousness and development, strengthening the legal consciousness of the people as the basis of the legal culture of the population of Kazakhstan. The article notes that in the Kazakh society the state and public organizations are resolutely fighting against any violations of law and order and, above all, crime. Legal consciousness of the population of Kazakhstan in the context of legal culture is the sphere of social, group or individual consciousness of Kazakhstan, a set of their ideas, ideas and views on the existing law, the existing legal, moral and political norms that reflect the attitude of Kazakhstan to the current or desired legal, political reality. Legal consciousness as a basis of legal culture of the population forms and strengthens responsibility, justice, discipline, self-confidence in the citizen of the Republic of Kazakhstan, connected with the ability to navigate in the real world, in the intricacies of socio - political relations and choose the right way of action. At the same time, the article focuses on the discussion issues.

Key words: law, politics, legal consciousness, legal culture, state, society, people, personality, law and order, norm, rules, rights, freedom, morality, justice.

Introduction

Today, both the world and Kazakhstan experience shows that the legal consciousness expressed in the policy of legal culture of society has a specific historical content. The policy of legal culture is a set of political and ideological ideas of society and the state about the development of legal consciousness, legal culture and activities of achieving legal, moral and political indicators that meet these goals.

Practice shows that the content of legal consciousness is determined by the type of socio – political, legal relations and culture in General. Today, scientists are faced with the task of a comprehensive study of new phenomena and processes of legal consciousness, as well as theoretical generalization, which can contribute to the solution of urgent political, social and legal problems. It should be noted that the political science problem of legal consciousness in the CIS, including in Kazakhstan, has not yet found sufficient coverage in the works of scientists, especially political scientists as an independent study.

Today more than 18 million people live and work in Kazakhstan. By the end of the XXI century the population of the country, according to demographers, will reach 50 million people [1]. The legal consciousness of the population of Kazakhstan is the basis of the legal culture of the country. Professor W. Kudaibergenov writes: «The way passed by Kazakhstan for years of independence testifies: the level of legality, reliability of a law and order, competitiveness of social and economic, political, legal system of the country depends in increasing degree on level and quality of legal consciousness, legal outlook, legal culture of the population» [2].

Currently, when the contradictions in the sphere of political and legal relations in the world have reached a dangerous point, the study of political problems of legal consciousness as the basis of legal culture of the population of Kazakhstan is also dictated by the objective need to improve the policy of legal culture and the search for new forms of development of legal consciousness.

In order to understand and assess the problem of legal consciousness of the Kazakh population in the system of legal culture, it is necessary to first consider the essence and definition of legal consciousness.

The essence and definition of the legal consciousness of the Kazakh population in the context of legal culture

Political analysis of the essence of the legal consciousness of the Kazakh population in the context of legal culture, primarily involves the study of the content of the concept of "legal consciousness of Kazakh people" in general.

Legal consciousness in Kazakhstan is a set of views, ideas that Express the attitude of people, social groups, classes to law, politics, morality, legality, justice, their idea of what is lawful or unlawful. The concentrated expression of the legal consciousness of the Kazakh population as a form of public consciousness is the legal ideology – a system of legal views based on certain socio-political and scientific positions. The psychological side of legal consciousness consists of habits, feelings, emotions of Kazakhstan in relation to legal phenomena. The legal consciousness of the Kazakh population includes knowledge of the current law, its basic principles and requirements, but is not limited to it. The evaluative moment and behavioral attitude are also important for legal consciousness.

The legal consciousness of the Kazakh population in the context of legal culture is subject to the general laws of development of public consciousness. It acts as a specific reflection of the economic, political and other relations of the Kazakh population, the position of social groups and individuals in the system of social production and socio-political structure. A significant impact on the legal consciousness of the Kazakh population provide other forms of social consciousness, especially political consciousness and morale, as well as social psychology, historical traditions, current lifestyle etc.

The democratic, legal, social state in Kazakhstan prefers high consciousness of the people. All the features and sides of the legal consciousness of citizens in the system of legal culture are developed in Kazakhstan society: its nature is enriched; the socio-political base is strengthened and developed; its structural elements are increasingly filled with new, moral and political content; the importance of legal consciousness, as well as the entire legal culture and political and legal ideology in.

The Kazakh state and public organizations pay great attention to further strengthening of law and order [3], improvement of political and legal work in the country. One of the main means of strengthening the rule of law we see in the formation and development of each citizen's highly developed legal consciousness and sense of civic duty, to improve the entire system of legal, moral and political education of the population.

It should be emphasized that the legal consciousness of the population of Kazakhstan in the context of legal culture is based on a solid foundation of scientific worldview.

Modern scientific worldview is a system of views and beliefs, ideas about the objective world, developed on the basis of progressive theory and the most important conclusions from the best practices of peoples. This is a system of views, «which has a significant impact on the value orientation and human activity» [4], has the value of the guidelines for both the individual citizen of Kazakhstan and for the Kazakh society.

Scientific worldview and legal consciousness of the population of Kazakhstan are inseparable from true humanism. Kazakhstan humanism in its scientific form is a complex of knowledge and ideas about the meaning of man as a free, creative, political subject of history, its place and role in the practical, material, political, cognitive, artistic and other spheres of activity.

Humanistic ideals, implemented in the practice of Kazakhstan society, become a source of legal ideas and feelings. The content of socio-political and legal processes taking place in the Kazakh society has a pronounced humanistic character.

Legal consciousness in the Kazakh society is characterized by the socio-political unity that is inherent in the entire public consciousness of the people of Kazakhstan as a whole. Under democracy, the political and legal ideology of Kazakhstan gradually becomes the property of all the people, the basis of the legal consciousness of all social groups and layers of Kazakhstan's society.

The scientific consciousness of the dominant system of views and representations of the people gradually transforms into the only, completely dominant in the Kazakh society political and ideological

system. At the same time ideological unity of all people, all social groups and layers of the Kazakhstan society is reached.

This is a revolution in the public consciousness, the reform of the Kazakh society and the support of the whole people. Such a coup is not spontaneous, but is the result of a long, large, purposeful political and ideological work of the Kazakh state and public organizations. In society, there is a further deepening of the processes of rapprochement of social strata and nationalities on the basis of which a new ethno – political and civil community of people-the Kazakh people-was formed.

One of the important problems of strengthening and developing the culture of legal co-knowledge of the population in Kazakhstan society is the correct definition of the relationship of legal consciousness with the remnants of the past and anti-social phenomena in the legal views and beliefs of the population.

Taking all this into account, it should be emphasized that the new way of life of Kazakh people, their morality and scientific worldview are approved in a constant struggle with legal and other remnants of the past and anti-social phenomena, that without it there can be no political and legal ideology and morality. It follows that the fight against the remnants of the past and anti-social phenomena in the minds of people - one of the laws of the construction of democratic and civil society of the important problems of strengthening and developing the culture of legal co-knowledge of the population in Kazakhstan society is the correct definition of the relationship of legal consciousness with the remnants of the past and anti-social phenomena in the legal views and perceptions of the population.

All this is fully applicable to the sphere of legal consciousness, legal culture. Kazakhstan's society has not yet eradicated such remnants of the past as crime and other offenses, sometimes there is a liberal condescending attitude to minor violations of law and order, passivity in the fight against anti-social manifestations.

Today, in Kazakhstan's society, the state and public organizations are resolutely combating any violations of law and order, and above all crime. As a result, professional crime has been eliminated in our country, and the curve of the most dangerous crimes is steadily decreasing. However, not all citizens understand correctly that the line, the policy of our state is aimed not only at the eradication of crime (this is shared by the widest circles of Kazakh people), but also other violations of law and order. Strengthening the rule of law in Kazakhstan society involves a decisive struggle for improving the organization and responsibility of each member of our society at all levels: from ordinary citizens to leaders; in all spheres of life: in the field of management, economic activity, in the field of social and cultural services to the population, in the sphere of public order and Kazakh life. At the same time, it should be said that crime, any form of anti-social behavior – is a social, political evil, it should be fought on a daily basis, to fight firmly and decisively.

Along with the strengthening of the fight against some malicious offenses, the main concern is shown about the prevention of offenses [5], the education of Kazakh people in the spirit of respect for the laws and rules of the Kazakh state.

A detailed political analysis of the fight against offenses can be given in a special work. Here it is only necessary to emphasize that the facts of illegal behavior of people in general and crime in particular indicate that in the Kazakh society the socio-legal views of an anti-social nature opposing the Kazakh legal consciousness and its culture have not yet been outlived. These views are quite different in their ideological and psychological foundations, but all of them (although to varying degrees and in different lines) differ from the legal consciousness, legal culture of Kazakhstan, requiring not only the consolidation of the laws of the interests of people and society, building a democratic, legal society, but also unconditional compliance with the laws of the Kazakh state.

It should be emphasized that the role of organizational and educational function of legal consciousness in the context of legal culture at all stages of development of our state and in all spheres of Kazakhstan reality is truly huge. As our modern history has surprisingly proved, Kazakhstan's laws and in general the system of Kazakhstan's law in the transition period to a democratic, legal, social state and civil society are the most effective means of protecting Kazakhstan's gains, the fight against corruption, anti-legal culture and anti-social phenomena, etc.

The political ideas of the people are embodied in the Kazakh legal consciousness. Kazakhstan law itself is a special specific form of state policy of the Republic of Kazakhstan, which meets the fundamental interests of the multi-ethnic, multi-religious people of Kazakhstan. Not the separation of law from politics,

not the opposition of abstract «legal» norms to political requirements, but on the contrary, the implementation of the unity of political and legal provisions of the program of the Kazakh state and public organizations – this is the main thing that is peculiar to the Kazakh legal consciousness and Kazakh law in the context of legal culture.

In this regard, it should be emphasized that Kazakhstan's law is created for the Kazakh people and protects their «human interests. A person is protected from infringement of personal inviolability, freedom, honor and dignity of a person, inviolability of personal life, inviolability of property. These provisions were made a law of life, binding on all members of society. To ensure strict observance of this principle, education and formation of legal consciousness were updated» [6] as the basis of the legal culture of the population of Kazakhstan.

Thus, from all the above it can be concluded that the legal consciousness of the population of Kazakhstan in the context of legal culture – is the sphere of social, group or individual consciousness of Kazakhstan, the totality of their ideas, ideas and views on the current law, the existing legal, moral and political norms that reflect the attitude of Kazakhstan to the current or desired legal, political reality. It does not exist in isolation. The legal consciousness of the population of Kazakhstan is a complex, relatively independent, holistic, active and developing system and, being implemented in all major areas of the policy of legal culture of the Republic of Kazakhstan, requires a comprehensive political approach to the analysis of its basic principles.

Basic principles of legal consciousness of Kazakhstan society – the core of legal culture of the population

As the scientific analysis of socio-political literature shows, the basic principles of the legal consciousness of the Kazakh society in the system of legal culture have not yet been the subject of independent research in political science. Therefore, on the materials of Kazakhstan political science study of the basic principles of legal consciousness of Kazakhstan society in the system of legal culture is important and relevant not only for Central Asia but also for the CIS.

Describing the content of the legal consciousness of Kazakhstan society as the basis of the legal culture of the population should highlight its basic principles, consider their ideological, socio-political origins, as well as the prospect of enrichment and development of these principles in a democratic, civil society.

First of all, it should be noted that without knowledge of the basic principles of legal consciousness of the Kazakh society in the system of legal culture it would be very difficult to understand and apply the laws of the country. As a rule, «the diversity of legal norms generates a variety of principles» [7].

In the works of a number of Kazakh lawyers there are specific legal principles that characterize the Kazakh law, legal consciousness and legal regulation in general. These specific legal principles usually include the principles of legality, justice, equality, the inextricable link between rights and obligations, the combination of persuasion and coercion, and responsibility for guilt. All this seems to be true: the list of principles of legal consciousness in Kazakhstan should reflect the legal specifics of its content in relation to law and legality, personal rights, etc. However, it is equally legitimate and equally important not to deprive the principles of Kazakhstan's legal consciousness of their socio-political orientation, which consists in their subordination to the interests of people, the tasks of protecting the political system and building civil society. Without this, it is hardly possible to correctly reveal the essence and specifics of the political and legal principles of legal consciousness in Kazakhstan society.

Thus, the legal consciousness of the majority of the Kazakh population is characterized not just by the principle of legality, but by the idea of using the rule of law in the interests of the people, building a democratic civil society, not just equality of citizens, and equality of rights and duties of Kazakh people with the guarantee of their actual use for all citizens, etc. In other words, the legal and political form in which this or that legal, political principle appears should be supplemented by the characteristic of the content reflecting the laws of the democratic and political system, political, economic and socio-cultural foundations of the organization of its life.

It should be said that the political and legal principles in Kazakhstan are the same for all elements of legal regulation, legal consciousness, including the rules of law, legality, legal relations, etc. In the field of legal consciousness, they act as the fundamental ideas of legal regulation of social and political relations;

in the field of law – in the form of the leading norms that have consolidated these ideas; in the field of legal relations and legality – in the form of a certain direction of legal behavior, the foundations of the legal status of subjects, the interdependence of their rights and obligations.

From our point of view, the most interesting and qualified definition of the concept of «legality» in the context of legal culture is formulated by E. K. Aliyarov and Z. K. Ayupova. They write: «the rule of law, i.e. the regime of strict observance and execution by the state, its officials, public organizations, citizens of laws and other normative acts, then becomes one of the decisive principles of the democratic, legal state, when it is turned towards the protection, protection, realization of legitimate rights and interests of the individual in the conditions of democratization of all parties of the socio-political life of the country» [8].

Here we are talking about the principles of legal consciousness of the Kazakh society in the system of legal culture, i.e. the fundamental legal ideas of the people, which expressed his idea of the tasks, content and forms of legal regulation in Kazakhstan, the ways and means of implementation of legal norms, laws of the Kazakh state.

If we talk about the principles of legal consciousness in Kazakhstan, expressing a special place of legal regulation in the life of Kazakh society, such leading ideas are the two main general requirements in the system of legal culture:

- improvement of legislation and the legal system as a whole in accordance with the objective needs of the development of Kazakhstan society and the interests of the population of the masses;
- strict observance by all without exception of laws and all legal, moral and political norms, i.e. carrying out in life of the Kazakhstan legality and fair policy.

These two principles act as the main ideas of legal consciousness in Kazakhstan, covering in the most general form all other legal, moral and political requirements of the people.

Therefore, the requirement to implement Kazakhstan's law in the context of legal culture is one of the most common, «general» principles of legal consciousness in the system of legal culture of Kazakhstan society. But another similar requirement, which has the value of a general principle, is the idea of improving legal norms in accordance with the requirements of the development of socio-political relations.

And this generalizing «legal principle» with the political aspect, the content in its essence and the source of legal requirements is not «specifically legal», but connecting the socio-political requirements for the legal form of legislation (its systematization, logical consistency, publicity, clarity and uniformity of terminology and other elements of registration of legal, political acts) and the procedure for the adoption of laws and other legal acts with the requirements of socio-political nature. These last acts express aspiration of the Kazakhstan people and the state to provide the fullest compliance of the law, legal norms in general to level of economic, socio-political and cultural development of society, to requirements of its further movement forward, to interests and will of the multinational, multi-confessional people.

The legal consciousness of the Kazakh society in the system of legal culture is also characterized by the requirements of consistent consolidation of the law and implementation in the process of its application of the principles of genuine humanism and socio-political justice [9]. These general social principles of development of Kazakhstan's society find their direct expression in a variety of institutions and norms of Kazakhstan's law, embodying the principle of legal consciousness in Kazakhstan.

In the legal sphere of Kazakhstan humanism and socio-political justice, of course, receive specific forms. However, it is hardly possible to consider as a special principle of Kazakhstan's legal consciousness the requirement of responsibility for guilt, without mentioning many other important institutions of Kazakhstan's law, protecting justice, humane approach to the responsibility of the individual and the protection of its rights (for example, the educational purposes of punishment, the entire system of procedural guarantees of the interests of the individual in the judicial process, the institutions of Kazakhstan's family and civil law aimed at protecting the interests of children, and much more). Socio-political justice, which is inseparable from humanism, is expressed in the requirements of Kazakhstan's law and legal consciousness on the clear implementation of payment for work, on labor protection in the broadest sense of the word, on the norms of social security and health care, etc.

Consequently, socio-political justice in the context of legal culture is an evaluative concept of moral, legal and political consciousness, one of the main functions of which is the distribution of the social

environment of Kazakhstan between individuals of benefits, responsibilities and measures of responsibility. The content of social and political justice in the Kazakh society in the system of legal culture is the idea of due, due to the historically formed public recognition of the inalienable rights of the citizen of Kazakhstan, the person. The requirements of socio-political justice in Kazakhstan are in accordance with the real significance of different individuals or social groups and their social, political situation, between their rights and obligations, between the act and retribution, work and remuneration, crime and punishment, etc. Socio-political justice in the context of legal culture imposes its substantive features, which is that it covers almost all relations arising in the Kazakh society and the state, its main functions are to analyze and search for various inconsistencies.

The political analysis shows that the legal consciousness of the Kazakh society in the context of legal culture is expressed in the plexus of legal, political knowledge, realistically reflecting the legal, political reality, emotionally useful attitude to legal, political phenomena and legitimate behavior.

Currently, its formation in Kazakhstan is considered the official goal of the reforms carried out in the country. Legal, the civil society of Kazakhstan laid down a new form of interaction of the individual and the state, which, on the one hand, involve close interaction with each other, on the other, the delimitation of spheres of activities, as expressed by the formula: the authority of the government – the sovereignty of the individual.

Legal consciousness as the basis of legal culture of the population forms and strengthens in the citizen of the Republic of Kazakhstan responsibility, fairness, discipline, self-confidence associated with the ability to orientate in the real world, in the intricacies of socio-political relations and choose a legitimate way of action.

Among the principles, according to which the legal consciousness in the Kazakh society is built in the system of legal culture, it is possible to distinguish the principle of unity, consistency and continuity of legal influences, which means the observance of the unity of the effects of administrations, public organizations and all political-law-educational institutions, the coordinated functioning of all subsystems of legal consciousness, the use of all means of political-law-educational process in society.

In order to realize the legal consciousness and its principles in the context of legal culture, serious, effective, multifaceted and long-term work, consistent implementation of the relevant legal policy are necessary [10]. It includes the activities of systematization, consolidation and codification of legislation, and the creation of an accessible automated system of legal information search, and the organization of a unified national system of legal, political education of the population, and a significant increase in the role of the law, etc.

Therefore, we can say that the legal consciousness of the Kazakh society in the system of legal culture is not only the level of development of normative individual legal acts, it is also the level of development of all legal activities, all rights, it is the right-psychological climate, legal, moral and political values, ideals, traditions and customs, and most importantly, it is the real legal position of the individual in a state - organized society, the level of her rights and freedoms, behavior guaranteed by the state. Today it is important that the solution of urgent political problems of legal consciousness of the population as the basis of legal culture as a whole contributed to the effectiveness of the legal impact on the consciousness of the citizen of Kazakhstan.

As the political analysis shows, the results of the legal impact on the consciousness of the citizen of Kazakhstan can be characterized by quantitative and qualitative indicators, objective and subjective characteristics.

Thus, the principle of efficiency of legal influence on consciousness of the Kazakhstan citizen - one of the basic principles of legal consciousness of the Kazakhstan society in system of legal culture. At the same time, the effectiveness of the legal impact on the consciousness of the citizen of Kazakhstan is the degree of achievement of the goals with the optimal use of the available opportunities in the allotted time and with minimal intellectual and material costs.

Summing up, we can conclude that the basic principles of legal consciousness of Kazakhstan society – is the core of the legal culture of the population of the Republic of Kazakhstan, which are complex and unexplored issues of political research. The basic principles of the legal consciousness of the Kazakh society in the system of legal culture reflect in their contents the actual existing legal, moral and political

rules and norms governing the behavior of Kazakhstan people. This, in turn, will affect the state, development and strengthening of legal consciousness of people in the context of legal culture.

Development and strengthening of legal consciousness – signs of maturity of legal culture of the population of Kazakhstan

The state, development and strengthening of the legal consciousness of Kazakhstan people is one of the important, complex and topical issues of political science. In this regard, it should be said that the development and strengthening of the legal consciousness of Kazakh people, the construct of which is based on the legal, moral and political Foundation, were not considered in political studies. Therefore, we would like to consider some political aspects of the development and strengthening of legal consciousness as signs of maturity of the legal culture of the population of Kazakhstan.

