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DIGITAL DEMENTIA.
CYBERBULLYING AND DIGITAL ADDICTION.

Abstract. Information technology development and involvement of children and teenagers in network provoked the emergence of school violence of a new type – cyberbullying. It is persecution of children with the use of various mobile devices. Why children become the victims of abuse in the network and how to protect them in the virtual world? Through internet-enabled devices, students can be active digital users and need to develop respect for others, self and intellectual property as online consumers and creators. They need to build trust in an online space and be trusted. Some simple tips to survive include follow acceptable use policies, use online material ethically, including citing resources and/or requesting permissions, report cyberbullying, threats and other inappropriate use. Many children live on the Internet: a network for them – the social world where they want to gain recognition among peers all that in the real world for them is problematic. Experts sound the alarm more, and more children carry out the lion's share of the time with gadgets. And it negatively is reflected in cognitive a child development. There is sure "clip thinking."

Keywords: digital technologies, virtual reality, clip thinking, cyberbullying.

Introduction

Industry 4.0 which expresses the expansion of technology and advancement in Information communication technology. This phenomenon comes with the concepts of internet of things (IOT) that has aroused the spread and use of internet. Its more interesting today that most internet users are the youth which comes with its own concomitant fair share of challenges. From social media and cyberbullying to cybercrime, internet addiction and online privacy concerns, today’s students face a wide range of difficult issues that previous generations never had to think about.

The digitalization is strategic priorities of development in all around a world. According to the leading world experts, by 2020 a quarter of the world economy will be digital, and implementation of the digital technologies in economy allowing the state, business, and society to interact effectively. Development of the human resources will create a new generation of patriots with excellent ICT skills. This program is one of the strategic directions of Digital Kazakhstan economy development. Governments can play an essential role in enhancing digital literacy through the country's primary education system. Digital literacy skills lead to stronger creativity, self-expression and improved interpersonal relations, and provide a foundation for the responsible use of technologies.

Some of the main barriers to broadband ICT development are the high prices of the Internet, the lack of an enabling policy environment, high costs of infrastructure, low revenue potential and low digital literacy rates.

Today a considerable number of people uses the Internet, origin and promoting of social networks generally erased age and frontiers of the virtual communication of people. The transformation that is taking place within the Information Communication Technology (ICT) space has resulted in an increase in the usage of the internet. Upon this change, using digital tools is increased, primary requirement for individuals is being to use ICT effectively not only for entertainment but also searching for and sharing information, communication, access, law and consumption (Isman and Canan Gungoren, 2014). As a result, teachers, school leaders and parents are required to add a whole new idea or paradigm: digital citizenship; in educating their students and incorporating the idea into the educational curriculum in order to train and churn out responsible digital citizens. The elements of digital citizenship are not so different from the basic principles of traditional citizenship, thus, being kind, respectful and responsible, and just do the right thing.

Problem Statement

In June 2018 the Russian Parliament prompted of ban of the smartphones in a school. That wasn't a first attempt in CIS. The recent attempt of the ban of phones repeated the fate of April campaign 2018 when deputies Zhogorka Kenesh tried to deprive of school students of means of communication during the educational process.

It seems that the parliamentary committee on social policy, education, science, culture and health care on tradition once in half a year considers the corresponding drafts of resolutions.

Main arguments of supporters of the ban on smartphones:

- ✓ distract children from an educational process that reduces their progress;
- ✓ influence the mentality of teenagers;
- ✓ negatively affect health (including on sight) pupils;
- ✓ prevent teachers from working.

Attempts of the bans of use of smartphones in educational institutions were also made in 2017 when the deputy Taalaybek Masabirov (Kyrgyzstan party) took a similar initiative.

To it with the same offer left Makhabat Mavlyanova, the deputy Zhogorka Kenesh from The Republic - Ata-Zhurt party. However, so far, as they say, things are right where they started.

In Kazakhstan on use of smartphones at schools of a ban does not exist. The Ministry of Education and Science tries to separate from this question, having provided administrations of educational institutions independently to solve this problem.

In this regard, some schools decided to find a way out of the current situation. So, already in some regions of the country administration together with parental committees allowed pupils to use only push-button telephones?

These innovations appeared in eight areas (Almaty, East Kazakhstan, Zhambylsky, West Kazakhstan, Mangistau, Pavlodar, North Kazakhstan, and Turkestani).

Tajikistan became one of the first countries in Central Asia where the thought of a question of the use of smartphones at schools. So, in spring 2007, Dushanbe took measures for restriction of their use.

It turned out to be a consequence of the adoption of the law "About traditions and ceremonies," and also was considered within the company on the fight against luxury.

By order of the Minister of Education use of phones in territories of schools, colleges, and higher education institutions was forbidden

In 2009 deputies of the lower house of parliament of Tajikistan approved amendments to the laws "About Education," "About the Higher and Postgraduate Professional Education" and "About Primary Professional Education."

From now on at comprehensive schools, specialized secondary educational institutions and higher education institutions use mobile phones not only for pupils and students but also for teachers is forbidden.

Uzbekistan in this plan went in the way. The resolution of Cabinet of Ministers No. 139 of 2012 regulated "creation of necessary conditions for ensuring further efficiency of the educational and educational process, a decrease in risks in safety or health of the studying youth and receiving a quality education".

From now on the Provision of an order of use of mobile phones in educational institutions of the Republic of Uzbekistan began to work. According to this document at the visit of an educational institution it is necessary to transfer the phone to the Without Sound mode

The introduced rules concern not only pupils but also teachers, visitors and other persons who arrived at the educational institution and are in its territory.

Pupils are forbidden to carry the phone in pockets, to hang up it on a neck and to put on a table

When using phones in educational institutions, there is one exception – all limits on the use of means of communication are lifted at the emergence of an emergency.

Italy became one of "pioneers" of Europe in the course of a ban of smartphones in educational institutions. In 2007 the Ministry of Education of the country officially forbade pupils to use mobile phones at schools of the country.

Main arguments:

✓ disturb teachers;

✓ distract school students during lessons, therefore, the material is wrongly acquired;

✓ become the reason of deviant behavior of pupils as at schools cases when phones were used for shooting of fights for an exchange of video and their subsequent distribution became frequent.

According to the law, can withdraw the smartphone from the school students using phones at lessons and even expel from an educational institution

Great Britain does not lag behind a ban also. So, in June 2018 the minister of digital technologies, culture, mass media, and sports Mathew Hancock suggested forbidding mobile phones at schools. Fight for progress became the main argument. However, so far the law is not adopted.

To be fair, It should be noted that in 33% of the British schools the secret ban on the use of smartphones works. The parliament of France adopted on July 30, 2018, the law according to which pupils aged from 3 till 15 years are forbidden to use the mobile phones and other devices having a connection to the Internet. The ban extends on preparatory, initial and average schools. Lyceums can impose a ban at discretion.

Did not do without exception — new rules do not extend on children with limited opportunities. Germany also intends to take part in this process. Today use of the mobile phone is not authorized only at schools of Bavaria, in another territory of Germany so far it is not present.

However, it is quite apparent that there will be changes soon. In October 2018 the public research institute Kantar Public published results of researches according to which 9 of 10 residents of Germany insist on a constitutional ban of the use of mobile phones at schools. It is unlikely the German authorities will ignore the opinion of 86% of citizens.

Digital Rights

Ribble, (2008) asserts that digital citizens must possess characteristics such as to understand human, cultural, and social issues related to technology and to practice legal and ethical behavior; advocate and practice safe, legal, and responsible use of information and technology; to exhibit a positive attitude toward using technology that supports collaboration, learning, and productivity; to demonstrate personal responsibility for lifelong learning; and to exhibit leadership for digital citizenship.

This paper seeks to explain digital citizenship and elaborate on the redefined nine general areas of behaviors. It further explains the digital rights and responsibilities of internet users in the internet world. The paper recommends further strategies that could help people to become responsible digital citizens.

According to Common Sense Media White Paper (2011) digital citizenship is the ability of internet users to competently use technology; interpret and understand digital content and assess its credibility; create, research, and communicate with appropriate tools; think critically about the ethical opportunities and challenges of the digital world; and to make safe, responsible, respectful choices online. This definition was broken down into nine elements under three tenant by Ribbles and Bailey (2007), see box 1.

According to Pew Research report (2015) African-American and Hispanic youth report more frequent internet use than white teens. Among African-American teens, 34% report going online “almost constantly” as do 32% of Hispanic teens, while 19% of white teens go online that often.

The report also revealed that nearly three-quarters of teens have or have access to a smartphone and 30% have a basic phone, while just 12% of teens 13 to 17 say they have no cell phone of any type. African-American teens are the most likely of any group of teens to have a smartphone, with 85% having access to one, compared with 71% of both white and Hispanic teens. These phones and other mobile devices have become a primary driver of teen internet use: Fully 91% of teens go online from mobile devices at least occasionally. Among these “mobile teens,” 94% go online daily or more often. By comparison, teens who don’t access the internet via mobile devices tend to go online less frequently. Some 68% go online at least daily.

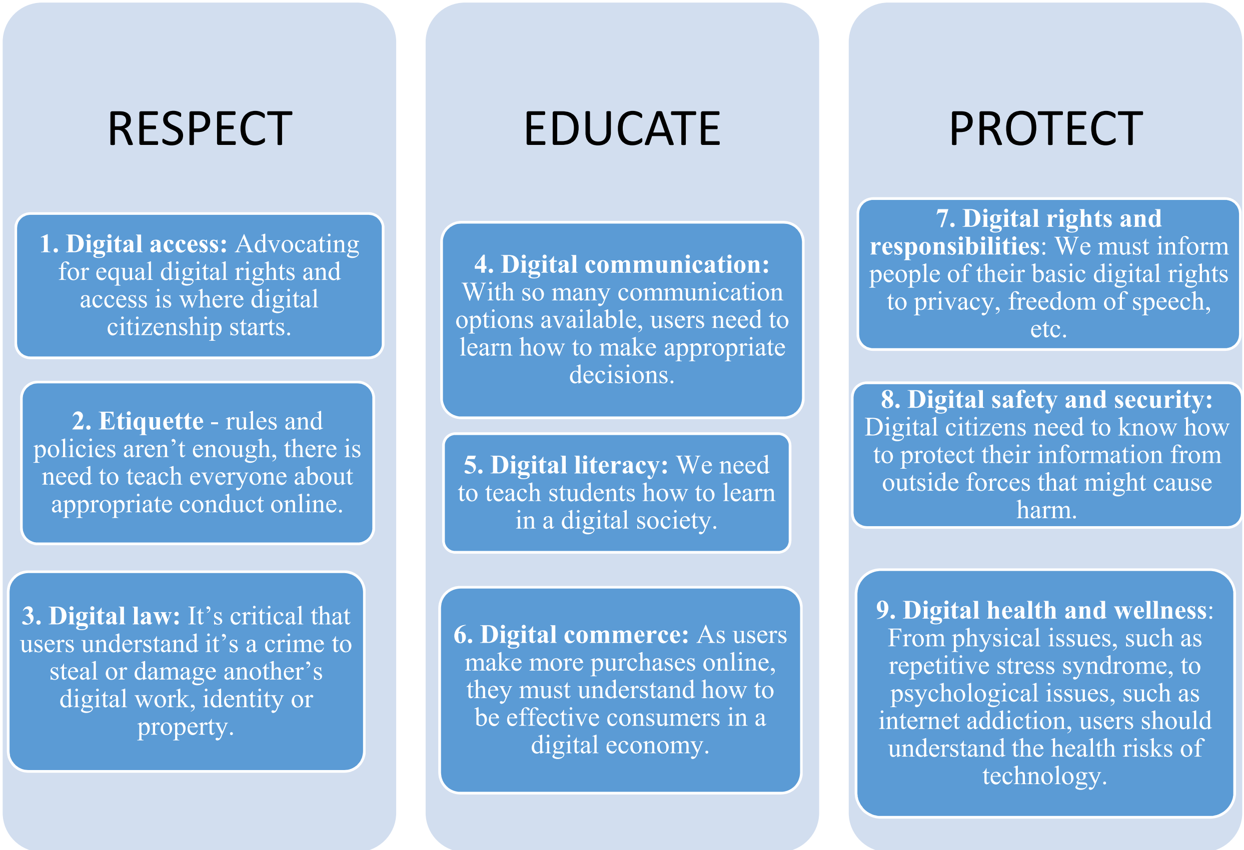

Figure 1 - Digital Competence

This phenomenon has exposed the youth to a lot of danger such as cyber fraud, cyber bullying and host of other. As we thinking smart cities and digitalization of quadrant of society, community leaders, schools and parent to aid in grooming their children to become responsible digital citizens in using the internet and knowing their rights and responsibilities.

We live in new society, according to Podolskiy (2010), where it is so hard to argue and think logically presently; to look for new and unexpected solutions, we live in a vast information field where necessary data can be received on one click or a general voice command. The inability to analyze information is a consequence of the fact that its image is not late in thoughts is for a long time and quickly replaced with another, as when switching channels or viewing news.

Producers of the consumed information learned to adapt to modern people and invest large money in the development of the film industry and books, resorting to more plain texts filled with shortened phrases with weak logical communications.

Clip thinking is not less convenient for commerce and advertising. Advertising is aimed at emotions, but not at the judgment. Therefore, it is much simpler to appeal to the "lowest" feelings of people and to be sure that it and will attract the potential buyer.

In 2010 the Russian philosopher and the culturologist K.G. Frumkin allocated five main reasons for the emergence of clip thinking:

- ✓ Development of modern technologies, and, respectively, increase in the information flow;
- ✓ Need to accept the more significant volume of information;
- ✓ Multitasking;
- ✓ Acceleration of a rhythm of life and attempt to be in time behind everything to be aware of events;

The growth of democracy influenced on spread of Information in society. Recently on pages of media information that "clip" harmful influences modern society often meets and is one of the acute social issues. However, everything is not so unambiguous. Clip mind is a new and diverse phenomenon which has both positive and negative sides. Clip thinking is the acquired quality which is formed from the changing living conditions and a rhythm of life. Features of "clip mind" are the speed of data processing, the prevalence of visual perception, a problem with the perception of the long linear sequence and consistent information. It antithetically to the conceptual thinking described by L.S. Vygotsky which allows the person to find and distinguish vital signs of objects is easy to go deep into information and to carry out its analytical the review. The one who has the conceptual type of thinking studies thoroughly and analyzes information, however because of this time for processing leaves more. Psychologists often call such people "people of the book".

Cyber-addiction

How often it is necessary to hear: "My child for hours sits at the computer – yes all of them are such!" Actually not all some children use the Internet and gadgets generally for study, others – have a good time in free time. But, unfortunately, there are teenagers who cannot really do without the Internet, spend the most part of time there, neglecting study, real-life communication, hobbies, more and more moving away from close people. Today's parents need to know signs of Internet dependence in time to help the child to return to normal life. In the National medical research center of psychiatry and narcology of V. P. The Serbian MZ Russian Federation on clinical base of neurologic office of KDTs Morozovskoy of children's city clinical hospital of the Moscow Department of Healthcare the research "Diagnostics and Treatment of Dependence on the Personal Computer, the Internet and the Mobile Devices Providing Access to Network" was conducted. 220 children and teenagers aged from 9 up to 17 years (133 young men and 97 girls) who asked in 2013-2016 for the psychotherapeutic help finding signs of behavior, dependent on the Internet, were involved in a research. The doctor of medical sciences Lev Perezhogin developed and implemented in practice the original program of the psychotherapeutic help to children and teenagers with Internet dependence.

The psychologists who are engaged in development understand that the health of children includes social communications, creative games developing imagination and interaction with the real world of nature. Unfortunately, discourages the conquering and fascinating world of screens and slows down these developments.

We also know that children are more inclined to addictive escapism if they feel lonely, others, useless and missing. Thus, the best solution to this problem is the help to children in receiving substantial experience in real life and live relations.

The child who is carried away by creative activities and tied to the family has a smaller probability of running away into the world of digital imaginations. Even if it has the best and loveful support, the kid can get to the Matrix when interacts with hypnotic screens and test the addictive effect. Eventually, about one of 10 people are predisposed to this or that form of dependence.

Cyber Bullying

The modern space of daily communication is characterized by a bright new feature, namely its distribution to the virtual world. And if for present adults skills of contact with the help of e-mails, instant messages, chats are a superstructure over already acquired skills of communication alive, then present children and teenagers master both those and other skills practically at the same time. Concerning teenagers, it is possible to say that socialization process substantially moves to the Internet (Kondrashkin, Hlomov, 2012) — together with acquaintances, reference groups, development of various social roles and norms. All those communicative processes which happen in usual space "are kind of duplicated", sometimes amplifying, and being sometimes compensated by virtual communication, however anyway acquiring new lines. And though historically virtual life, obviously, again in relation to real, it is possible to expect also the return influence and transfer of the communicative situations and rules widespread in the Internet, in "real" space of communication.

Emergence of the Internet allowed taking place to "virtual communication" which became for many a resource and opened additional social opportunities. The anonymity admissible on the Internet allows the person to experiment with different social roles and different I, without being afraid of negative assessment or social sanctions which would follow at communication alive. It is confirmed by data of 2005 according to which a quarter of teenagers on the Internet pretends that they other sex, age, ethnos, political views, sexual orientation, than actually; slightly more than a half have more than one e-mail address or a nickname (Lenhart et al., 2005). According to other data, 39% of teenagers tried to play someone or were represented by other person in instant messaging (Lenhart et al., 2001). On the one hand, it can be useful to learn it to the teenager who looks for a case more about himself. However, on the other hand, virtual communication created the risks connected with new possible answers of the environment. For example, the anonymity increases the probability of a meeting of the teenager on the Internet and, perhaps, in the real world with someone who uses a fictional role too and is at all not that who is represented and also reduces the habitual level of bashfulness and provokes such forms of behavior (for example, an secret talk) which do not practice in real life. However, the author and participants of a situation can be deciphered that can be wrapped in a psychological trauma. The anonymity reduces the level of personal responsibility and turns the slanderer into an element of almost simultaneous information environment where it is easy to take cover from the aggression of offended

With increased use of technology and high usage of the internet by young people, it is imperative that schools take some responsibility in making sure students of all ages know what are their rights and responsibilities as a digital citizen, what appropriate digital behaviour is, and how to protect themselves and their technology from external threats.

Digital citizenship involves knowing how to utilise technology in order to engage appropriately and responsibly in society. A digital citizen applies their skills and knowledge in using a computer, mobile phone or web-ready device, and the internet, to participate in and contribute to personal and school environments.

Rights and responsibilities

Digital rights and responsibilities set an expectation that each user will follow the rules and procedures, as identified in school and at home. In an ideal world, when someone posts, shares, comments, emails and so forth, others will enjoy the information without abusing it, passing it off as their own work, or use it to threaten or harass. Unfortunately, this is not always the case and it is important to set some boundaries and maybe advocate the mantra of do not harm. Students need a clear understanding of how to behave in an online world.

Through internet-enabled devices, students can be active digital users and need to develop respect for others, self and intellectual property as online consumers and creators. They need to build trust in an online space and be trusted. Some simple tips to survive include follow acceptable use policies, use online material ethically, including citing resources and/or requesting permissions, report cyberbullying, threats and other inappropriate use.

Digital Rights and Responsibilities are the "privileges and freedom extended to all digital technology users, and the behavioral expectations that come with them" (Ribble & Bailey, 2007). In other words, your students have the privilege and freedom to engage in technology use during school as well as at home. However, there are expectations that accompany the privileges and freedom to use technology. Students must act responsibly as they participate in the digital world.

One crucial step in supporting your student's digital rights and responsibilities is to become familiar with the Acceptable Use Policy from your child's school. An acceptable use policy is a policy written to inform parents, staff and students about their rights and responsibilities in using technology within the school setting. Within this policy, parents can read about the purpose of technology within the classroom, the rules and consequences accompanying technology use, and the behavioral expectations and etiquette when participating in the digital society. Schools often require a parent's signature as well as a child's signature prior to the child accessing any technology within the school building. Contact your child's teacher or school administration for more information regarding the current acceptable use policy. If your school does not have one, be an advocate for your children and initiate the process to developing one in your child's school. In the Resources section below, you will find a pamphlet describing one school's current acceptable use policy.

Using technology responsibly involves an understanding of many issues. Most importantly, parents and educators want students to be safe when using technology. Students must understand the rules for technology use within the school and at home so that they can have safe experiences online. Students also must learn the consequences that accompany making unsafe and inappropriate choices in digital world. For example, at school loss of privileges is a potential consequence of making illegal and inappropriate choices online.

Despite the prevalence of opposition of the "real" and "virtual" worlds, between them there is no clear boundary. According to R. Makhaffi, the forensic study from department of cybercrimes the Ministries of

Justice of the State of Mississippi, the Internet are a Wild, Wild West of the 21st century in which the concerning adventures, dangers, and bandits constantly meet: though the bullets flying on the Internet artificial, all of them can equally wound (Kowalski et al., 2011). We will stop here on that party of communication on the Internet which represents a distinct social problem and needs discussion and search of methods of the decision. It is about cyberbullying - new and promptly extending and abroad, and in Russia to a form of the persecution using possibilities of the Internet (first of all, anonymity and a considerable number of users) for aggressive prosecution of the person. Since in 1993 the Norwegian psychologist D. Olveus gave the definition of persecution which became standard in the nursery and teenagers: "bullying (persecution) is the deliberate systematically repeating aggressive behavior including inequality of the power or force" (Olweus, 1993) - this subject became one of the most discussed in the context of children's collectives (Bochaver, Hlomov, 2013) - as owing to injury of consequences, and owing to universal and daily prevalence. Recently besides traditional space of bullying where adults do not monitor a situation - at school, on the schoolyard, on the way to school and from school, in the school bus (Craig, Pepler, 1997), there were Internet platforms which are quickly developed by those who wanted to carry out persecution without approaching the victim alive. Aggressive prosecution of the person got new forms with use of various modern technologies. These forms of persecution called by cyber-bullying cause strong alarm in children, parents and experts in Europe and America and already begin to appear in Russia. The feature of information processes on the Internet consists that from there nothing disappears anywhere. And therefore even unchecked stigmatizing (from Greek stigma — "label, brand") information remains there forever. What the innocent will longer justify himself, the his dialogue with someone invisible, but, perhaps will be longer, the being row, the threat of psychological safety of the victim of slander is higher. Usual bullying is somewhat more honest and safer because in it there is no uncertainty which is present at virtual space. "The Russian feature is the fact that cyber persecution is quite often carried out for social or national motives, actually representing a kind of extremist actions" (Parfentyev, 2009). Cases of the suicides made by teenagers after cyber prosecutions are known.

This year we all were shocked to hear about the virtual game “Blue Whale”. One of my brother school classmates was playing in suicidal game. This game was designed to break kid’s resilience and push him to commit suicide. Unfortunately most of parents don’t have any idea what their kids meet in Virtual Reality.

Additionally, students must learn how to act ethically and legally. Students should be taught how to use material they find online appropriately. Many students, especially at the young ages, do not know about copyright laws and/or the meaning of plagiarism. As the educators and parents, it is essential that we model for them and instruct them on how to use "their own words" and not the authors' words. While at a young age, it may not be developmentally appropriate to teach students how to cite sources, it is necessary to explain that they have to remember to use their words and/or give credit to the author. While most students know what cheating is and looks like within the classroom, many have failed to realize that using some forms of technology during testing situations can be considered cheating. This issue is more frequent at the middle and high school levels, where many students have their cell phones with them at school. Texting during a test or an independent classroom assignment could be understood as cheating. It is important that students realize the impact that technology may have and only use it at the appropriate times.

According to the Russian data, 78% of children (i.e., practically all citizens) from 6 to 18 years daily use the Internet (Bespalov, 2010). The popularity of social networks where the user gets to himself an individual profile grows and can publish information of the different degree of frankness. At the same time understanding of the risks connected with lack of confidentiality, with violation of personal borders and a possibility of abuse of available information at teenagers, as well as at inexperienced adult users, often is not enough. More than 72% of teenagers have a personal profile on social networks. Up to 80% of the Russian children spread the surname, exact age, number of school in net, and at a third of the interviewed children of control of a profile allow all to see personal information on the user; abroad 62% of children post own photos in the general access (Soldatova, Zotova, 2011; Kowalski et al., 2011). At the discussion of possible behavior at the emergence of an unpleasant situation on the Internet of 77% of 6-9-

year-old children answer that will ask for the help parents, and among 15-17-year 54% plan to cope with a problem independently, at the same time without specifying, how exactly (Bespalov, 2010). The high user activity of children is combined with their weak awareness on dangers of Internet space and ways of their avoiding or overcoming in this connection the risk of hit of children in unsafe situations is high, and need of education and prevention is obvious.

Cyberbullying, electronic bullying, online social cruelty is the separate direction of abuse defined as deliberate aggressive actions, systematically throughout certain time carried out by group or the individual with use of electronic forms of interaction and directed against the victim which cannot easily protect itself (Smith et al., 2008, p. 376). Cyberbullying includes the use of e-mail, instant messages, web pages, blogs, forums and chats, MMS-and Sms, online games and other information technologies of communication (Kowalski et al., 2011). It is a new area of researches with the not settled still terminological system. Some experts consider that cyberbullying is possible only among children and teenagers and when adults are engaged in it, it is necessary to call "cyber-harassment" cyber-stalking (Aftab, 2011). Others suggest to use the term incivility online or cyber incivility (Giumetti et al., 2012).

As well as traditional bullying, cyberbullying can be direct and indirect. Direct cyberbullying is direct attacks on the child through letters or messages. The indirect form cyberbullying is a form of attack where other people (both children, and adults) are not always involved in the abuse. The persecutor can hack the account of the victim and, imitating the owner, to send from this account of the message to acquaintances of the victim, destroying the communicative field of the victim and generating doubt in its moral qualities. One of the most popular scenarios is when the persecutor publishes information which endangers the victim in the network, for example, from her name places the announcement of the search of sexual partners. As well as traditional persecution, cyberbullying includes a continuum of acts on which one pole the actions which hardly are distinguished surrounding as prosecution, and on another - cruel behavior of an aggressor which can lead even to the death of the victim.

P Kovalski, S. Limber and P. Agatston in the book "Cyberbullying: Bullying in a digital century" (Kowalski et al., 2011) are given by the following ways of persecution most widespread now in electronic space.

The most emotionally rough form of cyberbullying is a flaming - ignition which begins with insults and develops into the quick emotional exchange of remarks, usually publicly, rarer in private correspondence. This situation happens between two interlocutors to initially equal positions. However sudden aggression brings the imbalance amplifying because the participant does not know whom his opponent can win round in this battle. Visitors of a forum, witnesses, can join one of the parties and develop rough correspondence, not up to the end understanding the first sense of collision and often considering a situation as a game, unlike initiators of aggressive dialogue. It is possible to compare it to a fight "a wall on a wall" where participants not up to the end understand neither that became a conflict occasion, nor what criterion of joining of colleagues to each other.

Reminding a flaming, but the unidirectional form of bullying harassment is (English harassment is oppression): these are usually persistent or repeating words addressed to the specific person and actions which cause in him irritation, alarm, and stress and at the same time have no reasonable purpose. Cyber harassment usually is expressed in the repeating offensive messages to the victim from which she feels morally destroyed to which she cannot answer because of fear or impossibility to identify the persecutor, and sometimes beside is forced to pay the received messages. The specific form of harassment is carried out by so-called griefers - the players who are purposefully pursuing other players in the multiuser online games.

But less manipulative and more directly aggressive cyberstalking is faithful - use of electronic communications for prosecution of the victim through the repeating causing alarm and irritation of the message, threat of illegal actions or damages which victims can be a recipient of messages or members of his family.

The sexting is a mailing or the publication of a photo and video content with naked and half-naked people. The children are more senior, the probability of their involvement in a sexting is higher. According to a research, 10% of youth of 14-24 years sent or published images themselves with sexual implication, 15% received such messages directly from someone another (Kowalski et al., 2011). Among participants there are researches of the American National campaign for prevention of teenage and undesirable pregnancy of 71% of girls and 67% of young men sent "sixths" to the romantic partners; 21% of girls and 39% of young men sent pictures with sexual implication to people with whom they would like to have romantic relations; 15% of young men and girls sent them to someone, the acquaintance only on online communication (Lenhart, 2010). If a part of people distribute such messages within the harmonious relations in couple, then others pursue at the same time the aims of persecution and harming, for example, posting On the Internet photos of the naked former girlfriend as revenge for painful break in relations.

One more form of prosecution on the Internet is libeling (denigration): it is the publication and mailing of the humiliating and false information about the person, his distorted images, in particular in the sexual/or doing harm to its reputation look, etc. One of forms of slander is "online slam-books". Slam-books are notebooks in which schoolmates place various ratings and comments - "who the most beautiful girl in a class" "who puts on most worse", etc. As the platform for this purpose often serve the entertaining websites focused on school and university students. Some people visit them not to gossip and leave the comment, and just to check whether became the next subject to slander and spiteful entertainment of acquaintances (Lisson, 2008).

Also false information extends at delivery of for other (impersonation). The persecutor, using the stolen password, from accounts of the victim and kind from her face distributes negative, cruel or inadequate information to her acquaintances.

Cyber bullying and threatening behavior is two other major issues related to this topic of digital rights and responsibilities. Students need to remember that just as bullying is not tolerated in school, bullying online is not tolerated either. Threatening others through technology is also another inappropriate use of technology. Parents and educators must have discussions with students about these topics. Many do not realize the hurt and the negative effects of cyber bullying and online threatening and/or the consequences that accompany these inappropriate choices.

In order to become digital citizens, our students must understand their rights and responsibilities as participants in the digital world. By following their school's AUP, making appropriate choices when using technology, participating in technology lessons that teach safe and appropriate practices of technology use and reporting cyber bullying and threatening behavior, students will be able to engage in safe, ethical and meaningful experiences with today's technology.

Conclusion

So, we showed how the trend of moving of traditional forms of interaction to virtual space transforms ways of the organization of situations of persecution. An opportunity to avoid personal contact in aggressive interaction leads to the depersonalization of participants, feeling of unreality of the events at the persecutor and finally to the fact that prosecution becomes even crueler in the infinity. Transfer of such experience of communication, with loss of sensitivity and lack of support on feedback, in "real life" is fraught entirely with another answer of the environment at a meeting with which the teenager should face the social incompetence. It emphasizes the need for the development of psychological programs for the development of communicative skills as users among teenagers and youth.

Originality and possible threats of communications on the Internet yet not entirely reflected. We designated some differences in communication on the Internet and in realities which are known thanks to researches. However among users the analysis of the events seldom practices, there is no distinct "security system" of behavior on the Internet and distinct ethical standards. In this regard, there are regularly unpleasant, and sometimes also tragic situations. In RuNet, especially on social networks, there is now a wave of revelations of various crimes in the context of which various personal data from the life of criminals are actively published and duplicated. It is challenging to part cases when the publicity resists to concealment and has a positive effect for the community, and situations when it is total breaks personal borders and (even within professional journalism) turns into a cyberbullying. It is represented very importantly, especially in children's and teenage audience, to develop the conscious and valuable attitude towards the behavior on the Internet and to broadcast the progressive system of precautionary measures to reduce the risk that the child or the teenager will appear as a subject or the initiator of cyber prosecutions.

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САНДЫҚ ИНТЕЛЛЕКТІНІҢ БҰЗЫЛУЫ. КИБЕРБУЛЛИНГ ЖӘНЕ САНДЫҚ ТӘУЕЛДІЛІК

Аннотация. Ақпараттық технологияларды дамыту және балалар мен жасөспірімдерді желіге тарту мектептегі зорлық – зомбылықтың жаңа түрі-кибербуллингтің пайда болуына себеп болды. Бұл әр түрлі ұялы құрылғыларды пайдалану арқылы балаларды зақымдау. Неге балалар желінің құрбаны болуда, оларды виртуалды әлемде қалай қорғауға болады?

Көптеген балалар интернетте отырады. Олар үшін әлеуметтік желі әлем, олар құрдастарының нақты әлемде бәрі қиын екендігін мойындауын қалайды. Мамандарды балалардың гаджеттермен өз уақытының көп бөлігін алатындығы алаңдатады. Бұл баланың когнитивті дамуына теріс әсер етеді. Әлдебір "клиптік ойлау" туындайды.

Түйін сөздер: Сандық технологиялар, виртуалды шындық, клиптік ойлау, кибербуллинг.

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ЦИФРОВОЕ СЛАБОУМИЕ. КИБЕРБУЛЛИНГ И ЦИФРОВАЯ ЗАВИСИМОСТЬ

Аннотация. Развитие информационных технологий и вовлечение детей и подростков в сеть спровоцировало появление нового вида школьного насилия – кибербуллинга. Это травля детей с использованием различных мобильных устройств. Почему дети становятся жертвами травли в сети и как их защитить в виртуальном мире? Многие дети живут в интернете. Сеть для них – социальный мир, где они хотят получить признание среди сверстников, все то, что в реальном мире для них проблематично. Специалисты бьют тревогу все больше детей проводят львиную долю своего времени с гаджитами. И это негативно отражается на когнитивном развитие ребенка. Возникает некое "клиповое мышление."

Ключевые слова: цифровые технологии, виртуальная реальность, клиповое мышление, кибербуллинг.

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HOW CAN WE PREVENT VIOLENCE AT SCHOOL? BULLYING

Abstract. Why do we see so many aggressive attitudes in school students and how do we need to teach children to sort out the relations peacefully? To cultivate kindness is a leading adult's responsibility which means to teach the child to empathize, do not avoid the conflicts, but being able to listen and defend what considers fair. It seems the feeling of kindness left school walls today; it feels like the laws of the jungle. The recent gun shooting in Kerch, the terrible attacks in the school of Perm; all these cases took our attention. Nowadays school psychologists, children's psychotherapists, and teachers say that sneers, abuse, and rudeness become the norm not only in the communication of pupils but also children with adults. How to prevent violence? How to stop bullying? What do we need to stop to help children in this changing world? That's questions what we ask.

Keywords: violence prevention, bullying, destructive behavior, family, educational institution.

Why today's school students changed so much and how to teach children to sort out their problems peacefully? What does it mean To cultivate kindness, I understand it as teaching the child to empathize to another person (kid or adult), do not avoid the conflicts, but being able to listen and defend that it considers fair?

It seems the feeling of kindness left school walls today, the laws of the jungle succeeded it. Sad cases of humiliations and a beating happened, of course, earlier. However, today school psychologists, children's psychotherapists, and teachers say that sneers, the abuse, and rudeness become the norm not only in the communication of pupils but also children with adults. Openly about it started talking after a TV series "School" . Opinions were shared: one claimed that all events on the screen are familiar to them, others refused to trust in it. What does occur at schools?

The school violence - is a type of violence at which use of force between children or teachers concerning pupils takes place, and in our culture - extremely seldom pupils with the teacher. The school violence is subdivided on emotional and physical.

According to Haldre's (2000) defines emotional violence as the act made concerning the pupil or the teacher which is directed on the deterioration of psychological well-being of the victim.

The emotional violence causes an emotional pressure in the victim, humiliating it and reducing its self-assessment.

Types of emotional violence:

• sneers, assignment of nicknames, infinite remarks and biased estimates, ridicule, humiliation in the presence of other children and so forth;

• rejection, isolation, refusal of communication with the victim (with the child refuse to play, be engaged, don't want to share the same desk with it, don't invite to birthdays, etc.).

Mean use of physical force with the pupil, the schoolmate as a result of whom drawing a physical trauma is possible by physical abuse.

Beating, drawing blow, slaps, clips, damage belong to physical abuse and taken things, etc. Usually physical and emotional abuse accompany each other. Sneers and mockeries can proceed a long time, causing in the victim the long injuring experiences.

Who most often falls a victim of school violence?

Any child can fall a victim, but usually, for this purpose choose the one who weaker or somehow differs from others. Most often the children have become the victims of school violence:

• Physical defects. Children with physical defects - wearing glasses, having the reduced hearing or with violations of movements (for example, at cerebral spastic infantile paralysis), that is those who cannot give adequate repulse and protect itself - offend much more often;

• Features of behavior. The closed children (introverts and phlegmatic persons) or children with impulsive behavior (at MMD) become a target for sneers and aggression. To some extent, hyperactive children happen too importunate, thus more naive and direct, than their contemporaries. They too deeply nestle close in personal space of other children and adults: get into others talk, games, impose the opinion, are Impatient waiting for the turn in game etc. For these reasons they often cause irritation and receive "retaliation". Hyperactive children can be both the victims, and tyrants, and is frequent both that and others at the same time;

• Features of appearance. All that allocates the child on appearance from the lump, can become an object for sneers: red hair, freckles, the bulged ears, curve feet, a unique shape of the head, body weight (completeness or leanness) etc.;

• Bad social skills. There are children at whom psychological protection against verbal and physical abuse because of insufficient experience of communication and self-expression is not developed. In comparison with children at whom social skills are developed according to their age, children with undeveloped social skills accept the role of the victim easier. Accepted a role of the victim reconciles to a situation as with inevitability, often even internally finds justification to the tyrant: "... well, so I such, stand it, deserved it".

• Fear of school. It arises at those who go to school with negative social expectations concerning it more often. Sometimes this fear is induced by parents who had problems at school age. Stories about the angry teacher and wrong notes can become the starting mechanism of emergence of fear. The child showing uncertainty and fear of school will become a more natural object for jeers of schoolmates;

• Lack of experience of life in the collective (house children). The children who are not visiting children's collective to school can not have the necessary skills allowing to cope with problems in communication. Thus often they can surpass by the erudition and abilities of the children going to kindergarten;

• Diseases. There is a mass of frustration which causes sneers and mockeries of contemporaries: epilepsy, tics, and ADHD, stutter, enuresis (a urine Incontinence), violations of the speech - a Turret Syndrome, dysgraphia (the illiterate letter), dyslexia (violation to training in reading);

• Low intelligence and difficulties in training. Low abilities also determine lower learning ability of the child. Bad progress forms a low self-assessment: "I will not consult. I am worse than others" etc. The low self-assessment in one case can promote the formation of a role of the victim, and in other - to violent behavior as to compensation option (to Asher, Dodge, 1986). Thus, the child with low I.Q. and difficulties in training can become both the victim of school violence and the tyrant.

Who most often becomes a tyrant at school?

Stroufl, Fluson (1986) as a result of the conducted researches claim that children raised in the conditions of a maternal deprivation (that is at chest age not received sufficient love, care, children with not created attachment to parents - orphanage children and "social orphans"), are inclined later to more prominent violence, than the children who are brought up in healthy families.

Olweus (1983) paid attention to the intrafamily factors provoking formation at the child of active lines of the personality. In his opinion, a more significant risk to be violent it is found in children who come from the following families.

1. Incomplete families. The child who is brought up the loner parent is more inclined to the application of emotional violence with other children. Moreover, the girl in such a family will apply authentically more often to another emotional violence, than the boy.

2. Families in which mother has a negative attitude toward life. The mothers who are not trusting and negatively adjusted to the world and school of the child usually don't wish to cooperate with school. In communication, the child's abusive mother is not condemned by it and not corrected. In such cases of the mother are inclined to justify violence as a natural reaction to communication with "enemies."

3. Imperious and authoritative families. Education in the conditions of the dominating hyper patronage is characterized by unconditional submission to the will of parents, therefore, children in such families are often crushed, and the school serves as the channel where they splash out internally suppressed anger and fear.

4. Families which differ in the conflict family relations. In families where adults often quarrel and swear, aggressively ego-tripping in the presence of the child, "the training model" works so-called. Children acquire and further apply it in everyday life as a way to cope with a situation. Thus, one behavior model can pass from father to son as family damnation. In itself frustrating and disturbing atmosphere of a family forces the child to be protected, behave aggressively. In such families practically there is no mutual support and close relations. Children from families in which the violence practices, assess violent situations differently, than other children. For example, the child who got used to violent communication - to the mandative, bellowing and increased tone, estimates it as usual. Therefore, in shouting and a beating, both from the teacher and from the child, he will not see anything terrible.

5. Families with a genetic predisposition to violence. Children have a different genetic basis of tolerance (shipping) of stress. Significant predisposition to violent acts is a part of problems with resilience. Children have a low genetical tolerance to stress. Besides, low progress is also a risk factor of manifestations of violence. Researches showed that good marks in subjects positively correlate (are directly connected) with higher self-assessment. For boys progress at school is not so significant and to a lesser extent influences a self-assessment. For them, it is more important to be successful in sport, out-of-school actions, campaigns, etc. kinds of activity. Poor girls have more significant risk of manifestation of aggression concerning contemporaries than boys with lousy progress.

Environmental risk factors of violence at school

The school violence is promoted:

1. The anonymity of big schools and absence of a variety of a choice of educational institutions. Not each child owing to his features suits big noisy school. Some children feel and behave in small classes, being in a quiet collective. Congestion of the training program, the noisy atmosphere can negatively be reflected in emotionally labile and hyperactive children with the unstable nervous system, get and excite them. In big school collective significant anonymity, i.e. the smaller probability of identification of an act of violence and its restriction also contributes to violence, owing to that to the teacher is difficult "to reach" everyone, to sit over his problems and so forth. Absence nearby of other schools, restrictions in a choice also give a free hand to teachers tyrants as children and parents are compelled to suffer an arbitrariness - they have no place to disappear, every day far in school you won't carry the child, especially if it in several kilometers also isn't present available transport connection. In one of such schools located in a military camp because of a teacher's lawlessness within two years, three suicides were made by graduates of the senior classes.

2. A bad microclimate in the teacher's collective. The ABUSIVE pattern in the teacher's behavior is caused, in principle, by the same factors, as at children. In the teacher's collectives having an authentic style of the management, the same relations as between pupils and teachers: "Who from above - that more strongly." Irritability, a dissatisfaction of teachers, can be splashed out and turn into aggression with children. If the teacher allows external factors to have on himself impact (disorders of the house, the conflicts to administration etc.), its professionalism raises many doubts... Unfortunately, professional burning out is vented often on pupils.

3. Indifferent and indifferent relation. The teachers overloaded with work often don't interfere with children's dismantlings, speak to the complaining parents: "Let children understand." If both schoolmates, and parents - "also treat a teacher's arbitrariness.In the time, when children begin to attain more independence in younger age, together with all positive sides, it appears a big threat. First of all it is reflecting in mutual conflicts, particularly among teen-agers. And one of the most prevailing forms of such situations is bullying. Thus, the problem of its prevention stands of vital importance for the society, especially at the level of schools.

Self-elimination of adults, concealment of that occurred, always only complicates position of children. However, it is necessary to react depending on a situation, finding out its reasons and carefully selecting ways of influence - universal recipes do not exist.

The atmosphere at school is that first of all defines the behavior of pupils, actions of teachers. We feel it at once as soon as we come into school - to how to greet us, talk as adults and children behave at school. Of course, children bring in school the rules of communication - from the house, from the street, but almost always win finally against the style of the relations school, its tone, and its unwritten rules. The attention of adults, support of administration uniting pupils and teacher’s school affairs create particular space of school life in which everyone - the child and the adult - will feel safe.

24-year-old Alexander, the teacher of physics, interfered with a fight of eighth-graders and as a result, received a foot issues. He demanded from the administration of the school to discuss a situation on teachers' meeting, but the director preferred to hush up the scandal. It is a drama situation because not to punish - means not only not to protect the teacher, but also to leave teenagers alone with the alarm caused by that their act remained without answer. In this case continuation of violence is inevitable: knowing no limit legal, children will freely show aggression. Rules and sanctions for their violation define borders of behavior. Without them, any talk remains only words, air concussion. Skilled teachers from the very beginning of work in a class agree with children about rules, and those accept them - if, of course, rules are dictated by common sense and don't humiliate their advantage.

It is also important to teach children to peace style of communication. To talk about the most important for them (at different age it is different subjects), to explain, argue, allow them to express and listen to children carefully it is necessary to teach them to resolve the conflicts independently and to defend the position words, but not fists.

Mean jokes, humiliating nicknames, sneers with which children shower with each other, can become the reason of constant hostility. Children know weak places of each other and beat there, where more painfully. Such behavior especially often meets at teenagers who need to approve themselves in the opinion of schoolmates. The emergence of "whipping boy" rallies age-mates, and they become even angrier. The aggression of younger school students arises as a reaction to a psychological trauma more often. Many children daily face physical and emotional abuse, suffer from a house beating. They have no place to wait for protection. The violence shown by them - in fact, is a call for help. Among the "angered" pupils there are also those it is difficult for whom to improve the relations with people around. They feel like derelicts, the victims, outsiders. Their increased aggression is only desperate attempt to achieve recognition.

Children cannot cope with violence and rudeness independently. The psychologist Lyudmila Petranovskaya offers the following algorithm of action of adults.

* 1. Call aloud that occurs in a class. If someone from children is made intentionally cry, teased, selected (hide, spoil) its things, push, pinch, beat, expressly ignore - it is persecution, violence. Tell about it to children directly. Sometimes one it happens enough that the violence stopped.

* 2. Explain to pupils: that occurs - a problem of all class, but not personal hostility of two-three people. It is an illness which can affect a class and even school. Such conversation will help children to save face, and that is especially important, will remove opposition between the victims, offenders, and witnesses.

* 3. Insist: the similar behavior is inadmissible under no circumstances. Don't argue on the facts, don't find out, who and what exactly I made. However, help children to understand what happens to them and that other people when offend them feel, humiliate.

* 4. Together with pupils formulate rules of life in a class. "At us, nobody sorts out the relations fists," "At us do not offend each other," "At us do not look quietly when two fight - they separate." For children the rule is more senior can sound so: "If I see that I touch and I offend the person, I will immediately Stop doing it". Discuss sanctions which have to follow violation of these rules. Then further happens rather merely to remind of arrangements.

* 5. Support the atmosphere of mutual understanding in a class. Let to children know that its creation - this common cause and a joint victory.

To teach children to understand feelings - the and other people - one of the problems of education. "We are simply obliged to develop empathy at children, this little ability to understand (without estimating) the word, emotion, belief of other person and that they mean to it - Tatyana Bednik is sure. - It is possible to use for this purpose games, training on which children will be able to realize that feels another when they offend him. Alternatively, to feel borders admissible for most and others: I won't do you the harm and I won't allow that you harmed me". "Today there is washing out of many values therefore to teachers it is necessary to explain again and again to children acts of other people and, of course, to show own example that it is allowed to nobody to humiliate the person - Anatoly Berstein agrees. - Cultivating self-respect in children is necessary. It is a long process which also includes a personal example of the teacher, and communication at lessons, and human relationship after classes".

Patience, rationality, generosity - consists of these qualities tolerance, recognition of the right (for themselves and others) to be other. Its absence even more often becomes the violence reason at school. The law of tolerance is simple: put yourself to the place of another.To teach the child quietly and tolerantly to treat that another not such as he, it is possible first of all the example. If the teacher says to children how tolerance is essential, but itself thus flies into a rage just seeing casual clothes, he only teaches a hypocrisy lesson.

Anything so doesn't change children, as a common cause. It can be group work in a class (implementation of projects), a theatrical performance or joint trips and campaigns - the main thing - that each child participated really. Moreover, it, first of all, depends on the teacher. Children who cooperate, more than others are inclined to mutual aid and in general are more friendly and sociable. Thanks to common cause between them there are new relations, they learn to support each other, to exchange opinions, to be responsible for the part of work and to interfere with work of schoolmates if they need the help.

The main reason is that bullying is aggressive behavior among children that involves a real imbalance between them. Bullying includes actions such as making threats, spreading rumors, attacking someone physically or verbally, and excluding someone from a group on purpose. It can occur in person or through technology. Bullying has serious and lasting negative effects on the mental health and total life of youth involved in bullying. Negative outcomes of bullying may include: depression, anxiety, involvement in interpersonal violence, substance abuse, poor social functioning, and poor school performance, including lower grade point averages, standardized test scores, and poor attendance.

In such a dangerous life game as bullying there are two sides: those who bully others and youth who are bullied. Even those who have observed but not participated in bullying behavior reflect significantly more feelings of helplessness and less support from parents or schools than youth who have not witnessed bullying behavior.

Starting to talk about methods of preventing this problem it is important to mention such aspect as hiding of bullying by victims themselves. Children, being under psychological pressure and stress or even sometimes simply shying, try to skip what is going on from their parents. In this case adults should know about special signs of bullying, such as physical marks, cuts, loss of things, strange damaging of clothes, refusal from attending school events, fear of going by the school bus etc.

In general, bullying is a complex issue with multiple risk factors, which may include family, peers, community and school. And every part needs to get involved in the process of preventing or avoiding such a problem. Without any exaggerations, the most important role here lays on parents, as they are the most closest to their children. And their responsibilities are the most substantial. These are the most important of them:

- Spending family time together. Research shows that young people who spend time with their parents talking, enjoying shared time, and doing activities they are interested in together are more self-sustainable.
- Supporting positive relationships with other adults. Youth who have positive and stable connections with teachers, coaches, extended family members, and other adults are more confident in themselves.
- Encouraging active participation in hobbies and interests.
- Encouraging helping others and watching the result of this help.
- Make children to understand that their sayings or doings mean things to others.
- Helping to develop problem-solving skills. Three key problem solving skills that can be practiced in everyday life are: self-calming strategies using breathing, exercise, and other techniques; thinking about three or more possible next steps to solve any problem before choosing what to do; asking for help from adults, which will make children more resistant to rude behavior.
- Helping to build friendship outside school through activities and groups. Having a number of friends with shared interests makes the person less vulnerable to external factors.

When a school is developing their behavior policy, government advice states that the policy should be clear and well understood by staff, parents and pupils. It should also acknowledge the school's legal duties under the Equality Act. Teachers in this case need to be the most observant and responsible for the situations of bullying, taking control over areas with highest possibility for bullying such as bathroom, school buses and play yards.

Efficient policy should be definitely followed with establishing of special Code of Conduct, considering behavior for students and adults, as well as introducing of post of Special Educational Needs

Coordinator, a person responsible for arranging and coordinating extra support for children from weak social group. Schools and classrooms must offer students a safe learning environment. For understanding all the seriousness of bullying, it should be created by school office anti-bullying document with student and the parent signatures. The rules and the consequences for breaking the rules should be clearly stated. Students need to know what will happen if they engage in a certain behavior. Rules need to enforce respect, responsibility, and safety. When the accident with bullying already happened, every case should be thoroughly considered, with involvement of students and parents of both parties.

To summarize all above, I would like to say that permanent bullying (violence) cause strong emotional damage and can destroy a child's self-conception and mental health. Whether bullying is verbal, physical or electronic, the long-term effects are equally harmful. Both boys and girls report high levels of emotional distress and loneliness as well as anxiety and depression. Sometimes it happens the worst cases, resulting by suicides. That is why all the participants of such unpleasant situations as bullying should make every possible effort to reduce or even eliminate all the tragic consequences.

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МЕКТЕПТЕГІ ЗОРЛЫҚ ЗОМБЫЛЫҚТЫҢ АЛДЫН ҚАЛАЙ АЛУҒА БОЛАДЫ? ОҚУШЫЛАРДЫҢ ДЕСТРУКТИВТІ МІНЕЗ ҚҰЛҚЫН АЛДЫН АЛУ

Аннотация. Бүгінгі мектеп оқушылары неге осылай өзгереді және балаларды бейбіт қарым-қатынаста болуға қалай үйретуге болады? Қайырымдылыққа тәрбиелеу дегеніміз - баланы басқасына іскерлікпен қарауға, жанжалдардан аулақ болуға, бірақ ол әділ деп санайтын нәрселерді тыңдау мен қорғай білуге үйрету. Бүгін мейірімділік сезімі мектеп қабырғасынан шығып кеткен сияқты, оның орнына Джунгли заңдары келді. Қорлау мен ұрып-соғудың қайғылы жағдайлары, әрине, бұрын да болды. Бірақ бүгінгі күні мектеп психологтары, балалар психотерапевтері мен мұғалімдер тек қана оқушылардың қарым-қатынасында ғана емес, сондай-ақ ересектермен балалардың қарым-қатынасында ғана қалыпты жағдай екенін айтады. Бұл мақалада біз бұл сұрақтың шешімін табуға тырысамыз.

Түйін сөздер: зорлық-зомбылықтың алдын алу, буллинг, деструктивті мінез-құлық, отбасы, білім беру мекемесі.

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КАК ПРЕДОТВРАТИТЬ НАСИЛИЕ В ШКОЛЕ? ПРОФИЛАКТИКА ДЕСТРУКТИВНОГО ПОВЕДЕНИЯ ШКОЛЬНИКОВ

Аннотация. Почему так меняются сегодняшние школьники и как научить детей выяснять отношения мирно? Воспитывать доброту - значит учить ребенка деятельно сопереживать другому, не избегать конфликтов, но уметь слушать и отстаивать то, что он считает справедливым. Кажется, чувство доброты сегодня покинуло школьные стены, на смену ему пришли законы джунглей. Печальные случаи унижений и побоев случались, конечно, и раньше. Но сегодня школьные психологи, детские психотерапевты и учителя говорят о том, что насмешки, ругань и хамство становятся нормой не только в общении учеников, но и детей с взрослыми. В данной статье мы попытаемся разобраться в этом не простом вопросе.

Ключевые слова: профилактика насилия, буллинг, деструктивное поведение, семья, образовательное учреждение.

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MEDIATION AT SCHOOL

Abstract. The conflicts and disputes between people, search of effective ways of management of them have the same ancient history, as well as history of mankind. Obviously, each of us had to come up against conflict situations. The conflicts are shown in activity of all social institutes, social groups, in relationship between people. Conflict is a normal, natural part of everyday life. The word conflict has its roots in the Latin word conflictus, meaning "striking together." Despite the violent overtones of its Latin translation, conflict and violence are not synonymous. However, unresolved and lingering conflict frequently leads to violence, interfering with productivity and the quality of life in schools and the community. Extensive data illustrate that instances of violence, including bias-related violence and disciplinary problems in schools around the country, are severely interfering with the learning environment of students. In the serious conflicts of children if they becomes known, adults inevitably interfere. The rush toward conflict resolution in the schools is mirrored in society at large by a move away from the traditional litigation model of problem solving in the courts. Alternative Dispute Resolution (ADR) efforts, including court-based mediation programs, are expanding throughout the justice system. “School mediation” is a completely new concept for many. Moreover, we have no wonder. One of the possible explanations of this fact is the birth in Post-Soviet country. School mediation is in Europe and America works for more than two decades. Moreover, in Germany, the idea of the mediation value is so high that graduates of some schools, along with a certificate, can receive a “mediator diploma,” promising them in the future quite definite career preferences. Such a diploma is a signal to the employer that there is a person in front of him who has a whole set of special social communication skills - “conflict competence,” and therefore he stands head above other applicants for the position.

Keywords: mediation, conflict, negotiations, school, parties of the conflict.

Conflict is a normal, natural part of everyday life. The word conflict has its roots in the Latin word conflictus, meaning "striking together." Despite the violent overtones of its Latin translation, conflict and violence are not synonymous. However, unresolved and lingering conflict frequently leads to violence, interfering with productivity and the quality of life in schools and the community. Extensive data illustrate that instances of violence, including bias-related violence and disciplinary problems in schools around the country, are severely interfering with the learning environment of students. Almost 300,000 high school students are attacked physically each month and one in five students in grades 9 through 12 carry a weapon to school (Meek 1992, 48).

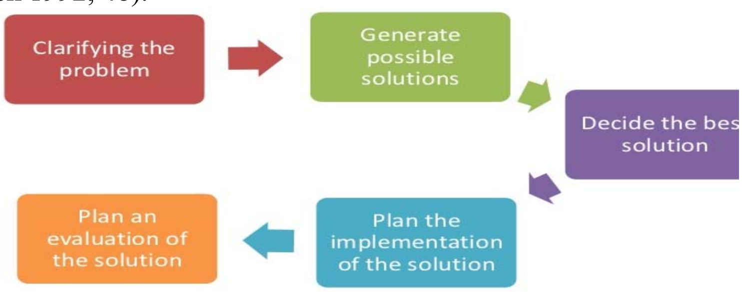

Figure 1 - How do we solve a conflict?

The rising incidence of violence in the schools has led numerous school districts to implement a wide range of costly safety measures from purchasing metal detectors to hiring full-time police officers. Although such measures may limit violent acts in the schools, they do not attack the causes of violence and often serve only to move the violence elsewhere in the community. There is a growing, common-sense consensus that the best way to handle violence in the schools and prevent its spread throughout the community is to defuse disputes before they turn violent.

Schools have attempted to manage interpersonal conflicts among students, teachers, and administrators by various models of discipline, such as referrals to the principal's office, detention, suspension, and expulsion. Yet, it does not appear that these methods teach the students the problem solving and conflict resolution skills they need for life to resolve conflict in a productive, non-violent way. Dissatisfaction with traditional processes established to settle disputes has led educators and others to try new ways of conflict resolution such as mediation.

The rush toward conflict resolution in the schools is mirrored in society at large by a move away from the traditional litigation model of problem solving in the courts. Alternative Dispute Resolution (ADR) efforts, including court-based mediation programs, are expanding throughout the justice system.

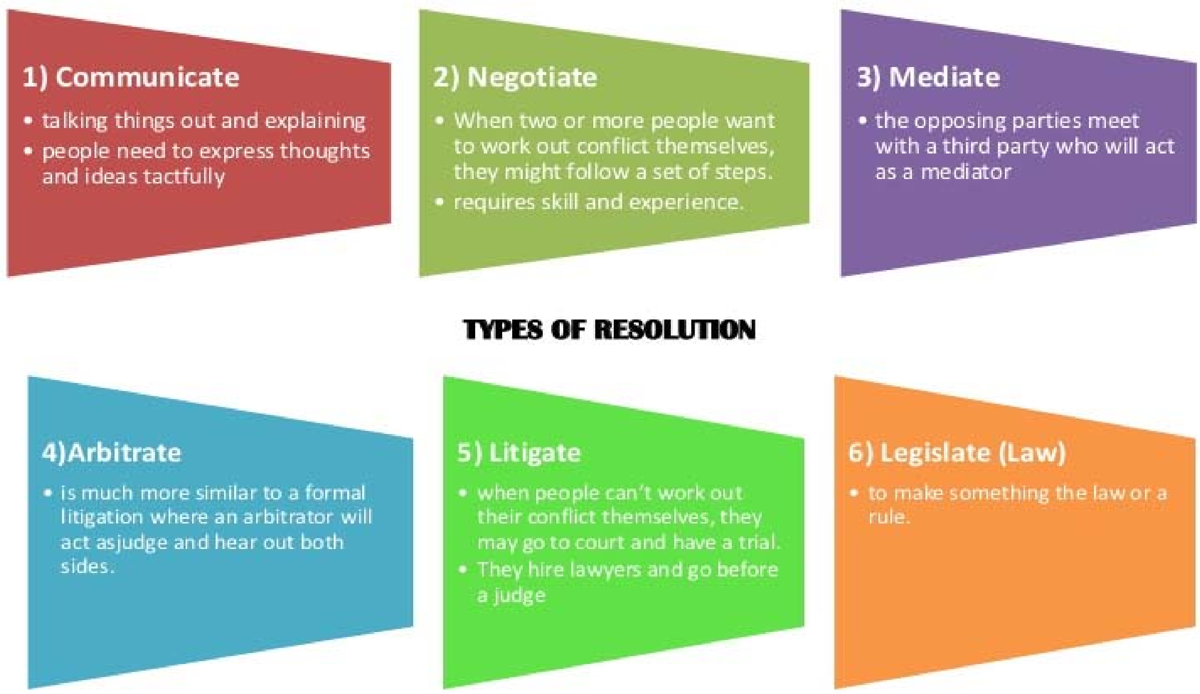

Figure 2 - Types Of ADR

"School mediation" is a completely new concept for many. Moreover, we have no wonder. One of the possible explanations of this fact is the birth in Post-Soviet country. School mediation is in Europe and America works for more than two decades. Moreover, in Germany, the idea of the mediation value is so high that graduates of some schools, along with a certificate, can receive a "mediator diploma," promising them in the future quite definite career preferences. Such a diploma is a signal to the employer that there is a person in front of him who has a whole set of special social communication skills - "conflict competence," and therefore he stands head above other applicants for the position.

The school is a part of society, and conflict character is multidirectional: between pupils, between teachers and pupils, between teachers and parents. Moreover, these conflicts sometimes happen very rigid and are fraught with traumatic consequences for all parties.

The first attempts of mediation application at school were made in the early eighties in the USA. Since then this method in these or those forms is used rather widely in educational space in many countries of the world.

Let's remind; mediation is the method of settlement of disputes ranked a group of alternative methods of settlement of disputes. Thus mediation differs from all other methods of settlement of disputes radically – both traditional and alternative. In mediation the third party – a mediator – is not authorized and has no right to pass decisions on the dispute and, moreover, has to abstain from the offer of options of a resolution of conflict.

Mediation is a method which evaluates the person's respect, voluntary participation, and will, freedom of development and the decision-making process – the mediation based on the possibility of protection and satisfaction of the parties interests on condition of providing the equal rights to all parties of the dispute.

What do we know about mediation?

Today, the use of mediation is most widespread in the field of law. Here it is practiced in both pre-trial and extra-judicial dispute resolution. The parties appeal to the mediator, who owns personal communication technologies, with which the specialist can help rivals hear each other's arguments, critically take their position and find a mutually acceptable solution, without bringing the matter to court. The advantages of the first variant are apparent: there is neither a winner nor a defeated one; there is no publicity of details, the public presentation of which is often undesirable for any of the parties; Finally, the mediation service is usually much cheaper than litigation costs.

In this capacity, mediation began to develop in the 1970s in the countries of the Anglo-Saxon legal culture - the USA, Australia, and the UK - gradually covering the whole of Western Europe and gaining recognition in an ever more full range of areas, ranging from family and ending with multilateral differences in commercial and public sphere.

Sociocultural roots of mediation

However, it would be a mistake to think that the phenomenon of mediation is less than half a century. This practice has always existed - long before the appearance of the very first judicial systems. Its roots are in the very nature of man and, as a result, in the socio-cultural characteristics of the societies created by him.