Legal consciousness as the basis of the legal culture of Kazakhstan people – an ideal phenomenon, directly unobservable, which is a sphere and area of national and Kazakh national consciousness, reflecting the legal, political reality in the form of legal knowledge and evaluative relations to the law and practice of its implementation, social and legal attitudes and value orientations that regulate the behavior of Kazakhstan people in legally, politically significant situations. The current law has an impact on the legal consciousness of the population and the formation of representations of members of Kazakhstan society about this right, about their rights and obligations. Conversely, the legal consciousness of the population affects the existing law, determines the practice of law enforcement in the interests of a certain stratum of Kazakh society, which has the ability to influence the political process in the state, as well as determines the normative activity in the state. The specificity of the right consciousness of our population is that it requires the establishment of generally binding norms of behavior. Therefore, legal consciousness is determined by the boundaries of legal and illegal, lawful and illegal. Legal consciousness has an impact on the behavior of Kazakhstan people together with the rules of law, along with them, and sometimes in spite of them.

Political analysis shows that the development and strengthening of the legal consciousness of our population in the context of legal culture contributes to the effectiveness of the political mechanism of legal influence on social and political relations in Kazakhstan. The awareness of every citizen of his obligations to society in the form of compliance with generally accepted rules and norms of behavior is the key to the development and strengthening of Kazakhstan's society a high level of legal consciousness in the context of legal culture. The foundations of the legal consciousness of the Kazakh population, the foundation for the formation of the personality of the Kazakhstani should be laid in childhood, as the basic principles of law are related to the moral categories of good and evil, honesty and justice, etc.

Speaking about the problems of development and strengthening of the legal consciousness of Kazakhstan people as signs of maturity of the legal culture of the population, it is also necessary to mention the socio-political and legal activity. The usual content of this term is the highest level of lawful behavior of the individual of Kazakhstan, which characterizes its intense, proactive activities for the effective and fullest implementation and protection of rights, freedoms and duties. That is, in this sense, lawful behavior is the highest degree of activity. Undoubtedly, the legal personality of Kazakhstan is characterized by a high level of legal, social and political activity. Therefore, the activity of Kazakhstan's people and their rights are the highest value.

In this regard, it should be said that one of the political problems to be solved by Kazakhstan at the stage of building a democratic, rule-of-law state is the formation and development of the legal personality of the citizen of Kazakhstan [11]. Legal personality is characterized by the degree of legitimacy and activity of his behavior. Conscious implementation of legal regulations, active protection of both their rights and the rights of others, active participation in law-making activities of state bodies, participation in law-political and educational activities that determine the content of the legal personality of Kazakhstan and ensure the stability of a democratic, rule-of-law state in Kazakhstan.

The most important component of the culture of legal consciousness of the Kazakh population is the ability to implement legal, political knowledge and beliefs in lawful, socially active behavior. The peculiarity of the legal consciousness of Kazakh people is that it is closely related to economic relations. The latter, refracted through legal relations, have an impact on the development of legal consciousness and activity. Therefore, in its content the economic interests and needs of our people are expressed most

succinctly and concentrated. On the basis of the reflected needs and interests in the sphere of legal ideology, political goals and objectives implemented in the practice of legal organizations and institutions are formed and strengthened.

Legal consciousness of Kazakhstan people is a consciousness that reflects legal relations in the system of legal knowledge and public consciousness. Establishing the boundaries of legal, illegal, forming legal orientation, norms that regulate the behavior of the citizen of Kazakhstan in legally, politically significant situations, legal consciousness has an impact on the formation, strengthening the goals and objectives of the socio-political entity and the means to achieve these goals and objectives. In modern conditions of Kazakhstan law has become one of the factors of organization and management of socio-political and national development. At the same time, it is an expression of the state will, state policy, the interests of the individual of Kazakhstan. In this case, the subject is aware not only of the legal phenomena themselves, their properties and relationships, but also «the importance for themselves, society» [12].

The ongoing reform in the country requires the legal provision of radical economic, political reform and democratization of society, the rule of Law – respect for human rights, freedoms and dignity. The old legal system and the principles of relations in law enforcement agencies still pull us back. That is why we need strict consistency in legal reform, in the reorganization of the system of law enforcement, legal education and legal education of the population, the creation of the rule of law. This requires new reforms in the field of legal activity and restructuring in the field of legal thinking of the Kazakh population and officials and in the field of legal texts, it is necessary in General and complete "alteration" of the subject of legal consciousness. At the same time, as N. B. Seisen notes, «it is necessary to recognize the imperfection of some legal norms and laws» [13].

In this regard, it should be noted that the legal consciousness actively contributes to the establishment of high moral and political qualities of Kazakh people, improve their organization and discipline, strengthen the sense of civic duty, respect for the laws and rules of Kazakhstan's society.

Today, measures to develop and strengthen the legal consciousness and improve the legal culture of the population of Kazakhstan have become the subject of great attention of state bodies and public organizations. Legal advocacy has become an important activity of the Ministry of justice and its local authorities. Special groups have also been set up in the Prosecutor's office and internal Affairs bodies to organize legal propaganda. There are coordination and methodological councils for legal advocacy in the center and in the field.

All this contributed to the fact that the number of lectures on legal issues has significantly increased, the network of legal knowledge has increased. There are new forms of development of legal consciousness of the population in the system of legal culture – public legal advice, lectures of legal knowledge, joint performances of employees of different departments to the public, etc.

Wider and more diverse was the promotion of issues of Kazakhstan's law in the press, on radio and television. Systematic legal education in schools and secondary special and higher educational institutions of Kazakhstan is being introduced.

One of the important areas of development and improvement of the legal consciousness of the Kazakh population in the system of legal culture is the expansion and improvement of legal, political education of employees of state bodies, public organizations and economic assets [14].

Our state's task is not just to expand, but to improve the formation and development of legal consciousness of the population in the context of legal culture, to raise its level to the requirements of the modern stage of development of Kazakhstan's society.

The achievement of success in the formation, development and strengthening of legal consciousness of the population at the crossroads of legal culture is associated with the need to raise the organizational level of all political, legal, educational work of Kazakhstan.

One of the necessary prerequisites for the successful implementation of the policy of legal culture of the Republic of Kazakhstan to further strengthen the rule of law is the search for new forms, methods and means of development of legal consciousness of Kazakhstan, clear coordination and planning of all work on legal education of the population.

In order to implement the culture of legal consciousness of the Kazakh population, serious, multifaceted and long-term work, consistent implementation of the relevant legal policy of the Republic of Kazakhstan and the organization of a unified national system of political, legal education of the

population, and a significant increase in the role of the law are necessary. In this regard, it is gratifying to note that the Pavlodar region has developed a program of legal education of the population. For example, the programme provides for legal training in the schools of veterans of the internal affairs service, the prosecutor's office, the courts and justice, the installation of telephones in all departments, committees and offices for public consultation, the introduction of special sections in the media explaining the provisions of the current legislation, and a number of other activities. This experience, in our opinion, should be extended to the whole Republic. This will increase the culture of legal consciousness and legal culture of the Kazakh population in modern market conditions, will strengthen the rule of law and the rule of law in Kazakhstan, as well as increase the role of the law in general. In the latter case, we mean, in particular, overcoming the traditions of our «legal culture», which consists in the fact that usually the adoption of a law, an act of supreme legal force does not contribute to the emergence of the legal relations provided for by it. The law enforcement officer and law enforcement officers wait until the provisions of the law are set out in acts of lesser legal force – in the resolutions of the Government of the Republic of Kazakhstan, in the acts of ministries, departments, etc. In such conditions, knowledge of the law has no incentives, it may not always be useful, or even unnecessary. To change the situation, it is necessary to restructure the legal regulation and legal thinking of Kazakh people: to move from the principle of authorization to the «general permissive», to create new social and legal institutions of legal assistance to citizens and protection of their rights and freedoms, to promote the role and overall protection of the individual in the legal, political system. For this purpose it is necessary to present to the citizen the right in interpretation of the law equal with various departments, including with the Central, other bodies of branch management. This right, of course, does not apply to safety, health and safety instructions and similar rules and regulations whose interpretation is in accordance with the law. In case of a dispute, it will be decided by the court acting as a constitutional Council, deciding the question of compliance of by-laws with the law, the Constitution of the Republic of Kazakhstan.

Thus, from all the above it can be concluded that the development and strengthening of the legal consciousness of Kazakh people is a sign of maturity of the legal culture of the citizen. At the same time, we note that the task of developing and strengthening the legal consciousness of Kazakhstan in the system of legal culture is a complex matter that requires a scientific and integrated approach. To develop and strengthen the legal consciousness of the population of Kazakhstan, it is necessary to use all kinds of political technologies and political and legal work, take into account their specifics and constantly improve in daily work.

Conclusion

Legal consciousness is the core, the basis of legal culture of the population of Kazakhstan. It is a complex, multidimensional and not yet studied object of political science research. The recognition of legal consciousness as an integral part of the spiritual life of society and its importance for the improvement of legal culture implies the need for further in-depth study of its structure, social, political content and role in Kazakhstan's society.

For approval in the minds of the Kazakh masses of the specific requirements of legal consciousness in the context of legal culture requires some time and achieving the strength of socio – political relations. The democratic, legal, social state in Kazakhstan assumes high consciousness of the people. All aspects of the legal consciousness of citizens are being developed in Kazakhstan society: its qualities and nature are being enriched; the social and cultural base is being strengthened; structural elements become more crowded with the new, moral – political, all-Kazakh human content; increases the value of legal consciousness, and legal culture and the political – legal ideology in our society.

The main determinant of socio – political, the basic principle of the legal consciousness of Kazakh society in the system of legal culture should be regarded as the idea of the legal consolidation of political and socio – economic institutions, rights and obligations, expresses the fundamental interests of the masses of the population. At the same time, the harmony of the subject and the object of legal consciousness in the Kazakh society is provided by: the constant development of the object of legal consciousness; the constant study of the object to be affected; constant self-improvement of educators to the subject and the object of legal consciousness supported by the «potential difference» of the mind, erudition, culture, feelings, without it is impossible, in principle, the authoritative impact of one person on

another, and even more political and ideological asset, which has a primary role in the formation of a culture of legal consciousness of the population. It should be said that the broad participation of Kazakhstan in the management, in the development of the foundations of a new life should be combined with a strong work discipline, strict compliance with the laws and other orders of the Kazakh authorities by all citizens and officials without exception.

The humanistic, harmonic charge in Kazakhstan which carries legal consciousness, its all-Kazakhstan, universal orientation puts on a priority place in scientific problems a problem of culture of legal consciousness, the rights and freedom of the person which are bases of legal culture of the Kazakhstan population. At the same time, the most important condition for the formation and development of the legal culture of Kazakhstan in modern society is the possession of a certain level of political, moral and legal consciousness. Legal consciousness is the result of the implementation of scientific state policy, the achievement of Kazakhstan's law and legal culture of multi-ethnic, multi-religious Kazakhstan.

Ғ.Р. Әбсаттаров

Саяси ғылымдарының кандидаты, [Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдер университеті](#)нің халықаралық қатынастар факультетінің деканы
Алматы қ., Қазақстан.

ҚҰҚЫҚТЫҚ САНАНЫҢ САЯСИ ПРОБЛЕМАЛАРЫ

Аннотация. Мақалада әлеуметтік-саяси әдебиетте әлі зерттелмеген құқықтық сананың саяси мәселелері Қазақстан материалдарында қарастырылады. Мақалада құқықтық мәдениет контексінде Қазақстан халқының құқықтық санасының мәні мен анықталуы, құқықтық сананың негізгі принциптері мен дамуы, Қазақстан халқының құқықтық мәдениетінің негізі ретінде адамдардың құқықтық санасын нығайту мәселелері егжей-тегжейлі зерттеледі. Мақалада Қазақстан қоғамында мемлекет пен қоғамдық ұйымдар құқықтық тәртіп пен заңдылықтың кез келген бұзушылықтарымен, ең алдымен қылмыстылықпен күрес жүргізетіні атап көрсетілген. Қазақстан халқының құқықтық мәдениет контексінде құқықтық санасы -бұл қазақстандықтардың қоғамдық, топтық немесе жеке санасының аясы, олардың идеяларының, қолданыстағы құқыққа, қазіргі құқықтық, адамгершілік – саяси нормаларға көзқарастарының жиынтығы, Қазақстандықтардың қолданыстағы немесе қалаған құқықтық, саяси шындыққа қатынасын көрсетеді. Құқықтық сана халықтың құқықтық мәдениетінің негізі ретінде Қазақстан Республикасының азаматыда жауапкершілікті, әділдікті, тәртіптілікті, реалды әлемде, қоғамдық - саяси қатынастардың қилы көріністерінде бағдарлануға және іс-әрекеттің заңды тәсілін таңдауға байланысты өзіне деген сенімділікті қалыптастырады және нығайтады. Сонымен қатар, мақалада пікірталас мәселелеріне де назар аударылған.

Түйін сөздер: құқық, саясат, құқықтық сана, құқықтық мәдениет, мемлекет, қоғам, халық, тұлға, заң, құқықтық тәртіп, шама, ереже, құқ, бостандық, адамгершілік, әділдік.

Г. Р. Абсаттаров

Кандидат политических наук, декан факультета международных отношений
Казанского университета международных отношений и мировых языков имени Абылай хана
г.Алматы, Казахстан.

ПОЛИТОЛОГИЧЕСКИЕ ПРОБЛЕМЫ ПРАВОВОГО СОЗНАНИЯ

Аннотация. В статье на материалах Казахстана рассматриваются политологические проблемы правового сознания, которые еще не изучены в социально – политической литературе. В статье более подробно исследуется вопросы сущности и определения правового сознания казахстанского населения в контексте правовой культуры, основные принципы правового сознания и развитие, укрепление правового сознания людей как основы правовой культуры населения Казахстана. В статье отмечается, что в казахстанском обществе государство и общественные организации ведут решительную борьбу с любыми нарушениями правопорядка и законности, и прежде всего с преступностью. Правовое сознание населения Казахстана в контексте правовой культуры – это сфера общественного, группового или индивидуального сознания казахстанцев, совокупность их идей, представлений и взглядов на действующие право, на существующие правовые, нравственно – политические нормы, отражающих отношение казахстанцев к действующей или желаемой правовой, политической действительности. Правовое сознание как основа

правовой культуры населения формирует и укрепляет в гражданине Республики Казахстан ответственность, справедливость, дисциплинированность, уверенность в себе, связанную умением ориентироваться в реальном мире, в хитросплетениях общественно - политических отношений и выбрать правомерный способ действия. Вместе с тем, в статье уделено внимание и дискуссионным вопросам.

Ключевые слова: право, политика, правовое сознание, правовая культура, государство, общество, народ, личность, закон, правопорядок, норма, правила, права, свобода, нравственность, справедливость.

Information about authors:

Absattarov Galimzhan Raushanbekovich is the candidate of political sciences, the Dean of faculty of the International relations of the Kazakh Ablay Khan University of International relations and world languages, e-mail: absat41@mail.ru.

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JEL [331.57](#)**M.S. Zakirova, A.S. Belgibaeva, I.D. Ashimova**

Kokshetau state university named after Sh. Uakikhanov, Kokshetau, Kazakhstan
indira1989_80@mail.ru; anagul.belgibaeva@mail.ru; maral.1978@mail.ru

**UNEMPLOYMENT AMONG YOUNG
PEOPLE IN KAZAKHSTAN**

Abstract. The basic way of decision of the question of employment among young people is bringing the system over of education, in accordance with the requirements of labor market. In the system of education competition basis must be organized for every professional link with stage-by-stage integration of young people to the market of labor. Unemployment among young people in regions differs notably. The level of education plays an important role in the employment of young people and decline of unemployment. Unemployed young people are the most vulnerable layer of population that can present an enormous threat for the society and country as well. Young people in our country understand the shortage of workplaces influences on the whole market of labor. Unfortunately, there are modern methods of enticement of young people in destructive structures, for example, through the social networks, by means of cash disbursements to the vulnerable layers of population, including unemployed young people. Unemployment is straight related to falling of level of accosts and quality of life of population, that conduces in close connection with the level of crime.

Keywords: unemployment, self-employment, accuses of population, labor exchange, employment, salary, labor market, employer, experience, profession.

Inalienable parts of economy are such concepts as employment, labor force, able to work population and, unfortunately, unemployment. There is work key making life able to work for everybody. Regardless of its maintenance, the level of the requirements, produced to the worker, degree of responsibility and complication, and also skill, determines the system of subjective values, nearest and farther prospects of individual, i.e. it be possible to say, all vital mode. The different types of professional activity reflect the level of development of society, character of standing before the tasks, and the estimation of professions in public consciousness allows to judge about the degree of their “prestige”. It is a substantial factor in the choice of profession, educational establishment, place of the supposed work, forming the sense of satisfaction by labor [1, P. 53].

Speaking about work, in consciousness of any man, there is a concept of employment. It is not so insignificant economic indicator. Under employment a quantity is understood of adult (older than 16 year old), able to work population, having work. Unemployment is characterized as a quantity of adult, able to work population, not having work and actively searching it. General quantity busy and unemployed makes labor force [2, P. 20].

For the calculation of unemployment use different indexes, but generally accepted, including the International Organization of Labor, there is a norm of unemployment. It is determined as attitude of general amount of unemployed persons toward the quantity of labor force, shown in percent's [3, P. 385]. Every type of unemployment, however, is all sharper felt among young people. For instance, frequently yesterday's students, have academic diploma of higher educational establishment, cannot settle down on work. Why? What is reason? Speaking about “youth” unemployment it is impossible to distinguish someone principal reason. There is a great number of reasons, stipulating the increase of quantity of unemployed persons among young people, including:

- orientation of industrial enterprises on self-preservation and survival, but not on development and expansion of production;

- absence of sufficient experience for young people, in this connection they are last recruited of vacant positions and abbreviated at the decline of production volumes;
- disparity of professional preparation to the requirements of labor market and developed not enough professionally orientation work with young people;
- training of personnel's not always corresponds to the objectively existent requirement in them and presence of workplaces;
- the unclaimedness of young people at the market of labor is related to considerable part of unemployed young people, aims to get work, corresponding to the preparation and highly pay.

Whether or not youth are enrolled in school, receiving training or working, has important implications for future economic growth, development and stability. If overlooked, youth unemployment has a potential to have significant and serious social repercussions. Youth unemployment can lead to social exclusion and unrest. Investing in decent job creation however, as well as in education and training opportunities for the youth, will help them find their place and contribute to more prosperous and stable societies. Unemployment is affecting young women more than young men in almost all regions of the world [4, P.155]. More than two thirds of all child domestic workers are girls. They are vulnerable to exploitation and violation of their rights.

Gender norms are one of the main obstacles faced by girls and young women when they want to access education or the world of work. Working with families, community and religious leaders, men and boys is crucial to challenge these social norms and attitudes.

Young people follow trainings in essential soft and hard skills, such as career counseling, life skills, and work and technical skills. They are either trained to be ready to work in a specific sector, or to become entrepreneurs. Plan International then helps bridge the gap between training and employment by supporting young people finding a job placement or starting their own enterprise.

To the unemployed young people, having working specialties, work can offer in the first day of appeal, while employment of young people with higher and middling-special education, presents large complication. On the process of employment of young people negatively the low cost of labor force effects on many professions required at the market of labor, for example, carpenter, gas welder, driver, watch.

For young unfussy people at the market of labor, as a rule, characteristically:

- decline sense of satisfying with life;
- predominance of moods of pessimism and fatalism in attitude toward life on the whole;
- loss of sense of life;
- strengthening of sense of loneliness and social isolation [5, P.64].

Young people without any skills are much more likely to be unemployed (structural unemployment). To some extent, the service sector has offered more unskilled jobs such as bar work, supermarket checkout and waiters. However, the nature of the labor market is that many young people lack the necessary skills and training to impress employers. Many young people leave college with a degree but then find graduate jobs are in short-supply. Some find they can be over-qualified for the job market they enter. Youth unemployment is often highest amongst deprived areas where there is pessimism over job prospects. Youth unemployment is often higher among people who have a history of broken families, drug use or criminal record. Youth unemployment is also higher amongst ethnic minority groups.

Coming from all before said the development of the measures, aimed the creation of favorable terms for self-determination of young man at the choice of suitable professional industry, answering his qualification, and is considered useful. The role of skilled agencies is actual in conducted by Centers of employment: fairs of vacancies, monthly collections in Center of Employment with the workers of skilled services. For more effective assistance of employment of young people it is needed to increase cooperation between educational establishments, center of employment, skilled services and firms. Such general service will become mutually beneficial for all. For educational establishments this device is to work of graduating students, for skilled agencies is cognition of single situation in a small town, selection of personnel, handling employees to the conformable interesting dilemma. For Center of employment of population in advising about the celled agreements on internship of graduating students with pointing of companies and qualifications conformable to the workplaces and, as a result, to work with the population.

Official unemployment may occur in areas where there is a thriving black economy. i.e. there are unofficial jobs for people to take. These jobs may be illegal such as dealing in soft drugs. However, it is hard to ascertain the extent of these unofficial jobs and it is easy to make sweeping generalizations about deprived areas. Youth unemployment rate statistics skewed by relatively higher numbers in education [6, P.58]. Young workers least qualified with lowest levels of relevant skills. Therefore, less employable. Some young workers leave university with degrees but find graduate jobs are in short supply. Young workers may be perceived as less reliable by employers. Young people who are unemployed find it hard to break the cycle of no job, therefore no experience, therefore hard to get a job.

Rising unemployment among the youth has become a major social issue for many nations globalwide. The rate of unemployment grew due to large-scale restructuring and changes in the modes of employment. Also, the latest of economic recessions has brought about long-term unemployment as a result of decreases in labor demand. It is also a serious social problem. Unemployment is a major concern in efficient utilization of social resources and is a personal issue for the many too. Unemployment causes serious social losses, such as; income cut-offs and other financial difficulties for the unemployed, the rising feelings of social injustice and potentially exacerbated conflicts, lower quality of human resources due to poorer technology skills and little knowledge, rising socioeconomic costs of the unemployment relief, etc.

The necessary element of decision of unemployment also is informing of young people of position at the market of labor, by notification in social networks and plots on television[7].

Deciding the problem of youth unemployment is possible by means of introduction of quotas into working places for the graduating students of higher educational establishments. To date this mechanism is applicable only to the next categories of citizens: the orphans, invalids, many children families. It is also possible to create the system of terms, consisting in introduction of tax deductions for employers that recruit graduating students of higher educational establishments. Certain financial arrangements will be possible to define strategy of realization of this idea. It is also necessary to fix temporal employment of graduating students on social works, in marketing researches, advertisement actions, passing of productive practice, activity as volunteers. It will allow getting experience and earning reputation that plays very important role in the modern labor market.

In Kazakhstan fight youth unemployment effectively; to date its level makes 82 thousand young people. According to research of finprom.kz., unemployment rate among young people on results the first half-year 2018 year made preliminary 3,9%, for analogical period the last year - 4,1%. Reduction of unemployment of young people is related to the height of number of the hired workers on 3,1%, from 1,5 to 1,6 million persons. Number independently busy vice versa grew short on 7,9% and made 455,6 thousand persons (I semi year. 2017 - 494,9 thousand persons). At the same time, the amount of labor force did not change practically, increasing only on a 0,2% year to the year. A busy population increased on 0,4% (a plus is 8,6 thousand persons). The number of persons not entering in the complement of labor force grew short on 3,5%, from 1,41 to 1,36 million persons[7].

There is descending trend of youth unemployment rate in a long-term dynamics. For period 2012-2017 unemployment of population rate in age from 15 28 to grew short with 5,4% to 3,9%. In the country among young people with the results two quarters of 2018 out of employment there are 82,4 thousand persons - 4,8% less than, than for the same period by year before is 86,6 thousand persons [7].

The unemployed person is regarded as a lesser manpower in terms of labor competitiveness, income, and employment capacity. Furthermore, the unemployed person is classified as a protected person by the government at the national level. This also causes problems for the national economic base, such as extra social costs, higher inflation, etc. the middle class is consistently decreasing in numbers, while the lower income group has been increasing steadily. Government has been looking out for solutions through policy changes that can spur job creation and improve the national employment rate. Job insecurity is defined as the anxiety experienced by people who are preparing for employment or who are proceeding with employment. It refers to the fear of employment failure, the fear of psychological pressure in the case of employment failure, and the fear of the threat posed by the factors considered to be barriers to employment.

The existing research trend is on the job satisfaction and job stress in the workplace, and researchers are searching for policies that can improve the employment rate of young people, to arrest the rising

unemployment of such demographic, by looking into all the issues discussed in this study. One of these issues is the job seeking stress, also known as the unemployment stress syndrome, which refers to the mental and physical pain that occurs as a result of one's repeated job failures or prolonged unemployment. Job stress can be defined as a state in which college students feel that their physical and psychological equilibrium is being destroyed by problems related to employment, which brings about a crisis, tension, and anxiety during college life [8, P.70].

It can also be considered a form of stress that college students subjectively feel while preparing for their future employment. Job insecurity is a form of insecurity that can be defined as the insecurity of college students with regard to the prospect of obtaining future employment. The college students in the upper grades feel relatively more anxious about their future employment than the college students in the lower grades. In general, job insecurity can be classified into the three categories discussed below. When college students experience job insecurity, they are irritable, uneasy, unconfident, and cannot concentrate on anything. Also, for their physical condition, their metabolism shows several sharp changes, and their heart is often pounding or they have difficulty breathing. At this time, as reported by the media or one's acquaintances, obtaining employment is difficult due to the recession, and many college students are experiencing job insecurity, especially those who are about to graduate, who are worried about their future employment. The college graduates who fail to get a job soon after they graduate also develop job insecurity. The causes of job insecurity can be classified into internal and external causes. The internal causes are the college major, transcript, level of foreign language ability, employment preparation, etc. The external causes, on the other hand, are the expectations of their families and friends, among others. Job insecurity refers to the feeling of insecurity felt by prospective college graduates and college graduates with during the employment preparation process. The right degree of job insecurity can serve as a positive motivation for employment preparation. On the other hand, excessive job insecurity due to employment uncertainty is bound to have a negative effect on employment preparation, and can make college students feel disappointment or develop depression, social phobia, or other similar conditions when extended over a long period.

On the types of activity most interest among young people is caused by the sphere of wholesale and retail trade, repair of cars and motor cycles. 16,5% of all working young people is employed in this industry, that makes 335,6 thousand persons the second most widespread type of activity there is a rural, forest and fish economy - 276,7 thousand persons (specific gravity - 13,6%). In the field of education the number of working young people makes 229,2 thousand persons (specific gravity - 11,2%). 221,7 thousand young people (specific gravity - 10,9%) are busy in industry. Locks TOP-5 of the most highly sought types of activity among young people building. In this area the number of worker young people makes 149,5 thousand persons (specific gravity - 7,3%) [7].

Thus, it is impossible not to mark the dynamics of improvement of position of young people at the market of labor in Kazakhstan. Because 2019 year was adopted as the Year of Young People in our country. To our mind, such concept, as unemployment among young people, will not remain regardless. In accordance with it Kazakhstan will go out on new economic level. The analysis of reasons of the problem of youth unemployment allowed doing a next conclusion. Main way of overcoming of public tension at the market of labor of young people is the creation of normative and financial base of the single complex system of public professional orientation to young people. Such work would become component part of politics of work with still human resources [9].

In the conclusion we would like to stress that at the level of regions it is quite necessary to apply the system of quota of workplaces for young people, to create new workplaces for the graduating students of educational establishments, and also to stimulate youth self-employment and development of small business.

М.С.Закирова, А.С. Бельгибаева, И.Д.Ашимова

Ш.Уәлиханов атындағы Көкшетау мемлекеттік университеті

ҚАЗАҚСТАНДАҒЫ ЖАСТАР АРАСЫНДАҒЫ ЖҰМЫССЫЗДЫҚ

Аннотация. Жастарды жұмысқа орналастыру мәселесін шешудің негізгі жолы білім беру жүйесін Еңбек нарығының талаптарына сәйкес келтіру болып табылады. Білім беру жүйесінде жастарды еңбек нарығына

кезең-кезеңмен біріктіре отырып, әрбір кәсіби буын үшін бәсекелестік негіз ұйымдастырылуы тиіс. Өңірлерде жастар арасындағы жұмыссыздық айтарлықтай ерекшеленеді. Білім беру деңгейі жастарды жұмысқа орналастыруда және жұмыссыздықты төмендетуде маңызды рөл атқарады. Жұмыссыз жастар-қоғам мен жалпы ел үшін үлкен қауіп төндіруі мүмкін халықтың ең осал қабаты. Жастар жағдайына және оның көңіл-күйіне еңбек нарығындағы жұмыс орындарының жетіспеушілігі әсер етеді. Бүгінгі күні жастарды деструктивті құрылымдарға, мысалы, әлеуметтік желілер арқылы, халықтың осал топтарына, соның ішінде жұмыссыз жастарға ақшалай төлем жасау арқылы құлақтандырудың заманауи тәсілдері бар. Жұмыссыздық халықтың табыс деңгейі мен өмір сүру сапасының төмендеуімен тікелей байланысты, бұл қылмыс деңгейі мен оның жас құрылымымен тығыз байланыста болады. Жастардың жойылуының ең ауыр салдары бірінші құқық бұзушылық жасаған тұлғалардың «жасаруы» болып табылады.

Түйін сөздер: жұмыссыздық, өзін-өзі жұмыспен қамту, халықтың табысы, еңбек биржасы, жұмысқа орналастыру, жалақы, еңбек нарығы, жұмыс беруші, жұмыс тәжірибесі, мамандық.

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М.С.Закирова, А.С. Бельгибаева, И.Д.Ашимова

¹Кокшетауский государственный университет им.Ш.Уалиханова,
кафедра «Экономики и учета», г. Кокшетау, Республика Казахстан

БЕЗРАБОТИЦА СРЕДИ МОЛОДЕЖИ В КАЗАХСТАНЕ

Аннотация. Основным путем решения вопроса трудоустройства молодежи является приведение системы образования в соответствие с требованиями рынка труда. В системе образования должна быть организована конкурентная основа для каждого профессионального звена с поэтапной интеграцией молодежи на рынок труда. Безработица среди молодежи в регионах заметно отличается. Уровень образования играет важную роль в трудоустройстве молодежи и снижении безработицы. Безработная молодежь - наиболее уязвимый слой населения, который может представлять огромную угрозу для общества и страны в целом. На положение молодежи и ее настроения влияет в целом нехватка рабочих мест на рынке труда. На сегодняшний день существуют современные способы заманивания молодежи в деструктивные структуры, к примеру, через социальные сети, с помощью денежных выплат уязвимым слоям населения, в том числе безработной молодежи. Безработица прямо связана с падением уровня доходов и качества жизни населения, что ведет к тесной связи с уровнем преступности и ее возрастной структурой. Самым тяжелым последствием неустроенности молодежи является «омоложение» лиц, совершающих первое правонарушение.

Ключевые слова: безработица, самозанятость, доходы населения, биржа труда, трудоустройство, заработная плата, рынок труда, работодатель, опыт работы, профессия.

Information about authors:

Ashimova I.D. - candidate of economy sciences, senior teacher, chair of economy and accounting, Kokshetau state university named after Sh. Ualikhanov, Kokshetau, Kazakhstan, indira1989_80@mail.ru, <https://orcid.org/0000-0002-0793-4311>;

Belgibaeva A.S. - candidate of economy sciences, senior teacher, chair of economy and accounting, Kokshetau state university named after Sh. Ualikhanov, Kokshetau, Kazakhstan, anagul.belgibaeva@mail.ru, <https://orcid.org/0000-0001-5583-0624>;

Zakirova M.S. - master of economy sciences, chair of economy and accounting, Kokshetau state university named after Sh. Ualikhanov, Kokshetau, Kazakhstan, maral.1978@mail.ru

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A. Panzabekova, A. Zhanbozova

Institute of economy of Committee of science of the Ministry of Education
 and Science of the Republic of Kazakhstan, Almaty, Kazakhstan,
aksanat@mail.ru, aksaulew@mail.ru

METHODOLOGICAL APPROACHES TO LIFE QUALITY MEASUREMENTS USED IN INTERNATIONAL ESTIMATES

Abstract. The purpose of the article is to study methods for assessing the quality of life used in international practice. General scientific research methods were used in the work: analysis and synthesis, statistical, graphical methods, and comparison method. As a methodological and information base of the study were used various international ratings, referred to as human development indices; Social Progress; education; happiness; physical quality of life, etc.

The comparative analysis indicators of the quality of life in developed countries and Kazakhstan is provided in the article. According to the results of the analysis, the education index of Kazakhstan is among the developed countries of the world, and the human development index of Kazakhstan is quite close to them. However, the average life expectancy in Kazakhstan is currently much lower than in developed countries. In addition, the paper reviewed and evaluated the official methodology for assessing the quality of life of the population in Kazakhstan. According to the authors, the applied methodology is distinguished by sufficient detail, takes into account quantitative and qualitative indicators, and is formed taking into account Kazakhstan's specificity. As one of the drawbacks, the irregularity of the publication of data on the quality of life of the population of Kazakhstan is noted. At the same time, when developing policies to improve the quality of life of the population of Kazakhstan, the authors urge to focus on issues of social freedoms, tolerance, inclusion, opportunities for self-realization, personal safety and environmental quality.

Key words: quality of life measurement methods, human development index, education, happiness index, indicators of quality of life.

Introduction

Measurement of quality of life is one of the methods to reveal and timely respond to the problems of social and economic sphere development, and allows elaborating the policy focused on breaking negative and supporting positive processes of social development of the country. The complexity of measurement and assessment of the life quality caused a necessity to elaborate different methods and to form multiple indicators, integral and individual, formulated at proper time by foreign and national researchers and applied in practice.

In contrast to the GDP or standards of living that could be measured in monetary terms, the measurement of quality of life has to take into account emotional well-being and subjective value of population life. It is also necessary to consider the development peculiarities of each country while measuring the life quality of its population.

Results and discussion

One of the oldest indicators of the life quality is Human Development Index (HDI, to 2013 – Human Potential Development Index). It is calculated by the UN Development Program from 1990. The HDI is an integral indicator, i.e. it includes several other indicators:

1. Life Expectancy Index (LEI):

$$LEI = \frac{LE-20}{85-20}, \quad (1)$$

where, LE – is life expectancy at birth.

2. Education Index (EI):

$$EI = \frac{MYSI+EYSI}{2}, \quad (2)$$

where, MYSI – mean years of schooling index; EYSI – expected years of schooling index;

Every sub-index is calculated by its own formula:

$$MYSI = \frac{MYS}{15}, \quad (3)$$

where, MYS – mean years of schooling, 15 – projected maximum of this indicator for 2025.

$$EYSI = \frac{EYS}{18}, \quad (4)$$

where, EYS – expected years of schooling, 18 is equivalent to achieving a master’s degree in most countries.

3. Income index (II):

$$II = \frac{\ln(GNIpc)-\ln(100)}{\ln(75000)-\ln(100)}, \quad (5)$$

where, GNIpc – GNI per capita at PPP in US dollars, $\ln(x)$ – natural logarithms by the set bases.

Finally, the HDI is the geometric mean of the three normalized indices [1]:

$$HDI = \sqrt[3]{LEI * EI * II}, \quad (6)$$

The HDI data for 2017 are shown in Table 2.

Table 2 – HDI of first 30 countries of the world and Kazakhstan

Rank	Country	HDI value
1	Norway	0.953
2	Switzerland	0.944
3	Australia	0.939
4	Ireland	0.938
5	Germany	0.936
6	Iceland	0.935
7	Hong Kong	0.933
7	Sweden	0.933
9	Singapore	0.932
10	Netherlands	0.931
11	Denmark	0.929
12	Canada	0.926
13	USA	0.924
14	Great Britain	0.922
15	Finland	0.920
16	New Zealand	0.917
17	Belgium	0.916
17	Liechtenstein	0.916
19	Japan	0.909
20	Austria	0.908
21	Luxembourg	0.904
22	Israel	0.903
22	South Korea	0.903
24	France	0.901
25	Slovenia	0.896
26	Spain	0.891
27	Czech Republic	0.888
28	Italy	0.880
29	Malta	0.878
30	Estonia	0.871
58	Kazakhstan	0.800

Source [2]

<i>Continuation of table 3</i>		
Country	Education index value	Position by index
Germany	0,942	6
New Zealand	0,942	7
Norway	0,917	8
Great Britain	0,913	9
Netherlands	0,907	10
USA	0,905	11
Sweden	0,902	12
Finland	0,902	13
Canada	0,899	14
Switzerland	0,897	15
Czech Republic	0,893	16
Slovenia	0,884	17
Lithuania	0,881	18
Israel	0,875	19
Estonia	0,871	20
Latvia	0,866	21
Poland	0,866	22
South Korea	0,862	23
Hong Kong	0,853	24
Austria	0,851	25
Japan	0,849	26
Greece	0,841	27
Belarus	0,841	28
France	0,839	29
Slovakia	0,833	30
Kazakhstan	0,813	38

Source [4]

By the education index Kazakhstan is ahead of Portugal, and is close to Italy, Spain, Singapore, Austria and Hong Kong. However, it is still behind by 0.1 units of index from the advanced Australia, Denmark, New Zealand, Norway, and Germany.

3. GNI per capita by PPP. Table 4 shows the comparison of Kazakhstan with 30 developed countries of the world by data of 2018.

Table 4– The comparison of Kazakhstan with 30 developed countries of the world according to GNI value by PPP per capita for 2018

Country	GNI by PPP per capita (US dollars)
Kazakhstan	27293
Greece	29058
Latvia	29490
Portugal	31965
Estonia	33842
Lithuania	34596
Slovakia	35095
Czech Republic	37546
Israel	37673
Italy	39500
New Zealand	40118
Spain	40290
South Korea	41388
Japan	44426
France	45474
Great Britain	45566
Finland	46343
Belgium	48258
Canada	49775
Denmark	51643
Austria	51936

<i>Continuation of table 4</i>	
Country	GNI by PPP per capita (US dollars)
Australia	52191
Germany	52801
Sweden	53078
Iceland	54121
Netherlands	56436
USA	62152
Switzerland	63380
Hong Kong	64533
Norway	74065
Singapore	98014

Source [5]

The Table shows that GNI per capita by PPP of Kazakhstan at the moment is lower than in any other developed country. The smallest difference – 1765 US dollars is with Greece, and the largest – 70721 US dollars is with Singapore.

Another assessment method is the “World Happiness Report”. The report is issued annually by the UN Department on Sustainable Development Solutions Network. The first report was presented in 2012. The reports show the opinions of experts in economics, psychology, politics, statistics on the effective application of well-being and happiness measurements for social development. Six indicators are used for assessment of the national happiness:

- GDP per capita;
- Social policy;
- Life expectancy;
- Civil liberties;
- Generosity;
- Attitude to corruption.

Each indicator is estimated on ten-point scale. Every country is also compared with a hypothetical country named “Anti-utopia” that represents the lowest average values and is used as regression reference. Table 5 shows the data of the report for 2017.

Table 5 – Happiness rating for 2017

Rank	Country	Happiness index
1	Norway	7,537
2	Denmark	7,522
3	Iceland	7,504
4	Switzerland	7,494
5	Finland	7,469
6	Netherlands	7,377
7	Canada	7,316
8	New Zealand	7,314
9	Australia	7,284
10	Sweden	7,284
11	Israel	7,213
12	Costa Rica	7,079
13	Austria	7,006
14	USA	6,993
15	Ireland	6,977
16	Germany	6,951
17	Belgium	6,891
18	Luxemburg	6,863
19	Great Britain	6,714
20	Chili	6,652
21	UAE	6,648
22	Brazil	6,635
23	Czech Republic	6,609
24	Argentina	6,599

<i>Continuation of table 5</i>		
Rank	Country	Happiness index
25	Mexico	6,578
26	Singapore	6,572
27	Malta	6,527
28	Uruguay	6,454
29	Guatemala	6,454
30	Panama	6,452
60	Kazakhstan	5,819

Source [6]

Basing on data of Tables 2-6 it can be concluded that by the HDI and the Happiness Index, Kazakhstan takes almost the same place, but the top 30 countries of these ratings are different – the population of the countries having low HDI is happier than population of the countries having high HDI and vice versa.

Interesting is the investigation conducted by Amiel M.-H., Godefroy P., Lollivier S. of the National Institute of Statistic and Economic Investigations of France (INSEE) who considered a range of statistic indicators for the estimation of life quality and social progress. To understand the economic state of the households they proposed to use not the DGP per capita, but disposable income and actual ultimate consumption as these show the well-being better [7]. The INSEE tested this approach in 2010 and revealed that the changes of the GDP and disposable income are uneven, for instance, in France the GDP per capita regarding the base was 30%, and net disposable income by 25%. This means that the change of the production level does not necessarily show adequately the change of population well-being. In addition to investigation of the life level influence on the life quality the same researchers investigated the influence of nonmonetary factors. These factors were the level of social relations development, daily level of stress, psychological and social risks during the work implementation process. They showed the asymmetry of these factors influence depending on the general level of welfare – at high general welfare of population the negative influence of these factors is stronger than at low general welfare [8]. Thus, they have presented additional psychological and social factors of the life quality assessment together with the analysis of available material factors.

Interesting are also the investigations conducted by the INSEE in the field of development of the indicators set measuring the components of the life quality. These indicators generalize the subjective presentations of individuals on all important components of a human life and describe the following: living conditions, financial problems and limitations, state of health, education, labor conditions, engagement with public life, social relations, economic safety, physical safety [9].

The indicators are binary, i.e. take values 1 and 0, where 1 – no problems on the issue, and 0 – there are problems. Within the components group there could be some questions the answers to which are grouped to reveal the problematic spheres of life. There were also attempts to investigate the ecological constituent of the life quality through the analysis of the carbon footprint at the manufacture and consumption places, but there are no empirical data on effectiveness and correctness of this indicator yet. The approach of the INSEE Institute allowed revealing social problems and its origins as important constituent factors of the population life quality assessment.