After all, what does clear conflict? In the gap between reality and what a person considers fair, between what is and what he thinks should be. This discrepancy between the real and the proper is perceived by us as disorganization, as “the destruction of the fundamentals,” and is experienced as suffering, which causes offense, anger or fear, a feeling of the deepest discomfort, duality, loss of self. There are “opposition poles,” one of which begins to be evaluated as a carrier of absolute value, as an ideal, and the other - as something unnatural, sickening, horror, like chaos, destroying life.

How does a person who finds himself in such a “hopeless” dual opposition behave? It depends on the type of culture to which it belongs. If this is a “black and white” culture that rigidly divides the world into a “kingdom of absolute good” and a “kingdom of absolute evil.” Then conservative positioning is predetermined, and the choice turns out to be extremely simple: the holiness of “its” idea is proclaimed, even the thought of the possibility of dialogue with an opponent ("I can not sacrifice principles") and care in complete socio-cultural isolation.

Any conflict, including a school one, has the same nature and the same resolution scenarios: either the “victory” of one of the parties or the mutual removal of contradiction.

Mediation: an alternative way of the solution of disputes in education. In the educational environment the conflicts arise quite often, and not always teachers can cope with such a situation independently. The right decision is creation at the school of service of mediation.

Quite often in educational institutions, there are conflicts not only between pupils but also between teachers and pupils or parents - moreover, the last, usually, the sharpest. The emergence of the conflicts usually and inevitably, but the sharply negative attitude to disputable situations can "destroy" all system.

The procedure of mediation is focused on the development of consensus decisions of the parties. The decision based on consensus unlike compromise fully satisfies interests of each of the parties, and owing to this fact is the most viable and stable. The cooperation position is also mediation. Why is mediation necessary?

Today in educational institutions different people – from the principal to the psychologist are engaged in the solution of disputes. Often all of them have very rough ideas of conflict theories.

Of course, conflict situations are solved and now. However, whether always in their decision interests of both parties of the dispute are satisfied?

The procedure of mediation is directed on the achievement of a compromise, conflict exhaustion. In the course of mediation introduction settlement of the conflicts is entrusted, professionals.

Practice shows that functioning of service of mediation in the educational organization allows:

- ✓ to reduce the total conflict situations;
- ✓ to increase the efficiency of conducting the scheduled maintenance directed on the decrease in the manifestation of asocial behavior of participants of the educational process;
- ✓ to reduce the quantity of the offenses made by minors.

Regulatory base

Main stages of the organization of service:

- ✓ informing the employees of the educational organization who are trained and their parents about service of mediation;
- ✓ motivation to participate in the activity of service of mediation of the employees of the educational organization who are trained and their parents;
- ✓ organization of development of coordination of activity of service of mediation;
- ✓ training of the staff of the educational organization who are trained and their parents (lawful representatives) to a meditation method;
- ✓ establishment of cooperation with bodies of prevention of neglect and offenses, guardianship and guardianship, additional education.

In mediation, some phases from the first contact with the parties of the conflict to the conclusion of the mediation agreement are supposed.

Figure 3. Problems which could be solved by mediation

Who can be a mediator?

On a non-professional basis as mediators persons, as a rule, the criminal records which reached eighteen-year age, possessing full legal capacity and not having an act.

The persons who reached twenty-five year age, having the higher education and who completed a course according to the program of preparation can carry out the activity of a mediator on a professional basis.

Because the application of technology of mediation is impossible without preliminary training, some teachers at school, as a rule, have to undergo the preparation procedure.

Preparation of mediators from among pupils also demands training, and more extended, than the training of adults. Experts' advice providing training with trained where mediation processes, their stages and ways of the solution of the conflicts will be shown.

The service of mediation in the educational organization consists, as a rule, of the following persons:

- ✓ the curator (the deputy director for UVR, the social teacher or the educational psychologist) who will organize work of all service and provides it with information on the happening conflicts;

✓ the professional mediators chosen from among the teachers who were trained who are directly involved in the mediation procedure provide theoretical and practical training of pupils;

✓ pupils of the senior classes who carry out conciliatory programs for conflict situations.

It is important to note that not each disputable situation can find the solution in the course of mediation especially if the conflict demands the application of administrative or legal sanctions. In educational institutions, the mediator who will help children to learn to solve the internal personal conflicts has to work.

Advantages of mediation

Use of technology of mediation is useful for the educational organization as meditation helps to reach the following results:

✓ formation of communicative skills in communication and cooperation with trained, teachers;

✓ formation of readiness and ability to carry on dialogue by people and to reach a mutual understanding.

So, mediation solves at once some essential social problems. Despite a set of the nuances connected with the introduction of this technology, the emergence of services of mediation in educational institutions can bring significant positive changes in the procedure of the solution of the pedagogical and social conflicts.

Difficulties and nuances

Let's note that in the majority of the educational organization's service mediation is created only as the formal structure and does not carry out the procedure of reconciliation, or other recovery programs. In such establishments, there are no essential changes in ways of responding to conflict situations and such service it is impossible to consider acting. As a rule, such a way of the solution of the conflicts is very vulnerable and unstable as powerful advantage remains after traditional ways of the solution of the conflicts. Many teachers are sure that only formation of stable cool and school collective, the return of respect for the teacher can serve as effective measures against conflict situations.

One of the difficult stages at the creation of service of mediation in an educational institution can be as well preparation of local acts (the order on the creation of school service of mediation, the provision on school service of mediation, the plan of work of school service of mediation and others).

Also, one of the problems unresolved so far remains not always external intervention of the expert in a conflict situation. Often the service of mediation is subordinated to the head of the establishment; from here and there are questions of trust to specialists of such service. Without the trust of the parties of the conflict to the authoritative expert, there will be no sense.

As we see, mediation at the solution of the conflicts in the educational environment has pluses and minuses.

Thus, "school mediation" is an innovative technique and the educational technology calculated on the application at all institutes which are taking part in education and formation of the identity of the child – from a family and preschool institutions to the higher school.

Figure 4 -Types of School Mediation

Coming to the world, each child as the personality bears in himself both positive and negative potentials of development. Therefore a task of adults is to give a child the chance to realize all the best of it. The social development of the child includes different institution from family, then preschool, school, and, of course, the special place in the development and formation of the child identity occupies communication with contemporaries. By no means, it is impossible to underestimate the importance any of these aspects though during the different periods of life influence and their importance vary.

However, at all stages of a growing, the person needs to feel safe, feel accepted, valued, dear and favorite people, significant for him. Then the child has an opportunity for normal psychophysical and intellectual development.

The purposes of course "School mediation" can be formulated as follows:

✓ creation of the safe environment favorable for the development of the personality with the active civic stand able to make decisions and to be responsible for the acts;

✓ education of the culture of constructive behavior in the conflict based on mediation which based on the value of human life, uniqueness of each, acceptance, respect of the right of everyone for the satisfaction of own requirements and protection of the interests are (but not to the detriment of others interests);

✓ improvement of quality of life of all participants of teaching and educational process (what tutors, teachers, administrators of educational institutions, psychologists, social workers, social teachers, school inspectors, children, teenagers, youth, family) by means of the mediation approach which is based on positive communication, respect, openness, goodwill, mutual acceptance both in groups of adults and children and between these groups.

In an ideal, each employee of the educational system has to own skills of mediation. In each educational institution there have to be five-six school mediators from among teachers, school psychologists, social teachers, etc., and they have to mediate a settlement of "the school conflict", and also teach children, parents, teachers and administration of school to skills of positive thinking and constructive behavior in the conflict. The school mediator along with the settlement of the conflicts has to extend the principles of mediation after all the main thing – the prevention of the conflicts.

What does it mean "to understand"? At first sight, if there is a communication, everything is straightforward: "I said – you understood." However, it is the seeming simplicity.

In the conflict usually occurs so that the party, without having opportunity and desires to understand each other, often prefer "to destroy" the opponent, sometimes to the detriment of to themselves. To receive information – it is not enough, it still needs to be understood correctly.

Also, it is one of the aspects with which mediation works. It corrects the broken or deformed communication, creation of conditions for understanding by the parties herself and each other. It is essential to understand that to create a favorable climate and safe space, it is impossible to increase the quality of training without understanding adults idle time, but the truth most often ignored that communication and is education. Quality of education also depends on the quality of communication. For this reason, one of the bases of a method "School mediation" is positive communication. "School mediation is a beautiful school of communication.

Integration of method "School mediation" begins with the training of adults in bases of mediation and to the ability to resolve disputes with the help of this method. Tutors, teachers, school psychologists, social teachers and social workers, the staff of agencies of guardianship and guardianship, the employees of law enforcement agencies working with difficult teenagers, minor offenders and others who work in educational and educational system owing to the professional activity stand on "front line", and they should look for ways of permission of these problematic conflict situations, the causing stress not only for participants but also for those who try to resolve them.

Difficult conflict situations in the educational and educational sphere arise every minute, as well as in life in general. Mediation belongs to the conflicts, as to an integral part of life. It is clear that often the conflict bears destructive potential though without the conflict there would be no development also. Therefore one of the problems of school mediation is to send the conflict energy not in destructive, but into the creative course. After all, the primary goal of mediation in nurture is an educational context – development by the parties of the mutually satisfying decision focused on future cooperation.

However, it is essential to train kids to solve their problems and negotiate.

Training children to resolve the conflicts also helps to develop a healthy person with moral values. We teach them to respect ourselves, and also to appreciate and accept another. We promote manifestation at children of self-respect, and also we bring up the responsible relation to the actions, acts, and life in general. Mediation teaches them to the ability to occupy and develop an active living position, assuming responsibility for further development of own vital scenario, and also understanding the force of the influence on the world around. It is critical to teach children how to react to conflict situations. In the course of training, they also study empathy, ability to put themselves to the place of another, to be sensitive to sufferings of another, to feel others pain. These are those excellent values without which the person cannot be and remain a person.

One of the forms of meditation training to children is decreasing the space between primary school kids and middle school teens. In the USA one of the methods is "Empathy Course." The fifth-grade kids interact ones in the week with a toddler.

The trained adults work with children in groups on equal rights. It allows involving in work of children actively. Training age-mates ("groups equal"), we create conditions for permission them the interpersonal conflicts, and on the other hand – we give them the chance of self-realization. Children become distributors of ideas of mediation. The "School Mediation" program requires a block of legal knowledge. The Need for the creation of such an educational program for children and adults is challenge of the time.

Difficult relations happen, there are between parents and teachers owing to legal illiteracy of both parties, and also inabilities to communicate with each other, to listen and hear another party, to empathize. Often teachers become the victims of misunderstanding and the consumer relation of parents. Therefore it is vital that each party understood that all have equal rights, was informed of these rights, thus fully realizing that any right is followed by duty and responsibility. Moreover, if we manage to extend at least with small steps this knowledge, to organize an educational activity in this environment, we will take the first steps, not only to the improvement of conditions for all participants of educational process, but also we will create the real base for the improvement of legal culture in general.

If we manage to think differently about conflict it becomes neither good nor bad, just something that is present in our lives. If we accept this possibility, we can then focus on how we interact with conflict and whether this interaction leads to constructive outcomes.

A healthy and productive school (or any other organisation or group) is one with plenty of conflict that is being dealt with well by people who are open to the gifts that it can offer. It is one where people manage to step beyond their fears to a place where there is compassion, creativity and readiness to learn.

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БІЛІМ БЕРУ ЖҮЙЕСІНДЕГІ МЕДИАЦИЯ

Аннотация. Адамдар арасындағы қақтығыстар мен даулар, оларды басқарудың тиімді тәсілдерін іздеу адамзат тарихының өзі сияқты ежелгі тарихқа ие. Әлбетте, әрқайсымыз шиеленіскен жағдайларға тап болған кездер болды. Қақтығыстар барлық әлеуметтік институттардың, әлеуметтік топтардың қызметінде, адамдар арасындағы қарым-қатынаста көрінеді.

Мұндай жағдайларда балаларға қиындық туғызады. Балалардың ауыр жанжалдарына, егер олар туралы белгілі болса, ересектер сөзсіз араласады. Олар қабылдаған іс-әрекеттерден кейін көбінесе балалар арасында формальды татуласу орын алады. Шын мәнінде, осындай "татуласу" нәтижесі балалар арасындағы қарым-қатынастың үзілуіне әкеліп соғады. Өзара әрекеттесу бұзылған, диалог жоқ. Мұндай жағдайларда жанжал тараптары арасындағы қатынастар одан әрі шиеленісе түседі.

Мұндай жағдайларда медиацияға, яғни жанжалдарды шешуде делдалдыққа негізделген қалпына келтіру технологиялар әдісі жақсы жұмыс істейді.

Түйін сөздер: медиация, жанжал, келіссөздер, мектеп, жанжал тараптары.

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МЕДИАЦИЯ В СИСТЕМЕ ОБРАЗОВАНИЯ

Аннотация. Конфликты и споры между людьми, поиск эффективных способов управления ими имеют такую же древнюю историю, как и сама история человечества. Очевидно, каждому из нас приходилось сталкиваться с конфликтными ситуациями. Конфликты проявляются в деятельности всех социальных институтов, социальных групп, во взаимоотношениях между людьми.

Труднее в таких случаях приходится детям. В серьезные конфликты детей, если о них становится известно, неизбежно вмешиваются взрослые. После действий, которые они принимают, чаще всего между ребятами происходит формальное примирение. В действительности же результатом такого «примирения» становится разрыв отношений между детьми. Взаимодействие нарушено, диалог отсутствует. В подобных ситуациях отношения между сторонами конфликта становятся еще более напряженными.

В таких случаях хорошо работает метод восстановительных технологий, основанный на медиации, т.е. посредничестве в разрешении конфликтов.

Ключевые слова: медиация, конфликт, переговоры, школа, стороны конфликта.

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MOTHERS PEDAGOGICAL EXPECTATIONS AND ITS INFLUENCE ON FIRST GRADERS ACADEMICAL SUCCESS

Abstract. In an article using the analysis of secondary data (poll of parents and teachers within the research"), it is shown that pedagogical representations of parents do not coincide with representations of professional teachers or psychologists that confirmed the relevance of separate individual studying of parental pedagogical representations. In materials of an interview with mothers of first graders, it is shown that mothers of first graders have a practical pedagogical argument: mothers described these or those justifications of intentions to work and actions about the child. This argument, as a rule, included references to the idea of the child, about the purposes of pedagogical influence or its wished results. In work contents and interrelation of elements of their practical pedagogical argument are described (for example, such categories used by them as "course of life" ("fate," "a direct way"), "mentality," "character," "norm").

Keywords: the pedagogical argument, pedagogical representations, the transition to training at school, a parentship.

Child’s home environment affects considerably his or her education. As demonstrated by extensive research carried out in the recent decades, parents are one of the key figures in the field of education. Parental practices and beliefs largely affect the conditions under which their child receives education, as well as the child’s attitude to learning and his or her academic achievements. Attempts to overcome inequality in access to education face insufficient efforts exerted by professional teachers within educational institutions (for example [Savelyeva et al. 2016, Tenisheva et al. 2016, Goshin et al., 2017, Wilder 2014, Lareau 2011, Galambos 2003]). Russian and international experience of working with parents attest to the necessity of considering parents' views, rights, beliefs and other factors related to the situation of parents [Hämäläinen 1993]. However, in the modern context it proves to be a challenging task.

Firstly, one needs to take into account persisting demographic and institutional trends that have affected parenting in the recent decades and may have had an impact on the interaction between the child, his or her parents, and grandparents. Among the said trends one should especially consider the increase in the birth rate, the growing number of single-parent families and families with children whose parents got married for the second time, the increase in the divorce rate postponing the birth of the first child until a more mature age, the decline in the number of abortions, the decrease in the number of children born to parents who have not formally registered their marriage, the high proportion of nuclear families, and a large share of the population being oriented either at having many children or not having children at all [«Population of Russia – 2013» 2015, Shcherbakova 2014, Zabayev et al. 2012, Vovk 2005, Isupova 2000, Sinelnikov et al. 2010, Voronina et al. 2008]. Significant changes have been taking place in legislation regarding education and upbringing of children, as well as demographic and family policies [Chernova, Shpakovskaya 2013]. At the same time, experts are pointing at the increasing incidence of negative factors, such as dysfunctional family settings or violence affecting the life of a child in the family [for example, Volkova et al. 2016, Yarskaya-Smirnova et al. 2008].

Secondly, nowadays changes are taking place in the ways knowledge and beliefs about childrearing are transferred from generation to generation. As shown by research in ethnography and history, long before scientific theories were formulated, there already existed certain common beliefs about how and why adults need to interact with the child [Aries 1999, Luhmann 2006, Kon 1988, Kosheleva 2009]. However, in contemporary Russia the majority of parents at the moment of birth of their first child lack or hardly have any experience of «holding a baby» [Zabaev et al. 2012, Gross et al. 1989]. Young moms and dads tend to have less trust in their parents as to matters related to their children [Sivak 2016, Arber et al. 2012]. Modern parents prefer to rely on the media, opinions of their peers, friends, or other parents rather than on advice from previous generations [Sobkin et al. 2013]. Studies of the image of parenting in young people's minds state that the perceptions of parenthood of the young generation can be describedas diverse, contradictory, and inclusive of both traditional and modern cultural patterns [Bezrukov 2014].

In addition, parents face dozens of competing approaches to upbringing offered to them by psychology, medicine, and pedagogy [Chernova, Shpakovskaya 2016, Polivanova 2015]. There is a growing number of publications, websites and web communities offering advice on children and methods of upbringing [Chernova, Shpakovskaya 2013, Kukulin, Mayofis 2010, Gurko 2000]. As the researchers note, what used to be a commonplace, relatively unimportant and private routine of families and children, has become the subject of intense debate about the effects produced by parental practices upon the new generation and the society in general [Lee et al. 2010, Hardyment 2007, Gillies 2006, Isupova 2000, Chernova, Shpakovskaya 2010, Shadrina 2017].

In the context of such variety, those who have children face the necessity to build their parental strategies on their own, to reflect their own pedagogical beliefs and to choose suitable models of upbringing [Chernova 2013]. Today's «good» parents are supposed to intensify their efforts and investments with respect to their child [Polivanova 2015, Chernova 2010 Hardyment 2007, Lee et al. 2014, Furedi 2001, Avdeeva 2012, Bezrukova 2016]. At the same time, it is worth noting that parents do not always succeed in implementing their ideas about parenting in practice. For example, in his study based on interviews with parents in big cities I.V. Zabaev shows that children between the ages of 7 to 17 prove to spend more time under the tutelage of educational and medical institutions rather than their parents. As a result, parents «often fail to see what tools they can use in the upbringing of their child» [Zabaev 2005]. Thus, on the one hand, it is recognized that parents' goals, values, attitudes, and practices should necessarily be taken into account, and that parents need to be involved in the learning process. On the other hand, there is a growing differentiation in the level of parental competence, parental practices and beliefs.

Since the twentieth century, parenting has been the focus of interest of historians, psychologists, sociologists, anthropologists, doctors, and teachers. A wide range of studies explores the problem of childhood and parenthood (for example, [Denzin 1973; Bluebond-Langner 1980; Qvortrup 2005; James et al. 2008; James et al.. 2015; Jenks 1996; Osorina 2008; Arjes 1999; Bornstein et al.. 2017]). It has been shown that different areas of adult life, such as family, career, and mental health, are affected by the context is which a person was growing up, which, in turn, is largely determined by parental practices [Kon 1988; Bronfenbrenner 1979; Domitrovich et al. 2001]. A large portion of research explores the correlation between parental practices and beliefs, on the one hand, and the academic results shown by children, on the other (please refer to [Roksa et al. 2011] for a review of studies on the issue).

Notwithstanding the above, the researchers acknowledge that so far there is no complete and consistent description of parenthood [e.g., Reid et al. 2015]. Therefore, many theoretical and methodological issues arise, whereby researchers agree that parenthood cannot be looked at as something constant, culturally universal, or contextually independent. In particular, J. Valsiner, continuing the line of reasoning of L.S. Vygotsky, shows that the context largely determines the development of the child [Valsiner 2000, Valsiner 2005]. This, inter alia, dictates what actions should be taken by parents and other surrounding people to support the child's development, not to mention the fact that in various cultures the goals of upbringing and development may vary significantly. Thus, it proves to be impossible to create a universal model of parenting practices. What a parent does, in what contexts he or she performs, what results he or she expects: all this proves to be determined by a complex amalgam of existing cultural concepts and practices.

State-of-the-art studies in the sphere of parenthood face the lack of thorough research methodology relevant to the phenomena under investigation. In addition, there is the gap in the knowledge of modern parenthood and, particularly, on the cognitive aspect of parenthood, including parental cognition and parental beliefs.

The present study focuses on everyday pedagogical beliefs of mothers in the situation when their child undergoes a transition from pre-school to elementary school education. The study follows the logic of J. Valsiner, who assumed that parental beliefs are primarily responses to challenges generated by the context. A child's transition to the first grade of an elementary school is a challenge relevant for most modern parents.

We focuses on the following research question: what are modern parental beliefs? The goal of the study was the description of everyday pedagogical beliefs of parents at the time of the child's transfer to elementary school. Specific research tasks included:

- ✓ Analysing theoretical and methodological approaches to studying parental beliefs, synthesising of the results of existing research in the field of parenting with the view to develop the research methodology;
- ✓ Identifying and describing everyday pedagogical beliefs of mothers at the time of the child's transfer from pre-school to the general school system.

The study of parental pedagogical beliefs was based on the concept of «folk theories». According to this approach, «folk theories» are cognitive elements that underlie a person's views on interrelations between phenomena [Devyatko et al. 2010, Sigel et al. 2014, Valsiner 2000, Malle 2004, Tudge 1993]. The theoretical framework for this kind of research is made up of concepts of social cognition, culture models, as well as folk theory, ethnotheory, and social representations [Goodnow et al. 1990, Reid et al. 1986, Super et al. 1986].

The concept of folk pedagogical theory lies at the core of the dissertation study. The concept of folk pedagogy was introduced by J. Bruner [Bruner 1990, Bruner 1996], who argued that the activities of a teacher are inevitably based on his or her assumptions about the nature of the student. Bruner believed that «educational practices are based on the sum of folk beliefs about the student» [Bruner 1990]. According to his definition, everyday pedagogies are the means used by the members of some sphere of activities (e.g., teachers) to organize their experience in this field (e.g., education), their knowledge about this field and their transactions with the social environment (e.g. School).

Analysis of interviews was based on the methodology of research of pedagogical views of teachers and parents [mcgillicuddy-delisi et al. 1995, Sigel et al. 2014, Tudge 1993, Kagan 1990], in particular, the methodology of identifying the practical pedagogical argument [Fenstermacher 1993, Fenstermacher 1986]. In order to clarify what the «pedagogical» argument means, we adopted the understanding of a pedagogy [Kohn 1988, Schedrovisky 1993] as a description of activities aimed at «modifying» the child using certain procedures in accordance with the image of a desired result or a certain cultural model. Thus, the «everyday pedagogical theory» includes the parents' beliefs of the «object» of change (child), their views regarding the ways, procedures, and methods of such change, as well as images of the desired result or the culturally established normative result.

We also took into account research on parent self-efficacy based on the theoretical framework proposed by A. Bandura in his theory of self-efficacy [Bandura 1977, Bandura 1989, Coleman et al. 2003]. Particularly, in accordance with the theory of A. Bandura, we considered the following components of the situation: the opportunity to acquire and expand the range of parental tools and methods, and the availability of interaction with the environment with respect to issues of parenthood etc., which we looked at as factors affecting the level of a mother's self-efficacy, i.e. Her ability to solve the problem and achieve the desired result [Bandura 1977].

The findings of the study can be summarized in the following way:

1. The analysis of interviews revealed that mothers do have practical pedagogical argumentation: mothers are able to describe their intentions to act and actions in relation to their child. Those descriptions usually included references to the initial state of their child, goals of pedagogical influence and the desired results of such influence on that state. Therefore, modern mothers are substantially involved in the education process of their child, despite the fact that most respondents are working full-time.

2. Parents are aware about different theories of upbringing and there is an abundance of psychological, pedagogical and other concepts found in parental beliefs. However, scientific and expert theories and recommendations influence parental practices indirectly by being included into practical pedagogical argumentation together with already existing pedagogical beliefs about the child or the goals of interaction with the child. Mothers use scientific terminology, such as "psyche", "trauma", "norm",

“rules”, and “socialization”, but tend to attribute their own meaning to these terms and, at their discretion, "embed" them in their reasoning.

3. One should also note a contradictory nature and incompleteness of parents’ practical reasoning (which is recognized by the parents themselves). Parents say that they often encounter high expectations and criticism from their environment as well as experience failures or difficulties in the implementation of their ideas in practice.

Everyday pedagogical argumentation on child’s education is built around a number of categories the core of which are the following:

1. «Life path» («fate», «straight path»). This category points to the connection between the child’s present and future, including the stage of adulthood. In his or her parental practice a parent has to consider both the child’s life situation at present and the child’s future life prospects.

2. «Psyche» and «character» are inherent properties of a child. «Psyche» reflects the child’s vulnerability and fragility, while «character» represents his or her resistance to mother’s pedagogical influence. From parents’ point of view the resistance of the child is manifest as «lasiness», «stubborness» etc. The problem for parents here is how not to «traumatize» the psyche and, at the same time, «break» the character on the way to ensuring high academic achievements of the child.

3. «Norm». When describing a child, mothers evaluate him or her based on the child’s compliance with norms. In this, attribute scales (for example, «an ability to sit still», «the quality of memory») and scale values which are considered as «normal» (for example, «remembers everything from the first time») are different for the mothers interviewed. Parents’ anxiety is caused not only by worries about the child’s future («life path») or present («psyche» and «character»), but also originates from concerns on how well their child fits the image a «normal» child, and what to do when a child does not comply with a norm.

The scientific significance of the research lies in attempting to specify and articulate the construct of «everyday pedagogical theories» in relation to modern Kazakh parenting, as well as in the development of ideas of parental self-efficacy. Concerning the significance of the results for educational sphere, as we can see, parents face many factors that can lower their parental self-efficacy. This, in turn, may negatively affect their current parental practices and satisfaction with parenthood, as well as mastering new parental practices (including their involvement in child’s education).

Therefore, it is reasonable to take into account specifics of parental practices and beliefs, as well as factors influencing on parental self-efficacy, when creating programs of psychological and pedagogical accompanying of modern parenting.

The practical significance of findings lies in the fact that they can be used for further research focused on the national specifics of parenting and the problems of psychological and pedagogical support of parenting in Kazakhstan. The said materials may be used:

- ✓ To create programs parental support;
- ✓ To increase the involvement of parents and contribute to practical work with parents, educators, psychologists and centers for working with parents and children;
- ✓ To design course syllabi in Pedagogical Anthropology.

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АНАЛАРДЫҢ ПЕДАГОГИКАЛЫҚ ТҮСІНІГІН ҚАЛЫПТАСТЫРУ МӘСЕЛЕСІ ЖӘНЕ ОЛАРДЫҢ БІРІНШІ СЫНЫП ОҚУШЫЛАРЫН ОҚЫТУДЫҢ ТАБЫСТЫЛЫҒЫНА ӘСЕРІ

Аннотация. Мақалада қайталама мәліметтерді талдау арқылы (зерттеу шеңбері бойынша ата-аналар мен педагогтардан сауалнама) көрсетілгендей ата-аналардың педагогикалық ұсыныстары кәсіби педагогтардың немесе психологтардың ұсыныстарымен сәйкес келмейді, бұл ата-аналардың педагогикалық ұсыныстарын арнайы жеке зерделеу керек екенін растады. Бірінші сынып оқушыларының аналарымен сұхбат материалдарында бірінші сынып оқушыларының аналарында тәжірибелік педагогикалық дәлелдер бар: аналар әрекет ету ниетінің қандай да бір негіздемелерін және өз баласына қатысты іс-әрекеттердің өздері

сипаттаған. Бұл дәлел, әдетте, бала туралы, педагогикалық ықпал ету мақсаттары туралы немесе оның қалаған нәтижелері туралы ұсынысқа сілтемеден тұрды. Жұмыста олардың практикалық педагогикалық аргументациясының (мысалы, "өмірлік жол" ("үлесі", "тура жол"), "психика", "мінез", "норма") қолданылатын санаттарының мазмұны мен өзара байланысы сипатталған.

Түйін сөздер: педагогикалық дәлел, педагогикалық түсінік, мектепте оқуға көшу, ата-ана.

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ПРОБЛЕМА ФОРМИРОРВАНИЯ ПЕДАГОГИЧЕСКИХ ПРЕДСТАВЛЕНИЙ МАТЕРЕЙ И ИХ ВЛИЯНИЕ НА УСПЕШНОСТЬ ОБУЧЕНИЯ ПЕРВОКЛАССНИКОВ

Аннотация. В статье при помощи анализа вторичных данных (опрос родителей и педагогов в рамках исследования") показано, что педагогические представления родителей не совпадают с представлениями профессиональных педагогов или психологов, что подтвердило актуальность специального отдельного изучения родительских педагогических представлений. В материалах интервью с матерями первоклассников продемонстрировано, что у матерей первоклассников присутствует практическая педагогическая аргументация: матери описывали те или иные обоснования намерений действовать и сами действия по отношению к своему ребенку. Данная аргументация, как правило, включала в себя отсылки к представлению о ребенке, о целях педагогического воздействия или о его желаемых результатах. В работе описаны содержание и взаимосвязь элементов их практической педагогической аргументации (например, таких используемых ими категорий как «жизненный путь» («участь», «прямой путь»), «психика», «характер», «норма»).

Ключевые слова: педагогическая аргументация, педагогические представления, переход к обучению в школе, родительство.

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PEDAGOGICAL IMAGE AS COMPONENT OF TEACHER PROFESSIONAL COMPETENCE

Abstract. The modern period of Kazakhstan development needs a revision of the main priorities for the professional training system. The new concept of education requires training of qualified personnel and taking into account various professional qualities, social functions, and roles in society. Modernization of education inevitably leads to change and to update of qualification requirements and qualification characteristics of modern teachers in which central place is taken by the general and special professional and pedagogical competence, acting as a basis of productive functioning of the teacher. Particular relevance the question of formation of a positive image of the teacher means to us. Unfortunately, the disintegration of the Soviet Union started some social changes within which there was considerable destruction of the image of the teacher and depreciation of its social role. In our society still, there is a stereotype that the teacher is the one who learns because he could not become an expert. In the message to the people of Kazakhstan, Nursultan Abishevich raised a number of the critical questions, social initiatives which significant role is assigned to the formation of new leaders of the nation. In our article, we will try to create the main of competence of the teacher and the development of leadership potential in the structure of the pedagogical image.

Keywords: pedagogical image, leadership, Rukhany Zhangyru, PIQ.

In the Kazakhstan, the period of institutional reforms has been completed at large: the Unified State Exam, per capita financing, and the transition of schools to State Educational Standards were implemented. Over the past decade the substantial growth in financing volumes and large-scale efforts aimed at reforming state educational institutions have led to some growth in the position of Kazakhstan in international comparative studies of PISA, TIMMS, PIRLS. However, at the moment it is difficult to deny considerable economic restrictions, which do not allow keeping the same high level of public investment into school infrastructure, teachers' human capital and an attractive image of school job positions in the eyes of the most talented university graduates.