In 2010, American psychologists D.Kahneman, A.Deaton found that the influence of living standards in the form of income effects on the life quality, especially its estimation by nonlinear survey. They have interrogated one thousand randomly selected residents of the USA and revealed that their estimation of the life quality grows together with income up to value 75 000 US dollars per year. After that value the estimation stops growing, moreover, the degree of emotional satisfaction with life decreases as the perceptivity of the life failures, illnesses, matrimonial difficulties, poverty increases [10].

Another investigation related to the life quality assessment is called Physical Quality of Life Index. Its value is a sum of three indicators: base literacy rate, infant mortality rate, life expectancy at the age of one year. Each of the indicators is estimated from 0 to 100. This Index was developed by Morris David Morris for the Overseas development council in 1970 due to dissatisfaction with the use of GNP as an indicator of the life quality [11]. The technique of the Index calculation consists of four steps:

1. Find percentage of the population that is literate (LR),
2. Find the infant mortality rate (IM) out of 1000 births, and then calculate the index (IMR):

$$IMR = (166 - IM) * 0.625, \quad (7)$$

1. Find life expectancy index:

$$(LEI = (LE - 42) * 2.7, \quad (8)$$

2. Find physical quality of life index:

$$\frac{LR+IMR+LEI}{3}, \quad (9)$$

The significant disadvantage of the Index is application of arithmetic mean for the index calculation, application of extremely limited instruments for determination of population welfare, lack of income level in calculations.

The Legatum Prosperity Index – is an annual ranking developed by the Legatum Institute, a division of the investment firm Legatum. The ranking is based on a variety of factors including wealth, economic growth, education, health, personal well-being and quality of life. In 2017 it included 149 countries [12]. The Legatum Prosperity Index is based on 104 different variables grouped into 9 sub-indexes. The sub-indexes are economic quality, business environment, governance, education, health, safety, personal freedom, social capital, and natural environment [13].

The OECD Better Life Index is one of the best attempts to combine the well-being indicators. It is combined with the recommendations of the Commission on the Measurement of Economic Performance and Social Progress. The Index consists of two parts: “Your Better Life Index”, “How’s Life?”. “Your Better Life Index” (BLI) includes 11 “dimensions” of the life quality: housing, income, jobs, community, education, environment, governance, health, life satisfaction, safety, work-life balance [14]. “How’s life” is focused on resource well-being at the present moment and in future basing on 50 indicators [15]. However, the Index is calculated for 39 countries only; Kazakhstan does not enter this list.

The Where-to-be-born Index calculated by the Economist Intelligence Unit and previously called Quality of Life Index (QLI) attempts to measure which country will provide the best opportunities for a healthy, safe and prosperous life. The Index includes ten factors of the life quality together with the GDP per capita dynamic prospects for countries ranking. According to this index the top ten countries are USA, France, West Germany, Italy, Canada, Japan, Hong Kong, Great Britain, Netherlands, and South Korea. In 2013 Kazakhstan was ranked 74 [16].

Mercer Quality of Living Survey does not rank the countries, but cities to estimate the quality of life in them. A new approach is the assumption that the quality of life in various cities of one country can differ significantly and the estimation of quality of life in cities increases the survey accuracy. The survey is aimed to help governments, international organizations and companies place its branches [17]. In the survey of 2012, Almaty was ranked 169 [18].

In addition, the living standards are also estimated by the Genuine Progress Indicator. This is a metric that has been suggested to replace or supplement gross domestic product indicator [19]. It considers social, environmental, and economic factors to estimate the well-being and the quality of life of population. This indicator is used in ecological economics, “green” economics, and sustainability. The indicator is calculated using the following formula:

$$GPI = A + B - C - D + I, (10).$$

where, A – is income weighted private consumption, B – is value of non-market services generating welfare, C – is private defensive cost of natural deterioration, D – is cost of deterioration of nature and natural resources, I – is increase in capital stock and balance of international trade.

The idea of the indicator is used in different countries under various names.

There is also the Social Progress Index. It measures the extent to which countries provide for the social and environment needs of their citizens. It is published by the nonprofit Social Progress Imperative, and is based on the writings of economists A. Sen, D. North, J. Stiglitz. The Index includes the variety of indicators. Comparison of Kazakhstan indicators with the developed countries is shown in Table 6.

Table 7 – The comparison of the Social Progress Index indicators

#	Country	Indicator and						
		Basic needs	Foundations of well-being	Opportunities	Basic medical care	Water and sanitation	Shelter	Personal safety
1	2	3	4	5	6	7	8	9
1.	Australia	95,09	89,82	80,06	98,51	98,08	92,99	90,76
2.	Austria	96,21	91,40	72,68	99,11	99,99	97,68	88,04
3.	Belgium	93,14	89,34	79,70	98,70	99,88	97,20	76,80
4.	Great Britain	94,25	91,98	79,99	98,12	99,79	98,12	80,95
5.	Germany	95,35	90,71	81,57	98,88	99,82	95,54	87,15
6.	Greece	92,13	85,43	70,21	98,85	99,76	91,44	78,46
7.	Denmark	96,17	92,06	81,64	98,72	99,91	98,85	87,23
8.	Israel	92,91	88,04	66,47	98,77	100,00	96,50	76,36
9.	Iceland	97,51	91,81	81,39	99,11	99,71	98,18	93,04
10.	Spain	94,02	91,39	75,92	99,03	99,94	95,90	81,20
11.	Italy	91,49	90,28	76,35	99,08	99,83	94,16	72,91
12.	Kazakhstan	83,18	69,89	48,72	95,80	90,58	84,26	62,09
13.	Canada	94,56	90,25	81,05	98,44	92,52	97,76	89,52
14.	Latvia	88,63	81,81	67,30	97,34	95,84	89,34	72,01
15.	Lithuania	89,03	84,85	71,71	97,34	96,35	92,06	70,38
16.	Netherlands	96,41	91,65	79,97	98,75	99,47	98,80	88,62
17.	New Zealand	96,81	90,62	79,91	98,11	100,00	97,41	91,74
18.	Norway	96,62	93,19	80,97	99,00	99,54	99,24	88,69
19.	Portugal	94,85	87,03	74,18	98,50	99,81	95,72	85,39
20.	Slovenia	94,69	88,42	73,38	97,55	99,38	96,44	85,39
21.	Slovakia	93,58	82,07	65,36	96,77	98,63	94,30	84,63
22.	USA	90,85	84,33	79,16	97,73	99,40	95,94	70,34
23.	Finland	95,66	92,49	81,16	99,22	99,87	98,23	85,34
24.	France	93,62	92,20	77,82	98,80	99,68	98,71	77,28
25.	Czech Republic	95,38	86,40	72,22	98,55	99,73	97,15	86,08
26.	Switzerland	96,60	91,72	81,59	98,90	99,97	99,22	88,29
27.	Sweden	95,86	89,90	81,20	98,99	99,84	97,56	87,06
28.	Estonia	91,18	87,59	71,69	97,89	98,92	92,45	75,45
29.	South Korea	96,00	89,10	76,28	98,20	99,43	96,86	89,52
30.	Japan	97,78	94,66	76,78	98,21	99,11	98,21	95,58

Note – Source [20]

Basing on Table 6 it can be said that Kazakhstan:

- Is on the same level as the developed countries by the following indicators: basic medical care, access to basic knowledge.
- Insignificantly falls behind (10 units and less of the index) by such indicators as the access to information, water and sanitation, shelter, basic need.
- Falls behind significantly (more than 10 units of the index) by all other indicators: foundations of well-being, opportunities, personal safety, health, environmental quality, personal rights, personal freedoms, tolerance and inclusiveness, access to advanced education.

Thus, according to the Social Progress Index indicators, for further development of society in Kazakhstan, it is necessary to focus not on economic, but social aspects, include all members of society into the social life, increase the available opportunities for self-fulfillment and for satisfaction of societal needs.

In Kazakhstan, the quality of life is measured by the Committee on Statistics of the Ministry of the National Economics of RK together with private enterprise “Centre of Applied Economics Researches”. They have proposed a list of indicators for quality of life applied in Kazakhstan. This list is based on the hierarchy of needs according to A. Maslow and includes the following: physiological, safety needs, social, prestige, spiritual. These needs are divided into three groups: main physical needs, spiritual, social. After that these groups will be added with 13 groups of main values measured by 68 indicators [21]. They specify:

of Kazakhstan and developed countries in 2018

its value							
Access to basic knowledge	Access to information	Health	Environmental quality	Personal rights	Personal freedom	Tolerance and inclusiveness	Access to advanced education
10	11	12	13	14	15	16	17
92,21	94,96	85,48	86,64	95,87	86,55	68,53	69,31
94,59	92,79	85,27	92,93	93,61	87,19	63,66	46,27
94,02	88,00	83,68	91,63	95,25	87,79	76,00	59,78
95,84	97,01	82,28	92,77	94,63	90,45	62,77	72,10
95,79	91,86	83,13	92,05	96,85	89,16	76,45	63,82
94,42	76,45	81,06	89,80	91,29	68,43	65,31	55,79
98,01	94,57	82,38	93,29	97,72	91,35	80,69	56,82
93,40	88,23	82,32	88,21	84,25	79,07	43,11	59,46
98,47	91,16	88,02	89,59	94,94	87,53	81,19	61,91
95,58	89,47	86,44	94,08	93,56	81,18	66,69	62,25
96,89	86,11	84,92	93,20	94,76	74,41	69,54	66,70
94,65	65,17	57,38	62,38	52,77	66,86	30,82	44,41
97,65	90,02	84,37	88,96	95,74	88,21	70,83	69,43
95,35	79,32	66,21	86,38	93,21	80,49	51,14	44,34
96,30	88,93	67,84	86,32	93,97	79,55	63,54	49,79
96,38	96,56	85,35	88,30	96,56	88,81	78,03	56,49
95,61	95,19	83,27	88,43	96,91	86,71	72,64	63,38
98,43	92,80	87,35	94,16	98,09	90,76	81,73	53,31
93,47	81,06	81,38	92,22	97,69	79,36	72,89	46,78
98,88	85,27	80,38	89,16	95,59	81,10	64,26	52,58
90,38	83,82	68,82	85,26	89,49	76,83	55,18	39,97
91,87	89,60	71,97	83,89	92,15	86,00	61,49	76,98
95,32	95,02	86,68	92,94	96,55	90,69	82,28	55,14
97,55	89,78	87,26	94,21	92,24	87,28	67,48	64,28
98,06	83,53	77,87	86,12	90,93	80,63	61,18	56,14
97,61	87,50	90,12	91,65	96,27	90,12	77,23	62,74
92,09	87,96	86,50	93,06	95,98	88,66	81,26	58,88
96,62	92,13	75,59	86,02	95,92	82,97	55,07	52,81
98,17	93,69	85,45	79,10	92,93	78,94	64,03	69,20
98,86	96,62	91,20	91,97	95,37	80,13	62,72	68,89

A. Health, including maternal and infant mortality, tuberculosis.

B. Quality of nutrition that includes caloric values of the consumed products in average per capita, regularity of food consumption, level of short-received microelements and vitamins.

C. Housing conditions including the indicators of own, rent and municipal apartments, level of provision with basic technical and household utilities, average square of included land, number of inhabitants living in under standard dwellings. It is also assumed to use the indicator of number of rooms/house square per one person.

D. Supply of durable consumer goods to the population: cars, furniture, cell phones, computers etc.

E. Share of expenses on paid services.

F. Vehicular mobility, including the volume of passengers turnover, supply of public transport to urban areas.

G. Provision of communication means, digital literacy, share of the Internet users and mobile phone users among the country population.

H. State of the environment including the maturity of rubbish recycling industry, share of alternative energy.

I. The level of education includes the number of education years and expenses on it.

J. Cultural level.

K. Satisfaction of social needs including labor conditions, size of pension and minimum cost of living.

L. Social conditions that include life satisfaction, number of suicides per 100 thousand people, number of divorces per 1000 marriages.

M. Individual indicators of the life quality.

In whole, the methodology of the life quality assessment in Kazakhstan is distinguished by detailing, consideration of specifics of Kazakhstan population life. It takes into account the quantitative and qualitative indicators. However, the last available edition of the research is dated by 2012, i.e. it cannot consider the changes in social life occurred in 2012-2018.

Conclusion.

Summarizing the described above methods on the life quality measuring used by the international rankings, it is possible to conclude the following:

1. The measurement of the life quality is conducted by a lot of researches investigating this issue from different views. The most significant measurement methods are HDI, Happiness Index, and Social Progress Index. New measurement methods are developed actively.

2. According to the HDI and its components, Kazakhstan has not achieved yet the indicators of the developed countries, but is close to them, and keeping of positive dynamics in economic development it can achieve the indicators of the developed countries. The value of GDP by PPP per capita differs from the lowest value of the developed countries by 6%. The average life expectancy at the moment differs significantly. By the education index Kazakhstan is among the developed countries.

3. The analysis of the Social Progress Index indicators shows that the largest attention at elaborating the policy on the life quality improvement for Kazakhstan population should be paid to the issues of social freedoms, tolerance, inclusiveness, self-fulfillment opportunities, personal safety and environmental quality.

4. The accessible data on Kazakhstan researches of the life quality show that these are irregular, but quite detailed.

А.Ж. Панзабекова, А.Б. Жанбозова

ҚР Білім және ғылым министрлігі Ғылым комитетінің Экономика институты,
Алматы, Қазақстан

ТҰРҒЫНДАРДЫҢ ӨМІР СҰРУ САПАСЫН ХАЛЫҚАРАЛЫҚ БАҒАЛАУДА ҚОЛДАНЫЛАТЫН ӘДІСТЕР

Аннотация. Зерттеудің мақсаты халықаралық тәжірибеде қолданылатын өмір сүру сапасын бағалау әдістерін зерттеу болып табылады. Жұмыста зерттеудің жалпы ғылыми әдістері: талдау және синтез, статистикалық, графикалық әдістер, салыстыру әдісі қолданылды. Зерттеудің әдістемелік және ақпараттық базасы ретінде әртүрлі халықаралық рейтингтер: адами даму индексі; Әлеуметтік ілгерілеу индексі; білім алу; бақыт; физикалық өмір сапасы және т.б. индекстер пайдаланылды.

Мақалада дамыған елдер мен Қазақстандағы өмір сүру сапасының көрсеткіштері бойынша салыстырмалы талдау жүргізілген. Зерттеу нәтижесі бойынша, Қазақстан білім алу индексі бойынша әлемдік деңгейдегі елдердің қатарына кіреді, ал адами даму индексі бойынша олардың деңгейіне еруге жақын. Алайда дамыған елдермен салыстырғанда, Қазақстанда орташа өмір сүру ұзақтығы едәуір төмен деңгейде. Одан басқа, жұмыста Қазақстандағы өмір сүру сапасын бағалаудың ресми әдістемесі қарастырылып, оған баға берілген. Авторлардың ұйғарымы бойынша, бұл әдістеме жетілдірілген детализациядан ерекшеленеді, онда сапалық және сапалық көрсеткіштер көрсетілген, және қазақстандық ерекшеліктерді ескерумен қалыптастырылған. Әдістеменің кемшіліктерінің бірі ретінде Қазақстан тұрғындарының өмір сүру сапасы туралы мәліметтерді жариялауың кезеңсіздігі көрсетілген. Оған қоса, Қазақстандағы өмір сүру сапасын жақсартуға бағытталған саясатты әзірлеу кезінде авторлар әлеуметтік бостандық, толеранттылық, инклюзивтілік, өзін-өзі жүзеге асыру мүмкіндігіне, жеке қауіпсіздік мәселелеріне және қоршаған орта сапасына назар аударуды ұсынады.

Түйін сөздер: өмір сүру сапасын бағалау әдістері, адами даму индексі, білім алу, бақыт индексі, өмір сүру көрсеткішінің индикаторлары.

А.Ж. Панзабекова, А.Б. Жанбозова

Институт экономики Комитета науки Министерства образования и науки РК, Алматы, Казахстан

МЕТОДОЛОГИЧЕСКИЕ ПОДХОДЫ К ИЗМЕРЕНИЮ КАЧЕСТВА ЖИЗНИ НАСЕЛЕНИЯ, ИСПОЛЬЗУЕМЫЕ В МЕЖДУНАРОДНЫХ ОЦЕНКАХ

Аннотация. Целью статьи является исследование методов измерения качества жизни, используемых в международной практике. В работе применялись общенаучные методы исследования: анализ и синтез, статистический, графический методы, и метод сравнения. В качестве методологической и информационной базы исследования были использованы различные международные рейтинги, именуемые индексами человеческого развития; Социального Прогресса; образования; счастья; физического качества жизни и др.

В статье проведен сравнительный анализ развитых стран и Казахстана по показателям качества жизни населения. Согласно результатам анализа, по индексу образования Казахстан входит в число развитых стран мира, а по индексу человеческого развития достаточно близок к ним. Однако средняя продолжительность жизни в Казахстане на данный момент значительно ниже чем в развитых странах. Кроме того, в работе рассмотрена и оценена официальная методология оценки качества жизни населения в Казахстане. По заключению авторов, применяемая методология отличается достаточной детализацией, учитывает количественные и качественные показатели, и сформирована с учётом казахстанской специфики. В качестве одного из недостатков отмечена нерегулярность публикации данных о качестве жизни населения Казахстана. Вместе с тем, при разработке политики улучшения качества жизни населения Казахстана авторы призывают акцентировать внимание на вопросах социальных свобод, толерантности, инклюзивности, возможностей самореализации, личной безопасности и качества окружающей среды.

Ключевые слова: методы измерения качества жизни, индекс человеческого развития, образование, индекс счастья, индикаторы качества жизни.

Information about authors:

Panzabekova A. - Cand. Sci (Econ.), associate professor, Institute of Economy of Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Kazakhstan;

Zhanbozova A. - Master of Economics, Institute of Economy of Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan, Almaty, Kazakhstan.

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M.O. Koyshybayeva

Kazakh National Women's Pedagogical University, Almaty, Kazakhstan
kishibekova@mail.ru

IMPROVING THE QUALITY OF TRAINING OF QUALIFIED PERSONNEL ADAPTED TO THE DIGITAL ECONOMY

Abstract: Objective: to analyze the quality of training of qualified personnel in the Republic of Kazakhstan adapted to the digital economy.

Methodology: the study was conducted using such methods as: abstract - logical and comparative analysis, the descriptive method and generalization were also used. The sources of research were theoretical and analytical articles, the works of Kazakhstan and foreign authors, which address issues of the Kazakhstan labor market and the training of national personnel.

Originality / value: the authors present the main problems and development trends of the Kazakhstan market of qualified personnel. The main trends in the development of qualified personnel are considered, taking into account the digitalization of the economy, and the forecast values of the number of university graduates are summarized, which are the basis for the future well-being of the population and society as a whole, as qualified employees are the intellectual qualifications of competitiveness for the modern economy of the Republic of Kazakhstan.

Conclusions: in our opinion, the tasks of the development of education, as in many other sectors, are inextricably linked with the digitalization process. Today, digitalization is a pervasive and interdisciplinary trend that allows achieving the strategic objectives of the state, designed to become an infrastructure-technological basis for optimizing and accelerating educational policy.

Keywords: digital economy, education, information, information technology.

Introduction – The modern stage of development of education in the world is characterized by a special intensity of transformations equally affecting organizational and managerial structures of education, its target installations and content, teaching methods and technologies, sources and financing mechanisms, as well as the conditions and forms of educational, scientific and industrial cooperation. That is the development human capital is a crucial factor in the implementation tasks on the road to building a digital economy. Despite significant achievements that the Republic of Kazakhstan has achieved in this area in recent years, global competition has set state in the field of education is absolutely specific, and often new tasks that need to be solved so that Kazakhstan remains full-fledged, independent and respected member of the world community.

Education is one of the key and most promising areas of global competition for economic power and political influence in the 21st century.

As noted in their publications Shmelkova L.V., competence of the 21st centuries, included in the variable model of digital competence, successively formed in the areas of general education, vocational education, additional vocational education and in the process of professional and daily activities person In the process of forming digital and network technologies [1, p.1].

Studies of the development of the information economy have conducted such famous scientists such as D. Bell, F. Weber and D. Bode, F. Machlup, A. Riis, A. Tofler, X. Hanamari and D. Wada, K. Arrow. The term, as is commonly believed, introduced M. Porat in the mid 1970s. [2, p.208]. In their works, scientists call new economics of information, communication, internet economy, network economy, that is, they emphasize that time to do business must be mandatory information technology (IT), computer networks, digital communications, Modern communications as basic means without which it is impossible the achievement of a competitive advantage.

«Humanity is on the threshold of the Third Industrial revolution, which changes the very concept of production. Technological discoveries radically change the structure and needs of world markets. We already live in a completely different technological reality than earlier. Digital and nanotechnology, robotics, regenerative medicine and many other achievements of science will become mundane reality, transforming not only the environment, but also the person We must be active participants in these processes» - says the Message of the President of Kazakhstan N.A. Nazarbayev people Kazakhstan «Strategy 2050» [3]. For Kazakhstan, it becomes especially relevant in enhancing the influence of integration processes involvement in the global economic system.

According to the English scientist Tapskott. Don., Convert to training for the digital economy will affect not only in relation to IT specialists. A significant proportion of the modern economy is industries based on management, processing and distribution processes information - telecommunications and banking, insurance and advertising, lawmaking and medicine, drug manufacturing, education and many of the functions of government. Within their framework, carry out their activities managers and lawyers, bankers and commercial representatives, accountants and teachers. In these areas, effective processing and information management, rather than major advances in the pursuit of knowledge, are the key to success [4, p.432].

In the concept of the draft state program «Digital Kazakhstan 2020» notes that the digital economy is undergoing rapid growth leads to accelerated innovation and their widespread use in other sectors of the economy. She becomes everything more important factor in global economic growth and plays an important role in accelerating economic development, improving efficiency and performance in existing industries, the emergence and the emergence of new markets and industries, as well as in ensuring comprehensive, sustainable growth [5].

Kiyanova L.D., Litvinenko I.L. claim that the training system personnel for the digital economy is the main source of its development, namely, the training of specialists who will create and apply digital data processing algorithms in various sectors of the economy, create high-tech goods and services, introduce innovations [6, p.51].

In his scientific articles N.L. Lutsenko. describes the mechanisms public education policies that aim to creating conditions for educational organizations that promote benefit from information technology and society [7, p. 211].

The potential of the digital economy is largely attributed to the results creation and development of the information society, as Veduta E.N. and Dzhakubova T.N. [8, p.43].

Many countries are moving towards a digital economy. almost simultaneously, while the entry of countries on the path Information development took place at different times, which determined significant differences in the level of their informatization [9, p.12]. However, regardless of the date of adoption of state policy in the field Information Society, the prospects for the digital economy promise achieving new economic effects through the use of existing infrastructure, including its computing power, communication lines and content, namely data in digital form.

The increasing complexity of social structures and relationships, the foundation of which is all modern digital technologies are more likely to cause the exponential growth of data flows, according to AV Babkin, puts forward to the forefront the need to form an economy of a new type, the main instrument of which are digital, informational technology. This kind of economy is accepted in modern literature to designate such a concept as «digital economy» [10, p.9].

Thus, in our opinion, digital economy is understood as a wide range of economic activities that includes use of information networks, effective use information and communication technology (ICT) as a factor productivity growth and economic structural optimization.

Methodology – If we consider the use of information and communication technologies in the education system of the Republic of Kazakhstan, quality indicators for the training of qualified personnel adapted to the digital economy.

In the modern world professional skills depends on the acquisition of modern skills. When selecting teachers It is necessary to give preference to young professionals, as well as specialists with a master's degree. They are more innovative in their approach to solving various problems and problems. You should not forget about the rich experience of older generations, a huge baggage of knowledge that they transmit young cadres. ICT in education are among the most important components. modern educational systems

of all levels and levels, as well as condition for the successful development of the processes of informatization of society as a whole. After all, it is in the field of education that those are prepared and brought up. people who in the future will become the basis of the new production economic structure of the country, that is, education should be directed on training highly educated people and highly qualified professionals who are capable of professional growth and mobility in the conditions of informatization of society and the development of new information technologies.

Konyaeva EA, highlights the fact that in these conditions the most important direction of networking in the field of education is joint activities in the framework of electronic and distance learning. At the same time, networking through the use of distance learning technologies that provide students the possibility of learning various educational programs level and direction. At the same time it is designed to solve specific problems associated with the development of the creative component of education [11, p.74].

For the timely solution of the listed problems, it is necessary actively explore new professions, improve the skills of workers.

Results of research – From our research, it is revealed that today in Kazakhstan has a certain personnel shortage in a number of specialties, which is also confirmed by the fact that one of the main directions of the program "Digital Kazakhstan" is the development human capital. The situation with the lack of qualified personnel will bring business losses. It will be aggravated by the fact that more and more intensive Digitalization and complexity of business processes require more highly qualified technical knowledge and skills as well managerial. The proportion of ordinary personnel in the overall structure revenue is declining, and high-level professionals are growing. Exactly therefore, investment in education and digitalization is a prerequisite for business competitiveness and the country as a whole. The greatest disadvantage In the near future there will be new specialties - data analytics, big data specialists, programmers, specialists in certain products and technologies (Table 1) [12].

Table 1 – Losses of business due to lack of qualified personnel

EMEA Market Study	Lost profit by 2030 (\$ billion)	Total shortage of specialists by 2030
Germany	629.9	4904436
Great Britain	407.6	2990955
Russia	297.1	2848969
France	214.6	1518593
Saudi Arabia	206.8	662522
Netherlands	71.3	548436
UAE	50.6	111217
South Africa	29.0	746651

Note - Compiled on the basis of the source: www.forbes // In Kazakhstan, there is a shortage of qualified specialists from 12.05.2018

If the problem of shortage of qualified personnel is not timely decide, the economy will lose about \$ 8.5 trillion in profits.

Today, quite a long time, many tech Companies in Kazakhstan collaborate with universities, the Ministry of Education on the subject to change and adapt educational programs for business needs. Create opportunities for additional education, internships in companies [13].

In 2017 y. 3 new educational program courses approved advanced training of computer science teachers: «Basics of Robotics», «Features of the organizations of theoretical and extracurricular works on IT- technologies in terms of implementation of robotics «and elective course "Robotics». 730 teachers completed advanced training courses on robotics.

33 thousand students are enrolled in IT universities of the country in 84 universities, 24 thousand - 300 colleges. More than 10 thousand university students graduate annually 8 thousand college students. This demand is dictated by requests of employers. So, according to a survey of IT-directors of the largest companies Kazakhstan in 2017 showed that there is a shortage of skills in the market employees in areas such as digitalization (64%), Big Data and analytics (82%). Based on existing demand in the Qualifier professions and specialties VET introduced 5 new specialties:

- «Computer networks and telecommunications» (qualification “Technician automated communication systems ”);
- «Programming» (Technician-programmer);
- «Computer equipment and computer equipment» (Technician on maintenance of computer devices);
- «Information Security» (Information Security Technician);
- «Microelectronics and Mobile Devices» (Software Technician).

A new direction in the training of national IT personnel is «Cybersecurity». Analysis of the opinion of the leaders of IT organizations in Kazakhstan testifies that in the last 2 years only 60% of companies have experienced on itself cyber attacks. Today cybersecurity training is implemented in 7 Universities of the country, where 563 students study, 6 people study in Great Britain. The number of grants allocated is 179. Within specialty «Information Security Systems» introduced new educational programs such as «Industrial Safety Systems, Cryptoanalysis in Information Security, Audit information security» , «Cryptographic information protection», «Hardware Information Security» and «Security infocommunication systems. In 5 universities - ENU. L.N. Gumilev, KazNU them. Al-Farabi, KazNRTU them. K.I. Satpayev, MUIT and KBTU - Cybersecurity centers are opening» [14].

In fulfillment of the 79th step of the Plan of the Nation «100 concrete steps» work is underway to implement training in three languages. Within implementation of learning in three languages by language of instruction is divided as follows: 50% of academic disciplines - in the language of instruction (Kazakh or Russian), 20% in the second language (Russian or Kazakh respectively), 30% - in English [15].

According to the Ministry of Education and Science of the Republic Kazakhstan, in 2017, in 76 universities, 30 thousand were trained in three languages. students in all areas of training in 2,5 thousand special groups (Figure 1) [16].

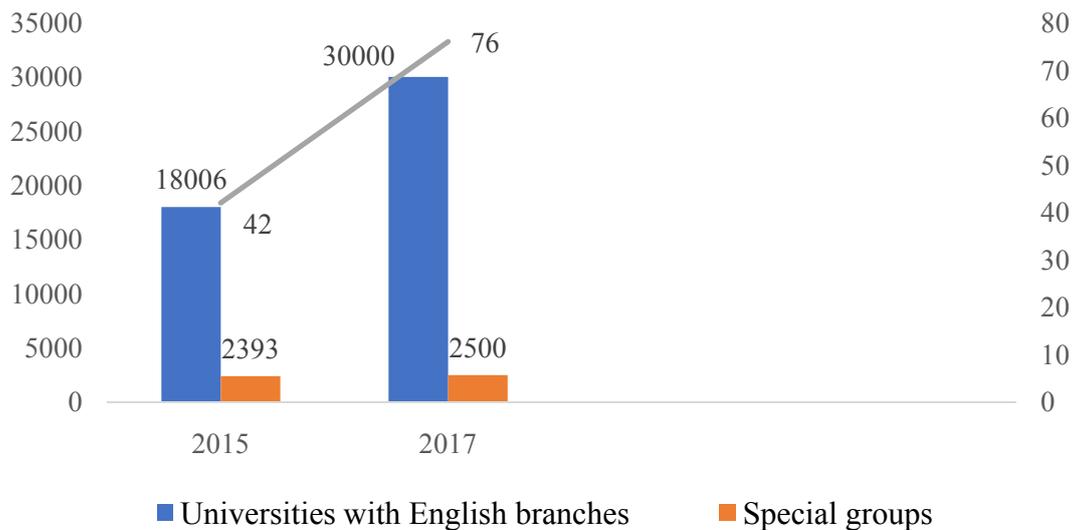


Figure 1 – Training in three languages for 2015 and 2017 (units / person)

Note – Compiled from source: Ministry of Education and Science of the Republic of Kazakhstan for 2015-2017.

In 2017, the first graduation of GPIID masters took place - 1 900 man.126 Thanks to conducting a satisfaction survey employers level of readiness of graduates to work within the framework of GPIID managed to get an objective assessment of the level of preparedness graduates. 98.5% of employers indicated that their enterprises GPIID graduates work. Employers flagged compliance educational programs production requirements. However, only 42.5% interviewed employers note that graduates of the SPIID possess sufficient level of theoretical and practical knowledge. The reason this is a lack of production bases in regions where GPIIR universities are located. 81% of graduates surveyed believe that their the educational level has increased significantly as a result of training in within GPIID [17].

With the development of modern technology, automation and informatization requirements for qualified personnel are growing, which must meet current trends: constant needs mastering and updating practical skills of working with new ones technologies.

Digitization has great potential in higher education, where there is already a high demand for innovative acquisition methods knowledge, including MOOCs, online trainings, etc. Kazakhstan is the first country to the territory of the CIS, introduced and implemented the system of accumulation on education [18]. In the world in 9 countries, the system is successfully operating educational savings accounts (personal training accounts). AT June 2013, GONS started working in Kazakhstan. This initiative expands the possibility of obtaining higher and postgraduate education (magistracy) [19]. The system of educational savings is not easy guarantees higher education, but also gives the opportunity save on high school from 30% to 70%. Within GONS registered over 19 thousand deposits amounting to more than 16.8 billion tenge. Amount of accrued premium amounted to 1.64 billion tenge. In the field of GONS, agreements are concluded with 105 universities.

In 2017, the Kazakh High School prepared for the labor market 127084 people. The number of full-time graduates was 82849 people, which is 2.7 times the release of the correspondence department (31 172people). 13,063 graduates are graduates evening department. In the whole republic, the number of university graduates in comparison with 2016, it decreased by 8.6% (2016 - 138,004 people).

The largest share (66%) of trained specialists are personnel for pedagogical, technical and socio-economic spheres:

- in the context of specialties the greatest number of specialists graduated in the direction of training «Education» - 36,085 people or 28.4%. However, the need for teacher training secondary schools subordinated to IOI, is 4,952 people in the country. The relevance of the development of pedagogical departments and faculties at universities of the country;

- the second is the direction of «Technical Sciences and Technology», numbering 26,316 graduates, or 20.7%;

- closes the top three areas of training with the most graduates of the Social Sciences, Economics and Business - 21,225 people, or 16.7%.

The quality of qualified personnel depends, of course, on the quality higher education that interested parties interpret differently:

1 State Program for the Development of Education and Science (SPRON) The focus is on training, employment and positioning of Kazakhstani universities in the international ranking of QS WUR. This rating focuses on academic reputation based on the survey. experts, assessment of employers, the ratio of faculty / students, the number foreign students and faculty and citation index. National accreditation agencies in the university's quality assurance standards are also include effective strategic planning, management and information management, student focus, quality educational programs, teaching staff, research work, resources, public information, periodic external quality assurance [20].

2 GIC VEF optimally determines the quality of the educational system as consistency between educational programs, end graduates and labor market needs. Kazakhstan occupied overall 56th place in the fifth direction GIK 2017-2018 "Higher education and vocational training "(Higher education and training). The terms This area focuses on enrollment, quality mathematical and natural science training of applicants, schools management and on-the-job training opportunities production.

Table 2 shows a comparative analysis by region for such indicators, as the age structure, the proportion of young professionals, the number Advanced training courses [13].

According to the data of table 2, in the context of the regions, it can be seen that an increase in the share of IEP of the retirement age occurs almost everywhere. A significant increase in this indicator is observed in the East Kazakhstan region and in the city of Almaty. At the same time, there is a decrease in this indicator in Atyrau and Kyzylorda regions.

In 2017, the influx of young professionals increased by 0.8%. However, this figure remains still lower than the 2015 value. Comparison of these regions indicates an increase in the share of young VET specialists in almost all regions of the country. The decline in this indicator was recorded in Kyzylorda and Pavlodar regions, as well as in Astana and republican colleges.

As part of a new model of refresher courses developed by the NAC «Kasipkor Holding», 5,200 managers and IPRs of state VET organizations improved their skills. 4900 IPR completed advanced training courses «Implementation of educational programs of technical and vocational education, developed on the basis of a modular competence approach». The courses are focused on teaching methodologies and methods for introducing educational programs and curricula based on a modular

competence approach into the educational and training institutions of the VET organization, taking into account the transition to a credit-modular educational technology. 300 managers of technical and vocational education institutions completed advanced training courses in the educational program «Effective management of technical and vocational education».

Table 2 – Comparative Analysis by Region of the Republic of Kazakhstan for 2017

Region	Доля ИПР, возрастной состав, %	Number of IPRs that have completed advanced training courses, people		The share of young professionals in the system of VET, %
		Number of managers, people	Number of IEP, people	
Akmola	8,7	18	280	8,8
Aktobe	5	16	250	10
Almaty	9,5	26	400	8,7
Atyrau	11,4	12	200	11,5
WKO	6,6	18	210	7,8
Zhambylskaya	4	18	310	8,3
Karaganda	7	31	480	8,9
Kostanay	8,5	22	280	7,5
Kyzylorda	5,6	11	240	8,9
Mangystau	10	9	140	10
SKO	5,9	28	560	9,2
Pavlodar	10,2	22	300	13,8
SKO	8,4	14	180	5,6
IN TO	11,3	32	360	8
Astana	8,3	8	260	11,4
Almaty city	10,7	15	450	16,6

Note - Compiled on the basis of the source: E. Nurlanov, M. Amanfazy, G. Nogaibaeva, A. Akhmetzhanova, G. Karbaeva, M. Dauliev, E. Korotkikh, D. Abdrasheva, M. Shakenova, A. Duisengali, N. Kasymbekova National report "On the state and development of the education system of the Republic of Kazakhstan" - Astana .: IAC JSC, 2018– 234s.

In order to improve the level of qualification, the contingent of postgraduate education continues to grow - magistracy, residency, doctoral studies. According to the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, in 2017 the number of students enrolled in postgraduate education programs was 42,039 people (Fig. 2.1.35). This is 8.7% higher than the 2016 contingent (38,677 people) [21].

Table 3 – The number of students in postgraduate education programs for 2016-2017 (человек)

Indicator	2016г.	2017г.
Master's	32893	34609
Residency	3074	3827
Doctorate	2710	3603

Note - Compiled on the basis of the source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan for 2016-2017.

A study conducted over the past 40 years in the United States confirmed the influence of faculty on the educational results of students. Effective teaching improves students' critical thinking and perseverance, develops their skills and influences positive learning completion rates.

The project «Productive employment» of the Ministry of Education and Science of the Republic of Kazakhstan includes systematic measures to organize training with regard to the new employment structure, which involves improving the quality of education of universities, VET through upgrading programs, staffing and MTB [22].

Table 4 – Forecast indicators of the number of graduates of universities and colleges by 2021-2025.

Industry	Graduation from universities on state order	Graduation from universities	Graduation from colleges according to state order	Colleges from graduation	Total graduation
Health care	25250	38235	24574	104300	142535
AIC	11575	17575	35847	52365	69940
Tourism	2995	7760	10505	19213	26973
Trade	1470	14960	3693	5041	20001
transport and logistic	5570	22295	41420	54069	76364
ICT	28670	71670	37213	68859	140529
Building	7460	17595	35207	51937	69532
Education	52160	186160	33565	109001	295161

Note - Compiled by the author on the basis of the source: The project of the Ministry of Education and Science of the Republic of Kazakhstan «Productive employment» for 2021-2025.

Figure 2 shows more detailed projected indicators of the number of university graduates by 2021-2025.

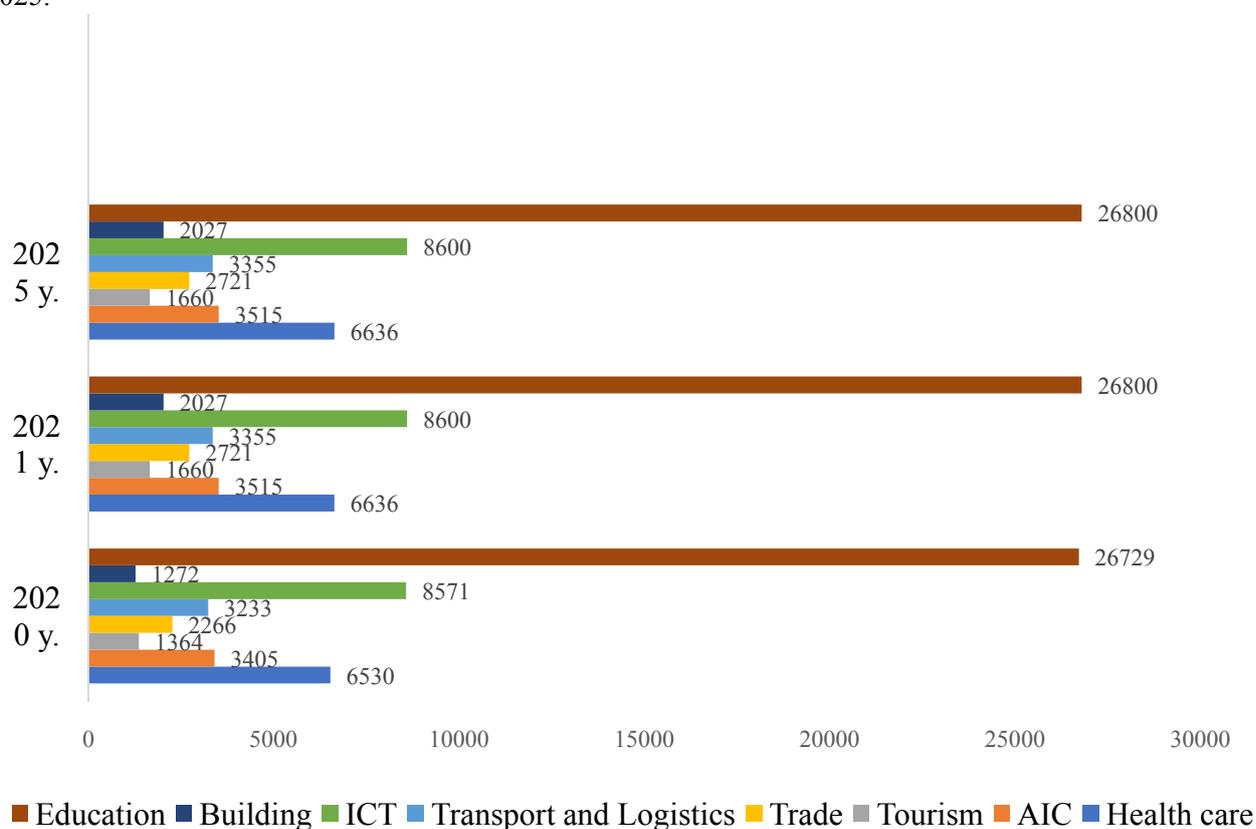


Figure 2 – Expected release of the number of university graduates by 2021-2025

Note – Compiled by the author on the basis of the source: The project of the Ministry of Education and Science of the Republic of Kazakhstan «Productive employment» for 2021-2025

Improving the quality of training qualified personnel adapted to the digital economy is the basis for the future well-being of the population and society as a whole, as qualified employees are the intellectual qualifications of competitiveness for the modern economy of the Republic of Kazakhstan. This suggests that by 2025, there will be a decrease in unemployment, since qualified personnel is a 100% job placement (Figure 3).