Under the economic constraints, it seems important to look for such approaches to school reforms, which would be aimed at improving the quality of teaching and allow achieving a maximum increase in the quality of school education with limited costs. As one of the key factors contributing to the enhancement of the educational system effectiveness, the international comparative study conducted by McKinsey sees reforms directed mainly at the improvement of the lesson quality. "No reforms can be implemented until what happens in class changes" (M. Barber). At the same time, costly institutional reforms, necessary for managerial and financial reasons, do not bring a tangible increase in educational outcomes.

One of the possible ways to improve the lesson quality is to use school internal professional resources. The resources of professional structure, or the totality of the relationships of teachers with one another while addressing issues related to teaching, should be referred to such, just to name a few.

One of the key factors of professional development at the expense of internal resources is the distribution of professional leadership within the collective. is defined as a practice of constant interaction necessary for solving teaching-related issues within the collective, which is channeled not through the administration, but through informal professional leaders. In the theory of social capital (P. Bourdieu, J. Coleman), the organization is seen not simply as a group of employees, each of whom possesses a certain level of human capital, but as a set of professional ties between them. Each teacher has not only some formal job position, but also a certain social capital, that is (s)he is included into the structure of interactions. In this regard, a question arises as to how these interactions are distributed within the organization, whether it is done evenly and if there are "centers" of these interactions. It becomes necessary to identify teachers who are most active and valuable from the point of view of these interactions and whom we will henceforth refer to as "professional leaders".

The modern period of development of Kazakhstan designated need of updating of the main priorities for a system of vocational training of experts. In the new concept of education requirements of qualified personnel preparation, taking into account various professional qualities, social functions and roles in society are formulated. Modernization of education inevitably leads to change and updating of qualification requirements and qualification characteristics of modern teachers the central place in which take the general and special professional and pedagogical competence, acting as a basis of productive functioning of the teacher. The concept of professional competence of the teacher assumes unity of theoretical and practical readiness for implementation of pedagogical activity. The content of this concept is caused by concrete historical nature of social and pedagogical reality. Professional competence is the concept conforming to requirements of time and helping to work adequately in a constantly changing situation. The teacher has to be professionally flexible, mobile, capable to adapt for the happening changes. Competence of area of interaction is characterized by knowledge of the nature of social influences. The most important line of interpersonal competence is image competence, i.e. ability to establish and support certain notions of it. This ability depends on several factors: the developed empathy and a reflection; various repertoire of behavior; possession of a certain interpersonal resource to apply the necessary tactics in the corresponding situations. Important demanded professional quality, the increasing efficiency of pedagogical activity, becomes a professional image. Professional image is an important competence of each teacher, his formation - labor-intensive process and result of self-knowledge and self-development. Image is the tool helping to build the relations with people. Image of the teacher is the developed stereotype of an image in representation of pupils, colleagues, a social environment. In development of personal and pedagogical image and individual style of pedagogical activity priority it is considered formation of personal image. as condition of formation of pedagogical professional image. Image is formulated by experts of different areas of science variously. V. M. Shepel defines image as a visual image, A.A. Kalyuzhny treats image as representation, E.B. Perelygina considers image as a symbolical image of the subject, A.Yu. Panasyuk defines it as opinion, E.A. Petrova as category which is universally applicable to any object. Generalizing the available definitions it is possible to note that image is that impression which is made by the person on people around, this complete idea of an image which is formed in consciousness of people. The image is connected both with the appearance of the person and with his internal contents. In order that image was created, there is not enough perception of the characteristics of an image. By this image, there has to be a certain relation, opinion and a certain assessment of this image.

Therefore an image can be characterized as the relation to an image and opinion on this image. Image of an expert, and in particular the teacher, has to conform to the requirements of time and society. V. M. Shepel, one of the first dealing in our country with problems of creation of the image, marks out qualities which promote the successful formation of a positive professional image.

The first group is made by qualities which V. M. Shepel defines as "ability is pleasant to other people." These are the communicative characteristics of the person defining his ability in the establishment of contacts with other people; teachers ability to empathize and understand another person.

The second group contains qualities characterizing the personality from education and education, i.e. moral values, psychological health, resistance to stress, the ability not to create and skillfully to resolve conflict situations.

The third group of qualities is defined by professional and life experience and intuition of the personality. Image for the teacher is important not to a lesser extent than for any other expert as it influences the formation of representations, installations, values of pupils and students. Image of employees of pedagogical higher education institution has a positive impact on the formation of an image of future teachers. The professional image of the teacher of a pedagogical higher education institution is the integrated characteristic including set external and internal traits, personal, individual and professional qualities of the teacher which promotes the efficiency of pedagogical activity. Employing a method of descriptive statistics it is possible to allocate the most significant image characteristics "the teacher of pedagogical higher education institution who is positively negatively estimated" and "estimated."

The conducted research by student's groups showed 2-3 courses of SGPI Branch, what external and internal qualities of teachers are the most demanded by student's audience and what image develops in their idea of the future profession. Results of the poll showed the importance of preferences:

1) goodwill
2) justice
3) responsiveness
4) steadiness
5) responsibility
6) reasonable insistence
7) tactfulness
8) attentiveness
9) cheerfulness
10) sense of humor.

In an assessment of competence and professionalism of the teacher students would like to see teachers objective in an assessment of knowledge and people, the professionals knowing the subject and able to present clearly and interestingly material purposeful, creative, not indifferent to the occurring events and each student. The teacher has to have an accurate diction, competently put speech, a pleasant no monotonic voice. The appearance of the teacher is a business card of the teacher. Students allocate as "the characteristics which are positively estimated": accuracy in clothes and make-up, neatness, severity and an official style in clothes, existence of not striking jewelry, clean hair, and hands. The "negatively estimated" characteristics of teacher’s students: irascibility, irritability, injustice, irresponsibility, bias, indifference, carelessness, avidity, shyness. Thus, image competence, become an important component of productive interaction, a condition of the efficiency of pedagogical activity. Each teacher has to possess a clear reflection, i.e., realize, what qualities he possesses and what requirements are imposed to him by student's audience and colleagues, and also to make efforts on change of image and its improvement. Creation of image - process quite difficult, especially organized which develops under certain laws and technologies.

Generalizing opinions of researchers on a problem of formation of image of the teacher of pedagogical higher education institution, it is possible to draw a conclusion that it is long process on which efficiency a number of conditions have an impact:

1) development in teachers of vital values and installations;
2) awareness of need of formation of positive image by the teacher;
3) manifestation of own activity during the work on image;
4) knowledge of requirements of student's audience to the personality and activity of the teacher;
5) identification of an initial level of development of the qualities making positive image of the teacher;
6) mastering teacher receptions of self-knowledge, and also skills of design of individual image;
7) observance of the principle of system when forming image;
8) observance of the principle of variety of forms and methods of work on formation and correction of image .

The important place information of image of the teacher is given to his self-presentation and positioning. E.B. Perelygina defines self-presentation as activities for image creation. It is possible to recognize such activity effective if people around perceive an image of the person as attractive. Positioning, according to G.G. Pocheptsov, is a creation of image taking into account knowledge of interests, requirements, expectations, requirements of a certain group of people; ability to select and show those externally estimated characteristics which promote optimization of processes of interaction; visual modeling, registration and representation of results of activity in environment.

Whatever competent expert was a teacher, it has to improve constantly the personal and professional qualities, creating, thus, own image, an image personal "I". Formation of an image of the teacher begins with the first impression made by features of clothes style, a mimicry, gestures, speeches. External characteristics have to be supported with internal personal qualities: the general erudition, the vital purposes and installations, the attitude towards surrounding people and the occurring events. Image causes self-realization of the personality: for the teacher it serves as the recognition indicator from society, an assessment and the relation of people around. Stages of management of formation of image of the teacher include: studying of public opinion about professions, specification of preferences of consumers of educational services (administration, students, parents); broadcast of a positive image of the teacher, support of positively painted, emotionally attractive components of image. Thus, professional image — is the important competence of each teacher which is result of self-knowledge and self-development. The professional and significant personal qualities of the teacher characterizing the intellectual and emotional and strong-willed sphere of the personality significantly influence result of professional activity. Professional image is the instrument of pedagogical influence and a condition of successful professional activity.

However, by now Kazakh schools rely primarily on formal administration structures, that is professional interaction is built around the administrative vertical axis, the heads of school methodological associations or departments. At the same time, the potential and the resource of leading educators who do not have formal leadership status are virtually not used. In this paper, an attempt is made to examine in detail the formal (that is, reflected in official powers) and informal (that is, reflected in sustainable models of professional interactions) structure of educational organizations, which together represent a real structure of the organization. The school is seen as an organization with multiple leadership, both formal and informal. However, the distribution of informal leadership still remains a subject-matter, which has not been researched enough. The use and management of this resource cannot be effective unless it is given a due scrutiny.

Understanding of the role and characteristics of distributed professional leadership in general education organizations can be a basis for developing of teachers’ internal potential through professional exchange of experience. **The problem**, therefore, is in insufficient empirical research and application of the informal leadership potential in the management and development of general education organizations.

Leadership in organization management is one of the most popular topics in management. The central problems of leadership are highlighted in the works of R. Beyls, W. Bennis, M. Weber, P. Drucker, A. Zaleznik, K. Levin, R. Mann, R. Stogdill, F. Fiedler, M. Follet, K. Hollander. This topic has been dealt with by such Russian researchers as S.A. Alifanov, G.K. Ashin, T.Y. Bazarov, I.P.Volkov, N.V. Lomova, R.L. Krichevsky, B.D. Parygin and others.

A separate group of research is represented by the scholars who describe the role of leadership in the educational context. In the Russian academic environment, the subject-matter of leadership in school management was presented in the writings of V. V. Davydov, A. G. Kasprzhak, V. Y. Krichevsky, L. D. Kudryashova, V. S. Lazarev, A.M. Moiseev, S.D. Neverkovich, A.I. Panarin, M.M. Potashnik, L.I. Umansky, K.M. Ushakov, P.V. Khudominsky, T.I. Shamova, and others.

Among the most significant foreign authors we should mention M. Barber, B. Bass, T. Bush, C. Day, K. Leithwood, R. Marzano, B. Evolio, A. Harris, F. Hellinger, R. Heck, and others.

Understanding of leadership is very diverse in theoretical and empirical work. In this study, we focus on a narrow aspect of professional instructional (or methodical) leadership. The foundations of this approach are laid down in the works of M. Barber, K. Leithwood, E. Hargreaves, M. Fullan, and others. Leadership practice as a professional support of teachers is positively correlated with teaching quality in school (K. Day, P. Sammons, D. Hopkins and others).

An equally important aspect of the analysis of organizational leadership is articulated in the question about research methods most suitable for specific situations of leadership. Methodological problems of leadership research are discussed in the works of J. Spillane, K. Leithwood, A. Harris, C. Bonacich.

The next methodological problem is that the research conducted in Russia is focusing primarily at the principals' attitudes about their managerial style. At the same time, real practices of teachers' interaction remain underexplored. This contradiction can be removed by using the social network analysis method to research professional interactions. Social network analysis allows to investigate existing practices of interaction - and as a consequence, to identify informal professional leaders. As the main works, which are using network methodology for the analysis of distributed leadership, it is possible to name the studies of K. Leana, N. Molenaar, U. Penuel, J. Spillane, C. Frank, and others; In Russia, the methodology of network analysis applied to education is used in the research of D.A. Alexandrov, M.M. Yudkevich and others.

Despite a thorough theoretical elaboration of various issues of leadership in educational organizations, at present *there are no Kazakh empirical studies* that would help solve the problem of informal professional leadership in schools. As a rule, the word "leader" is seen in reference to only the formal head of the organization. Although in theory the concepts of leadership and management are presented as not being the same, the empirical research focuses only on principals.

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ПЕДАГОГИЧЕСКИЙ ИМИДЖ КАК СОСТАВЛЯЮЩАЯ ПРОФЕССИОНАЛЬНОЙ КОМПЕТЕНТНОСТИ ПЕДАГОГА

Аннотация. Современный период развития Казахстана обозначил необходимость обновления основных приоритетов в системе профессиональной подготовки специалистов. В новой концепции образования сформулированы требования подготовки квалифицированных кадров, с учетом многообразных профессиональных качеств, социальных функций и ролей в обществе. Модернизация образования неизбежно приводит к изменению и обновлению квалификационных требований и квалификационных характеристик современных педагогов, центральное место в которых занимают общие и специальные профессионально-педагогические компетентности, выступающие основой продуктивного функционирования педагога. Вместе само понятие педагогический имидж было введено в научный оборот относительно недавно. Особую актуальность для нас значит вопрос формирования положительного имиджа педагога. К сожалению, развал советского союза запустил ряд социальных перемен в рамках которых произошло значительное разрушение имиджа педагога и обесценивания его социальной роли. В нашем обществе до сих пор существует стереотип, что педагог это тот, кто учит, потому что он не смог стать специалистом. В своем послании народу Казахстана, Нурсултан Абишевич затронул ряд важных вопросов, социальных инициатив, значительная роль которых отводится формированию новых лидеров нации. В нашей статье мы попробуем сформировать основные компетентности педагога и развитие лидерского потенциала в структуре педагогического имиджа.

Ключевые слова: педагогический имидж, лидерство, рузани жангыру, ПВК.

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ПЕДАГОГТЫҢ КӘСІБІ ҚҰЗЫРЕТТІЛІГІҢ ҚҰРАМДАС БӨЛІГІ РЕТІНДЕ ПЕДАГОГИКАЛЫҚ ИМИДЖ

Аннотация. Казакстаның қазіргі даму кезеңі мамандарды кәсіби даярлау жүйесінде негізгі басымдықтарды жаңарту қажеттілігін белгіледі. Білім берудің жаңа тұжырымдамасында қоғамда әртүрлі кәсіби қасиеттерді, әлеуметтік функциялар мен рөлдерді ескере отырып, білікті кадрларды даярлау талаптары тұжырымдалған. Білім беруді жаңғырту қазіргі педагогтардың біліктілік талаптары мен біліктілік сипаттамаларының өзгеруі мен жаңаруына әкеп соқтырады, оларда педагогтің нәтижелі жұмыс істеуінің негізі болып табылатын жалпы және арнайы кәсіптік-педагогикалық құзыреттіліктер негізгі орын алады.

Педагогикалық имидж ұғымы және ол туралы түсінік жақында ғылыми айналымға енгізілді. Педагогтің нақты имиджін қалыптастыру мәселесі біз үшін ерекше өзектілік болып табылады. Өкінішке орай, Кеңес Одағының құлдырауы педагог имиджінің айтарлықтай бұзылуы және оның әлеуметтік рөлінің құнсыздануы болған бірқатар әлеуметтік өзгерістерді іске қосты. Біздің қоғамда әлі күнге дейін педагог - үйрететін адам, өйткені маман бола алмады. Өзінің Қазақстан халқына Жолдауында Нұрсұлтан Әбішұлы ұлттың жаңа көшбасшыларын қалыптастыруға бағытталған бірқатар маңызды мәселелерді, әлеуметтік бастамаларды қозғады.Біздің мақалада біз педагогтің негізгі құзыреттілігін қалыптастыруға және педагогикалық Имидж құрылымында көшбасшылық әлеуетті дамытуға тырысамыз.

Түйін сөздер: педагогикалық имидж, көшбасшылық, рухани жаңғыру, ПВК.

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RESULTS OF ARCHAEOLOGICAL EXCAVATIONS CONDUCTED AT THE RAKHAT MONUMENT IN ALMATY REGION (BASED ON THE REPORTING MATERIALS FOR 2015-2016)

Abstract. The geographical location of the settlement area and unique features of the Rakhat region were studied in the article. During 1994-2005 at the settlement area archaeological excavation of the joint Kazakh-American expedition under the leadership by K.M. Baipakov, F.P. Grigoriev, K. Changwas carried out. There were expertise and description of the archaeological excavation of monuments which located in settlement area of Rakhat in the Institute of Archaeology named after A.Kh. Margulan in 2004. As well as, in the Upper Paleolithic place the various levels of mineral excavation, exploration work were characterized fully by the leadership of O.N. Artyukova in the location of Rakhat in 2006-2007.

The work of the members of the archaeological expedition was analyzed under the leadership of B.Nurmaganbetov of the memorial museum “Esik” in 2011.20.12. Along with archaeological excavation, new research methods of the scientists of Natural sciences were utilized, in the international scientific -research laboratory

“Geoarcheology” faculty of al-Farabi university made expert examination of the results and the current state and future of archaeological excavations which carried out in the framework of the State Program “The people in the flow of history” in the location of Rakhat by the leadership of G.T. Bexeitov in 2015-2016 y.

In addition, the ceramic vessels were collected in expert work by E.Sh. Akymbek the leading researcher of A.Kh. Margulan Institute of Archeology which detected during the archaeological excavations.

Key words: Archeology, geology, geomorphology, palynology, anthropology, climate, artifacts, sharp stone (nucleus), ribbed cleavage, ceramics, interment, paleolithic camp, nomadic camp, mound, monument, excavation.

Introduction

Gaining independence of our republic and becoming a sovereign state, it still allows us to study our history in a new way. In this regard, many research works have been carried out on the historic sites worthy of national interest in the history of our country, and mystery pages of our history are being discovered. Today the country`s rapid development requires to study deeply the historical truth, own way of the history of the nation needs to write a new data based on artifacts found during archaeological excavations.

Our people have gone through many difficult times on this path. It is obvious that from the ancient times to the present day the history of the Kazakh people, which has not survived, has not lost its continuity. Ceramic, bow spearhead, skeletal remains and rock artifacts are particularly important in determining the age of historical sites, because the period can be determined depending on their structure of creation, the nature of the species, the specificity of preservation. One of the most intricate and unexplored forms of research at that time are the monuments which located near the settlement area of Rakhat (the Enbekshikazakh district, Almaty region).

Rakhat monuments are a historically significant site located at the foot of the mountains which is 5 kilometers away from southern burial grounds “Esik”, Enbekshikazakh district, Rakhat rural district of Almaty region. At the moment, civilized nations and nationalities are primarily interested in their past and present. It demonstrates the importance of the true history of our people, through the research and deep scientific expertise.

Geographical coordinates of the village: N: 43º20.250 '; E: 077 ° 22.614. The total area of monument is occupied 88.7 hectares. It is one of the most historically significant objects of the 5 km square of the Issyk-Talgar highway, on the southern slope of the Esik monastery in Enbekshikazakh district of Almaty region [1].

In its turn, exploration and excavations were carried out in the organization of archaeological research of settlement. In the monuments of Rakhat were carried out effective scientific-research works by leaders of archaeological excavation of the joint Kazakh-American expedition: K.M. Baipakov, F.P. Grigoriev, K. Chang. [2].

During the expedition of settlement area, characteristic of the Sak-Uysun stages as dwelling shelters, semi-cellars and dwellings made of semi-bricks were dug, collected ceramic remains and artifacts and conducted examination in the foreign scientific-research centers. As a result, through using the scientific-research methods which inherent to the natural sciences, the prevalence of fruitful result of archeological excavations of the joint expedition in the information society has become important.

There was conducted archeological excavation of 5 mounds in the location of Rakhat by the staff of Institute of Archeology named after A.Kh. Margulan in 2004. As well as, the monuments and settlements of the location Rakhat were not included only in the region of Zhetysu, also in a number of important complexes of Central Asia. Sak, Uysun, Huns, Turks people, other ancient and subsequent tribes lived in the parts of the Ile-Alatau can take an important role in the area of Jetysu [3].

The first efficient excavations work in Paleolithic nomad camp of the location Rakhat was carried out in 2006-2007. Expedition was led by O.A. Artyukhova, as a result found artifacts gave opportunities to determine the age of nomad camps. It is possible to say that the historical roots of the settlement is very deep, because it is the evidence that magnificent monuments and nomad camps of the Stone, Bronze, Iron ages were settled here. [4].

The scientific staff of the "Esik" historical-reserve museum had organized archaeological exploration and excavations in the Rakhat settlement that led by B.Nurmukhanbetuly between 2011-2012, consequently scientific study suggests that the history of this region had started from the Stone Age, by digging the mounds inherent to Sak, Uysun, Huns and Turks an invaluable contribution was added to the history of Kazakh [5].

On October 15, 2015 the international scientific-research laboratory "Geoarcheology" of Kazakh National university in the framework of the State Program "The people in the flow of history" was held a considerable archaeological excavations in the nomadic camps and mounds inherent to the period of Sak-uysun, near the village Rakhat in the Upper Paleolithic nomadic camp "Rakhat". The connection of archaeological research with Natural science as Chemistry, Physics, and Biology, there were fulfilled works by using new methods of scientific study as geomorphology, geology, palynology, trasology and dendrology.

In autumn and spring 2017 archeological exploration was held by managing G.T. Bexeitov Can.His.Sc., associate professor, the director of the international scientific -research laboratory "Geoarcheology" of KAZNU. As a result, it is planned to carry out excavations at the monuments located near Rakhat in 2018.

Methods

The list of methods of excavation, fixation and analysis of material applied to Paleolithic monuments are extensive. Nowadays to study the spatial distribution of artifacts are being applied stratigraphic, microstratigraphic analyzes, planographic analysis, a method for searching connections between finds (repair), and statisticalcombinatorial analysis. Within each of these methods, there are many different methodological nuances and directions.

So far as the study of any archaeological monument begins with the identification in the thickness of the geological rock layers containing cultural remnants, clarifying the degree of preservation of these layers, the nature of their occurrence and structure, microstratigraphic analysis is of particular importance.

Results

Excavations in Rakhat monuments between 2015-2016

Today, the rapid development of our independent country requires to study the historical truth, the own history of the nation based on new findings. One of the regions that needs such research is the Rakhat monuments located in Zhetysu. The research works of Paleolithic stone age in Kazakhstan have been left behind for half a century compared with the research methods of foreign scientists.

Rahat (Soldat ravine) the Upper Paleolithic camp

Archaeological excavations have discovered the historical moments of the region in the country and contribute to the study of society in the first community. A lot of stone tools of the first people had been found in the nomad camps of the Stone Age which located in Kazakhstan This archaeological monument is evidence of the existence of the first community in Kazakhstan. One and unique of them is Rakhat Paleolithic nomad camp N 4321464, E07722672 [7].

Rakhat Upper Paleolithic camp was located 1040 m above the sea level in the eastern part of the villages Rakhat and Krasny Vostok, in the eastern part of Soldat ravine of the foothills of Ili Alatau mountains. During the determination of the age of the camp two sites were selected and stratigraphic snip excavation was dug. As a result, found stone artifacts proved to be a unique monument in the chronological epoch of the Stone Age in the Zhetysu region [8].

The first scientific research works in 2006-2007. It was carried out under the leadership of Artyukhova.

The eastern hills of the nomad camp were larger enough to the north. Further scientific-research works have been carried out to prevent further destruction of the Stone Age monuments. During the study, there were found traces of the hearth in solid rock layers and floodplain sediments. The abundance of stone artifacts allowed conducting a comprehensive study to this monument [9].

The ecological condition of the nomad camp enabled to collect materials and artifacts that allowed restoring the flora and fauna, to determine the age of the monument. According to archaeological excavations, it was found out that any excavation work was carried out in the monument while comparatively defining absolute age of biological and cultural evolution of ancient people.

In the process of detecting monuments and nomad camps of the Paleolithic period, stratigraphic snip excavations on 2x4 m were carried out for the purpose of determining the age of the region by managing G.T. Bexeitov Can.His.Sc., associate professor, the director of the international scientific -research laboratory “Geoarcheology” in 2015, the age of nomad camp was supposed to be the period of the upper Paleolithic. Unfortunately, the excavations did not show a layer of cultural sediments in the region. Only the collected stone artifacts from the surface of the fossil have been studied.

The total number of findings consist of 48 copies of stone artifacts which obtained during the research of archeological expedition “Geoarcheology” of camp Rakhat. Among them, the following types of stone products have been distinguished according to their manufacturing techniques and function: Nuclei -2ex, nucleus forms -5ex, ribbed chips -1ex, flakes and debris-40ex. The nucleus is a subtriangular form of red porphyrite measuring 12x14x7.8cm.

It is made of undulating river pebbles. The removal of regular chips - flakes were made without preliminary processing of the nucleus. The principle of chipping is split from one working surface of the product. Special preparation of the strike site was not carried out. The surface of the product is slightly covered with patina.

The next nucleus is made of gray porphyrites of round shape, measuring 9x10.5x8 cm (Figure 4). The chip was produced from the working surface of the product without preliminary preparation. The nucleus was prepared a strike site which is prepared by removing a single chipped stone artifact horizontally. The base of the nucleus is flat. From the nucleus was the removal of one chip of the flake [7].

Nucleated forms are made of gray and pinkish porphyrite. There are products on the flake among the nucleus forms. They almost do not have brightly marked chips. Artifacts have subtriangular and subquadratic forms. The surface of the products is partially patinated.

The brightly marked ribbed chip is 11.5x5.5x3.5cm in size. The workpiece for the product was gray porphyrite. This chip is a technical chip or as it is also called the chip of the nucleus, when the working part of the nucleus becomes unfit for removing regular chips. The ribbed chip is an arcuate, elongated shape.

Flakes in the number of 40 copies are made of gray, pink and reddish-brown porphyrite. Flakes are related to production waste. From this collection was not found wares which could be attributed to tools. The absence of stone artifacts of tool set from the collections of the Rakhat settlement was considered the possibility of holding quarry work by the local people [7].

The analysis and study of artifacts carried out in the laboratory allow preliminary dating of the Rakhat nomad camp by the late Paleolithic. The comprehensive study of the monument in the framework of the State Program “The people in the flow of history” will allow us to reconstruct the paleoecological conditions of life of primitive people, to simulate a picture of the ancient and ancient history of our country, which will significantly raise the level of teaching history in the Higher educational establishments of the country. The obtained models of adaptation and behavioral strategy of the ancient human in different epochs of the Stone Age in the foothills of the Tien-Shan will help to predict the changes in environmental conditions in this seismically active densely populated region of the country.

Received collections of stone artifacts will be replenished by republic and regional museums.

Archaeological excavations conducted by the international scientific research laboratory “Geoarcheology” for 2015-2016 in the mounds of Rakhat settlement.

The archaeological complex of the Rakhat ravine is located on a flat site near the river of the same name as Rakhat. New research on this monument showed the presence on the complex of monuments related to different times as - the Bronze Age, the times of Sak and Uysun. In the field season was set the task to identify the structural features of the early Iron Age mounds and determine the location of the Sak time settlement.

During the excavations were also obtained extensive ceramic and osteological materials which can be correlated mainly with the layers of the Sak nomad camp. All the heights of the earth's surface were drawn from the conventional zero (the western corner of the square (A-1) A-4), which is tied to the absolute altitude. Counting of all depths for structural details of monuments, ware, ceramic and osteological materials were conducted from the surface of the earth [10].

For a more convenient counting of all the squares during further studies on the monument was changed their numeration. The count is held from the northern corner of the excavation [11].

Research at the Rakhat facility. The burial ground is located on the top of the hill. Unsystematic, compact burial ground, consisting of five camps, flattened hilly with banding and calculating stones. All research materials of this monument are in process of treatment and detailed analysis.

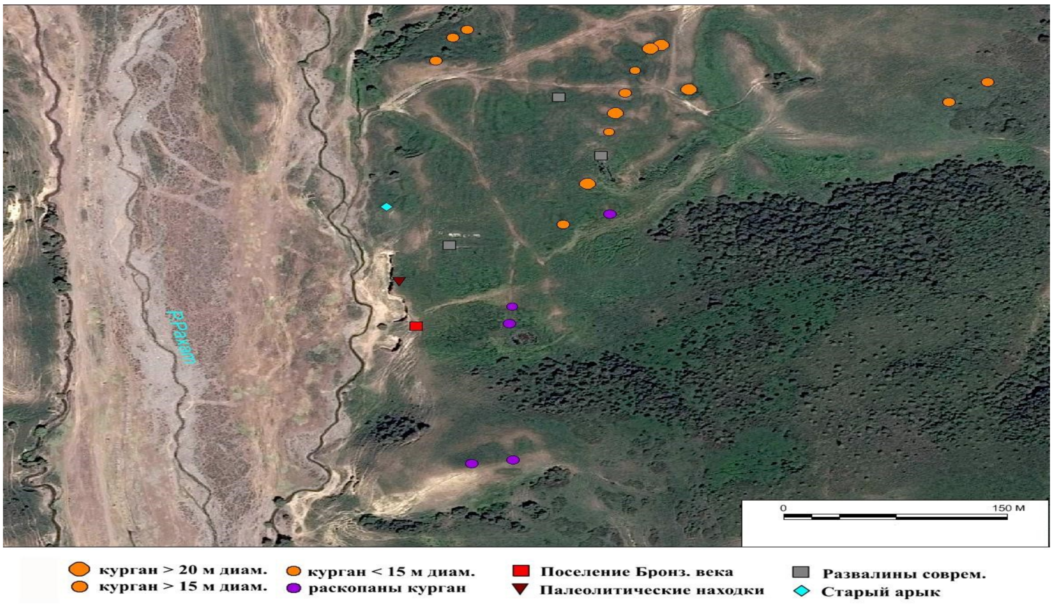

Figure 1 - Rakhat. Location of mounds in the area

Mound №1. Diameter is: from north to south - 9 meters, from east to west - 8 meters, height is - 45 cm. During the excavation works № 1 there was found a ceramic bowl of the burial hole at the depth of 1.7 m. (Appendix 2) [12].

Mound №2. It is located 2 meters in the east from mound № 1. There were founds bones of child aged 14 - 15 years old [13].

The mound №2was absolutely robbed. Depending on the genetic nature, it is the bone of woman about aged 18 to 25 without skull. There are signs of cribra orbitalia above fractures of the skull, which may be indicator of anemia. Hence, the buried human was died because of illness [14].

Mound №3. The mounds that have a diameter of 9 m and a height of 0.5 m were excavated and explored. Ceramic vessels were found on the left side of the human skeleton in the burial hole during excavation of №3 [7].

Ceramic vessels were detected on the left side of the mankind skeleton in the burial hole during excavation of №3 [15].

Stratigraphic snip excavationconducted in Rakhat settlement

At the same time stratigraphic snips to nomad camps were constructed inherent of Sak time. Generally there was detected waste of ceramics inherent of Sak time. The period of obtained materials is basically a period of Sak, while ceramic wastes found in the lower part of the fossil are based on the technique of Bronze Age. In this regard we can notice that the historical roots of settlement are deep [6].

During excavations, many ceramic debris and waste of bones were found. As a result of the deeper excavation of fossils, many artifacts of the same era were appeared from a variety of cultural layers. Looking at the artifacts found in the same cultural layers, it is evident that the settlement had a workshop on its own. As a result of deep digging, the area was divided into 6 square meters and a full description was made. Approximately 100 ceramic debris and waste of bones were found out from the nomad camp as a result of the excavation [6].

Results of the findings of the discovered ceramics during the field research of the international "geoarcheology" laboratory for 2015-2016 years

During the excavation in mound №1, ceramic tableware was found in the burial hole with a depth of 1.7 m [7].

The plate (Figs. 29, 30). The crockery was made of semi-ellipse, constructed with clay mixed with organic things and fine sand. At the bottom of the rounded wall, the bent curve moves upward and has a sharp angle in the cross-section. Burns are not uniform, while the color is light brown but not uniform. The length diameter is 16 cm, the height is 7 cm, the wall thickness is 0.6-0.8 cm.