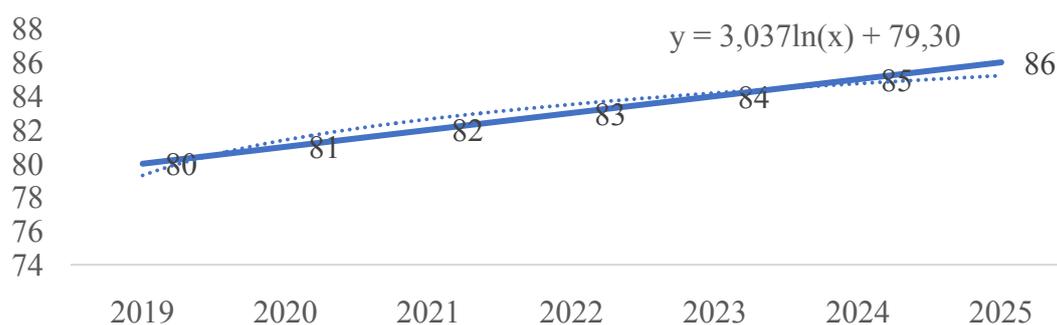


Figure 3 – Share of university graduates employed and employed in the first year after graduation, %

Thus, we see a positive trend and growth rates of the share of university graduates, employed and employed.

Findings

The tasks of the development of education, as in many other industries, are inextricably linked with the process of digitalization. Of course, in order to achieve results, it is necessary to create specialized competence centers on the basis of colleges, laboratories and “new format” classrooms. This requires systematic measures to organize training with regard to the new structure of employment and, accordingly, to improve the quality of education. Taking into account the reviewed trends in the development of training of qualified personnel in the conditions of digitalization of the economy of the Republic of Kazakhstan, we compiled a SWOT analysis, which showed strengths and weaknesses in the preparation of labor resources (Table 5).

Table 5 – SWOT-analysis of the quality of training of labor resources.

Strengths	Weak sides
<ul style="list-style-type: none"> - expansion of dual education; - development of leasing financing instruments; - changing the content of educational programs based on international standards; - accreditation of educational programs - staff development, including overseas internships; - support from the state; - the development of multilingual in the training of qualified personnel 	<ul style="list-style-type: none"> - low level of professional knowledge among employers; - leaving the profession; - demographic decline; - population migration.
Threats	Opportunities
<ul style="list-style-type: none"> - obsolescence of traditional professions and the emergence of professions of the future; - the flow of highly qualified personnel to other sectors of the economy; - poor equipment of the material and technical base from the technological development of the industry; - the content of educational programs does not have time to respond to the demands of the economy 	<ul style="list-style-type: none"> - the number of persons with higher education will increase to 3.9 million people, from VET to 3.9 million people. among the economically active population; - multilingual educational programs based on professional standards and international standards; - flexibility of educational programs of universities - dual training; - availability of short-term training in blue-collar occupations; - competitiveness rating
Note - Compiled by the author	

According to the «Productive employment» project, the quality of education and, accordingly, the training of qualified personnel must be improved through:

1 Modernization of educational programs:

- development of innovative educational programs, including the training of IT specialists with competences in cyber security, web design, promotion in social networks;

- implementation of a minor program for priority sectors (for example, an educational program for the AIC + trade) + preservation of the current state order for industries where there is an outflow of personnel;

- the expansion of the activities of universities in the implementation of short-term refresher courses;

- mobility of personnel (including student mobility, since the attraction of foreign students is today perceived as one of the important indicators of higher education competitiveness. This phenomenon is called the internationalization of higher education). 2 Development of dual training.

3 Development of leasing financing instruments and the creation of specialized centers of competence, laboratories and offices of the “new format”.

4 Systemic measures for the organization of training of qualified personnel, taking into account the new structure of employment:

- restructuring the volume of state orders for training personnel with HE and VET (Program for productive employment and mass entrepreneurship, project Free VET) for the service economy, taking into account the new employment structure

- increasing the attractiveness of training courses for working professions by introducing an educational Internet platform and digital educational resources.

Digitization of higher education is designed to ensure total accessibility, mobility and transparency of education. Digitization has a great potential in the field of higher education, where there is already a great demand for innovative methods of acquiring knowledge, including MOOCs, online trainings, etc.

The tasks of the development of education, as in many other industries, are inextricably linked with the process of digitalization. Today, digitalization is a pervasive and interdisciplinary trend, allowing to achieve:

- GDP growth in the country through the creation of new jobs and innovations;

- improving the quality of life through the automation of labor and life;

- public justice through the expansion of access to basic services such as health, education, culture, etc.

The digitization of the educational services sector began in 1997. from attempts to automate the sphere of education, incl. by spreading online learning. However, the urgent need for defining the role tasks and responsibilities of the involved participants for the digitalization process in the spheres of public life has long remained. In light of this circumstance and because of the great importance of digitalization for the country's competitiveness on December 12, 2017. The state program «Digital Kazakhstan» was approved.

Following the logic of this program, digitalization is intended to become an infrastructure-technological basis for optimizing and accelerating educational policy.

In solving the problem of providing the economy with personnel possessing certain competencies, a special role is played by centers for advanced training and mass retraining of personnel.

They provide new skills to specialists of those companies that are not able to independently organize the process of learning, developing and testing new digital technologies. In the education system, it is necessary to develop and introduce fundamentally new approaches to learning, which will ensure a high level of basic digital literacy of the population.

УДК 330.1

М.О. Койшыбаева

Қазақ Ұлттық Қыздар Педагогикалық Университет, Алматы қ., Қазақстан

САНДЫҚ ЭКОНОМИКАҒА БЕЙІМДЕЛГЕН БІЛІКТІ КАДРЛАРДЫ ДАЯРЛАУ САПАСЫН АРТТЫРУ

Аннотация. *Зерттеудің мақсаты:* сандық экономикаға бейімделген Қазақстан Республикасында білікті мамандарды дайындау сапасына талдау жүргізу.

Методология: зерттеу абстрактілі-логикалық және салыстырмалы талдау сияқты әдістерді қолдана отырып жүргізілді, сондай-ақ сипаттау әдісі мен жалпылама қолданылды. Зерттеу көздері қазақстандық

еңбек нарығы мен ұлттық кадрларды даярлау мәселелері қарастырылатын қазақстандық және шетелдік авторлардың теориялық және аналитикалық Мақалалары, Еңбектері болды.

Түпнұсқалық / құндылық: авторлар білікті кадрлардың қазақстандық нарығының негізгі проблемалары мен даму үрдістері ұсынылған. Экономиканы цифрландыруды ескере отырып, білікті кадрларды дамытудың негізгі тенденциялары қарастырылды, сондай-ақ халықтың және жалпы қоғамның болашақтағы әл-ауқатының негізі болып табылатын жоғары оқу орындарын бітірушілер саны көрсеткіштерінің болжамды мәндері қорытылды, өйткені білікті қызметкерлер Қазақстан Республикасының қазіргі экономикасы үшін бәсекеге қабілеттіліктің зияткерлік цензасы болып табылады.

Қорытынды: біздің пікірімізше, білім беруді дамытудың міндеттері, басқа да көптеген салаларда сияқты, цифрландыру процесімен тығыз байланысты. Бүгінде цифрландыру-мемлекеттің стратегиялық міндеттеріне қол жеткізуге мүмкіндік беретін, білім беру саясатын оңтайландыру мен акселерациялаудың инфрақұрылымдық-технологиялық негізі болуға бағытталған барлық жерде және салааралық тренд.

Түйін сөздер: Сандық экономика, білім, ақпарат, ақпараттық технологиялар.

УДК 330.1

М.О. Койшыбаева

старший преподаватель кафедры «Экономика и бизнес» Казахского Национального Женского Педагогического Университета, Алматы, Казахстан

ПОВЫШЕНИЕ КАЧЕСТВА ПОДГОТОВКИ КВАЛИФИЦИРОВАННЫХ КАДРОВ АДАптиРОВАННЫХ К ЦИФРОВОЙ ЭКОНОМИКЕ

Аннотация. Цель исследования: провести анализ качества подготовки квалифицированных кадров в Республике Казахстан адаптированных к цифровой экономике.

Методология: исследование проводилось с применением таких методов, как: абстрактно – логический и сравнительный анализ, также использовались описательный метод и обобщение. Источниками исследования послужили теоретические и аналитические статьи, труды казахстанских и зарубежных авторов в которых рассматриваются вопросы казахстанского рынка труда и подготовки национальных кадров.

Оригинальность/ценность: авторами представлены основные проблемы и тенденции развития казахстанского рынка квалифицированных кадров. Рассмотрены основные тенденции развития квалифицированных кадров с учетом цифровизации экономики, а также обобщены прогнозные значения показателей количества выпускников ВУЗов, которые являются основой будущего благополучия населения и общества в целом, так как квалифицированные сотрудники выступают интеллектуальным цензом конкурентоспособности для современной экономики Республики Казахстан.

Выводы: по нашему мнению, задачи развития образования, как и во многих других отраслях, неразрывно связаны с процессом цифровизации. Сегодня цифровизация - повсеместный и межотраслевой тренд, позволяющий достичь стратегические задачи государства, призванные стать инфраструктурно-технологической основой оптимизации и акселерации образовательной политики.

Information about authors:

Koyshybayeva M.O. - Kazakh National Women's Pedagogical University, Almaty, Kazakhstan, kishibekova@mail.ru, <https://orcid.org/0000-0002-8852-6191>

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**M.N. Nurgabylov¹, Z.A. Baymagambetova²,
A.M. Nassyrova³, T.K. Kuangalieva⁴, B.Zh. Akimova⁵**

¹Taraz Innovation and Humanitarian University;

^{2,4}Kazakh Agrotechnical University named after S.Seifullin;

³JSC "Financial Academy"

⁵Eurasian National University named after L.N.Gumilyov

dokphd.unikum@mail.ru, zamzagul969@mail.ru, kuantu_80p@mail.ru,

Anar_nassyrova@mail.ru, bibigool_64@mail.ru

BASIS FOR TECHNOLOGICAL INNOVATION IN THE ECONOMIC DEVELOPMENT OF AGRICULTURE

Abstract. According to the authors, for the success of an innovative project, it is necessary to develop potentially-necessary staff competencies. Thus, technological innovation has given impetus to the development of such innovative competence as the ability to identify needs for innovation, assess their usefulness and commercialize innovations. The high competence of the staff of the organization will allow the management of the company to continue further technological re-equipment. When assessing the efficiency of agricultural production, it is necessary to take into account its features, which have a great influence on the final results. Intensification is the main condition for further specialization and concentration of production on the basis of inter-farm cooperation, all-round and complete mechanization and automation of labor-intensive processes in agriculture combined with new production technology, the use of drones, etc.

INTRODUCTION

It is recognized by all that competitiveness is currently achieved as a result of persistent competition of innovation in a broad sense, incl. in the forms of organization of business, and its most common form remains cooperation.

In the Message to the people of Kazakhstan, President Nursultan Nazarbayev paid special attention to the development of the agro-industrial complex. The head of state instructed to move from raw materials to the production of high-quality, processed products. The government and akims were instructed to revise the principles for the allocation of subsidies and gradually switch to product insurance. In addition, within 5 years, it is necessary to create conditions for uniting more than 500,000 households and small farmers in cooperatives and to create an effective system of storage, transportation and marketing of goods.

Dynamic and effective development of agriculture should become not only a general economic prerequisite for successfully resolving most of the industrial, financial, social problems accumulated in the industry, but also a method of systemic coordination of installations for increasing the gross regional product, raising the standard of living in rural areas and the level of food self-sufficiency, there should ensure the successful implementation of the whole set of objectives of the social and economic development of the ulus in Perspective.

It is necessary to improve the organization and management of agricultural production, because the success of our efforts largely depends on the correct solution of this problem. Scientific character, the ability to correctly determine the prospect and sequence of tasks to be performed, the focus on increasing the achievements of science and technology on best practices, flexibility, the ability to quickly and accurately respond to changing conditions - this is the essence of modern management requirements. Livestock is an extensive and complex industry, where the main means of production are animals and

birds that are not directly associated with the land. Livestock products can be produced in enterprises where the land serves as a territorial base for the livestock complex. However, livestock in general is based on feed obtained in the crop industry, widely uses its waste, unsuitable for direct human consumption. In turn, it provides valuable fertilizer for crop production. In the livestock industry stand out by industry by animal type: cattle breeding, pig breeding, sheep breeding, poultry farming, etc. The insufficient level of livestock production is currently associated with a relatively low density of livestock and still low productivity. The main path of livestock development at this stage is intensification. The main condition for this is further specialization and concentration of production on the basis of inter-farm cooperation, all-round and complete mechanization and automation of labor-intensive processes in animal husbandry in combination with new production technology, further electrification of farms, improvement of breed and productive qualities of livestock, as well as reconstruction of existing premises and equipment. An important condition for further improving the efficiency of animal husbandry is to provide the industry with the necessary qualified personnel. Modern animal production imposes special requirements for specialists. It requires maximum use of the achievements of both zoo technical and veterinary sciences, as well as the use of various advanced forms, methods, techniques and control technology.

MAIN PART

At the present stage of development of organizational forms of the livestock industry, the organization of management in complexes acquires an especially important role. This requires a clear separation of managerial labor between the organizers and production technologists, between specialists involved in production and material and technical supply. The performance of those and other functions by the same person, as is the case on collective farms, sharply reduces the effectiveness of work. Distractions of specialists, called upon to be engaged in the organization and production technology, to perform other functions in the complexes should not be. This practice prevents the introduction of scientific and technical innovations, reduces the responsibility of managers for the state and results of production. The management structure is a set of stable links of the controlled object, ensuring its integrity and preservation of the main properties under various influences. The organization of management plays a crucial role in improving production efficiency and quality of work in livestock production. The basis of the collective management system in animal husbandry is the organizational and management structure, which is structured according to a territorial, sectoral, or combined principle. Improving the efficiency of agricultural production in conditions of its consistent intensification is impossible without an objective economic evaluation of various phenomena that occur in agriculture. Based on one criterion of economic efficiency of agricultural production, such an assessment cannot be given. It needs specific indicators reflecting the influence of various factors on the production process. With the help of the scorecard, it is possible to concentrate the main or auxiliary criterion (particular, specific), to summarize the quantitative and qualitative characteristics of economic processes related to production efficiency. As practice shows, for different industries, levels and goals, you should apply different indicators specific only to them, but they should be organically linked with the main criterion, not contradict it, and ensure that the achieved effect can be compared with costs. In agriculture, consumer value creates not only labor. Therefore, there are two concepts: the land is this gift of nature and the land is a means of production, which has a great influence on the indicators of economic efficiency of production.

To characterize the results of economic activities of enterprises should calculate the volume of revenue from the sale of livestock products.

According to table 14 it can be seen that the amount of revenue is growing every year, due to an increase in sales volumes, by 2020 revenues from sales of meat will be 185.5 million tenge.

In order to track changes in the efficiency of agricultural production over a long period or compare the work of various enterprises due to the fact that they may have different levels of costs for the production of gross output, it is advisable to evaluate all production products in the form of comparable prices. Gross output by industry may be charged in kind. Natural indicators allow you to get an idea about the size of the production of a particular type of product per capita. The value of products produced per capita makes it possible to assess the degree of efficiency of the industry. The greater the volume of gross

output while reducing the cost per unit, the more efficient the production. The more it comes in for the nationwide consumption of products of the necessary range and quality, the more efficient the production.

Table 14 - Revenue from sales of livestock products

Revenues from sales	2017	2018	2019	2020
gobies				
Quantity, goal (live weight - 400 kg)	250	300	380	495
Live weight, kg	100000	120000	152000	198000
Price for 1 kg of live weight, tg	525	525	525	525
Revenue, tenge	52500	63000	79800	103950
heifers				
Quantity, goal (live weight - 350 kg)	-	100	160	444
Live weight, kg	-	35000	56000	155400
Price for 1 kg of live weight, tg	-	525	525	525
Revenue, tenge	-	18375	29400	81585
cows (culling)				
Quantity, goal (live weight - 350 kg)	26	50	80	-
Live weight, kg	10400	20000	32000	-
Price for 1 kg of live weight, tg	525	525	525	-
Revenue, tenge	5460	10500	16800	-
Total sales revenue, thous.	57960	91875	126000	185535
Compiled by the author				

The economic efficiency of livestock is estimated by a number of indicators: productivity (average annual milk yield, average daily gain in live weight), the yield of offspring, labor costs per unit of production, labor productivity, output in physical and value terms per unit of land area and on the head of livestock, the cost of feed per unit of production, payment of feed products, cost, profitability [68].

For a more complete assessment of the efficiency of agricultural production, one should calculate the volume of net production (gross income) per worker or the amount of living labor spent on the farm. This indicator gives an idea, firstly, about the efficiency of use of labor, material and land resources, and secondly, about the volume of production going for consumption and further expansion of production. The increase in income in the economy is achieved by increasing the output of gross output, improving its quality and reducing cost. Net income and profit are two economic categories, reflecting the value of the surplus product. However, if the generated net income is characterized by the entire value of the surplus product, then the profit is only that part of it, which is obtained when selling marketable products.

Note that in the 21st century, the agricultural sector has significantly advanced in terms of the use of IT solutions. Many foreign agrarian countries have been using these technologies systematically and comprehensively for a long time, and they produce high-quality, value-added products with minimal costs. For comparison, satellite images are taken only once a week, or even a month, their quality often depends on weather conditions. The big advantage is that drones can be used every day and even in unfavorable weather: rain or fog.

Today, experts identify at least six options for the use of unmanned aerial vehicles in the farm.

Soil and Fields Research: Drones can be used from the first stages of the harvest struggle. With their help, the most accurate three-dimensional maps are built that allow you to determine the most important characteristics of the soil. Based on the data obtained, plans are made for the most efficient planting of seeds, a strategy is being developed for irrigation management and soil recharge.

Planting: Already there are drones that automate the planting process. These drones shoot capsules with seeds and nutrients directly into the ground. Getting everything you need, the plant grows and develops in the same way as in the case of manual planting.

Crop spraying: Drones are capable of handling even small private fields, such that they cannot be sprayed with pesticides using civil aviation. At the same time, they are significantly more productive as compared to manual labor. To achieve maximum efficiency, drones scan the terrain and spray the right amount of chemicals, constantly varying the flight altitude and fluid volume in real time to evenly process the entire array of plants.

Yield monitoring: Drones, when aerial surveying fields, allow you to control the yield. Weather conditions are not important for them, therefore monitoring can be constant. Using drones for this purpose is much cheaper than ordering satellites, and the accuracy and quality of shooting in this case is much higher. Thus, shooting from the drone allows you to track the growth of the crop and see all the problems in order to fix them as quickly as possible.

Watering: Drones equipped with special sensors can detect which parts of the fields are moisture deficient or need to be sprayed. Watering can also be carried out with their help.

Determination of plant condition: Drones can detect the appearance of harmful bacteria or fungi on plants in a timely manner. Even more promising is the possibility of equipping drones with a technique that records how much green and near-infrared radiation reflect crops. As a result, the farmer receives complete information on how each plant develops. In case of any problems, this can save the entire crop.

Compared with classical agricultural machinery, unmanned aerial vehicles are more than twelve times more efficient. Their use in agriculture will make it possible to significantly save time on irrigation of fields, to secure farmers when spraying pesticides and fertilizers, to constantly monitor the condition of the land and crops.

It is necessary that government programs find feedback for unmanned vehicles, and the sooner the faster the efficiency of farmers will increase, they actively began to use drones in animal husbandry in animal husbandry. Drones can not only monitor the location of the herd of cattle, the movement of the herd, and even control the direction of the animals. *The cost of one shepherd drone is about 500 thousand tenge per year, despite the fact that a person is paid 93 700 tenge per month on average (1167600 tenge per year), the difference in costs is quite significant. In this connection, we offer enhanced use of drones in agriculture.*

The priorities of regional economic policies to ensure the sustainability of the socio-economic development of the region should be:

- carrying out institutional changes that facilitate the coordination of public institutions to ensure the sustainability of the socio-economic development of the region;
- formation of a management system for the sustainability of the socio-economic development of the region;
- development of state measures to support the development of high-tech and competitive basic industries and sectors of the economy that contribute to the sustainability of the socio-economic development of the region;
- formation of a favorable investment climate, ensuring the flow of foreign investment;
- an active social policy aimed at preventing a sharp property differentiation of the population of the region.
- promoting the development of investment activity in the region.
- development of a regional stock market;
- improving the quality of life of the population;
- carrying out economic restructuring, adequate to the requirements of the WTO market, ensuring the expansion of the production of competitive products;
- development of foreign economic relations with the countries of the Near and Far Abroad;
- organization of personnel training in modern methods of analyzing the economic activities of enterprises and making management decisions on their sustainable development.

CONCLUSION

Profit is determined by subtracting from the cash proceeds received from the sale of marketable products, its full cost. Each company operating on the basis of economic accounting is obliged to achieve not only the planned volume of gross and marketable products, but also to reimburse the costs of its production, to make a profit. A profitable enterprise is profitable.

Thus, modern animal husbandry needs highly qualified specialists, as personnel will be able to increase efficiency and increase gross output while minimizing costs and expanding the range, as the more available for national consumption of products of the required range and quality, the more efficient is production.

**М.Н. Нургабылов¹, З.А. Баймағамбетова²,
А.М. Насырова³, Т.К. Куанғалиева⁴, Б.Ж. Акімова⁵**

¹Тараз Инновациялық-Гуманитарлық Университеті;
^{2,4}С.Сейфуллин атындағы Қазақ агротехникалық университеті;
³«Қаржы академиясы» АҚ;
⁵Еуразия ұлттық университеті

ОСНОВЫ ТЕХНОЛОГИЧЕСКИХ ИННОВАЦИЙ В ЭКОНОМИЧЕСКОМ РАЗВИТИИ СЕЛЬСКОГО ХОЗЯЙСТВА

Аннотация. По мнению авторов, для успешного проведения инновационного проекта необходимо развивать потенциально-необходимые компетенции персонала. Так, технологическая инновация дала толчок к развитию такой инновационной компетенции, как умение выявлять потребности в инновациях, оценивать их полезность и коммерциализировать инновации. Высокая компетенции персонала организации позволит руководству предприятия продолжать дальнейшее технологическое перевооружение. При оценке эффективности сельскохозяйственного производства необходимо учитывать его особенности, которые оказывают большое влияние на конечные результаты. Интенсификация является главным условием дальнейшей специализации и концентрации производства на базе межхозяйственной кооперации, всемерная и полная механизация и автоматизация трудоемких процессов в сельском хозяйстве в сочетании с новой технологией производства, применение дронов и т.д.

**З. А. Баймағамбетова¹, М.Н. Нургабылов²,
А.М. Насырова³, Т.К. Куанғалиева⁴, Б.Ж. Акімова⁵**

¹Таразский инновационно-гуманитарный университет;
^{2,4} Казахского агротехнического университета имени С. Сейфуллина;
³АО «Финансовая академия»;
⁵Евразийский Национальный университет

АУЫЛ ШАРУАШЫЛЫҒЫН ЭКОНОМИКАЛЫҚ ДАМУДАҒЫ ТЕХНОЛОГИЯЛЫҚ ИННОВАЦИЯНЫҢ НЕГІЗІ

Аннотация. Авторлардың пікірінше, инновациялық жобаны табысты өткізу үшін персоналдың әлеуетті-қажетті құзыреттерін дамыту қажет. Мәселен, технологиялық инновация инновацияларға деген қажеттілікті анықтау, олардың пайдалылығын бағалау және инновацияларды коммерцияландыру сияқты инновациялық құзыреттілікті дамытуға түрткі болды. Ұйым персоналының жоғары құзыреті кәсіпорын басшылығына одан әрі технологиялық қайта жарактандыруды жалғастыруға мүмкіндік береді. Ауыл шаруашылығы өндірісінің тиімділігін бағалау кезінде оның түпкі нәтижелерге үлкен әсер ететін ерекшеліктерін ескеру қажет. Интенсификация шаруашылықаралық кооперация базасында өндірісті одан әрі мамандандырудың және шоғырландырудың басты шарты болып табылады, ауыл шаруашылығындағы еңбек сыйымды процестерді өндірістің жаңа технологиясымен ұштастыра отырып, жан-жақты және толық механикаландыру және автоматтандыру, дрондар мен т. б. қолдану.

Z.M. Shaukerova, A.C. Ismailova, A.A. Ismailova

Kazakh Agrotechnical University named after S. Seifullin, Astana
5352189@mail.ru, ismailova_a@cosm-inc.kz, ismailova61@mail.ru

IMPROVING THE COST MANAGEMENT OF REDUCING THE COST OF AGRICULTURAL PRODUCTS

Abstract. The production activity of any enterprise entails the expenditure of resources, materials, raw materials, energy. The costs of an enterprise are the costs of production that require systematic, competent management, which subsequently leads to the achievement of high performance of the enterprise in the form of profit, profitability, liquidity, etc.

Cost management is a complex, multidimensional management mechanism, in fact, the entire activity of the enterprise, since this process affects all aspects of its production processes. An essential activity of agricultural producers and management bodies is the improvement of the system of indicators and the classification of the costs of agricultural production in a market economy. The article reveals the essence and gives methods for improving the management of costs. The basic principles of grouping the classification of costs for the production of agricultural products are outlined, a model of cost management in agricultural production is proposed.

Keywords: agriculture, cost, cost management, yield, productivity, production costs.

INTRODUCTION

All agricultural enterprises in the production process, try to realize their economic interests and goals - to minimize costs and maximize profits. But in the process of agricultural production, there are often losses to which the enterprise must be prepared, and its desire for maximum profit translates into a desire to minimize losses. As a result, minimization of production costs is a means of increasing profits or reducing losses, i.e. ensuring the stability and sustainability of the agricultural enterprise in a market economy. The management of a modern organization in a market economy requires more and more efficiency. If the head of the organization has problems, for example, for making decisions, there is not enough detailed and properly grouped information about costs and revenues - this means that it has become necessary to carry out work on the automation of accounting.

MAIN PART

An essential activity of agricultural producers and management bodies is the improvement of the system of indicators and the classification of the costs of agricultural production in a market economy. It is necessary to indicate the special role of accounting, statistics and control in the search for ways to reduce production costs in agriculture, in ensuring the rational use of resources, in strengthening the fight against mismanagement and waste.

An objective assessment of the formation of the level of production costs of agricultural products requires a deep study of the formation of production costs of individual types at the level of agricultural producers, and this requires complete, accessible and sufficient information support. It is necessary that each enterprise for cost management conducts an analysis of economic activity, where the organization of financial and management accounting would be the necessary and complementary sources of information.

As the main directions of formation of an effective cost management system, the purpose of which is to maximize profits (minimize losses) in a market economy, the following are:

- the transformation of the structure of enterprise management, which requires the creation of responsibility centers;
- calculation and proposal of financial and economic models of functioning of responsibility centers;

- the introduction of a controlling system (management accounting);
- development of a model for calculating management profits based on the marginal income indicator.

As a result, the control and analytical functions of accounting information in the system for managing the cost of production of both crop production and animal husbandry are reduced.

It does not allow for a deep and comprehensive analysis of production costs, the reflection of the various expenses for the economic purpose of the item "Costs of maintenance of fixed assets". This article takes into account the costs of the use of fixed assets, depending on the results of the work of the work teams of the production units, and costs, the size of which is not affected by efficiency

use of fixed assets in agriculture. This article includes the amount of depreciation and the cost of restoring low-value and short-life items that are not directly related to the costs of operating fixed assets.

The accuracy of costing depends largely on the validity of the methodology for allocating costs among types of products.

For example, in crop production, the current procedure for calculating the cost of production of annual and perennial herbs is not perfect. The disadvantage is that all production costs associated with pre-sowing tillage, sowing, caring for crops and harvesting are distributed among its individual species in accordance with established coefficients. Obtained in this way, the cost of production is the value of more or less conditional and does not reflect the real costs of the enterprise for its production.

In animal husbandry, according to the current guidelines on costing the production of dairy herd, the costs of keeping cows are distributed among the related products, regardless of the impact of these costs on the production of milk and offspring. For the calculation of actual costs, you should allocate only the total costs associated with the implementation of technological operations for the production of related products. Costs due to the receipt of certain types of related products must be directly included in the cost of specific products. For example, the cost of milk should be attributed to the cost of wages milkmaids for the milk received, the cost of primary processing of milk.

To improve the reliability and scientific validity of the calculation of the cost of agricultural products, such methods should be used to distribute the total technological costs that provide the closest link between the level of the cost of certain types of related products and the value of its determining costs. This problem should be solved by item-by-item distribution of costs between related products, which takes into account the technological and economic dependence of the cost of agricultural products on the level of costs for individual calculation items, for example, in animal husbandry, feed costs should be distributed between milk and offspring in accordance with standard data on feed consumption in feed units for the production of milk and offspring.

The current method of calculating the cost of agricultural products does not take into account its qualitative parameters. As a result, the analytical functions of accounting information are reduced, especially in comparative analysis, as well as the objectivity of evaluating the results of the enterprise and its self-supporting units, product quality should be taken into account daily, and not only during the compilation of accounting calculations of its cost. At the enterprise, it is necessary to organize primary accounting in such a way that it accurately reflects the quality of the products produced and sold, facilitates the establishment of objective relationships between enterprises. To improve product quality, an integrated quality management system should be implemented at the level of each stage of the production process.

For example, the system "Kaizen" involves ensuring the necessary level of product cost and the search for opportunities to reduce costs to a certain target level, to ensure the profitability of production. The main thing in the "kaizen-costing" system is not to maintain production in a stable state in accordance with the standards, but to continuously improve key processes so that their costs continuously decrease. At the same time, "kaizen-costing" implies improvement only through internal reserves, without attracting external advances or investments [3]. The use of the Kaizen-costing system by the enterprises of the agro-industrial complex allows to allow a slight (3-5%) excess of drifting costs (cost items that affect the cost of the product) when setting target costs. Target costs in this case are set at the level of allowable. This saves huge amounts of money on shortening the product development cycle and the volume of design work [2]. By reducing the cost, the kaizen task is highlighted. The kaizen task is the reduction of the difference between the estimated and target cost. The cost reduction mechanism in accordance with the kaizen task is presented in Figure 1.

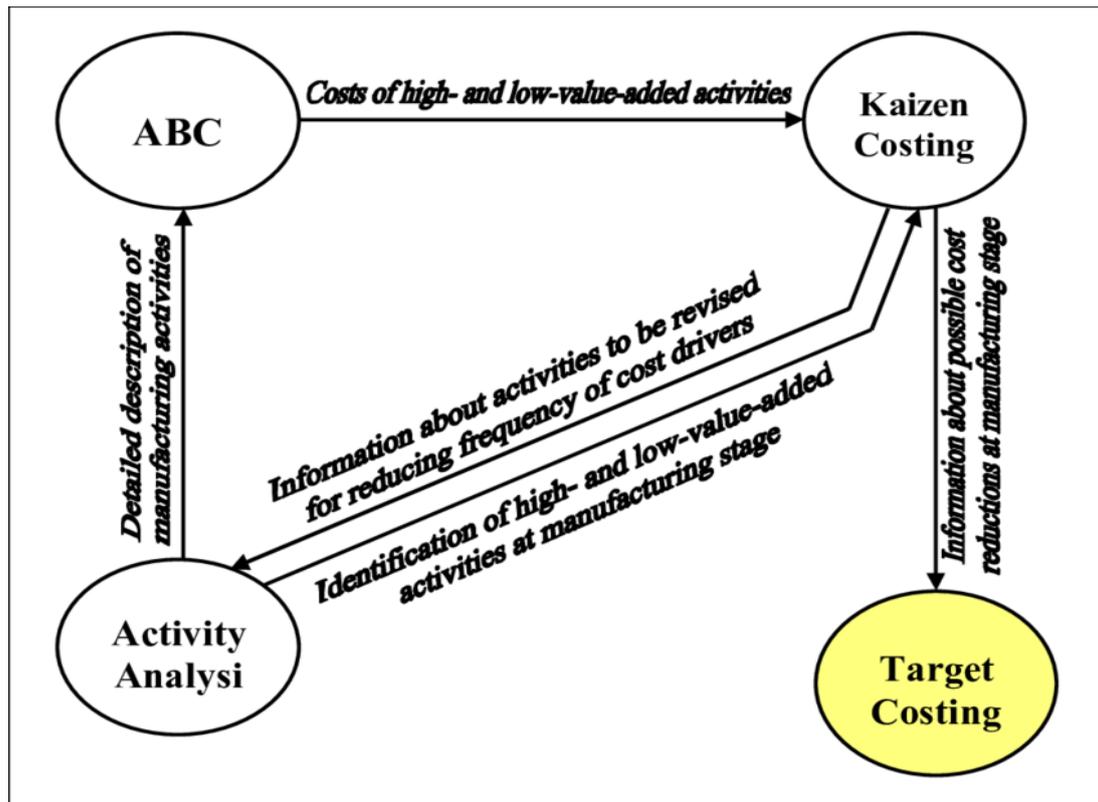


Figure 1 - The cost reduction mechanism in accordance with the kaizen task

In the development of the concept of “kaizen-costing”, a system of target cost (“target-costing”) was formed - as a management system aimed at reducing the costs of manufactured products (works, services), as well as a system for controlling costs and calculating the cost of products, taking into account the actual demand of consumers and the market situation as a whole at the time of development and prior to the commencement of production on the market [1]. The concept of costing is also considered to be the homeland of Japan, it is based on planning and reducing production costs. The feature of the target costing system, in contrast to the traditional pricing methods ($\text{Cost} + \text{Profit} = \text{Price}$), provides for the calculation of the cost of the product, based on a pre-set sales price. This price is determined by marketing research as the expected market price of a product or service. The system is based on the following equation: $\text{Price} - \text{Profit} = \text{Cost price}$ [4]. The use of the target costing system may become especially relevant in crop production, in connection with the implementation by the state of procurement interventions of agricultural products, such as grain. The goal of interventions is to stabilize prices in the grain domestic market, thereby supporting domestic agricultural producers.

When using the target costing system, these prices can serve as the expected market price for the corresponding type of agricultural products. The main principles of the target-costing system are: primary and permanent focus on market and customer requirements; calculation of target costs for products, as well as its component parts, allowing to achieve the desired, predetermined profit under the existing market conditions; taking into account the impact on the cost of production of the wishes of consumers on the quality and timing of manufacturing products and the use of the concept of the product life cycle [3]. For each industry, the management process at the target cost has its own characteristics. So, for agriculture, the management process for the target cost is presented in Figure 2.

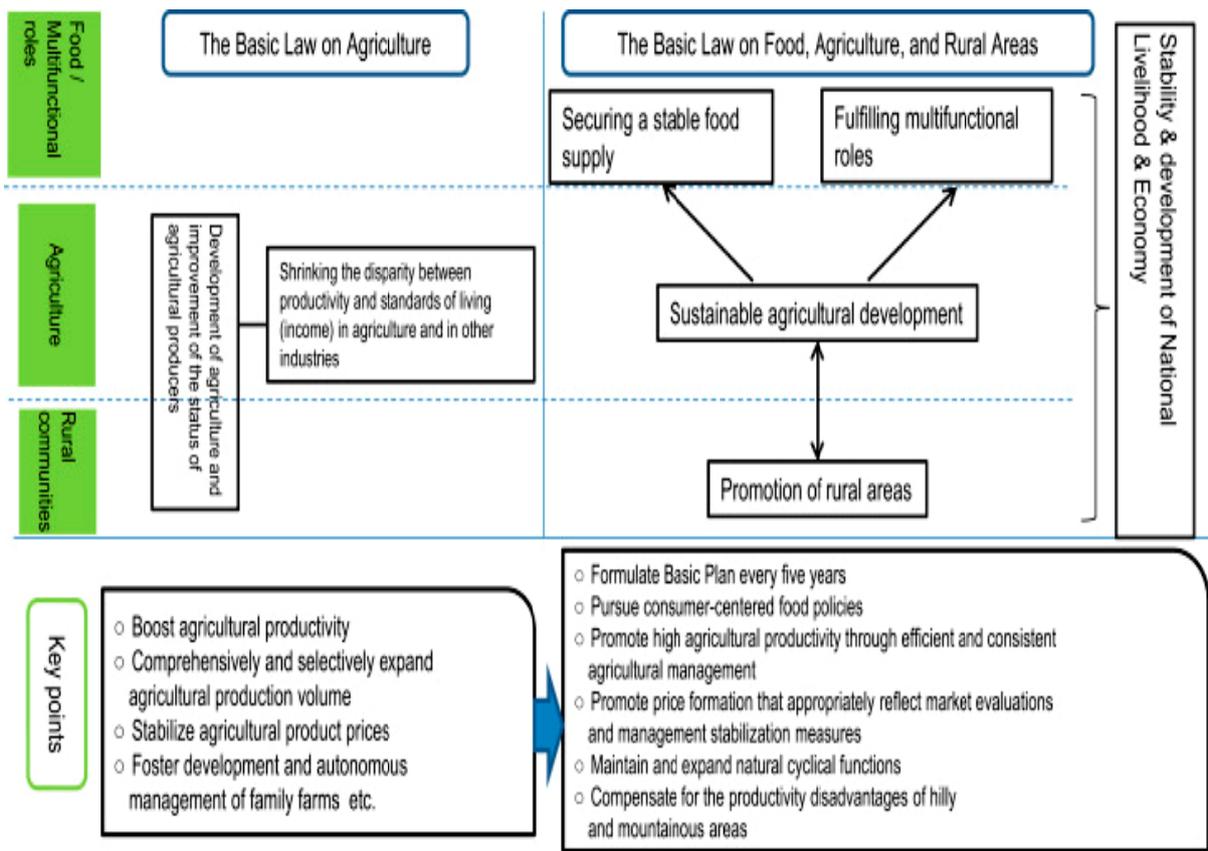


Figure 2 - The process of management by target cost (target costing) in agricultural organizations

As Figure 2 shows, the move to target cost is two-way. On the one hand, it is impossible to correctly determine the target cost of a product or service at an agro-industrial complex enterprise without in-depth marketing research of the current state of the market and its prospects. On the other hand, bringing the estimated cost price in line with the target cost implies the presence of managerial talent among managers, engineering ingenuity among designers and analytical thinking among accountants - management accounting specialists. All these people are linked by one goal - to eliminate the difference between the estimated and target cost [3]. The calculation of the target cost reduction at the enterprises of the agro-industrial complex is carried out in four stages: determining the possible selling price per unit (element) of the product or service in question; determination of the target cost of production (per unit and as a whole); comparison of target and estimated cost of production to establish the value of the necessary (target) cost reduction; redesigning the product and making improvements in the production process to achieve targeted cost reductions [2]. It can be noted that “target costing” and “kaizen costing” solve the problem of reducing the level of individual cost items and the cost of the final product as a whole to some acceptable level, but at different stages of the product life cycle and using different methods: “target costing” - at the planning and development stage; and “kaizen-costing” at the production stage [4].

CONCLUSION

Pre-production cost optimization reveals the following advantages of the target-costing system: an iterative approach to developing a new product through a phased understanding of the nuances of target cost protects managers from the temptation to use more expensive technology and forces them to redesign agricultural products. The introduction of cost accounting systems “target-costing” and “kaizen-costing” will create favorable conditions for further improvement of the process of cost management in agricultural enterprises, including the cost of quality. This will significantly improve the competitiveness of Russian agricultural products in the domestic and foreign markets, import substitution, and increase exports of grain and other agricultural products.

Automation of cost accounting in agriculture will allow for the most accurate and timely accounting of costs, avoiding errors, as well as calculating the cost of production as quickly and accurately as possible.

З.М. Шаукерова, А.С. Исмаилова, А.А. Исмаилова

Казахского агротехнического университета имени С.Сейфуллина

СОВЕРШЕНСТВОВАНИЕ УПРАВЛЕНИЯ ЗАТРАТАМИ СНИЖЕНИЯ СЕБЕСТОИМОСТИ ПРОДУКЦИИ СЕЛЬСКОГО ХОЗЯЙСТВА

Аннотация. Производственная деятельность любого предприятия влечет за собой затрату ресурсов, материалов, сырья, энергии. Затраты предприятия представляют собой издержки производства, которые требуют систематического, грамотного управления, что впоследствии ведет к достижению высоких результатов работы предприятия в виде прибыли, рентабельности, ликвидности и т.д.

Управление затратами представляет собой сложный, многомерный механизм управления, по сути, всей деятельностью предприятия, так как этот процесс затрагивает все стороны его производственных процессов. Существенным направлением деятельности сельскохозяйственных производителей и органов управления является совершенствование системы показателей и классификации издержек производства продукции сельского хозяйства в условиях рыночной экономики. В статье раскрыта сущность и даны методы совершенствования управления затратами. Обозначены основные принципы группировки классификации затрат на производство сельскохозяйственной продукции, предложена модель управления затратами в сельскохозяйственном производстве.

Ключевые слова: сельское хозяйство, себестоимость, управление затратами, урожайность, производительность, издержки производства.

З.М. Шаукерова, А.С. Исмаилова, А.А. Исмаилова

С.Сейфуллин атындағы Қазақ агротехникалық университеті

АУЫЛ ШАРУАШЫЛЫҒЫ ӨНІМДЕРІНІҢ ӨЗІНДІК ҚҰНЫН ТӨМЕНДЕТУДЕ ШЫҒЫНДАРДЫ БАСҚАРУДЫ ЖЕТІЛДІРУ

Аннотация. Кез-келген кәсіпорынның өндірістік қызметі ресурстарды, материалдарды, шикізатты, энергияны жұмсауды талап етеді. Кәсіпорынның шығындары жүйелі, құзыретті басқаруды қажет ететін өндіріс шығындары болып табылады, бұл кейіннен пайда, кірістілік, өтімділік және т.б. түрінде кәсіпорынның жоғары өнімділігіне қол жеткізуге әкеледі.