Figure 2 - mound.№1. The plate

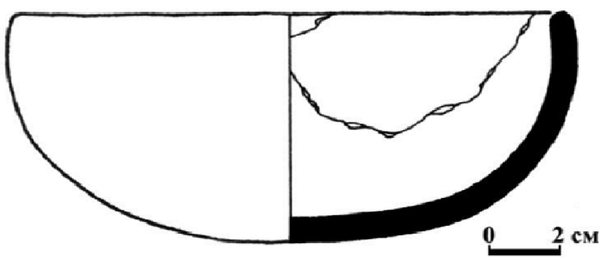

Figure 3 - The Rakhat cemetery. Mound №1. The plate

Ceramic vessels were found on the left side of the human skeleton at the burial hole during the excavation of mound №3 [7].

The bowl (fig. 2-3). The half-spherical crockery is composed of fine sand and mica blended clay. From the bottom of the round, the wall is unevenly folded and folded in the cross section, with a bent arc. It can be seen from the outside that the density of the cookware increases by fracturing the wall with solid things. Burns are uniform, light brown red. The lenght diameter is 10.5 cm, the diameter of the side is 12.8 cm, the height is 8.8 cm, the wall thickness is 0.5-0.7 cm. In 1954, a similar tableware was discovered in the excavations of the №3 in burial ground Taigak I. The burial ground is periodization of BC II-I centuries.

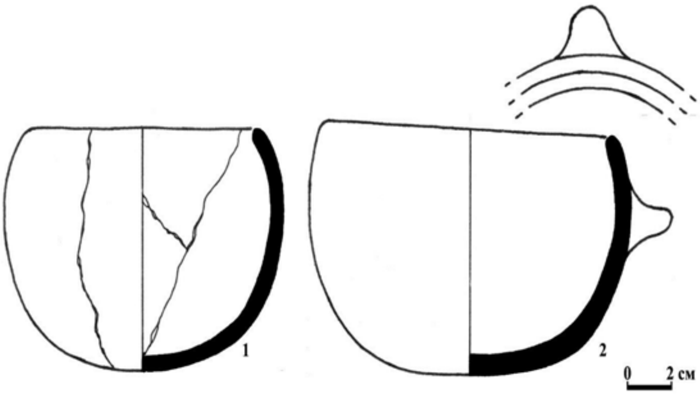

Figure 5 - Rakhat cemetery. Mound №3. Bowls

Rakhat settlement

Stratigraphic excavations at Rakhat settlement were conducted by dividing into quarries. During digging, a significant amount of ceramic vessels were found in the monument [7].

Squared - 4-D, tier -I. Several pieces of scrap were found on this square. It was possible to determine only one of them. The rest of the vessels are splinters.

Small dishes (Fig. 33.1). It was made from clay manually. The clay is not tight. The smoothing side is bent inwardly. Burns are uniform, color is light brown. The length diameter is about 7 cm and the wall thickness is 0.9 cm.

Squared - 2-B, tier-II. There are two big ones among the vessels found in this quarry.

Edge of the *koze* (It is like a vase). (Fig. 4). The fracture of the vessel, made by hand-sticking sand, mixed with mica. The lateral wall is bent forward and leaned outwardly. Density of clay and burnt are not uniform, the color is dark brown. The diameter of edge is 22.5 cm and the wall thickness is 1 cm. The outside was burnt.

The edge of koze (Fig. 5). The splinter of edge of tableware is composed of sand and organic materials which made from clay manually. The lateral wall is bent inward and curved outwardly, the surface is flattened. It is observed that the density of the substrate is increased by its solids. Clay is tight, burnt is not uniform, outer is dark brown, and inner side is brown. The diameter of edge is 30 cm, the thickness of the edge is 1.5 cm, the side diameter is about 32.5 cm, the wall thickness is 1-1.2 cm. The outside is completely burnt in the fire.

During the excavations a number of splinters were defined from the IV tier. Basically, most of them are spall of kitchen and utility vessels.

Square - I-A, tier-IV. There is a big koze among these splinters of vessels in this square.

The edge of koze (Fig. 6). The splinters of edge of the vessel were made by hand-sealing of clay from the sand. The straight bent side curved from the side curved straight outward. Clay is solid, burnt is not uniform, the middle part inside is brown, outside is brown- red. The diameter of the edge is 26 cm, the diameter of the side is 33 cm, the wall thickness is 1.2 cm.

Square - 2-B, tier-IV.

The edge of crockery (Figure 7). The spall of edge of the vessel were made by hand-sealing of clay from the sand. The straight exit wall is drooped outward and the surface is flattened. The clay is dense, burning is not uniform, the inner side is dark gray, and the outer side is brown red. The edge thickness is 1.8 cm, wall thickness is 0.9-1.2 cm. The outside is burnt.

Squared - 5-D, tier-IV.

The edge of *koze*. The splinter of edge of the vessel were made by hand-sealing of clay from the sand. The wall that has been sprouted from the bottom is curved strightly and is bent free inward. At the same distance around the sloping side, there is a sloping hinge with a solid object. The clay is dense, burning is not uniform, the inner side is dark gray, the outer side is brown-red. The diameter of edge is 38 cm, the diameter of the side is 39 cm, the thickness of the wall is 0.8-1 cm.

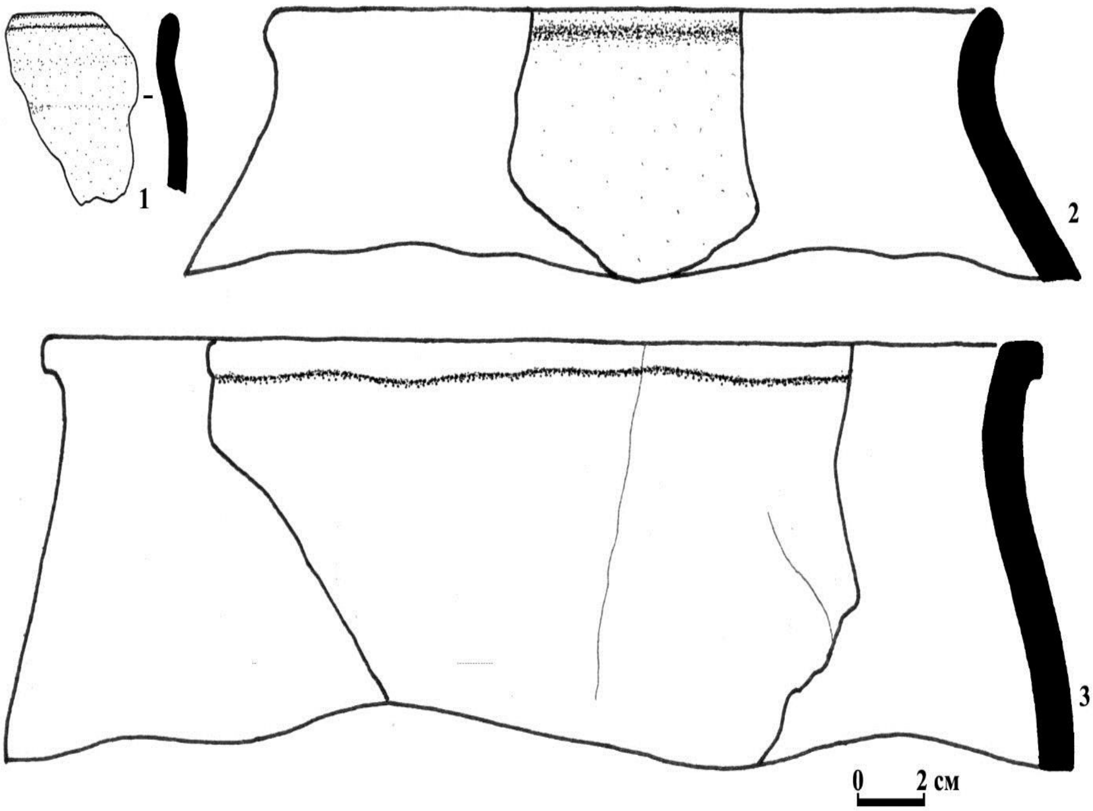

Figure 6 - Rakhat settlement. Ceramic dishes

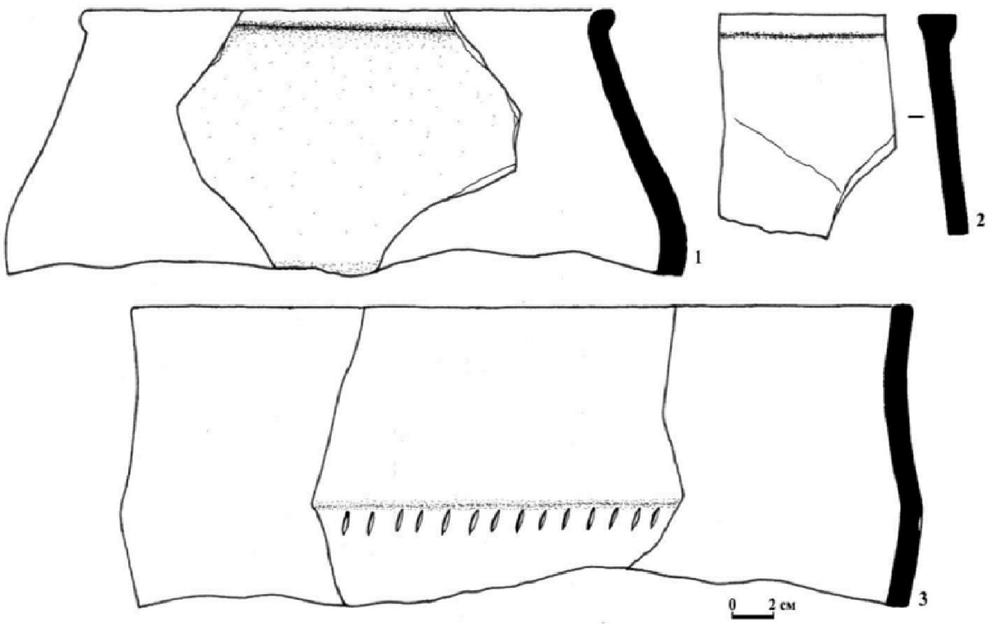

Figure 7 - Rakhat settlement. Ceramic dishes

Conclusion

The results of the laboratory analysis and artifacts allowed determining the cultural stages of the Rakhat camp. A deeper study of the complex of monuments in the framework of the State Program "The people in the flow of history" on the theme "The Research Program of international scientific laboratory on archaeological dating of the artifacts" provides with improvement of archeological degree at the universities of the republic, modeling of paintings from ancient epochs, restoration of the lives and ecological conditions of the first people.

At the same time, the goal of archaeological research works carried out on the basis of the international scientific-research laboratory "Geoarcheology" of al-

Farabi Kazakh National University in the framework of the State Program "The people in the flow of history" on the theme "The Research Program of international scientific laboratory on archaeological dating of the artifacts" is to determine the historical significance. Most materials of the monuments, mounds, settlements and nomad camps located in the settlement Rakhat show that the region's historical roots are deep.

In the conclusion, the world's science has a great interest in the culture and art of the first community society. The success of natural sciences is widely used in the decision of a number of questions, and new technological possibilities help to consider and clarify some issues. At the same time, Kazakhstan archeologists have achieved many successes in the field of natural sciences (Paleobotanics, Paleogeology, Odontology, Chemistry and Physics, Genetics, Geomorphology, Palinology etc.). Its results are considered to be a significant success in the historiography of the world archeology.

In the future, resuming research in the settlement Rakhat is important for science. We can make a significant contribution to the history of Kazakhstan by defining the borders, cultural layers and the construction sites of the settlement. Further studying of the remains of the native culture of the vast area, provides with valuable information on the political, socio-economic situation of the settlement. Science advances in the search of time and space for tasks and questions. Its branches as natural science, engineering, mathematics, and physics increase labor productivity and rises the wealth of the nation, indirectly promoting material production in the public-humanitarian sphere, and ultimately serves to extend the nation's lives. At the same time, the duty of archeology is the most responsible. The science of archeology sheds light on the nation, brings them up and forms its patriotism, by examining the nation's discovered and lost, the existence and the loss, teachings and experience of the past years.

In the era of totalitarianism, Kazakhstan's archeology failed to fulfill any of these tasks. That's why the chance is just appeared. In short, the future of our young state is connected with science, and the future of science is closely linked to the state policy. The leadership of Kazakhstan, aware of the fact that it does not engage in this relationship, will soon come to terms with raising its knowledge and science to a qualitatively new heights. Strategy of Kazakhstan's entry into the 50 most developed countries of the world is the creation of academic centers and educational institutions that conform to the highest international standards, modern education development, continuous improvement of qualification and retraining of personnel and further development of the culture of the people of Kazakhstan.

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We express our gratitude to the staff of the international scientific-research laboratory “Geoarcheology” of Al-Farabi KazNU and to the organizer of the state program “The people in the flow of history” M.M. Tazhin.

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АЛМАТЫ ОБЛЫСЫ РАХАТ ЕСКЕРТКІШІНДЕ ЖҮРГІЗІЛГЕН АРХЕОЛОГИЯЛЫҚ ҚАЗБА ЖҰМЫСТАРЫНЫҢ ҚОРЫТЫНДЫСЫ (2015-2016 ЖЖ ЕСЕП МАТЕРИАЛДАРЫ НЕГІЗІНДЕ)

Аннотация. Мақалада, Рахат елді-мекенінің географиялық орналасу шекарасы мен өңірдің өзіне ғана тән ерекшеліктері сипатталды. Елді-мекенді 1994-2005 жылдары К.М. Байпақов, Ф.П. Григорьев, К. Чанг жетекшілік еткен, біріккен «Қазақ-Американ» экспедициясының археологиялық қазба жұмыстары қамтылған. 2004 жылы Ә.Х. Марғұлан атындағы Археология Институтының Рахат елді-мекеніндегі ескерткіштерге жасаған археологиялық барлау қазба жұмыстарына сипаттама беріліп, сараптама жасалды. Сонымен қатар, Рахат елді-мекенінде орналасқан, жоғары палеолиттік тұрағында 2006-2007 жылдары О.Н. Артюхованың жетекшілігімен жүргізілген, түрлі деңгейдегі қазба, барлау жұмыстары толыққанды сипатталды.

Сондай-ақ 2011-2012 жылдары «Есік» тарихи-қорық мұражайының Б. Нұрмағанбетұлы жетекшілік жасаған, археологиялық экспедициясы мүшелерінің жұмыстары сараланды. Археологиялық қазба жұмыстарымен қатар, жаратылыстану ғылымдарының жаңа ғылыми-зерттеу әдіс-тәсілдерін пайдаланып, 2015-2016 жылдары Рахат елді-мекенінде Ғ.Т. Бексеитов басшылық жасап отырған, әл-Фараби атындағы ҚазҰУ-дың жанындағы «Геоархеология» халықаралық ғылыми-зерттеу зертханасы «Халық тарих толқынында» атты мемлекеттік бағдарламасы шеңберінде жүргізген археологиялық қазба жұмыстарының нәтижелеріне және мекеннің қазіргі жағдайы мен болашағына сипаттама жасалды.

Сонымен қатар, Археологиялық қазба жұмыстары барысында табылған қыш (керамика) ыдыстарға Ә.Х. Марғұлан атындағы Археология Институтының жетекші ғылыми қызметкері Е.Ш. Ақымбектің сараптама жұмысы топтастырылды.

Түйін сөздер: Археология, геология, геоморфология, палинология, антропология, климат, артефакт, өзектас (нуклеус), ребристый скол, керамика, погребение, палеолиттік тұрақ, қоныс, қорған, ескерткіш, кесік қазба.

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ЗАКЛЮЧИТЕЛЬНЫЙ ЭТАП АРХЕОЛОГИЧКИХ РАСКОПОК ПРОВЕДЕННЫХ НА ПАМЯТНИКЕ РАХАТ В АЛМАТИНСКОЙ ОБЛАСТИ (ПО МАТЕРИАЛАМ ОТЧЕТОВ 2015-2016 ГГ)

Аннотация. В данной статье авторы рассматривают особенности географического расположения населенного пункта Рахат и его границы. В 1994-2005 гг. д.и.н., профессор академик К.М. Байпаков, Ф.П. Григорьев,(PHD) К.Чанг руководил совместным казахстано-американской экспедицией.

Проанализированы и описаны результаты археологических раскопок памятников проведенных в 2004 году институтом археологии имени А.Х. Маргулана возле местности Рахат. Описаны раскопки и разведовательные работы стоянки верхнего палеолита в местности Рахат, проведенные в 2006-2007 гг. под руководством к.и.н. О.А. Артюховой.

Проанализированы работы членов археологической экспедиции, проведеной в 2011-2012 гг. в музее заповедника «Иссык» под руководством Б.Нурмагамбетова.

В ходе проведения научно-исследовательских работ лаборатории по проекту «Народ в потоке истории» были применены и геоархеология на памятника Рахат методы естественных наук в археологических раскопках, которые дали научные результаты которые в дальнейшем были внедрены в научный аборот.

А также анализированыэкспертизу керамические изделия найденной в данной области под руководством сотрудника Е.Ш. Акымбека.

Ключевые слова: Археология, геология, геоморфология, палинология, антропология, климат, артефакт, нуклеус, ребристый скол, керамика, погребение, палеолитические стоянка, поселение, курган, памятник, шурф.

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METHODS OF ORGANIZATION AND CONDUCTING INTERNAL STATE AUDIT IN THE REPUBLIC OF KAZAKHSTAN

Abstract. According to the authors, to improve the quality of control measures and ensure their compliance with international standards, it is necessary to create an effective supporting system of state audit, in particular, to create a coordinated methodology for planning and conducting control measures, to solve the issue of centralized training and retraining of personnel, and to create a unified audit information base.

It is necessary to consistently make changes and amendments to the regulatory legal acts and to carry out a large joint work with all controlling and law enforcement agencies in the framework of the implementation of the new fiscal policy in the republic.

Keywords: internal audit, methodological approaches, taxes, state audit, compliance.

INTRODUCTION

The head of the Republic of Kazakhstan, Nursultan Nazarbayev, in the current crisis conditions continues to actively support political and economic stability, development of entrepreneurial activity in Kazakhstan, including auditing. The legislation of the Republic of Kazakhstan on auditing is based on the Constitution of the Republic of Kazakhstan and consists of this Law “On Auditing” No. 139-111 ZRK and other regulatory legal acts [1]. If an international agreement ratified by the Republic of Kazakhstan establishes other rules than those contained in the legislation of the Republic of Kazakhstan on auditing, then the rules of the international agreement apply.

An integral function of public administration is financial control, ensuring the legality, expediency and efficiency of the formation, distribution and use of state financial resources [1]. The state delegates this management function to state financial control bodies that operate on the basis of established legal norms, the primary sources of which are the Constitution of the Republic of Kazakhstan, the Civil Code of the Republic of Kazakhstan, the Budget Code of the Republic of Kazakhstan, the Tax Code of the Republic of Kazakhstan and other legislative acts. The study of the development of financial control acquired particular relevance in the light of the entry into force of the Law of the Republic of Kazakhstan “On State Audit and Financial Control”, adopted on November 12, 2015 [2].

MAIN PART

This long-awaited document is aimed at introducing a state audit in the country in accordance with international standards. In the modern literature there are several forms of financial control. Financial state control passes within the entire state. It is aimed at objects that, without regard to their departmental subordination, are subject to control. National control is exercised by the legislative bodies when considering and approving the forecast for further social and economic development of the whole country, when designing budgets for all parts of the budget system and when creating reports on their execution. Control is conducted over the efficiency and legality of the use of state funds and the expediency of all expenses incurred [5, p. 68].

Departmental forms of financial control are carried out by ministries, departments and other government bodies over the activities of institutions and organizations within their system. This type of control is aimed only at subordinate institutions and enterprises and is carried out by independent control and auditing structural divisions.

Non-departmental control is carried out by financial and credit institutions: the Ministry of Finance, the National Bank, etc. The control of these bodies is regular, systematic, every day, and covers facilities without regard to their departmental affiliation. Financial on-farm control is carried out within the framework of certain organizations and institutions by their structural functional units and managers. In this case, the object of control is the financial and production activities of the organization itself and its structural divisions (branches, workshops, departments, sections). Audit forms of financial control are carried out by legal entities and auditors who are specifically certified. The object of audit control, above all, is entrepreneurial activity.

The control is carried out to determine the accuracy of the financial statements of economic entities and the compliance of perfect business and financial operations with regulatory acts. The forms of financial control may vary according to the time it is held. Allocate current, preliminary and consistent financial control [6, p. 144].

President of the Republic of Kazakhstan N.A. Nazarbayev noted that: "... we must arm ourselves with the new principle of fiscal policy - to spend only within our capabilities.

Based on this statement, it is possible to analyze the main parameters of the republican budget, which mainly show growth for 2013-2017.

Thus, the revenues of the republican budget increased from 5.18 trillion tenge (2013) to 7.66 trillion tenge (2016). In 2017, the revenue part of the budget was approved in the amount of 9.54 trillion tenge. During the same period, the expenses of the republican budget increased from 5.7 trillion tenge (2013) to 10.74 trillion tenge in 2017, which represents an increase in percentage of over 180%. The main part of the republican budget revenues is tax revenues: 2013. - 3.5 trillion tenge - 67.8%, 2014 - 3.66 trillion tenge - 62%, 2015 - 3.32 trillion tenge - 54.3%, 2016 - 4.28 trln. - 55.8% of all revenues of the republican budget (the share of tax revenues in the central budgets of developed countries is 80-90%). Despite the increase in the amount of tax revenues in 2017. (approved in the amount of 4.79 trillion tenge), the share ratio is reduced to 50.2%. This change is associated with an increase in transfers, the proportion of which amounted to: in 2013. - 30.1%, 2014 - 35.6%, 2015 - 42.9% in 2016 - 40.2%, and in 2017 - 48.74% of all revenues of the republican budget. Non-tax revenues constitute about 2% of the total amount of revenues of the republican budget, and proceeds from the sale of fixed capital, as a rule, not more than 0.3%.

Financial control is carried out by conducting cumulative actions to verify financial and related issues of the activities of business entities and management using certain forms and methods of its organization.

It is necessary to single out such components of GFK as budgetary financial control and financial and economic control.

Analysis of the implementation of revenue and expenditure parts of budgets, all levels of budget estimates of budgetary institutions is one of the most important methods of budgetary control in managing state finances of business entities, in regulating social and economic processes in society and their development. The budget and tax system and its impact on various aspects of society are being analyzed. On the basis of this analysis, the directions of the long-term state policy are being developed [7]. According to the Law of the Republic of Kazakhstan dated November 12, 2015 No. 392-V "On State Audit and Financial Control", the control task is to identify violations and take response measures. In this case, they mean the initiation of administrative proceedings, the urge to restore (eliminate) the damage, bringing to disciplinary responsibility, the transfer of materials to law enforcement agencies to make procedural decisions. To enhance the effective operation of the financial control system in the Republic of Kazakhstan, we can recommend a number of events:

1) With the transition to a state audit, the activities of the Accounts Committee should be further reoriented from finding violations to their prevention. Therefore, it is necessary to shift the emphasis towards strengthening expert-analytical activities, analyzing the causal factors of the identified deficiencies and violations. In other words, it is necessary not only to fix the problem, but to investigate and explain the essence and causes of its occurrence, and then give reasonable recommendations for its resolution.

2) It is necessary to carry out a preliminary assessment of the draft republican budget, since every year one of the main causes of the revealed violations is poor-quality planning. For this, representatives of the Accounts Committee need to participate as observers in the work of the Republican Budget Commission, analyze the draft budget, including through expert and analytical activities.

3) Organization of training of the Accounts Committee staff in the programs of foreign supreme audit institutions and organizations, as well as the signing of cooperation agreements with the financial control authorities of the advanced countries of the world.

4) interaction with public organizations is necessary in order to study the issues of the participation of their representatives in the process of improving the regulatory framework of the state audit and financial control system.

Financial control is carried out by conducting cumulative actions to verify financial and related issues of the activities of business entities and management using certain forms and methods of its organization.

It is necessary to single out such components of GFK as budgetary financial control and financial and economic control. Analysis of the implementation of revenue and expenditure parts of budgets, all levels of budget estimates of budgetary institutions is one of the most important methods of budgetary control in managing state finances of business entities, in regulating social and economic processes in society and their development. The budget and tax system and its impact on various aspects of society are being analyzed. On the basis of such an analysis, directions of long-term state policy are being developed [7].

The concept envisages the creation of a legislative and methodological base of state auditing in accordance with the guidelines of the Lima Declaration and international auditing standards, as well as the improvement of the legislative and methodological base of the current system of state financial control [2]. When developing and forming a regulatory and methodological framework for compliance auditing in Kazakhstan, it would be advisable to take the existing structure of standards and methodological guidelines as a basis. Thus, the transition to state audit requires the creation of a scientific and methodological framework for auditing, the development of procedural standards for conducting compliance audits, financial statements and performance audits, as well as the creation of a system for training, retraining and advanced training of employees of state control bodies. At the same time, it is necessary to work out the issue of creating a certification system for state auditors.

These measures can lead to the fact that control will become total, comprehensive, relevant and reliable, and the number of violations will decrease several times. These measures will have an effective impact on the system as a whole, and on the regional and local levels.

Thus, financial control is the most important stage in the management of the economic sphere of the country. Without proper careful analysis of financial control, all actions that were planned to be carried out may incur losses. In the modern economy of our country, the importance of financial control has increased dramatically, i.e. At that time, the economy was built on the “old” principles, and now in the modern world a lot has changed: Financial control is made up of a financial control function. Financial control is a specialized control environment of the competent authorities of the country. Based on this, you can make a definition of financial control. Financial control is the control of the authorized bodies of the country.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ІШКІ АУДИТІН ҰЙЫМДАСТЫРУ ЖӘНЕ ӨТКІЗУ ӘДІСІ

Аннотация. Авторлардың пікірінше, бақылау шараларының сапасын жоғарылату және олардың халықаралық стандарттарға сәйкестігін қамтамасыз ету үшін мемлекеттік аудиттің тиімді қолдау жүйесін құру, атап айтқанда, бақылау шараларын жоспарлау және жүргізу, кадрларды орталықтандырылған оқыту мен қайта даярлау мәселесін шешу үшін үйлестірілген әдіснама құру және бірыңғай аудит ақпараттық базасын құру қажет.

Нормативтік құқықтық актілерге өзгертулер мен толықтырулар енгізуді және республикада жаңа салық-бюджет саясатын іске асыру шеңберінде барлық бақылаушы және құқық қорғау органдарының қатысуымен үлкен бірлескен жұмыс жүргізу қажет.

Түйін сөздер: ішкі аудит, әдістемелік тәсілдер, салықтар, мемлекеттік аудит, сәйкестік

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МЕТОДЫ ОРГАНИЗАЦИИ И ПРОВЕДЕНИЕ ВНУТРЕННЕГО ГОСУДАРСТВЕННОГО АУДИТА В РЕСПУБЛИКЕ КАЗАХСТАНА

Аннотация. По мнению авторов для повышения качества контрольных мероприятий и обеспечения их соответствия международным стандартам необходимо создать эффективную обеспечивающую систему государственного аудита, в частности создать согласованную методологию планирования и проведения контрольных мероприятий, решить вопрос централизованной подготовки и переподготовки кадров, а также создать единую информационную базу по аудиту.

Необходимо последовательно внести изменения и дополнения в нормативные правовые акты и проводить большую совместную работу со всеми контролирующими и правоохранительными органами в рамках реализации новой налогово-бюджетной политики в республике.

Ключевые слова: внутренний аудит, методологические подходы, налоги, государственный аудит, соответствия

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HISTORY AND PROSPECTS OF DEVELOPMENT OF THE STOCK EXCHANGE

Abstract: Regarding the history of the stock exchange in the Republic of Kazakhstan, November 15, 1993, the national currency – tenge was introduced. And on November 17, 1993, the National Bank of the Republic of Kazakhstan and 23 leading Kazakhstani commercial banks decided to establish a currency exchange. The Center for Currency Transactions (Currency Exchange), previously functioning, was a structural subdivision of the National Bank. And now the main goal of the new exchange is the organization and development of the national currency market, due to the introduction of the tenge. The Exchange was registered as a legal entity on 30 December 1993 as a closed joint-stock company by the name of the «Kazakh Interbank Currency Exchange». An understandable platform for investors based on English legislation in the Commonwealth of Independent States is just the international financial center «Astana».

Keywords: stock exchange, currency, market, investment, income, expenses, securities, finance, stocks, trading, exchange.

The stock exchange («purse» derived from the Latin word «bursa») means the organizer of commodities, securities and labor-powered wholesale sales on the basis of supply and demand in the economy, as well as for the sale of financial and trading transactions to sellers and buyers place.

Stock exchange – traded and purchased securities on a permanent basis. At the same time, the stock market is invested in long-term investment in the economy and financing of state programs, shares, bonds, and government bonds of the company are purchased and sold. On top of that, the exchange rate is set at the stock exchange, which is determined by the rate of profit (in the form of dividends or interest), the percentage of loan interest. And the stock market operations help attract equity capital and redistribute them across many industries. Also, the stock exchange practice is widely used to earn income from the difference between the exchange rate and the exchange rate at the time of the transaction [1-3].

The first stock exchanges were reflected in the XV-XVI centuries. These exchanges have been universal, such as the 1608 Amsterdam Stock Exchange, which keeps this kind of thing up to now, which is a diverse range of services. In general, the stock exchange is classified as commodity exchanges, exchange rates, labor exchanges, etc., depending on the types of goods and services offered by exchanges.

London Stock Exchange (London Stock Exchange, abbreviation LSE) is one of the largest and most ancient stock exchanges in the world. Approximately 50% of international stock trades belong to this. Large companies in Kazakhstan choose this LSE to place their shares.

In the 16th century trading in London streets and coffee houses became more popular. At this time merchant merchants needed a building for transactions. And his first construction was financed by English merchant and financier Thomas Gresham. The first facility for this purpose was laid in 1570. The mentioned stock exchange had long traded only for a long time, from 1695 the securities dealings were made. However, after a while, stock brokers were banned from entering the stock exchange. The reason was that they were among the bullies and angry ones. So the band met regularly in a Jonathan coffee shop. The most important negotiations were held for a number of years and the most important deals were made [4-6].

Important changes took place in 1761. 150 London's brokers joined their professional «Jonathan's Club». In 1773 the private building for trade was built and the club was renamed «Stock Exchange». The official birthday of the London Stock Exchange was celebrated on March 3, 1801. The stock market was re-established on this day: now the brokers have been sent to the trades only after their registration. The first set of rules governing the main issues of the work at the Exchange was published in 1812.

In the nineteenth century the London Stock Exchange developed more rapidly. In particular, it coincided with the development of railway lines, channels construction, gambling business and insurance. In 1901 over 3,000 shares of many companies were sold at the Exchange. The First World War, which had taken place in 1914, had an effect on the stock market, ie the LSE had to close it for half a year. A 400-strong royal battalion was also created on the stock exchange. Many of his members were killed on the battlefield [7-9].