Шығындарды басқару - күрделі, көп өлшемді басқару тетігі, іс жүзінде кәсіпорынның бүкіл қызметі, себебі бұл процесс оның өндірістік процестерінің барлық аспектілеріне әсер етеді. Агроөнеркәсіптік өндірушілер мен басқару органдарының маңызды қызметі нарық көрсеткіштерінде ауыл шаруашылығы өндірісінің шығындарын сыныптау және индикаторлар жүйесін жетілдіру болып табылады. Мақала мәні мен шығындарын басқару әдістерін жетілдіру әдістерін ашып көрсетеді. Ауылшаруашылық өнімдерін өндіруге жұмсалатын шығындарды классификациялаудың негізгі принциптері көрсетіліп, ауыл шаруашылығы өндірісінде шығындарды басқару моделі ұсынылған.

Түйін сөздер: ауыл шаруашылығы, шығындар, шығындарды басқару, кірістілік, өнімділік, өндірістік шығындар.

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Bakhytzhama Aytmukhambetova

Director of the Memorial Museum Academician K.I. Satpayev,
cultural worker of the Republic of Kazakhstan

To the 120th anniversary of the birth of K.I. Satpayev

THE GENIUS OF KAZAKH SCIENTIFIC THOUGHT

The idea of implementing the project “Great Names of the Great Steppe” was voiced in the program article of the First President of the Republic of Kazakhstan N.Nazarbayev “Seven facets of the Great Steppe”, which says: “It is known that the historical process in the mass consciousness is mainly personified. Many peoples are deservedly proud of the names of great ancestors who have become the original ambassadors of their countries. The Great Steppe also spawned a whole galaxy of prominent figures. Among them are such large-scale figures as Al-Farabi and Yassawi, Kul-Tegin and Beibars, Tauke and Abylay, Kenesary and Abay and many others ”[1].

In the aforementioned program article, the necessity of modernizing the historical consciousness on the basis of rethinking the history of the country as part of the history of the Great Steppe, as the history of the people and the state that contributed to world culture, is clearly justified. After all, at all times the history of any state is most clearly and impressively presented through the prism of the acts of great people. Moreover, the story itself is often identified with these personalities. The very idea of turning to the historical and cultural heritage of the Great Steppe is certainly important. No less important is the fact that, in addition to well-known scientists, museum specialists are involved to the project, as the museum stores contain a lot of photographs, documents and materials that shed light on the pages of the lives of great personalities and their deeds unknown to historical science. This, in our opinion, will allow expanding the historical horizon of national history in the course of recreating authentic portraits of heroes of national history and culture, will give a new powerful impetus to the development of science, culture and art in general.

The outstanding scientist, public figure K.I.Satpayev rightfully occupies an honorable place in history of science of our country. He became the first Kazakh Doctor of science, the first Academician of the Academy of Sciences of the USSR in the field of science and technology among scientists from Eastern countries, the first winner of the USSR State Prize and the Lenin Prize. His life is a vivid example of serving to science and his people. It is also symbolic that Satpayev’s birthday in Kazakhstan is celebrated like the Day of Science Workers. The date was not chosen randomly. Satpayev was at the forefront of the organization of scientific activity in the republic, he was the first to head the Academy of Sciences of the Kazakh SSR in 1946 ”[2].

The future scientist was born in April 12, 1899 in a place called Ayryk, which is 12 km from the village Tandyk. Nowadays, this is the village of Musa Shorman in the Satpayev rural district of the Bayanaul district of the Pavlodar region. The newborn baby was named Gabdul-Ghani. Mother affectionately called her son Gani, Ganysh ... Soon everyone began to call the boy Kanysh. “From childhood he admired the conglomeration of mountains, listened to how the mountain streams mumble on the gorges, breathed by tart, like spring koumiss, the air infused on herbs and flowers. The harsh and gentle, refined and affectionate nature of Kazakhstan sang lullabies him, raised his eagle wings.

A calm, even-tempered character, kindness, gentleness, simplicity made communication with him joyful and enjoyable ... ”wrote the poet, academician of the Academy of Sciences of the Kazakh SSR K.Zh.Zhumaliev [3] about Kanysh Imantayevich. Initial education K. Satpayev received from the mullah, he studied in Arabic and Persian. For two years he went to the first in the district Kazakh-Russian school

in the village in Akkelin. In 1911 Kanysh entered the Pavlodar Russian-Kazakh school. For three years he mastered the four-year program for “excellent”, then entered the Semipalatinsk teacher's seminary. But the young man began to fail health, so he passed exams for a diploma as an external student. From 1920 to 1921, Satpayev spent in his native lands, where he returned for koumiss treatment on account of exacerbated tuberculosis. “Unexpected meeting with the professor of the Tomsk Technological Institute M.A. Usov in Bayan-Aul in the middle of 1921 played the decisive role in the fate of Satpayev, who came for koumiss therapy. Thanks to this meeting, he became a geologist, the world's greatest scientists, the most prominent organizer of science. He was so interested with stories about geology that in 1921 Satpayev left the position of people's judge and entered the Institute of Technology in Tomsk at the age of 22 years old.”[4, p. 4].

The writer and biographer of K.I. Satpayev M.Sarseke in his book, dedicated to Kanysh Imantayevich, writes the following: "The Institute of Technology is located at the intersection of Pochtamnaya and Boulevard on the slope of a round hill, rising almost in the center of the city. There are the university buildings nearby. At that time, these were the only higher educational institutions in Siberia, so Tomsk had long been compared to the scientific capital of the ancient world, calling the city Siberian Athens, not only the university founded in the nineteenth century, but also a technological institute, existing since 1900, constituted the glory of the Tomsk "" [5].

In 1926, K.I. Satpayev successfully graduated from Tomsk Technological Institute and, becoming the first Kazakh with a diploma of mining engineer-geologist, was sent to the Central Council of National Economy.

KI Satpayev headed the geological department of the Atbastsvetmet trust. He had a serious task on conducting of the first stationary exploration work on the systematic identification of mineral reserves in the Zhezkazgan-Ulutau region. Unlike the British and the Geological Committee under CPC, who estimated the reserves of Zhezkazgan as modest, Satpayev was convinced of the huge ore reserves in this region.

In 1932, K.I. Satpayev published the first scientific monograph “Zhezkazgan copper-ore area and its mineral resources”. By that time, it had been found out that there were more than 2 million tons of copper in the ores of Zhezkazgan, and not 60 thousand tons, as British experts and employees from the Geological Committee at CPC supposed.

This was evidence of K.I. Satpayev’s scientific prediction. In 1934, at the session of the Academy of Sciences of the USSR K. I. Satpayev, he made a report entitled “Copper, coal, iron, manganese ores and other minerals of the Zhezkazgan-Ulutau district”, which comprehensively substantiates the rich prospects of the Zhezkazgan deposit and the whole area. Moscow scientists headed by V. A. Obruchev were convinced of the unconditional victory of the young scientist.

By 1937, explored reserves of copper allowed Zhezkazgan to be called the largest copper deposit in the world and justify the construction of a mining enterprise here. In February 13, 1938, the order by the People's Commissariat of Heavy Industry on the construction of the Zhezkazgan Mining and Metallurgical Combine was issued.”[6]

In his many-sided activities, Kanysh Imantayevich was not limited to geological exploration, he also carried out extensive multi-faceted work in all areas of geological science.

In 1941, K.I. Satpayev is appointed director of the Institute of Geology of the Kazakh Branch of the Academy of Sciences of the USSR, and a year later he became the head of this department, the future Academy of Sciences of Kazakhstan. In the difficult conditions of wartime, his intense activity K.I. Satpayev organized work to protect the country from fascism.

In the fall of 1943, K.I. Satpayev was elected a corresponding member of the USSR Academy of Sciences for merits in the development of science and great scientific achievements. During these years, he paid special attention to the design and construction of the Kazakhstan Magnitka, Balkhash and Atasuisky mining combine. In June 1946, KI Satpayev was elected the first President of the Academy of Sciences of Kazakhstan. In October of the same year, he was elected a full member of the USSR Academy of Sciences.

K.I. Satpayev combines a huge organizational activity on management of science and concern of the industrial development of Kazakhstan with the provision of practical assistance to industrial complexes.

New academic institutions were established: nuclear physics, mathematics and mechanics, hydrogeology and hydrophysics, chemistry of oil and natural salts, chemical metallurgy, mining and metallurgy, ichthyology and fisheries, experimental biology, economics, philosophy and law, literature and art, linguistics. Encyclopedic education allowed him to take a personal part in the creation of these centers of big science.

He personally managed by the comprehensive study of the natural resources of the Mangyshlak Peninsula, the exploration of new deposits of coal, oil, gas, iron ore, and actively supported the construction of the Irtysh-Karaganda canal. The range of interests of academician K.I. Satpayev was unusually wide and went beyond the natural sciences.

He was a great connoisseur of Kazakh history, literature, culture, ethnography, music and folklore, his archaeological research on the territory of the Central Kazakhstan, works on pedagogy and literature are well-known. He was the first to appreciate the value of the novel by M. O. Auezov, "The way of Abai," transferred 25 folk songs to the folklore collector A. Zatajevich, and left many works about theater, art, culture, and youth education. [7]

At the same time, it should be emphasized that K.I. Satpayev was first of all and remains the greatest scientist in the field of geological science. He created and headed the school of metallogeny in Kazakhstan. Kanysh Satpayev represented Kazakhstani science abroad. In 1947, he, as part of the delegation of the Supreme Soviet of the USSR, visited England, where he worthy represented the scientists of the country. As a member of the Soviet parliamentary group, he was accepted by Winston Churchill, England's Prime Minister Attlee. "[8]

In 1958, a group of Kazakhstani geologists led by Academician K.I. Satpayev was awarded by the Lenin Prize for developing the methodological basis and compiling forecast metallogenic maps of the Central Kazakhstan, which had no analogue in world geological practice. This work showed the role of Kazakhstani scientists and K.I. Satpayev's school to the whole world.

Academician K.I. Satpayev devoted a lot of his energy to the formation and development of international relations of Kazakhstan to strengthening and deepening the cooperation of Kazakh scientists with scientists from Russia, Ukraine, Tajikistan, Uzbekistan, Georgia and Kyrgyzstan. The recognition of K.I. Satpayev's merit in this area was his election as a member of the Presidium of the USSR Academy of Sciences and an honorary member of the Academy of Sciences of Tajikistan. The "thickening of the clouds" over the Academy of Sciences and its leader Satpayev began in late 1946.

In subsequent years, the Academy of Sciences experienced a large influx of commissions and inspections in scientific institutions of the biological profile. In 1951, K. Satpayev was accused of concealing social origin when joining the party, guardianship of the nationalists and concealing the fact that in 1917 he was an agitator of the Alash-Orda party.

Then the Bureau of the Central Committee of the Communist Party of Kazakhstan by its decision of November 23, 1951 dismissed him from the post of President and member of the Presidium of the Academy of Sciences of the Kazakh SSR. Soon after, the dismissal of Satpayev from the post of Director of the Institute of Geological Sciences of the Academy of Sciences of the Kazakh SSR was also probable. His leadership style was showered with criticism. Disgruntled people wrote complaints to higher authorities, as a result of which the institute began to attend various commissions and inspections. Thanks to the support of the leadership of the USSR Academy of Sciences, the post of director was retained.

In 1954, after the change of leadership of the Central Committee of the Communist Party of Kazakhstan, the case of the accusation of Satpayev in 1951 was reconsidered and found out the scientist to be innocent. In June 1955, Kanysh Imantayevich was again elected president of the Academy of Sciences of the Kazakh SSR. In 1956, he was elected a member of the Central Committee of the Communist Party of Kazakhstan. 2174 rivers flow through the territory of Kazakhstan, including the deep Irtysh, Ishim, Ural, Syrdarya, Ili and others.

However, only 5.5 percent of the river's waters was located in the Central Kazakhstan. Satpayev contributed in every way to the advancement of the canal design, justified its construction in the higher instances of the Soviet Union. In the summer of 1959, K. Satpayev substantiated the need for building a canal before the chairman of the USSR State Planning Committee A.N. Kosygin and achieved the inclusion of its construction in the seven-year plan.

Today, this facility is known as the channel named after K. Satpayev. Academician K.I. Satpayev died on January 31, 1964, was buried in Almaty. Legends are told about him, his name is sung by akyns. And his death was a grief for the entire Kazakh land. And not only Kazakh. Fraternal peoples shared our grief. From all over the Soviet Union, telegrams went to Alma-Ata on those mournful days. Moscow and Leningrad, Kiev and Baku, Yerevan and Tbilisi, Tashkent and Tallinn, Riga and Vilnius, Sverdlovsk, Frunze, Novosibirsk, Vladivostok, Dzhezkazgan, Karazhal, Rudny all grieved about the untimely gone Kanysh. Famous scientists, collective farmers, shepherds, workers, and engineers grieved about him. ”

Cities were named after name Academician Satpayev in the Karaganda region, Institute of Geological Sciences, Zhezkazgan Mining and Metallurgical Combine, a small planet in the Taurus constellation, a mineral, a glacier and a mountain peak of Dzungarian Alatau, a sort of flowers, streets and schools in cities and towns of the Republic of Kazakhstan. At present, the Academy of Sciences of the Republic of Kazakhstan award had been established for his outstanding achievements in the field of natural sciences, and also the International Satpayev Foundation had been established. Monuments had been erected in Atyrau, Aktau, Karaganda, Pavlodar, Aksu, Almaty, Bayanaul, Zhezkazgan, Stepnogorsk ...

In the current, 2019, Kazakhstan celebrates the 120th anniversary of the birth of geologist Kanysh Satpayev, an outstanding scientist who discovered the secrets of the earth's subsoil of his homeland. April 4, 2019 in the framework of the implementation of the program “Ruhani zangyru”, the celebration of the 120th anniversary of the birth of the outstanding Kazakh scientist K.I. Satpayev and the Day of Science an international scientific-practical conference was held: “K.I. Satpayev: “The first President of the Academy of Sciences of Kazakhstan, the organizer of science, an outstanding scientist and public figure.”

Conference organizers: Memorial Museum of Academician K.I. Satpayev and the Institute of History and Ethnology after Ch.Ch.Valikhanov with the support of the Science Committee of the MES of RK. Greetings at the conference: Academician of the National Academy of Sciences of the Republic of Kazakhstan, Doctor of Geological and Mineralogical Sciences S. Ozdoev, Vice-President of the National Academy of Sciences of the Republic of Kazakhstan, Head of the Natural Sciences Division of the UNESCO Cluster Office for Kazakhstan and the Central Asia Ms. Christina Tovmasyan, Consul General of the Russian Federation and the Republic Tajikistan in Almaty, leading scientists of the country and etc.

On May 21, this year, in Nur-Sultan, a memorial evening was held at the Russian Center for Science and Culture, dedicated to the life and work of an outstanding Kazakh scientist. In the framework of the evening, which was organized by the Russian Center for Science and Culture and the memorial museum of Academician K.I. Satpayev, an exhibition of photographs of different years of a scientist's life was presented, as well as an awards of an outstanding geologist, a concert program and a demonstration of a unique documentary film about a great scientist.

"I want to thank from the bottom of my heart our friends, wonderful colleagues, those who, having overcome quite long distances, were able to bring here to Nur-Sultan from the Satpayev Museum, which is located in the building of the Academy of Sciences of Kazakhstan in Almaty, this wonderful exhibition. (. . .) Cooperation between our countries in the field of science and complex human relations, which Satpayev laid, is still alive, it is fundamentally important for us.

Especially now, when our countries are strategic partners, allies, and carry out tremendous activities to create a single Eurasian economic space, "said the head of the Russian Center for Science and Culture in Nur-Sultan Konstantin Vorobyev" [9].

And before that, on the eve of the International Museum Day, on the initiative of the Russian side, a teleconference was held between the Memorial Museum of Scientist and the Tomsk Polytechnic University within it videoconference was organized with the participation of Kazakhstani students, studying at the TPU, employees of the K. Satpayev Memorial Museum, and scientists of the Institute of History and Ethnology after Ch.Ch. Valikhanov.

Бақытжамал Айтмұхамбетова

академик Қ.И. Сәтпаевтың мемориалдық музейінің директоры, ҚР мәдениет қайраткері

Қ.И. Сәтпаевтың туғанына 120 жыл толуына орай

ҚАЗАҚ ҒЫЛЫМИ ОЙЫНЫҢ АЛЫБЫ

ҚР Тұңғыш Президенті Н.Назарбаевтың «Ұлы даланың жеті қыры» бағдарламалық мақаласында «Ұлы даланың Ұлы есімдері» жобасын жүзеге асыру идеясы былайша жеткізілген еді: «Көпшіліктің санасында тарихи үдерістер, негізінен, тұлғаландыру сипатына ие болатыны белгілі. Көптеген халықтар өз елінің ерекше елшісі сынды ұлы бабаларының есімдерін мақтан тұтады. Ұлы дала Әл-Фараби мен Яссауи, Күлтегін мен Бейбарыс, Әз-Тәуке мен Абылай, Кенесары мен Абай және басқа да көптеген ұлы тұлғалар шоғырын дүниеге әкелді» [1].

Жоғарыда айтылған бағдарламалық мақалада елдің тарихын Ұлы дала тарихының, әлемдік мәдениетке өз үлесін қосқан халықтың, мемлекеттің тарихының бөлігі ретінде електен қайта өткізу негізінде тарихи сананы жаңғыртудың қажеттілігі нақпа-нақ негізделген болатын. Қай кезеңде болсын, қандайда бір мемлекеттің тарихы оның қабырғалы қайраткерлерінің іс-әрекеті арқылы өлшеніп, бунақталатыны аян. Оның үстіне тарихтың өзінің көбінесе әлгіндей жеке тұлғалармен түсіндірілетіні бар. Әлбетте, Ұлы даланың тарихи және мәдени мұрасын зерделеу аса маңызды. Осы орайда бұл жобаны жүзеге асыру ісіне белгілі ғалымдармен бірге музей ісі мамандарының да тартылуы дәл сондай маңызды нәрсе, өйткені музей қорларында ұлы адамдардың бүгінге дейін тарих ғылымына белгісіз болып келген өмір беттеріне сәуле түсіретін көптеген фотосуреттер, құжаттар мен материалдар сақтаулы. Біздіңше, мұның өзі отандық тарих пен мәдениеттің шынайы қаһармандарының бейнесін қалпына келтіру барысында ұлттық тарихтың көкжиегін кеңейтуге мүмкіндік беріп, тұтас алғанда ғылымның, мәдениеттің және өнердің дамуына жаңадан қуатты серпін береді.

Бақытжамал Айтмұхамбетова

директор Мемориального музея академика К.И.Сатпаева, деятель культуры РК

К 120-летию со дня рождения К.И.Сатпаева

ГЕНИЙ КАЗАХСТАНСКОЙ НАУЧНОЙ МЫСЛИ

Идея реализации проекта «Великие имена Великой степи» была озвучена в программной статье Первого Президента Республики Казахстан Н.Назарбаева «Семь граней Великой степи», где говорится: «Известно, что исторический процесс в массовом сознании носит преимущественно персонифицированный характер. Многие народы заслуженно гордятся именами великих предков, ставших своеобразными послами своих стран. Великая степь также породила целую плеяду выдающихся деятелей. Среди них такие масштабные фигуры, как аль-Фараби и Яссауи, Кюль-Тегин и Бейбарс, Тауке и Абылай, Кенесары и Абай и многие другие»[1].

В вышеуказанной программной статье четко обоснована необходимость модернизации исторического сознания на основании переосмысления истории страны как части истории Великой степи, как истории народа и государства, внесшего свою лепту в мировую культуру. Ведь, во все времена история любого государства наиболее ярко и впечатляюще представляется сквозь призму деяний великих людей. Более того, сама история зачастую отождествляется с этими личностями. Сама идея обратиться к историческому и культурному наследию Великой степи, безусловно, важна. Не менее важен и тот факт, что для реализации проекта привлекаются помимо известных ученых специалисты музейного дела, ибо в музейных хранилищах хранятся множество фотографии, документов и материалов, проливающих на свет неизвестные доселе исторической науке страницы из жизней великих личностей и об их деяниях. Это, на наш взгляд, позволит расширить исторический горизонт национальной истории в ходе воссоздания подлинных портретов героев отечественной истории и культуры, даст новый мощный импульс для развития науки, культуры и искусства в целом.

Information about authors:

Bakhytzhamał Aytymukhambetova - Director of the Memorial Museum Academician K.I. Satpayev, cultural worker of the Republic of Kazakhstan, tel. 87015559913, <https://orcid.org/0000-0002-0120-1520>

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