In order to restore the position of the LSE, after the Second World War, its development program was developed, though it was realized by mid-1960s. In 1972 stock exchange automation began. The so-called «powerful breakthrough» was made on October 27, 1986. Today the cut-off commissions were canceled, strict limits on brokerage and dealer activities were obtained. This has completely changed the market structure and has become the basis for a clear and affordable e-commerce trading system in the hall nowadays.

In addition to trading in exchange trades, LSE has also organized and regulated securities and international stock markets in the UK, organizes listing mechanism and placement of securities. It also defines FTSE stock indexes, along with the «Financial Times».

In 2000 the London Stock Exchange was transformed into an open joint-stock company. In 2001, LSE began placing its shares publicly on its platform. This year marks the 200th anniversary since the official opening of the stock exchange. Today, according to statistical data, LSE has about 400 companies registered as members, the vast majority of investment banks and brokerage firms. Trades in the stock exchange will be conducted on Greenwich hours between 08.00 and 16.29. The closing price of the FTSE stock index is calculated at 16.35 in Greenwich. According to the World Federation of Exchanges (WFE), London Stock Exchange is one of the top five in the world in recent years [10-12].

Singapore is the largest financial hub in the world. South-East Asia's largest companies and wealthy citizens keep their savings in Singapore's financial structures. Undoubtedly, the world's strongest financial conglomerates are interested in opening up their offices in this island-state, where there is a shortage of land, and bringing sand from its neighbors and boosting its coastal land. Talented citizens not only in the financial sector, but also in other areas find jobs in Singapore, and count themselves happy.

Today, Singapore's financial sector is giving more than 10 percent of GDP, and in Kazakhstan this figure is about 3 percent. The most important thing here is the most harmonious function of government agencies. First and foremost, public interest. Similar to the National Bank of Singapore, Monetary and Credit Office is also involved with its oversight functions and financial services development center. When setting up this board and setting the goal of becoming the world's largest financial hub, the next body is the Agency for Economic Development (a government agency for planning and implementing strategies for strengthening the country's position as a global business center, Singapore and the United States and Western Europe and Asia large-scale corporations, which have a representative office that creates cheap production bases) to invite large companies to Singapore to attend the financial center and to head the major companies' headquarters in Singapore he had to focus on propagation from the gutter. The main objective here lies in the idea of Singapore as a cozy, comfortable, attractive country for investment and storage [13-15].

At present, Singapore has four main lines that can serve as an example. First, Singapore has become a capital of South Asia. Secondly, the management of wealth management in the region. Thirdly, it has become an asset management center. Fourthly, the name of the business center of financial institutions is confidently acquired. It should be noted that the purpose of the international financial center «Astana» coincides with these directions. 5.5 mln. Singapore has more than 200,000 people working in the financial sector. 500 managing companies manage assets worth more than $ 1 trillion. There are 1,200 financial institutions. Of the companies included in the popular Fortune-500 list, 300 are working in Singapore. The Singapore Financial Regulator is a body that can thoroughly investigate information about any financial institution.

In recent years, it has been desirable to start the process of neutralization in the financial sector. At the same time, the Agency for Economic Development is assisting in this direction. In addition, the share of Singapore's "economic architects" and its geographical location, as well as the English legacy inherited from the British, are also prominent. «Temasek» company is similar to our «Samruk-Kazyna». To be honest, Samruk-Kazyna is a model of Temasek. Established in 1974, the National Welfare Fund, Singapore's largest holding company, owns and manages companies in many sectors of the economy. The current assets value is about $ 200 billion. Its geographical location is also a factor that determines the success of the country.

The fact that Singapore is not so close to such large states as India, Indonesia, China, and its functioning on the English commercial law, has a profound effect on the credibility of investors. Together with Hong Kong, China has become one of the leading economies in the world. This geographical situation has also had a positive effect on the stock market development. The stock exchange is, in an aggressive, young. There are over 800 companies listed on the Singapore Stock Exchange that emerged from the merger of the Exchange. About 40% of them are out of the country. This means that the stock exchange is not only one state or region, but also global. Another peculiarity of Singapore is its ability to attract talented citizens of the country. More than 200,000 professionals work in the financial sector, with most of them being exporters.

Specifically, during the global financial crisis of 2008, when the Europe and US financial markets suffered, there was an «expat community» in Singapore. It is worth noting, however, that despite the financial crisis in Singapore over the half-century of independence, Singapore has had no impact on the growth of the island-state. A professional cadre can work for the country's economic growth.

Regarding the history of the stock exchange in the Republic of Kazakhstan, November 15, 1993, the national currency – tenge was introduced. And on November 17, 1993, the National Bank of the Republic of Kazakhstan and 23 leading Kazakhstani commercial banks decided to establish a currency exchange. The Center for Currency Transactions (Currency Exchange), previously functioning, was a structural subdivision of the National Bank. And now the main goal of the new exchange is the organization and development of the national currency market, due to the introduction of the tenge. The Exchange was registered as a legal entity on 30 December 1993 as a closed joint-stock company by the name of the «Kazakh Interbank Currency Exchange».

Due to the necessity to align the name of the exchange with the current legislation, on March 3, 1994 the exchange was registered again under the name «Kazakh Interbank Currency Exchange».

The exchange was re-registered on July 12, 1995, under the title «Kazakhstan Interbank Currency Stock Exchange», due to its shareholders' decision to start development of the stock market activity. On October 2, 1995, the stock exchange received a license №1 to carry out exchange operations in the securities market, but the use of this license was limited only to government securities trading rights. On April 12, 1996, the stock exchange was re-registered with the name of «Kazakhstan Stock Exchange» because of the prohibition of the current legislation on the stock market to carry out commodity exchange operations. On November 13, 1996, the National Securities Commission of the Republic of Kazakhstan granted to KASE an unlimited license for trading in securities.

Due to this fact, the new Law of the Republic of Kazakhstan «On Securities Market» of March 5, 1997, in conformity with the restrictions on stock exchange activities, the general meeting of stockholders was held in April 1997 by means of a separate legal entity «Almaty Financial Instruments Exchange» (AFINEX) the organization was registered on 30 July 1997. Since September 1, 1997 trading in foreign currencies and futures contracts has been replaced on AFINEX trading platform. And the stock exchange itself was re-registered on July 3, 1997 with its former name.

In accordance with the Law of the Republic of Kazakhstan of 10 June 1998 «On Amendments to the Legislative Acts of the Republic of Kazakhstan on Joint Stock Companies», the ban on organizing trade in foreign currency and securities other than securities was canceled and AFINEX and allowed to unite the Kazakhstan Stock Exchange. This decision was passed by the general shareholders' meeting held on January 6, 1999, and the new exchange, which was incorporated on March 16, 1999, was re-registered.

At the same time on December 15, 2006 KASE was marked as a special trading floor of the Regional Financial Center of Almaty. On August 23, 2007, the General Meeting of Shareholders of KASE decided on commercialization of the stock exchange. In the context of KASE commercialization, it was decided to abandon the principle of «voting on one shareholder – one vote», which was commonly adopted for all common stock companies, i.e. one vote per voting principle.

December 15, 2006, KASE was designated as a special trading platform for the regional financial center of Almaty. On August 23, 2007, the general meeting of shareholders of KASE decided to commercialize KASE. As part of the commercialization of KASE, the former principle of voting «one shareholder – one vote» was abandoned and the transition to the voting principle generally accepted for joint stock companies, in which each share accounts for one vote at the KASE general meeting of shareholders.

Table 1 presents the main stages of the formation and development of the Kazakhstan Stock Exchange (KASE).

Table 1 - The main stages of the formation and development of the Kazakhstan Stock Exchange (KASE)

years	Name of events
1993	First foreign exchange trades
1995	First trades in government securities
1996	First Derivatives - Derivatives Contracts
1997	First trades in listed shares, state blocks of shares, unlisted securities
1998	Launch of direct deal system at KASE The first trades in Kazakhstan eurobonds
1999	First trades in listed corporate and municipal bonds Launch of direct repo market
2001	First trading in bonds of international financial organizations Launch of auto repo market
2002	First trades in promissory notes
2003	First trading in foreign government securities
2006	First trades in foreign corporate bonds
2007	Creation of a special trading platform of the regional financial center of Almaty city on the basis of KASE KASE commercialization
2008	Approval of the KASE Corporate Governance Code Market launch of currency swap operations
2009	Restoration of market unity through the unification of the main trading platform of KASE and STF RFCA
2010	Launch of the updated derivatives market using the new risk management system
2011	Inclusion of KASE in the list of participants of the Dow Jones FEAS Indices Launch of the securities trading system according to the (gross) T + 0 settlement scheme with full preliminary collateral Signing of memorandums of mutual cooperation with the Korea Stock Exchange, the Istanbul and Tehran Stock Exchanges Creating a new multi-functional online trading system - “STrade”
2012	KASE received licenses for clearing activities on transactions with financial instruments and carrying out certain types of banking operations (opening and maintaining bank accounts of legal entities) Creation in the structure of KASE Clearing House
2013	Launch of a new stock index - Kazakhstan Traded Index Local (KTX Local), calculated by the Vienna Stock Exchange (WBAG) Obtaining the status of full member of the World Federation of Exchanges (WFE)
2014	The first trading in the Chinese yuan
2017	On June 1, 2017, a new KASE official list structure was introduced, which provides for the allocation of a separate platform for securities of small and medium-sized companies
Note – compiled by the author on the basis of site data. Zakon.kz	

The exchange is a commercial organization operating in the organizational and legal form of a joint stock company. The bodies of the Exchange are:

- the highest body is the general meeting of shareholders of the Exchange;
- management body – Board of Directors of the Exchange (Exchange Council);
- executive body – the Board.

Below is the change in the value of shares included in the representative list of the KASE Index in 2017 (Table 2):

Table 2 - Changes in the value of shares included in the representative list of the KASE Index

Name of Issuer	Price for 12/30/2017	Trend from the beginning of the year, %
JSC "People's Savings Bank of Kazakhstan"	73,5	+46,0
KAZ Minerals PLC	2 130,0	+41,0
JSC "Exploration Production" KazMunaiGas "	18 300,0	+19,8
JSC «KEGOC»	1 404,99	+17,9
JSC «Kcell»	1 290,0	+17,1
JSC «Kazakhtelecom»	16 200,0	+11,5
JSC «KazTransOil»	1 214,0	-1,4
JSC «Bank Center Credit»	156,0	-7,4
Note – compiled by the author based on KASE data		

In terms of the main categories of investors, the most active were individuals, whose accounts accounted for 49% of the total stock turnover. The share of broker-dealers was 25.3%, accounts of second-tier banks (STB) accounted for 2.8%, accounts of other institutional investors – 4.1%, and the share of other legal entities reached 18.7% [16-19].

An understandable platform for investors based on English legislation in the Commonwealth of Independent States is just the international financial center «Astana».

The fact that we take as an experience from the Singapore Stock Exchange, considering the correct formation of the prerequisites and support for it, and the work that is to be done only by one industry, can be considered as the key to the state's development, development and progress, we can see that it is clear.

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ҚОР БИРЖАСЫНЫҢ ДАМУ ТАРИХЫ МЕН КЕЛЕШЕГІ

Аннотация. Аталған мақалада Қазақстан Республикасында қор биржасының пайда болу тарихына тоқталатын болсақ, 1993 жылы 15 қарашада ұлттық валюта – теңге енгізілді. Ал 1993 жылдың 17 қарашасында – Қазақстан Республикасы Ұлттық Банкі және 23 жетекші қазақстандық коммерциялық банктермен бірлесе отырып, валюталық биржаны ұйымдастыру бойынша шешім қабылданды. Осыған дейін қызмет етіп келген Валюталық операцияларды өткізу орталығы (Валюталық биржа) Ұлттық Банктің құрылымдық бөлімшесі болған еді. Ал енді жаңа биржаның негізгі мақсаты – теңгенің енгізілуіне байланысты ұлттық валюталық нарықты ұйымдастыру және дамыту. Биржа заңды тұлға ретінде 1993 жылдың 30 желтоқсанында «Қазақ Банкаралық Валюта Биржасы» атауымен, ұйымдастырушылық-құқықтық нысаны жабық акционерлік қоғам ретінде тіркелді. ТМД кеңістігінде ағылшын заңнамасына негізделген инвесторларға түсінікті платформаны тек «Астана» халықаралық қаржы орталығы ғана құрап отыр.

Түйін сөздер: қор, биржа, валюта, нарық, инвестиция, кіріс, шығыс, бағалы қағаз, қаржы, акция, сауда, айырбас.

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ИСТОРИЯ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ФОНДОВОЙ БИРЖИ

Аннотация. Если говорить об истории фондовой биржи в Республике Казахстан, 15 ноября 1993 года, была введена национальная валюта - тенге. А 17 ноября 1993 года Национальный банк Республики Казахстан и 23 ведущих казахстанских коммерческих банка приняли решение об организации валютной биржи.

Структурным подразделением Национального банка был ранее функционирующий Центр проведения валютных операций (Валютная биржа). А теперь главной целью биржи является организация и развитие национального валютного рынка в связи с введением тенге. Биржа была зарегистрирована как юридическое лицо 30 декабря 1993 года с организационно-правовой формой закрытого акционерного общества под названием «Казахстанская межбанковская валютная биржа». В СНГ платформой для инвесторов на основе английского законодательства является только международный финансовый центр «Астана».

Ключевые слова: фондовая биржа, валюта, рынок, инвестиции, доходы, расходы, ценные бумаги, финансы, акции, торговля, обмен.

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THE MANAGEMENT OF INNOVATIVE PROCESS IN MEDICINE

Abstract. This research paper devoted to identify the problems and to find the ways to develop innovations in medicine, at the same time to improve the performance of the subjects of the industry, to find the mechanisms for implementing innovation, which will make it possible to improve economic and social indicators.

The author considers medicine, which refers to a high-tech activity, as one of the priority sectors in the economic and social spheres. Additionallly, the writer presents classification of types of innovations in medicine. Definitions of concepts are given: medical innovations, food, process, marketing and organizational innovations in medicine. A joint model of the innovation process to obtain medical innovations is proposed.The main components of the innovation process are singled out: subprocesses (stages), subjects, factors and conditions. The essence and content of each of them are revealed. It is concluded that innovation can be obtained through the management of the innovation process. The definition of innovation management in medicine is given. Expected results from competent management of the innovation process in medicine are presented. The approach of consideration of innovative activity in medicine is offered. The factors preventing the obtaining and development of medical innovations are identified.

Key words: innovations in medicine, medical innovations, the management of innovation process.

Introduction

Prosperity and social well-being, the provision of sustainable development of the economy through accelerating diversification through industrialization, are among the key directions of Kazakhstan's strategic development until 2020.

The main goal of the Concept of long-term social and economic development of the Russian Federation until 2020 is a steady increase of the well-being of Russian citizens, and the dynamic development of the economy.

According to the scientific works of M.Porter, the competitiveness of a particular nation depends on the ability of its industry to innovate and modernize.

In 2017-2018, Kazakhstan took the 57th place out of 137 in the global competitiveness rating, Russia took the 38th place.

Since 2012, Kazakhstan and Russia are participating in the ranking as countries with economies in transition from the second stage (the stage based on productivity) to the third stage of development (the stage based on innovations).

For independent countries, in particular for Kazakhstan and Russia, the priority areas of the economic development are the formation and development of high-technology industries. Almost simultaneously, both countries have chosen the model of transition from a raw material to an innovative economy.

Despite the fact that strategies, programs and concepts were adopted, there are no significant changes at the technological level of the economies of the two countries. Many innovative indicators not only are not improving, but also are significantly worsening.

Based on the analysis of strategic documents, it can be concluded that it is necessary to develop high-tech types of industries that should improve innovation performance, give economic and social benefits. Speaking about the need to achieve sustainable development,it is important to take measures to improve the indicators of the main components of sustainable development: economic, social and environmental. The growth and development of industrial giants has a positive effect on the economies of countries, but environmental problems are growing, which lead to a deterioration of social indicators, including an increase in the types and levels of diseases. In this regard, it is advisable to develop and adopt measures to develop innovative activities in medicine, since many drugs no longer have a valid therapeutic effect, many diseases require innovative ways of treatment, and innovative approaches to medicine are required. Hence, in our opinion, the formation and development of medical innovations is one of the priority directions.

Methods

To obtain innovations in medicine, it is necessary to form an innovative process and manage it. Only competent management of the innovation process, the formation of mechanisms and modern forms of cooperation will lead to positive changes in medicine, which should make a multiplier effect on economic and social indicators. For this, it is necessary to revise the models of the innovation process, take strengths from each of them and form a modern model of the innovation process for the development of medicine. It is also necessary to identify the main components and then form a control system for the innovation process in order to obtain innovations in medicine.

The study uses the following methods: analysis, synthesis, specification, modeling and systematization.

Results

There was almost complete absence of fundamental scientific research on specific innovations in medicine, that`s why this field needs to be scientifically researched.

In our opinion, research should be based on the theory of competitiveness (according to M.Porter) [12], on the concept of technological structures (according to S. Glazyev) [13], on the theory of innovation development (according to J. Schumpeter), and on the model of innovation processes (according to R.Rosvel) [14].

The innovation process is a continuous process of obtaining the result by each of the subprocesses individually and in general under the management of the subjects. It is the receipt of innovation by taking into account the conditions, opportunities and factors created for subprocesses with the aim of obtaining an economic and social effect on micro, mezo and macro levels. Proceeding from the above, we will single out the main components of the innovation process: subjects, subprocesses, conditions and factors.

By analyzing the models of the innovation process, we must consider advantages from each of them and unite them into one, which will be suitable for the development of innovations in the industry under consideration. Unequivocally, from the technological push model it is necessary to take a reference point for research and development (R & D), since innovations in medicine are related to high-tech production, which requires the involvement of a scientific component.The drawback of this model should be "covered up" by the fact that it is necessary to be able to explore and form the demand for the particular innovation. Here we can already see the synergy of the two models. Naturally, by using the technological push model, it would be easier to manage the whole process and keep everything under control, however it is important to remember that innovation is considered as realized if it is in demand, hence, it should be demand-oriented. It would seem that we have come to a conjugate model, but if we pay attention to it, we will note that the initial conditions for this model are demand and possibilities, and level of new technologies and production, but for us it is important that the initial condition will be scientific R & D in accordance with the level of demand (the level of morbidity, types of diseases, alternative methods and medications, etc.) for which preconditions, factors and opportunities will be created.From the next two models: the integrated and the system network model, we can take the fact that between the subprocesses we can form new links and use the system approach, which will ensure continuity and acceleration of the expected result. By combining and integrating all the best aspects of the models of the innovation process, we come to the conclusion that this is only the formation of the structure and approaches of the innovation process, but to obtain the result it is important to manage this formed process. Here we come to the fact that it is necessary to form and manage the innovation process in order to obtain innovation in medicine. We have received a new model of the innovation process, where R &D is consumer oriented, and can be obtained as a result of the use of a systems approach and by the formation of networks of interaction. However, this model will work only under the condition of management of the selected components of the innovation process.

By linking innovation and medicine, we can consider two components: production and services.

Production (industry) of high-tech economic activities includes the production of new drugs, new medical equipment and medical products.

Whereas, the service includes new medical services, but unfortunately, organizations that provide such services do not examine the level of innovations of these services.

Medical innovations or innovations in medicine are the result of innovative activity of subjects of the innovation process, embodied in the form of new drugs, new medical devices and equipment, new methods of diagnosis, prevention and treatment of diseases, a new organizational structure, a new marketing approach and a new style management in medicine.

Based on the definition, we can identify the main types of medical innovations:

- technological innovations. New ways and methods of prevention, diagnosis and treatment of diseases;
- organizational innovations. New organizational management structure, new organizational and legal forms, and effective restructuring of the health system;
- economic innovations. Modern methods of planning, financing, stimulating and analyzing the activities of the health care system and medical institutions;
- information and technological innovations aimed to automate the process of collecting, processing and analyzing information flows in the industry;
- pharmaceutical innovations - new medicines and medical products.

All these classifications can be combined into product, process, marketing, organizational and managerial medical innovations.

The product innovations in the healthcare system include: the creation of fundamentally new drugs, new medical equipment and devices, innovative technologies for diagnosis and treatment of diseases, and new medical products.

Process innovation includes new information, accounting and management benefits that contribute to improving the quality of medical services, allowing improving the process of providing medical services.

Organizational and managerial innovations include a new style of management and decision-making in health care, a new organizational structure and management process, new forms of cooperation and public-private partnership.

Marketing innovations include new forms of delivery of medical services, new marketing channels, new packaging of medicines, and ways and means of distribution of these drugs and funds, etc.

In the Republic of Kazakhstan, basically today innovative technologies of diagnostics and treatment have been developed among product innovations. Over the period of 2010-2016, more than 380 new advanced diagnostic, treatment, rehabilitation and prophylaxis methods were introduced in the leading clinics of the "University Medical Center" Corporate Foundation, Research Institute, and Scientific Centers of the Republic of Kazakhstan in the main clinical directions of surgery, transplantology, rehabilitation, cardiac surgery, cardiology, radiation diagnostics, neurosurgery, nursing, and oncology.

All kinds of medical innovations attracts scientific interest, all of them individually and together taken to make a breakthrough in the development of domestic medicine.

If we are talking about the fact that medical innovations will give an economic and social effect, then we should think about how to get these innovations.

Innovative process in medicine is a set of actions of science representatives, practical medicine, authorities, medical education and medical business in the production of medical innovations based on creating conditions, identifying opportunities and forming factors at each level of management by each subject.

By having considered such a component as subprocesses or stages, it is important to take into account the fact that the innovation process in medicine, though formulated based on generally accepted concepts, theories, concepts and definitions, but should be adapted to medicine and should take into account the industry specificity and key directions of innovative development in medicine. For example, the main stages of the innovation process in health care are research and development works, pre-clinical and clinical research, and its introduction into production and medical practice.Since we cannot immediately receive innovations, we must pass on to innovation by process approach, and the process approach will allow us to manage and obtain the desired result.Also, it is not always possible for the subjects to carry out the whole process at one medical enterprise, in this case, the enterprises can serve as producers of certain subprocesses and the results of which can be claimed by other enterprises that have the opportunity and conditions to bring them to a certain production level. However, if there are no opportunities to implement the final subprocesses, they should seek help from those who have such an opportunity, etc. During the certain subproccesses, some intermediate results can be obtained, which are the starting points for other enterprises.

From the point of view of subprocesses, by the innovative process we mean process development, where the outputs of some subprocesses are the input for subsequent, regardless of the time interval and subjects, as a result of which intermediate and final results can be obtained, that can be claimed not only by internal subjects, but also can find consumers from the external environment.Also, the results of individual sub-processes will have an impact on the respective industries individually and on the entire economy as a whole.

We will distinguish factors and conditions from the point of view that the former is considered from the point of view of the opportunities provided by the subjects and the external environment for the formation and implementation of the innovation process. Factors will be classified and subdivided into internal and external. Whereas, the conditions will be understood as the requirements which are necessary to comply with the ability to implement a particular subprocess and the innovation process as a whole. For example, the input data will be considered as a condition, and the measures, that are being implemented and taken to facilitate the innovation process and the subprocesses separately, will be regarded as factors. Identification of significant factors peculiar to each individual subprocess, followed by an analysis of the forms of their projection on these sunprocesses will allow to identify specific and general management tools for the innovation process. The ability to classify factors for a number of characteristics will reveal the management tools that best match the management impact objectives.

The subjects of the innovation process in the field of medicine are medical research institutes, laboratories, medical academies and universities, leading research and development works, business incubators, medical and pharmaceutical enterprises, research centers, consulting centers, holdings, distributors, marketers, and households .

Speaking about the components of the innovation process, an important condition is the integration of these components both within each of them and as a whole. In our scientific research, integration implies the unification of all components of the innovation process, which are subjects (including micro, meso and macro level interests), subprocesses, factors and conditions that influence the formation and development of innovative processes, both within each individual component, and for all the components taken together.

Consideration of the innovation process in medicine allows us to show a close interaction with medical science, the necessity and significance of scientific results, their active implementation in medical practice, and the production of innovations and their social and economic effectiveness.

The management of the innovation process in medicine presupposes the interaction of medical science and healthcare practice, the implementation and realization of scientific innovations in the field of health care, and the training of highly qualified specialists capable of introducing scientific developments.

The unification of science, education and manufacturing into a single innovation process will allow providing medicine with highly qualified specialists, new technologies for diagnostics, prevention and treatment of diseases, innovative drugs, with production and operation of new devices and equipment, and modern methods of healthcare management.

The result of competent management of the innovation process is the full implementation of innovations in medicine that will diagnose and timely detect diseases, treat and achieve a curative result, provide better medical care, meet the needs of patients in providing modern medical care, develop medical science, help to create specialists who are able to conduct medical research and elaborations, and successfully implement them in practice.

We propose the following approach to consider the issues of innovative activity development in medicine:

1. The usage of new knowledge to create the final product in the form of goods, services, and technology. In our case, product, process, marketing and organizational medical innovations;
2. The analysis of the market, especially to know for whom new products and services created (the Law of Supply and Demand), what are the requirements, and who are the main consumers and competitors (according to Porter competition);
3. Training of personnel able to create medical innovations and able to introduce and use them, people who can promote these innovations to the market, sell and generate income (social and economic effect);
4. The need for the creation and/or modernization of medical organizations and institutions, specifically, the promotion of cooperation, the integration of all participants and the creation of new centers for medical innovation;
5. The protection of the results of medical innovation, specifically, an alignment of the legislative and regulatory framework for the protection of medical intellectual property, preparation and filing of documents for the protection of intellectual property;
6. The formation of targeted interdepartmental research programs aimed at creating "breakthrough" medical technologies;
7. The formation of effective innovative policy at the state, regional, sectoral and institutional level in the healthcare sphere;
8. The need to develop a set of indicators for assessing the effectiveness of innovation activities of the medical innovation production subjects, indicators that will allow to carry out such an assessment from the position of the state and the market, thus determining the feasibility of spending on innovation and the attractiveness of innovative projects in healthcare;
9. The need to develop investment policy with consideration of various sources of financing and schemes for cooperation between public and private sectors;
10. The need to develop the Concept for the development of medical innovations with including or attracting related industries, such as construction, Nano industry, biotechnology, genetic engineering, the chemical industry, pharmaceuticals, crop production, and etc.

Nowadays, the main factors that prevents the formation and development of medical innovations are:

- uncoordinated development of innovations with the possibilities of their use in practical health care;
- lack of a database with complete and timely information on medical innovation technologies that have emerged and are being effectively used abroad;
- the absence of a unified cost management system, the lack of an unified system of scientific search and training;
- the absence of cooperation between research and development sector and the sector which is responsible for the implementation of research results in practice;
- the health care system is not fast enough supplied with information and communication technologies;
- weak material and technical basis of medical science;
- ineffective management of scientific research;
- the lack of effective levers to increase motivation for self-development of scientific potential;
- a low involvement of faculty members in the implementation of scientific programs and projects, and low level of funding for scientific programs and projects, etc.

Conclusion

In order to develop innovative activities in medicine and to form an innovative process, it is important to

- create conditions for the development of fundamental and applied scientific research;
- form integral legislative and regulatory frameworks in order to regulate innovative activities in medicine;
- formulate an innovative health policy;
- concentrate financial and human resources on priority medical directions of development;

- integrate the efforts of representatives of science, education, practical medicine, government authorities and business communities in order to develop innovative medical activities and elaborate the production of medical innovations;

- form an innovative infrastructure for medical science, develop mechanisms for commercializing the results of medical scientific and technical activity, form a market for medical innovations, and integrate the efforts of leading domestic and foreign research institutes and research centers for the production of the most effective medical innovations, etc.

The development of medical innovations, obtained during the management of the innovation process, will increase the competitiveness of the domestic health care system, raise the technological level of the domestic system of medical care, improve innovative indicators, and help to develop an innovative economy as country-innovator by realizing the strategy of advanced development.

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МЕДИЦИНАДАҒЫ ИННОВАЦИЯЛЫҚ ҮРДІСТІ БАСҚАРУ

Аннтоция. Мақала инновацияларды енгізу тетігіне және экономикалық мүмкіндік беретін инновацияларды игеру тетігіне қара отырылған саланың субъектілерінің қызметіне әсерін арттыру үшін медицинадағы инновацияларды дамыту жолдарын іздестіруге және проблемаларды анықтауға арналған.

Автор медицинаны жоғары технологиялық қызметке қатысты экономикалық және әлеуметтік салалардағы басым салалардың бірі ретінде қарастырады. Медицинада инновациялардың түрлерін жіктеуі ұсынылған: медицинадағы инновациялар, өндірістік, үрдістік, маркетингтік және ұйымдастырушылық инновациялар. Медициналық инновацияларды алу үшін инновациялық үрдістің біріккен моделі ұсынылған. Инновациялық үрдістің негізгі компоненттері анықталды: субпроцесстер (кезеңдер), субъектілер, факторлар және жағдайлар. Олардың әрқайсының мәнімен мазмұны анықталды. Инновацияларды медицинадағы үрдісті басқару негізінде алуға болады деген қорытынды жасалынды. Медицинадағы инновациялық үрдістің күтілетін нәтежелері ұсынылған. Медицинадағы инновациялық үрдісті қарауға көзқарас ұсынылады. Медициналық инновацияларды алуға және дамытуға кедергі жасайтын факторлар анықталды.

Түйін сөздер: медицинадағы инновациялар, медициналық инновациялар, инновациялық үрдістерді басқару.

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УПРАВЛЕНИЕ ИННОВАЦИОННЫМ ПРОЦЕССОМ В МЕДИЦИНЕ

Аннотация. Данная статья посвящена выявлению проблем и поиску путей развития инноваций в медицине, повышению результативности деятельности субъектов рассматриваемой отрасли, механизмам осуществления инновационной деятельности и получения инновации, посредством которой можно улучшить экономические, социальные показатели.

Автором рассматривается медицина как одна из приоритетных в экономическом и социальном плане отраслей, которая относится к высокотехнологичному виду деятельности. Представлена классификация видов инноваций в медицине. Даны определения понятий: медицинские инновации, продуктовые, процессные, маркетинговые и организационные инновации в медицине. Предложена объединенная модель инновационного процесса в целях получения медицинских инноваций. Выделены основные компоненты инновационного процесса: подпроцессы (этапы), субъекты, факторы и условия. Раскрыты сущность и содержание каждого из них. Сделан вывод, что инновацию можно получить на основе управления инновационным процессом. Дано определение управления инновационным процессом в медицине. Представлены ожидаемые результаты от грамотного управления инновационным процессом в медицине. Предложен подход к рассмотрению инновационной деятельности в медицине. Определены факторы, препятствующие получению и развитию медицинских инноваций.

Ключевые слова: инновации в медицине, медицинские инновации, управление инновационным процессом.

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POLITICAL AND MEDIA DISCOURSE IN THE PARADIGM OF CDA

The Research has been done under the grant № APO 513 30 19 "Cultural code of the modern Kazakhstan (literary and media discourse)" by the support of Ministry of Education and Science.

Abstract. In this article we have made an attempt to use the different approaches to work carried out in the field of critical language study that are most relevant to this thesis will be outlined. The terms`discourse'and howitisusedbothwithin Critical Discourse Analysis (CDA) and traditionally in wider linguistic disciplines will be discussed. The critical discourse analysis has been used to study the mass media and how CDA has been used to examine social change will beexamined.

Key words. Critical discourse analyses, media discourse, paradigm, pragmatics, cross-disciplinary studies.

The term `discourse' has been much used within sociolinguistics and discourse analysis, not always with a consistency of intended meaning across the different branches of the disciplines. Discourse, according to Fairclough (1989) is language as a form of social practice and this is the general meaning of the term that Fairclough uses throughout his work. This view of discourse implies that `language is part of society and not somehow external to it…that language is a social process…and that language is a socially conditioned process, conditioned that is by other non-linguistic parts of society'. Fairclough's meaning of `discourse' implies then, that evidence of social trends, such as oppression of minority groups, prevalent in language use is indicative of such oppression (or trends) being present within society.

The investigations have been completed in the framework of CDA and exist the main three approaches:

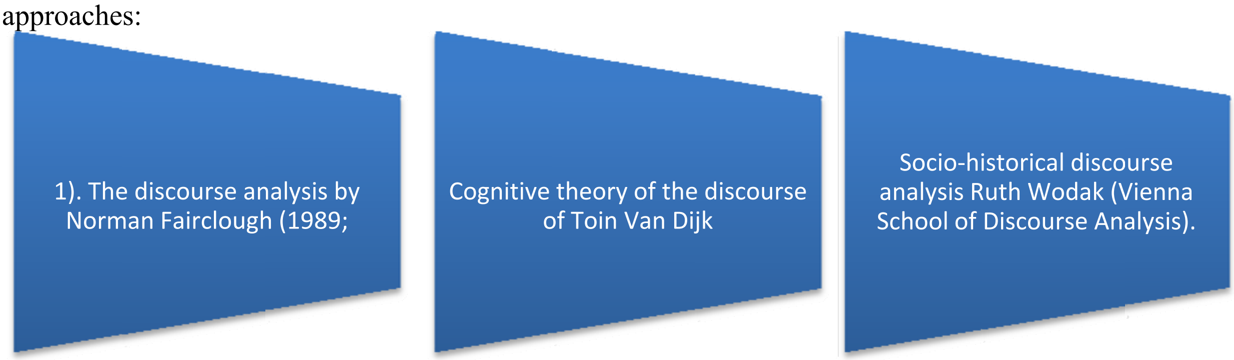


Table1- the main schools of critical discourse analysis

1). The discourse analysis by Norman Faircloughis a direction based on the poststructuralism of Michel Foucault and the social semiotics of the M. Halliday. The peculiarity of the approach lies in an in-depth study of intertextuality and interdiscursivity, as well as in focusing on differences in the perception of the same communicative event by different audiences. N. Fairclough and his followers usually refuse to use cognitive methodology; language and semiosis are considered by them primarily as social, rather than cognitive phenomena, and the main task of the study is the analysis of the social effects of a certain discourse (the discourse of globalization etc.).

2). The cognitive theory of the discourse of Toin van Dijk is oriented towards revealing, through discourse analysis, those cognitive structures in the public consciousness that consolidate the legitimization of social inequality, racial, ethnic and other prejudices and prejudices. According to the theory, between discursive and social structures there are mediating cognitive formations (models and schemes) that determine the creation and perception of texts. Models are based on the social representations stored in memory (knowledge, attitudes, individual and collective ideologies) that determine non-verbal actions of the group - for example, discriminatory practices. Cognitive analysis is applicable both to everyday knowledge, which is transmitted through the media, everyday communication, school, family, etc., and to the knowledge that is produced by different sciences.

Van Dijk (1990) has discussed, a cross disciplinary focus upon discourse studies has a tradition dating back to the founding of sociolinguistics in the 1960s. Alongside this was an increased interest in conversation analysis and politeness theory in the 1960s and 1970s .Similarly, a focus upon language in use – pragmatics – as opposed to the study of language in its abstract form, also dates from this period. As Van Dijkcomments, `somewhat hesitantly at first, linguistics and grammars dared to go beyond their self-imposed barriers of the sentence to discover a rich field of discourse constraints on grammatical rules'. Text, or discourse, was proposedas the `proper unit of grammatical analysis'. “Discourse Analysis” could therefore be described as a cross disciplinary tool designed to examine the social and interactional element within texts at a level above the sentence. As Van Dijk (2001) points out, much of these formalparadigms,suchasconversationalanalysis,were`asocial'or`uncritical'.

3).The concept of R.Vodak and the Viennese group uses a number of ideas from the Frankfurt school, especially the critical theory of Jürgen Habermas. The analysis of the discourse of anti-Semitism led R. Vodak to developing an approach that is defined as a sociohistorical or discursive-historical method and is aimed at identifying indirect negative judgments in judgments, identifying and identifying codes and allusions that contribute to creating prejudiced opinions in discourse (Vodak 1997: 15) . This method attempts to "systematically integrate all available background information in the analysis and interpretation of all levels of written or verbal text." According to the theory of R. Vodak, language not only reflects social processes and social interaction, but also constitutes them. Discourse is always historical, that is, it is always synchronic and diachronically linked to communicative events occurring at the present moment or occurring before. Focusing attention on the socio-historical context of discourse in the process of explanation and interpretation is a feature that distinguishes this approach from discourse analysis by T. van Dijk and brings it closer to the ideas of intertextuality in the discourse analysis of N. Fairclough. However, R. Vodak to some extent shares the ideas of T. van Dijk, pointing to the lack of prospects for critical discourse analysis, used in isolation from cognitive methodology.

The cross-disciplinary studies within pragmatics, sociolinguistics, conversational analysis and other paradigms in discourse analysis were asocial in the sense that they were either not attempting to link the texts being analysed with the social world which created them, or, in the case of sociolinguistics, `positing a simple deterministic relation between texts and the social' (Wodak, 2001:3). The focus of the studies was on description of the language in use, whereas a critical study goes beyonddescriptiontoassessthepowerrelationspresentinthetext, placeatextin its historical context, and uncover how dominance structures are legitimated by ideologies of powerful groups (Wodak, 2001).

The first of the key findings is related to the analytical framework – that newspapers construct positive or negative identity positions for the subjects of their editorials that are the direct result of the political ideology held by the specific newspaper. In so doing, the newspapers are constructing identity positions for themselves along party-political, rather than purely ideological, lines.

The second, related, key finding, is that the identity positions are constructed for politicians and newspapers (and therefore the ideological stances of the newspapers) primarily through the use of rhetorical questions, epistemic and deontic modal auxiliaries, choice of manifest intertextuality (direct quotation) and categorical assertions.

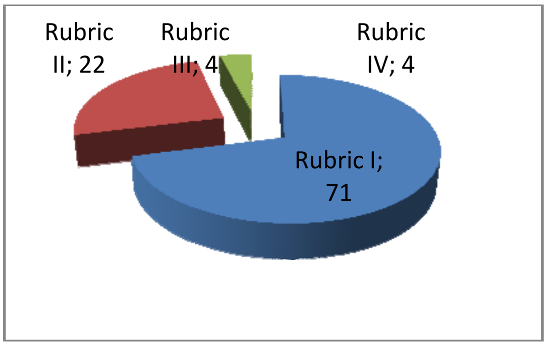
The analysis of discourse has an outlet in hermeneutics and the pragmatics of communication, another branch of this tradition leads to structural linguistics. In structuralism and post-structuralism, various techniques for analyzing discourse are used. Proceeding from this point of view, political discourse (PD) is viewed, on the one hand, as social action and interaction, in which people communicate in a real social situation, on the other hand, as a certain construction of reality, as knowledge clothed in a peculiar form.

This approach echoes the position of N.Fairclough, set forth in his study of discourses, traditional for the mass media.

The analysis of Political Discourse, integrated into the study of ideology and involving the consideration of the use of language as an instrument for exercising power and control, has access to such areas as "language and thinking," "language and culture," and, more broadly, "language and society."

In the media discourse, information is converted into meaning (the construction of knowledge), the transfer of knowledge from one level (for example, institutional) to another (for example, everyday), the fusion of information of various types (for example, political and entertainment, event and advertising) or creating special knowledge, Which relates only to media reality. Let us note the relative nature of this kind of knowledge: its "truth" or "significance" is determined by the linguo-social, sociocultural and - more broadly - historical and civilizational contexts that are also necessary for describing the media discourse. Indeed, there are different names for the media discourse: massmedial discourse [6, p. 38-47], the discourse of the mass media [Kochkin, Sheigal, p.24], mass-information discourse [5, p.5-20]. These definitions are often used as synonymous. The mass medial discourse is of an indirect nature, that is, there is a distance between the addressee and the addressee - spatial and / or temporary "[2, p.14]. Today, the activities of the media are considered not only as information, but also as cognitive-discursive; as a means of explaining and popularizing, transmitting specially treated, prepared and presented information to a special - a mass – addressee with the purpose of influencing it.

In modern Kazakhstan Media discourse, as well as in the last century, relative to all of its manifestations the most in the following cognitive model is obvious - anthropocentrism of interpretation, which in many respects ensure fast acceptance ,solutions, memories and reconstruction, evaluation. The medial space of Kazakhstan in recent years, especially official media, demonstrates the obvious. This is best described as the consequence of manipulating public opinion. I have analyzed editorial block of articles of the magazine «Expert of Kazakhstan» (January 2016- January 2017).This magazine is considered as one of the important magazines in the press of Kazakhstan. It includes the following parts : Politics and economics , Business and Finance, Science and technology, People and events. This magazine includes the following rubrics and in the diagram we can see the results of analyses of editorial block articles.



Editorial block articles
1.Rubric- Politics and finance- 71%
2.Rubric- Kazakhstani business- 22%
3.Rubric-Culture- 4%
4.International business- 4%

As the results of analyses the most of the articles are devoted to economics than politics and culture, journalists are aware more of economic events than political and international issues.

In conclusion, I would like to say media professionals in general are able to write or speak in authoritative ways about the world, making claims to know what other people feel or what is really happening which few others in society could get away with. Ideology of solidarity, present in the Kazakh media discourse. The medial space of Kazakhstan reflects the real speech and social situation of our time. Within the editorials the constructed identities of politicians therefore serve to assist in the construction of shared group identities. These constructed groups in each newspaper comprise of ideal readers, the newspaper itself, and the positively appraised subjects of the editorials. Negatively appraised politicians function as part of an outgroup against which newspaper ingroups are formed (in accordance with group identity theory, see Tajfel and Turner, 1979).

This thesis, then, has positively contributed to the fields of sociolinguistics and critical discourse analysis both by utilising a unique, modified version of CDA, and by offering new insights into the discursive practices and the discursive expression of stance in newspapereditorials.

Therefore, modern society needs to raise the level of competence and form a scientific way of thinking, as these qualities will increase the critical approach to the perception of information and reduce the psychological manipulative impact.We can say that the modeling of the mechanisms of linguistic understanding is possible on the basis of the theoretical principles of cognitive linguistics. Cognitive space and information systems are equally aimed at storing and restoring information. Cognitive space defines how human experience is expressed in the relationship between concepts that are formed, developed and modified in the process of cognition. The medial space reflects the real speech and social situation of our time.

Б. Ә. Сопиева

Абылайхан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті, Алматы, Қазақстан

CDA ПАРАДИГМАСЫНДАҒЫ САЯСИ ЖӘНЕ МЕДИА ДИСКУРС

Зерттеу ҚР Білім және ғылым министрлігінің қолдауымен № APO 513 30 19 «Қазіргі Қазақстанның мәдени кодексі (әдеби және медиа дискурс)» гранты бойынша жүзеге асырылды

Аннотация. Осы мақалада біз сыни лингвистикалық зерттеу саласында жүргізілетін жұмыстарға әртүрлі тәсілдерді қолдануға тырысамыз. Терминдер «дискурс» және оның CriticalDiscourseAnalysis (CDA) ішінде де, дәстүрлі түрде лингвистикалық пәндерде де қалай пайдаланылатынын талқылайды. Сыни дискурстық талдау бұқаралық ақпарат құралдарын зерттеу үшін және әлеуметтік өзгерістерді зерттеу үшін CDA қалай пайдаланылғаны қарастырылады.

Түйін сөздер. Сыни дискурстық талдау, медиа дискурс, парадигма, прагматика, пәнаралық зерттеулер.

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ПОЛИТИЧЕСКИЙ И МЕДИА-ДИСКУРС В ПАРАДИГМЕ CDA

Исследование проводилось по гранту № APO 513 30 19 «Культурный код современного Казахстана (литературно-медийный дискурс)» при поддержке Министерстваобразования и науки РК.

Аннотация. В этой статье мы попытались использовать различные подходы к работе, выполненные в области критического изучения языка, которые наиболее актуальны на сегоднешней день. Обсуждаются термины «дискурс» и их использование как в рамках CriticalDiscourseAnalysis (CDA), так и традиционно в более широких лингвистических дисциплинах. Критический дискурсивный анализ был использован для изучения средств массовой информации, а также CDA используется для изучения социальных изменений в обществе.

Ключевые слова. Критический анализ дискурса, дискурс СМИ, парадигма, прагматика, междисципли-нарные исследования.

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THE PROBLEM OF STATE YOUTH POLICY FORMATION IN KAZAKHSTAN

Abstract. The fast developing RK, determining the state policy priorities, relies on young people as a significant social group with great potential. The Strategy of Kazakhstan - 2050 proclaimed a new stage of socio-economic modernization, set a new goal for the state - to become one of the 30 most developed countries in the world. The key factor in achieving this goal is the qualified human capital; youth has to raise national competitiveness in achieving such ambitious indicators. The concept of the state youth policy and the plan were approved, the national legislation is being adjusted. Since 2008, the Council for Youth Policy has been functioning under the President; in 2012, the Committee on Youth Affairs was created, as well as regional departments on youth policy issues. The state youth policy is a system of socio-economic, political, organizational and legal measures implemented by the state and aimed at supporting young people. The goals of the state youth policy are the creation of socio-economic, legal, organizational conditions and guarantees for the spiritual, cultural, educational, professional formation and physical development of young people, the disclosure of its creative potential in the interests of the whole society. The objectives of this policy are the protection of the rights and interests of young people, the provision of assistance and social services to them, the implementation of socially significant initiatives of young men and women. The principles of state youth policy of Kazakhstan are: recognition of the interests and needs of young people as a particular socio-demographic group, preservation and strengthening of physical health, moral and spiritual development, priority of historical and cultural values of Kazakhstan, the formation of Kazakhstan patriotism and citizenship, realization of the rights and freedoms of youth.

Keywords: youth policy; state youth policy; youth of Kazakhstan; the law on youth; law on state youth policy; government bodies in the field of state youth policy.

After the collapse of the USSR, the youth policy became an object of attention of money government institution in modern Kazakhstan. The formation and development of youth policy are essential for Kazakhstan State and young generation.

The new law on youth policy ("State Youth policy", 2015) in the Republic of Kazakhstan is a complex political and legal action that responds to the current challenges and threats facing the young generation of the Republic of Kazakhstan. The state youth policy in the Republic of Kazakhstan is carried out primarily by state institutions. The Government of Kazakhstan provides general guidance on the implementation of state youth policy in the Republic of Kazakhstan.

At the same time, in the Republic of Kazakhstan, a complex of rights and obligations of the authorized state body is directly defined, which is directly responsible for the practical implementation in some regions of the social and political life of societies (social, economic, political, cultural and others). The Ministry of Education and Science is responsible for the implementation of youth policy in the field of education; the Ministry of Health and Social Development is in charge of health care; the Ministry of National Economy takes care about youth entrepreneurship. Besides, the akimats as territorial divisions (the authorized bodies) are responsible for the implementation of the state youth policy in the Republic of Kazakhstan.

In Kazakhstan, during independence, enough youth movements and organizations were created. Among them: "Zhas Otan," "Association of young leaders," "Youth Parliament of Kazakhstan," "The youth media union of Kazakhstan," Kaysar, Kahar, "Union of the patriotic youth of Kazakhstan," Abyra, etc. One of them passed test time; others broke up. However today there is in Kazakhstan no mass youth organization capable to protect the interests of youth. At the same time, most of the existing organizations of general state character also respectively have pro-domineering character. The analysis of the legislation devoted to the free youth policy studying of structure and activity of the bodies forming and realizing youth policy in Kazakhstan allows concluding activation of the state in this direction in the last five years.

The Youth Research Center (Youth Research Center) was established at the L.N. Gumilev's Eurasian National University. YRC "Youth" is engaged in scientific support of all structures that are involved in the implementation of the state youth policy. The primary purpose of this center is the need to improve the effectiveness of the youth policy implemented in the Republic of Kazakhstan.

Government Decree No. 775 of November 25 adopted a new plan of measures to implement the concept of state youth policy until 2020. “Kazakhstan 2020: the way to the future” (second stage - 2016–2020) ”, taking into account the key tasks of the program article of the head of state“ Look into the future: modernization of social consciousness. ” The plan consists of 97 points (the old edition is 73), of which new are 27.

The concept of the state youth policy and the plan were approved, the national legislation is being adjusted. Since 2008, the Council for Youth Policy has been functioning under the President; in 2012, the Committee on Youth Affairs was created, as well as regional departments on youth policy issues. The state youth policy is a system of socio-economic, political, organizational and legal measures implemented by the state and aimed at supporting young people. The goals of the state youth policy are the creation of socio-economic, legal, organizational conditions and guarantees for the spiritual, cultural, educational, professional formation and physical development of young people, the disclosure of its creative potential in the interests of the whole society. The objectives of this policy are the protection of the rights and interests of young people, the provision of assistance and social services to them, the implementation of socially significant initiatives of young men and women. The principles of state youth policy of Kazakhstan are: recognition of the interests and needs of young people as a particular socio-demographic group, preservation and strengthening of physical health, moral and spiritual development, priority of historical and cultural values of Kazakhstan, the formation of Kazakhstan patriotism and citizenship, realization of the rights and freedoms of youth.

The measures included in the plan promoting employment, promoting family values, military-patriotic education, organizing active leisure, institutional support for youth initiatives and youth organizations, developing opportunities for rural youth, youth entrepreneurship, volunteering, and international youth cooperation.

It is also planned to introduce it within the framework of the university component in the specialties of the humanitarian direction of the “Rukhani Zagyru” subject matter.

Adoption of the plan, taking into account the main directions of the program article of the head of state “Ruhani Zhagyru”, will allow to achieve the goals and objectives of the second phase of the concept of state youth policy until 2020, strengthen inter-agency cooperation in the implementation of state youth policy, develop new approaches to working with youth.

The importance of effective practical implementation of the state youth policy in the Republic of Kazakhstan is part of job provided by youth resource centers, whose primary goal is to provide services to support and develop young people and youth organizations. Youth Resource Centers provide information and methodological, consulting support and support for youth initiatives, monitoring and analyzing the situation in the youth environment. Most of the services of youth resource centers are funded from the budget and free of charge.

The youth policy in any state is more than just a list of problems that it addresses. It is required to include, take into account the methodology, target groups, stakeholders, resources, and more. Howard Williamson, who played a crucial role in the study of international youth policy by the Council of Europe, argued that youth policy includes five elements "Five C":

- coverage - the geographical and social framework of the impact of the policy plus its direction;
- capacity –role and relations between government and youth NGOs;
- competence - issues of training and professional qualifications;
- cooperation, coordination and communication - horizontal and vertical;
- cost - necessary financial and human resources.

In the XXI century, youth is a particular social group which in the conditions of social transformation always appears the most vulnerable. The process of globalization is creating the whole complex of legal, religious, cultural problems accompanying the modern world community and raises questions.

In the conditions of quickly changing the world of youth, it became more difficult to decide on most problematic areas of Youth State Program.

1. Globalization and blurring of the values system

Global challenges, integration, and opposition of cultures, stratification, and opposition of the rich and developing countries and citizens in the states are the complex of problems accompanying the modern world community raises questions of revision of crucial world outlooks.

2 A consumption cult – one of the manifestations of world outlook crisis of youth. Consumer practicians became a significant part of the daily occurrence of youth, gained characteristic features and features of lifestyles. Distribution of mass consumer culture is followed by the statement of a specific set of values: the cult of pleasure, comfort, hedonism, prosperity and personal egoism.

3. The decreasing value of work

In the youth environment, pragmatical orientation amplifies now, among essential values the aspiration to material prosperity becomes the most significant. Thus, often the vital success, achievement of the high social status do not contact ability persistently and productively to work, consistently to achieve goals.

4. Paternalistic moods and social infantility

The world practice shows that growth of the economy of the state increases the growth of social expectations of society that in turn increases the degree of paternalistic moods among youth.

Social researches testify that 58% of the youth of Kazakhstan completely count on the help from the state in the solution of own problems, 92,5% of young men and girls wait for direct assistance in employment.

Besides unlike the senior generations, the youth expects fast improvement of the situation.

5. Limit number of real youth leaders

Kazakhstan youth policy is facing a problem it is a limitation of some bright leaders capable of carrying away young men and girls the initiatives. The study shows that more than half of young men and girls do not see any of the contemporaries as original leaders. It is a serious call for numerous political associations and youth non-governmental organizations.

6. Risk of radicalization of the youth environment.

The youth can get under the influence of destructive ideologies. Penetration on youth Wednesday of extreme views and ideas leads to the emergence of conditions for the application of violence, the growth of radical nationalism, racial and national intolerance. This threat has a global character.

7. The dissociation of youth caused by a tendency of the increasing pluralism in culture, the individualization of the conduct of life, isolation of interests and social values of young people taking place around the world. Meanwhile, the younger generation more than someone has to be interested in the statement of the principles of collectivism and solidarity.

8. "Difficult" youth

"Difficult children" were in all societies at the most different stages of historical development. With them, it is important to begin work, not at a stage of social resettlement of teenagers and when the personality is formed in a specific microenvironment and a concrete situation, that is from educational processes in a family.

However, it is impossible to judge the quality of the free youth policy by the number of legal acts, the held events and the created bodies for its realization. The objective arrangement of priorities in carrying out youth policy according to social and economic and political reality is essential. Allocation of short-term and long-term priorities depending on which financing of these or those youth programs has to be carried out is represented lawful. What to give preference in Kazakhstan today? What is the most important: professional, social inclusiveness of youth; formation of civic consciousness and patriotism; solution of a housing problem and help of youth to the unprotected layers; realization of the potential of youth? The matter demands significant objectivity, knowledge of youth problems, ability to be in time behind changes in young people which happen promptly. Due to the placed priorities, the bodies realizing youth policy in Kazakhstan have to carry out real affairs.

In 20th century, philosophers and sociologists made important contributions over the science through their theoretical studies for understanding of the place, role, and functions of values in the human life and society. They considered the problems of correlation of a value and a fact as well as a problem of the old values crisis and a search for new ones. There are two schools: H. Rickert (1994) interpreted a value as objective and mandatory for everybody and emphasized that the values were out of the real world as well as outside of the subject and object, but they affected them. R. Perry (2013) interpreted the value as an importance that is derivative of interests, needs, and wills of individuals, and revealed the meaning of this concept via the prism of human consciousness.

The individual hierarchy of value orientations is usually the sequence of relatively well-separated ‘modules’ (Leontiev, 2005; Şandır & Aztekin, 2016). Leontiev named dual value groups joined by different bases that were a kind of a polar value system. Particularly, the following terminal values are opposed: material life values and abstract values; values of professional self-realization and values of private life; individual values and values of interpersonal relations; active values and passive values. Differences in interpretation of values and value orientations should be clarified. Values are tangible or intangible things that are important for all social subjects from the viewpoint of satisfaction of social requirements; or according to vocabulary definition, values are ethical ideas and convictions (Jary & Jary, 1999).

T. Parsons (1996) especially stressed on the role of values of culture, their continuity in the socialization of the youth, and pointed out that value orientations and other components of culture together with specific components including cultural traditions in the form of skills and knowledge were transferred to the next generation. Systems of expectations are organized in examples of choice via the process of socialization. An effective criterion of this process is the differential importance of different alternatives for the balance and lack of satisfaction. Information on the value orientation of the students allows evaluating and predicting the perspectives of the development of society as a whole. Searching for the meaning of life, endeavoring for new ideas, and progressive transformations of society may be defined as a higher priority, the most socially important feature of the students. How the today’s students evaluate the state of the Kazakhstan society is also important for different groups.

Numerous foreign sociologists such as H. Becker & A. Boskoff (1957), P. Blau, (1960), R. Boudon (2013), R. Inglehart (1997), C. Kluckhohn (1951), N. Luhmann (1997), R. Merton (1979), T. Parsons (1996), M. Rokeach (1973), N. Smelser (2011), A. Schutz (1954) had been studying values in the 20th century. Despite the developments in the axiological problem in Kazakhstan (consisting in definition of the essence of nature of the values, studying of prevalence of specific value orientations in mass consciousness and their motivational impact on people's behavior, interpreting of the system of personal qualities), the demand for analytical information is determined by new challenges of these times and new perspectives of the youth (possibility of self-actualization). Institutional changes in the spheres of economy, politics, education and culture were crucial conditions for change of modern youth living space. In the current social and cultural conditions, values and norms of the youth and mentality “mutate”. The socio-cultural situation in the modern Kazakhstan is characterized in its specificity determined by its changes resulted by the influence of social changes and transformations of the traditions, worldview and spiritual values established in the Soviet Union. Because of formation of new value systems and depreciation of the former ones as well as special susceptibility and high social mobility, the youth sociality is seriously tested.

The processes influencing the core of the value consciousness of the youth, namely students, are of particular significance. Consequently, the Kazakh youth perspectives set and make actual this direction of study, and will provide new arguments and supports. Nowadays, the axiological range of problems is getting wider: sociology in articles and other works covering results of empirical studies of the value orientations, identification of important values, and life plans allowing to define dominating orientations of society. As for modern sociological studies of the students in western science, the following authors revealed the issue: K. Lawrence (2015), O. Giacomin, F. Janssen & R. Shinnar (2015), M.S. Billings & D.G. Terkla (2014), S. Karvonen et al. (2012), M. Voicu, I.C. Mochmann & H. Dulmer (2016), G. Abdirayimova, A. Verevkin & G. Kenzhakimova (2011). Scientific need of an in-depth study of the values is determined, above all, by the need to develop them in a good manner, in order to prevent and eliminate any possible social conflicts. There is a need to conceptually develop both the ideology and appropriate socialization programs.

We considering various approaches to the study of the values, including the psychological one (Ajzen & Fishbein, 1977; Gorsuch, 1970), on the theory of individual values (Feather, 1992; Rokeach, 1968; Schwartz, 2012), the self-interest theory (Crano & Prislin, 1995).

The purpose of the study is to thoroughly study the worldview and life values of today's Kazakh youth in economic, political, social and cultural contexts as well as to reveal theoretical and methodological approaches when studying the value consciousness of the youth and conducting empirical measurements with subsequent analysis of the situation. Considering various approaches to the study of the values, including the psychological one.

Analysis of the available statistical information on various fields related to the youth of Kazakhstan has demonstrated the existence of a problems in its collection and systematization. First, the discrepancy between the age groups of young people in the statistical ranks of different spheres was revealed. Second, there was a difficulty in gathering up-to-date statistical information. In the preparation of the national report of the Republic of Kazakhstan "Youth of Kazakhstan 2017", and the sections specified by us, the specialists of the research center "Youth" used official statistics, data of the state bodies of the national and local levels, information received from national companies of Kazakhstan, youth organizations, scientific, informational and analytical materials, data of sociological research.

Figure 1 - Youth in World

The civism is natively joined with the patriotism when the state interests are merged with those of the Motherland. This is also the reason for closing up and interpenetration of the ideas of the Motherland and the state. The state is an object of the civism, while the Motherland is an object of the patriotism; the civism has a narrower scope than the patriotism. In contextual dimensions, the personality aspect prevails in the concept of the civism. The civism is also an important indicator of activity and effectiveness of the patriotism in the internal area of its realization (Malinin et al., 1997; Kashina et al., 2016; Olkhovaya et al., 2016).

The civism is usually understood in the three following dimensions (Morozova, 2009):

1) as a form of identity of a person manifested in his connection with a certain society and state and on the basis of acceptance and adoption of general values, meanings, and norms of behavior and mutual responsibility;

2) as political position of a person that is realized in his readiness and capability to participate in solving problems of society and state as well as in feeling involved in social processes and being interested in them;

3) as a qualitative state of society and personality achieved in the course of development, opposite, in its meaning, to conservatism, radicalism, and irrationality based on principles of rationality and free exchange of results of activity.

In this case, the civism is viewed as a necessary attribute of a civil society. For example, authors of the book Political Engagement of the Young in Europe: Youth in the crucible (Thijssen et al., 2015) are interested about civil responsibility of the youth and various forms of the youth civic engagement. This proves that we have to move beyond the existing frameworks and develop the updated value of the "civic engagement" (Thijssen et al., 2015).

According to numerous studies, dominating values of the youth allow to characterize them as a segment of the population desiring personal well-being in private area and concentrating value reference points in small circles of communication. Values that form the civism and patriotism have peripheral positions among the youth. A citizen is defined in a literature as a person, who knows his rights and responsibilities. The most important is a social feeling of involvement in a big or a small deed. A citizen is a person, who understands his civic duty and has a civic responsibility and conscience. To define the meaning of being a citizen of the Republic of Kazakhstan for a young person, respondents were questioned on what it means to be a citizen of the Republic of Kazakhstan. It was found that for the most of them, according to the youth answers, being a citizen of the Republic of Kazakhstan firstly means to respect the laws of the country, i.e., to be a law-abiding person, who loves, respects, and is proud of his country and of being its citizen.

Figure 2 - Kazakhstan-2050 Strategy

Education and qualification are important for most students as well as affiliation with a family, kin, zhuz (a traditional division of Kazakh people that is subdivided into senior, junior, and middle), clan and then citizenship. Many factors affect the likelihood that an individual will become civically engaged. Three common factors affecting students' willingness to become civically engaged are the following: personality, developmental age and social support, and religion (Strawhun & Perry 2014, Flanagan & Levine, 2010). All the characteristics are, to different extents, important for the Kazakhstan youth, but one-fourth of the students do not know how much regional affiliation is important for them.

Besides, marriage and family have the highest priority. In addition to the functional and structural parameters of the family, its emotional and psychological aspects as well as constantly supported feelings of affiliation to each other, safety, and quietness are important. From the viewpoint of the value orientations, marriage and family are the values that may be themselves divided into numerous components. However, the division of the family values into components was the scope of the present study.

Education of the patriotism is currently being paid much attention by the state because it is an important component of a civic culture. However, one should account for the fact that the relevant value structures 'are being formed in the period of a so-called initial socialization of an individual during 18–20 years and further remain relatively stable' (Belyaeva et al., 1996). There are two main value orientations used in the R. Inglehart's (1977) theories of value change – modern and postmodern. Over the last few years, such values as hard work, security and prosperity dominated in most Western societies, but now such postmodernism values as tolerance, satisfaction with social contacts and self-realization dominate. According to R. Inglehart & W.E. Baker (2000), postmodern values do not replace modern values – modern values still remain in force. There is an empirical evidence of high importance of both types of values for American students (Ovadia, 2003). Modern value orientations include life values associated with future goals; while postmodern value orientations are characterized by preference to social activity and a focus on present time (Dietz, Hofer & Fries, 2007). Over the last decade European countries have overcome a difficult economic crisis having difficult consequences. Unemployment and increasing poverty made them to reconsider their priorities and aims; European governments had to rethink social policy as well as the international economic and political agreements. Consequently, people react differently to changes. These changes are analyzed in the book Values, Economic Crisis and Democracy (Voicu, Mochmann & Dulmer, 2016), wherein some aspects of value changes are considered: universal value orientations, people attitude to different groups of people, effects of socio-economic factors on the values and behavioral targeting. The book of Canadian scientist in the field of Education and Culture, H.A. Giroux (2015) Education and the Crisis of Public Values: Challenging the Assault on Teachers, Students, and Public Education reveals a crisis of social values and move towards market education regime.

Kazakhstan Institute for Strategic Studies under the President of the Republic of Kazakhstan shows that on the one hand, majority of the youth define citizenship as an important component that identifies individuals in society, but on the other hand, the forms of civic activity demonstrated in reality are significantly lower. One may say that civic and patriotic self-identification are not directly connected to strictly defined role instructions and behavior models in today's youth environment. Personal values define a system of value orientations of a person, having special importance for individuals. These value orientations form a certain base of consciousness and behavior of a person and directly influence him or her. The value orientation and its hierarchy are regulators of development of the person. They are criteria for norms and rules of a person's behavior. The better the person perceives these norms and rules, the better they are socialized (Narkhova, 2015). However, the personal values that determine the human behavior are instilled by the living environment, which is why personal values, in a sense, represent the entire culture of the society in which the individual lives.

One of the most important directions of the youth policy in Kazakhstan is the formation and development of youth citizenship. In this case, we should talk not only about Kazakhstan citizenship but also about Eurasian citizenship, Central Asian citizenship. This idea sounds very relevant in connection with the implementation of the integration process in the CIS.

For the formation of Eurasian citizenship, the important thing is the direct communication of young people, the exchange of views and knowledge. It is essential to empower the youth of Kazakhstan to integrate into the youth structure of the CIS (Eurasia, Central Asia). In this regard, the problem of youth mobility in the CIS is being actualized. For example, in Europe, in order to simplify the process of the youth movement, a system of youth maps has been introduced. Today, young people in the CIS are solving their internal problems; due attention is not paid to international cooperation in the field of youth policy.

One of the critical aspects of the problem is the question of who is directly responsible for the implementation of youth policy. In the bodies responsible for the fate of young people, there must be professionals who should be trained in higher educational institutions. For example, in European Youth Centers, specially trained counselors deal with program issues.

The youth policy in Kazakhstan is carried out in line with world politics. When carrying out youth policy in Kazakhstan, in our opinion, one should borrow models developed in other countries. Of course, there should not be a blind adoption of the experience of countries with more progressive youth policies, and it is necessary to take into account the regional characteristics of Kazakhstan, the mentality, historical aspects, socio-cultural characteristics of Kazakhstani youth, the specifics of its socialization in Kazakhstan.

Prosperity of Kazakhstan, state immunity, as well as peace and happiness of all people are important worldview values for majority of the students of Kazakhstan. Most of the students consider that being a citizen of the Republic of Kazakhstan means, firstly, observing the laws of the country (i.e., being a law-abiding person), loving, respecting, and being proud of the country and of being its citizen. Besides the health and family values, those that identify an individual in society, his education, and qualification are very important for students. These are followed by affiliation to family, kin, zhuz, and clan and citizenship. Majority of the students of the country believe that the aim of all young people should be to be a patriot. All civic values analyzed in the research are, to different extents, important to the youth of Kazakhstan.

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ҚАЗАҚСТАНДАҒЫ МЕМЛЕКЕТТІК ЖАСТАР САЯСАТЫНЫҢ МӘСЕЛЕЛЕРІ

Аннотация. Қазақстан мемлекетінің қазіргі заманғы жаңғыру жағдайында жастар саяси белсенділік субъектісі және саяси белсендіру нысаны ретінде әрекет етеді. Азаматтық қоғам институттарының қалыптасуы жастардың саяси субъективтілігін, олардың дербес саяси қызметін дамытуды талап етеді. Екінші жағынан, саяси билік жастарға тікелей әсер етеді, жастар саясатын қалыптастырады және жастар арасындағы проблемаларды шешеді.Кез келген мемлекеттің қазіргі заманғы мемлекеттік жастар саясаты мынадай негізгі бағыттарды қамтамасыз ететін шаралар жүйесін қамтиды: жастардың қоғамдық құқықтарын қамтамасыз ету; жастарды әлеуметтендіру үшін жағдай жасау; жастарды әлеуметтік-саяси процестерге тарту. Тәуелсіз Қазақстанда мемлекеттік жастар саясатын қалыптастыру XX ғасырдың 90-шы жылдары басталды. Бұл елдегі саяси жүйе мен режимнің өзгеруімен, жастар проблемаларын шешу саласындағы әлемдік қауымдастықтың белсендірілуімен және жастар саясатын реттейтін құқықтық-нормативтік құжаттардың дамуымен байланысты болды. Қазақстандағы мемлекеттік жастар саясатын институзациялау үдерісі жаңа тарихи жағдайдағы демократиялық мемлекеттің қалыптасу үдерісі сияқты күрделі болды. Мобилді дамудағы ҚР мемлекеттік саясаттың басымдықтарын анықтай отыра, үлкен әлеуеті бар маңызға ие әлеуметтік топ ретінде жастарды басты назарда ұстайды.

Осылайша, Қазақстанның 2050 жылға дейінгі Даму стратегиясы әлеуметтік-экономикалық жаңғыртудың жаңа кезеңін жариялады, мемлекеттің алдына жаңа мақсат қойды, ол – әлемдегі ең дамыған 30 елдің қатарына кіру. Бұл мақсатқа жетудің басты факторы, бірінші кезекте, адами капиталдың сапасы және осындай ауқымды көрсеткіштерге жету үшін ұлттық бәсекеге қабілеттілікті арттыру жас ұрпаққа жүктеледі.

Түйін сөздер: жастар саясаты; мемлекеттік жастар саясаты; Қазақстан жастары; жастар туралы заң; мемлекеттік жастар саясаты туралы заң; Мемлекеттік жастар саясаты саласындағы мемлекеттік органдар.

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ПРОБЛЕМА ФОРМИРОВАНИЯ ГОСУДАРСТВЕННОЙ МОЛОДЕЖНОЙ ПОЛИТИКИ КАЗАХСТАНА

Аннотация. В современных условиях модернизации Казахстанского государства молодёжь выступает как субъектом политической активности, так и объектом политической активизации. Очевидно, что становление институтов гражданского общества требует политической субъективизации молодёжи, развития их автономной политической активности. С другой стороны, не стоит забывать, что политическая власть оказывает непосредственное воздействие на молодёжь, формирует молодёжную политику, решает проблемы в молодёжной среде. Современная государственная молодёжная политика любого государства - это система мер, включающая в себя поддержание следующих основных направлений: обеспечение общественных прав молодёжи; создание условий для социализации молодёжи; вовлечение молодёжи в общественно-политические процессы. Формирование государственной молодёжной политики в независимом Казахстане началось в 90-х гг. XX в., это было связано с изменением политического устройства и режима в стране, активизацией мирового сообщества в области решения проблем молодёжи, разработкой нормативно-правовых документов, регламентирующих молодёжную политику. Процесс институализации государственной молодёжной политики в РК протекал сложно, как и сам процесс становления демократического государства в новых исторических условиях. Мобильно развивающаяся РК, определяя приоритеты государственной политики, делает ставку на молодёжь как значимую социальную группу, обладающую большими потенциями. Так, Стратегия развития Казахстана до 2050 г. провозгласила новый этап социально-экономической модернизации, поставила перед государством новую цель - войти в число 30 наиболее развитых стран мира. Ключевым фактором достижения этой цели является прежде всего качество человеческого капитала, и именно молодому поколению предстоит поднять планку национальной конкурентоспособности в достижении столь амбициозных показателей.

Ключевые слова: молодёжная политика; государственная молодёжная политика; молодёжь Казахстана; закон о молодёжи; закон о государственной молодёжной политике; органы государственной власти в области государственной молодёжной политики.

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FINANCIAL AUDIT AND ANALYSIS OF FINANCIAL STATEMENTS IN WATER SUPPLY ORGANIZATIONS OF THE REPUBLIC OF KAZAKHSTAN

Abstract. Financial audit and analysis of financial statements in the water supply organizations of the Republic of Kazakhstan is a relevant research topic, since the favorable financial condition of an enterprise is considered an important condition not only for its continuous and efficient operation, but also affects the socio-economic situation of the country's population as a whole.

Today, according to the author, during the period of modernization of the economy, the importance of assessing the financial sustainability of organizations is increasing, and this implies raising the information content of information for interested reporting users in order to make rational management decisions.

An audit conducted on behalf of state bodies is one of the mandatory audits. The auditor acts as an intermediary between the audited economic entity and interested in its activities, but not a qualified user of financial statements.

Keywords: audit, financial reporting, analysis, water supply, natural monopoly, verification.

INTRODUCTION

The main task of the accounting audit is an independent examination of the company's statements. Audit is ordered for various reasons and in different situations. Some firms conduct it in order to be able to provide proof of their economic viability to their partners. Others want to control tax risks. Still others conduct an audit in order to control their own accounting (especially when there are suspicions that the accountant is not fully competent).

For some companies, auditing becomes a mandatory procedure. In particular, in cases where:

- the organization has the legal form of the open joint stock company (JSC);
- the company is a credit, insurance organization or mutual insurance company, a commodity or stock exchange, an investment fund, a state extra-budgetary fund, the source of which funds are the compulsory estimates provided by legislation produced by individuals and legal entities, or a fund whose sources of funds are voluntary contributions individuals and legal entities;
- the company's revenue for one year exceeds the statutory minimum wage by 500 thousand times, or the sum of balance sheet assets at the end of the reporting year exceeds it by 200 thousand times; The organization is a state or municipal unitary enterprise based on the right of economic management, if the financial indicators of its activities correspond to those specified in the preceding paragraph. For municipal unitary enterprises, financial indicators may be lowered.

MAIN PART

Favorable financial condition of the company is considered an important condition for its continuous and efficient operation. To achieve this state, an enterprise needs to have constant solvency, high balance sheet liquidity, financial independence and high performance. These conditions, in turn, allow to determine the factors that characterize the financial stability and liquidity of the enterprise. Thus, depending on the understanding of the existing position of the enterprise and the existing abilities to analyze it, management decisions of the required quality are developed, which means that it is possible to regulate the mechanism of forecasting and planning the activity of the enterprise. Financial status is the most important characteristic of the economic activity of the company. The financial condition is the result of the interaction of all components of the company's financial system, and therefore it is determined by many production and economic factors.

The economic and financial activities of the company include the creation, movement and preservation of the company's property, control of its consumption. With the help of financial stability, competitiveness and potential of a company in business cooperation are determined, it is assessed to what extent the economic interests of the company and its partners are guaranteed in production and financial terms. But in order to successfully operate a company and achieve its goal, it is not enough to be able to analyze the real financial condition of the organization. The content and the main target setting of the financial analysis is to assess the financial condition of the company and identify ways to improve the efficiency of the organization using appropriate financial policies.

In the conditions of modern development of Kazakhstani commercial organizations, special requirements are placed on financial sustainability, as a strategic factor in the financial security of an organization’s activities, growth of its business activity and investment attractiveness. In the post-crisis period of modernization of the activity of the economic entity, the problem of managing the organization’s financial sustainability takes priority. Solving this problem urgently requires improving the system for managing the financial sustainability of both the organization and the country's economy as a whole. Under these conditions, enterprises are faced with the problem of rational organization of the financial activity of an enterprise in order to further improve its efficiency in managing financial resources, ensuring a stable financial condition. In this regard, this article reveals the main problems and ways of development and improvement of the analysis of the financial sustainability of commercial organizations in modern conditions of modernization of the economy of Kazakhstan. The peculiarity of the modern economy is fierce competition, computerization of information processing, technological changes, improvement in legislation, and inflation. Under these conditions, enterprises are faced with the problem of rational organization of the financial activity of an enterprise in order to further improve its efficiency in managing financial resources, ensuring a stable financial condition.

Existing methodologies for calculating financial sustainability indicators have been developed for organizations of the late twentieth century. Today, in the context of the modernization of the economy, these figures very significantly distort the real financial situation and are not able to reliably characterize the financial position of the organization.

At present, organizations are experiencing difficulties with the overall assessment of financial stability. In practice, there are almost no uniform regulatory criteria for the considered indicators, or they are unsuitable for all business entities due to their lack of universality.

In modern conditions, the solution of problems associated with the lack of unity in terminology, a reliable assessment of the financial sustainability of an economic entity, and disclosure of information in the financial statements is of great importance.

In the transition to international financial reporting standards, it is necessary to use more modern mathematical methods: correlation analysis, regression analysis, etc., entered the circle of analytical developments much later, which is explained by their insignificant practical application, although the use of mathematical methods of financial analysis allows more accurately assesses the financial and economic activities of the enterprise and makes it possible to track certain tendencies in the change in core finances new indicators [4].

Thus, financial analysis is a necessary attribute in modern market conditions, and its role will only strengthen, since It serves as the basis for the final decision. The practical application of financial analysis is possible thanks to the methods of financial analysis, which is understood as the method of approach to the study of financial activity. The characteristic features of the method include: using a system of indicators, identifying and changing the relationship between them.

Currently, the following methods of analyzing financial statements are mainly used: horizontal analysis, vertical analysis, trend analysis, financial ratios method, comparative analysis, factor analysis [5].

The reasons for the need for mandatory audit:

1) subjects of compulsory audit, as a rule, work with the funds of the population. These are banks, insurance organizations, non-state pension funds, public companies - 21 - companies. The population does not always know how to competently read financial statements, analyze financial indicators, and draw adequate conclusions. The auditor in the case of an audit of such economic entities acts as an intermediary between the economic entity being audited and interested in its activity, but not a qualified user of financial statements

2) by establishing the obligation to confirm the reporting of enterprises with large amounts of revenue from sales, the size of property, the state, in the person of an auditor, controls the activities of these enterprises as large taxpayers.

Certain obligations are imposed on an auditing organization conducting a mandatory audit:

1) compulsory audit as opposed to checking for a special audit assignment can only be comprehensive, covering all areas of the enterprise, all sections and accounts of accounting, all types of property, evaluation of the activities of all branches, divisions and representative offices of an economic entity;

2) compulsory audit requires the auditor to be unambiguous conclusions - whether and to what extent rely on the information contained in the submitted financial statements;

H) with mandatory audit, it is necessary to apply (comply) with all the rules (standards) of the audit, which determine the actions of auditors in specific situations arising during the audit.

Acceptance of financial statements, reports, notices and information of natural monopolies:

1. Financial statements, reports, notifications and information of subjects of natural monopolies shall be submitted to the authorized body within the terms established by this Law.

2. The date of submission of financial statements, reports, notices and information to the authorized body, depending on the way they are presented, is:

1) without notice - the date of the mark of admission of the authorized body;

2) by registered mail with a notification - the date of the mark of acceptance of the postal or other communication organization;

Subparagraph 3 is set out in the wording of the Law of the Republic of Kazakhstan dated 05.05.15, No. 312-V (see the old. Ed.)

3) in the form of an electronic document - the date of acceptance through the electronic document management system specified in the electronic notification of acceptance.

Paragraph 3 was amended in accordance with the Law of the Republic of Kazakhstan dated 05.05.15, No. 312-V (see the old. Ed.)

3. Financial statements, reports, notices and information on paper, submitted to a postal organization or other organization of communications before twenty-four hours of the last day of the period established by this Law, are considered to be submitted on time if there is a timestamp and date of receipt of the postal or other organization of communications.

Financial statements, reports, notices and information in the form of an electronic document submitted to the authorized body through the electronic document management system until twenty-four hours on the last day of the period established by this Law shall be considered to be submitted on time.

Point 4 is set out in the wording of the Law of the Republic of Kazakhstan dated 05.05.15, No. 312-V (see the old. Ed.)

4. When submitting financial statements, reports, notices and information in the form of an electronic document, the authorized body shall, no later than two working days from the date of their acceptance, send an electronic notification of acceptance to the natural monopoly entity through the electronic document management system.

The costs and volumes of water are subject to measurement and accounting:

1) taken from natural water sources or district water systems;

2) the second lift supplied by pumping stations;

3) consumed by enterprises and organizations;

4) consumed in residential and public buildings.

The costs and volumes of wastewater of subscribers and discharged into reservoirs are also subject to accounting.

A natural monopoly entity must:

- at the request of the authorized body, provide financial statements and other necessary information on paper or electronic media by posting an electronic document through the information system of the authorized body within the deadlines established by the authorized body, which can not be less than five working days from the day the corresponding natural monopoly is received;

- to conduct a mandatory annual audit by audit organizations for the subjects of natural monopolies, which are joint-stock companies. The audit report and annual financial statements should be posted on the Internet resource of a natural monopoly entity no later than five calendar days and published in periodicals distributed in the relevant territory of the administrative-territorial unit in which the natural monopoly entity operates, no later than thirty calendar days from the date of approval of the annual financial statements in accordance with the legislation of the Republic of Kazakhstan;

CONCLUSION

Based on the above, we can conclude that in modern conditions of economic modernization, the importance of assessing the financial sustainability of commercial organizations increases, which, combined with the outdated analysis methodology, requires improvement of the theoretical and methodological foundations of financial sustainability analysis, and this involves clarifying and introducing uniform terminology, developing guidelines on reflection of analytical information on financial stability in financial statements, recommendations on excellence aniyu regulatory framework disclosures about financial stability in the financial statements, which will increase the information content of the data for reporting users concerned with a view to their rational management decisions.

An audit conducted on behalf of state bodies also applies to mandatory audits. The fact that the need for an audit in some cases is established by legislative acts, and not by the desire of managers of economic entities, has its own reasons, as well as certain consequences for auditors conducting an audit that is mandatory for economic entities and for these economic entities.

УДК 657.6(075.8)

М.Х. Абенова

Қазақ еңбек және әлеуметтік қатынастар академиясы

ҚАРЖЫЛЫҚ АУДИТ ЖӘНЕ ҚАРЖЫЛЫҚ ЕСЕПТІЛІК ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ СУ ШАРУАШЫЛЫҒЫ ҰЙЫМДАРЫ

Аннотация. Қазақстан Республикасының сумен жабдықтау ұйымдарында қаржылық аудит және қаржылық есептілікті талдау тиісті зерттеу тақырыбы болып табылады, өйткені кәсіпорынның қолайлы қаржылық жағдайы оны үздіксіз және тиімді пайдалану үшін ғана емес, сондай-ақ ел халқының әлеуметтік-экономикалық жағдайына да әсер етеді.

Бүгінде, автордың пікірі бойынша, экономиканы модернизациялау кезеңінде ұйымдардың қаржылық тұрақтылығын бағалаудың маңызы артып келеді, бұл ұтымды басқару шешімдерін қабылдау үшін мүдделі есепті пайдаланушылар үшін ақпараттың ақпараттық мазмұнын көтеруді білдіреді.

Мемлекеттік органдардың атынан жүргізілетін аудит міндетті аудиттердің бірі болып табылады. Аудитор аудиттелетін шаруашылық субъектісі мен оның қызметіне мүдделі делдал ретінде әрекет етеді, бірақ қаржы есептілігінің білікті пайдаланушысы емес.

Түйін сөздер: аудит, қаржылық есеп беру, талдау, сумен жабдықтау, табиғи монополия, тексеру.

УДК 657.6(075.8)

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Казахская академия труда и социальных отношений

ФИНАНСОВЫЙ АУДИТ И АНАЛИЗ ФИНАНСОВОЙ ОТЧЕТНОСТИ В ОРГАНИЗАЦИЯХ ВОДОСНАБЖЕНИЯ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Финансовый аудит и анализ финансовой отчетности в организациях водоснабжения Республики Казахстан являтся актуальной темой исследования, так как благоприятное финансовое состояние предприятия считается важным условием не только его непрерывной и эффективной деятельности, но и отражается на социально-экономическом положении населения страны в целом.

Сегодня, по мнению автора, в период модернизации экономики повышается важность оценки финансовой устойчивости организаций, а это предполагает повысить информативность данных для заинтересованных пользователей отчетности в целях принятия ими рациональных управленческих решений.

Аудиторская проверка, проводимая по поручению государственных органов, относится к обязательным аудиторским проверкам. Аудитор выступает посредником между проверяемым экономическим субъектом и заинтересованным в его деятельности, но не квалифицированным пользователем бухгалтерской отчетности.

Ключевые слова: аудит, финансовая отчетность, анализ, водоснабжение, естественная монополия, проверка.

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DEVELOPMENT OF BRAND MANAGEMENT IN KAZAKHSTAN

Abstract. The development of brand management, according to the authors, is a very topical issue, since presenting yourself on the world stage for the Republic of Kazakhstan is not a straightforward question and has a large number of opinions from scientists and specialists, but everyone agrees with the decision to promote the country's individual characteristics in order to familiarize and attract a country of investors and tourists for capital inflows into the country. Of course, any brand (logo, slogan, symbols, image) should, above all, wear elements of Kazakh culture, attract investment, introduce new technologies and best practices of management and marketing in the field of tourism. The introduction of brand management by Kazakhstani manufacturers will improve the efficiency of marketing activities, will contribute to improving the competitiveness of domestic products, both in the domestic and foreign markets.
Keywords: brand management, competition, logo, slogan, symbols, image, investment, attractiveness, advertising.

INTRODUCTION

A brand is a highly competitive product that has become the synergistic result of the most effective integration of branding and strategic marketing in an enterprise. Branding is the management and organization of activities to create a unique product (brand) and support it [1]. The concept of branding still has a narrow meaning. The limitations of branding in management are made around the product. In addition, what about the company or the organization as a whole? Branding cannot show the greatest efficiency if not all departments of the enterprise are integrated in the development of branding; therefore, there is a need for such a concept as brand management.

Brand management is natural, as the science of branding itself has roots in marketing. Considering marketing management, we are talking about analyzing, planning, implementing and monitoring the implementation of activities designed to establish, strengthen and maintain profitable exchanges with target customers in order to achieve certain organizational goals, such as making profits, increasing sales, increasing market share etc. The task of marketing management is to influence the level, time and nature of demand in such a way that it helps the organization to achieve its goals. The process of marketing management consists of several stages. This process takes place in a specific environment - the marketing environment. The components of this environment are the enterprise itself, its suppliers, intermediaries, customers, competitors and contact audiences.

MAIN PART

So what does brand management mean by itself? Brand management is a strategic planning and vision of an enterprise integrating its internal potential with the capabilities of the external environment. This is a systematic approach to achieving goals, which includes the enterprise as a whole. In other words, the creation and management of a brand is not for the sake of increasing sales or profits, but for the sake of improving competitiveness and efficiency as a whole - the author gives this wording. Brand management has similar features with strategic marketing having the same principles of building, planning, maintaining and managing an enterprise.

Even the most modest list of brand promotion technologies includes many ways: creating your own dealer network, TV-radio-Internet advertising, creating service and information centers, advertising campaigns and presentations, sponsorship, advertising printing, non-traditional marketing, etc. Brand promotion through television and radio advertising requires very significant financial investments. However, it is known that gradually TV advertising begins to lose its position as a “leader” in promoting goods to the market. Fewer and fewer people watch commercials, and for those who watch, the percentage of memorability of the advertised brand is very low. One could even say “the end does not justify the funds” invested in it [2].

In addition to expensive TV advertising, a company can offer a large number of cheap, but also very effective methods of promoting a brand, such as using advertising printing, non-traditional marketing, Internet technologies and special social techniques.

Advertising printing is used for promotion and promotion of brands since ancient times, only the technology and production speed are changing. [3] Now you can put your details, logos, slogans or company colors on almost any surface and in just a few minutes. Moreover, the big advantages of advertising printing include the fact that the client himself can determine the size and quantity of products, the contingent of potential buyers, the place and time of advertising. Huge advertising banners with the logo of the brand, small flyers, booklets, brochures, plastic bags and souvenirs with logos or asphalt painted in company colors will become silent, but effective assistants in the difficult task of brand promotion.

When building a brand promotion strategy, it is imperative to take into account the psychological characteristics of the target audience of customers, therefore one of the most effective technologies for promoting a trademark is the "principle of ownership". All people, one way or another, have a subconscious desire to belong to or be involved in any category: rich, healthy, athletic, independent, stylish, etc. It is precisely on this that the strategy of the "joint" promotion of the trademark is built. Thus, the entire visual range and key elements of the Marlboro brand are built as a single image of a strong and independent man. Smoker "Marlboro" associative feels more courageous, strong and independent. Studies conducted by sociologists in Russia a few years ago revealed that many men buy a certain brand of cigarettes not because of taste preferences or strength of tobacco, but because of emotional and psychological preferences, that is, due to the correctly built and presented brand promotion strategy [4]

You can also suggest the use of mass advertising. Modern advertising Internet technologies provide a truly global recognition. Banners, running line, animated characters, videos, SPAM, informational sites, interactive presentations and, in general, everything that can attract the user's attention is all Internet advertising.

Promotion of any brand in modern conditions is impossible without direct contact with consumers. There are many ways to build relationships with any customer category, but the basic method in the West is known as network marketing and has been used for a long time. The world-famous company P & G. [5] has successfully used the technology of promoting the brand through direct contacts with consumers for over a year

Employees of the advertising agency Vocal point, which promotes P & G products, weekly conduct online testing of nearly 600,000 women who are on their list of regular customers and contacts. These women receive discount coupons for some P & G products and communicate daily with their girlfriends, colleagues, and friends. That is how they learn and then display in the test tasks all the opinions they had to hear about the company's products over a certain period. This technique was used in several states of America, where, as a result, sales were twice as high as sales of other states conducting traditional advertising campaigns. [6]

The peculiarity of the “network marketing” technology is that it is the consumer who objectively informs you about the advantages and disadvantages of your brand. Moreover, the latter is mandatory and as detailed as possible. Contact numbers on the package, business cards, direct conversation with the customer, tests, questionnaires for customers and competitive "opinion coupons" - all this is an opportunity to learn the truth about yourself and your brand. Let this truth be not very pleasant, but "forewarned is forearmed." The obtained information can be the basis for developing a new brand promotion strategy or introducing additional elements into its main structure.

In general, it should be noted that the national brand of Kazakhstan is absent. According to representatives of the Department of Tourism Industry of the Ministry of Education and Development of the Republic of Kazakhstan, a working group has been set up, chaired by the Vice Prime Minister, consultations are being held with one of the world's leading branding experts Simon Anholt, positioning studies are being conducted involving all interested parties (Central Communications under the President of the Republic of Kazakhstan, the Ministry of Foreign Affairs of the Republic of Kazakhstan, the ISS of the Republic of Kazakhstan, the NC Astana-EXPO, Samruk-Kazyna, akimat of Astana, etc.). In general, work is underway to develop a country brand.

For the Republic of Kazakhstan, the efforts of national producers towards the formation of brands are a way to implement many national programs of the country and a tool to preserve stability in the country's economy in the form of a method of confronting the global financial crisis that could disrupt its sustainable development.

The role of brands as a way to preserve entrepreneurial competitiveness and ensure stable income, which makes it possible to overcome any economic crisis, is increasing dramatically. The first way to maintain competitiveness is that having a brand always attracts consumers to a particular market product, even in an environment where buyers reduce the volume of purchases. The second way is that a full-fledged brand assumes that the buyer is guaranteed a certain level of quality and safety of consumer funds. Thirdly, the crisis intensifies competition, and the buyer among the competitive products chooses the one that he knows best. Fourthly, a brand creates a consumer’s pride and a special sense of status if it is able to acquire the most well known as a very valuable product of a certain brand.

It should be noted that the destination brand (logo, slogan, symbols, image) must be carried by elements of Kazakh culture [7].

The experience of Western countries shows that, in today's competitive market, there is essentially a brand struggle for their place in the minds of customers. Goods without brands give up their positions on the market in the most diverse product categories, and, among Kazakhstani consumers of most product groups, the number of buyers who are ready to buy branded goods increases. The urgency of the problem of branding development in Kazakhstan is determined by the fact that today, in essence, the consumer market is the competition of trademarks, brands and advertising images for their place in the minds of customers. This makes domestic enterprises aware of the need to develop and apply brand management techniques.

Kazakhstani enterprises have achieved certain experience in developing positioning and original packaging, in the long-term introducing merchandising, working on creating distribution channels and forming relationships with them. Branding in the Kazakhstan consumer market is gradually developing. Recent years have been marked by strengthening the position of national brands of consumer goods, which successfully compete with foreign brands. The introduction of branding by Kazakhstani manufacturers will improve the efficiency of marketing activities, will contribute to improving the competitiveness of domestic products, both in the domestic and foreign markets. Formation of brand management will improve the idea of Kazakhstan as a country that is favorable for investment and development of tourism.

Every year the economy of Kazakhstan becomes more and more attractive for foreign investments. New foreign companies are coming to domestic markets. They come with new resources, ideas and brands, and trying to get the maximum benefits, they are trying to adapt their global strategies for advancing to the peculiarities of the Kazakhstan market.

However, the development of advertising and branding markets, which are rapidly growing in quantity, still lags significantly behind the immediate needs in qualitative assessment categories. Serious problems arise for domestic specialists in applying such branding technologies as brand assessment, its positioning, naming, the creation of visual brand identifiers, and, of course, cross-cultural adaptation. Especially - the adaptation of foreign brands, the technologies of which are not owned even by the leading Kazakhstani advertising and branding agencies. When they try to adapt a foreign brand to the domestic market, they completely ignore entire groups of parameters that have a decisive influence.

Adaptation of foreign advertising implies the preservation of its emotional and rational characteristics, taking into account the multitude of cross-cultural differences between the two societies. For example, the socio-economic differences - social, economic and political systems. Associative stereotypical differences are also important - semantic, phonetic and color associations, the presence of social, emotional and ethical stereotypes, traditions and attitudes.

A brand with all its attributes, identifiers and value characteristics exists primarily in the minds of consumers. Despite globalization, the characteristics of this consumer consciousness are difficult to unify, and still have a national character. Many major international companies are entering the Kazakhstani market, but the cross-cultural adaptation of their products is still a “weak link”, which significantly affects the efficiency of foreign brands, reducing their value and increasing the cost of promotion.

Domestic manufacturers for the formation of their own brands require great efforts and means to “seize the initiative” from foreign competitors who have long started an advertising campaign in Kazakhstan. The use of modern branding technology provides for ongoing marketing research of consumer preferences, motives for making purchases, since the specifics of the purchasing behavior of Kazakhstanis determine the need to form the concept of advertising the brand in the domestic market.

Thus, at present, the brand in Kazakhstan is becoming one of the most expensive assets in the company's value even in comparison with production facilities. Therefore, the brand value is paid the most attention in mergers and acquisitions operations, as well as in public offerings of company shares on stock markets or placement of other types of securities in order to attract investments.

CONCLUSION

Summarizing the above, it can be noted that the process of creating a brand and its subsequent management is a completely logical, predictable and manageable process. The logo and the slogan, even if it was created using “impact on consumer choice” using ingenious technologies, cannot guarantee success. The consumer needs the product that he is ready and wants to buy. He needs his personal benefits, he is guided by his personal preferences. After all, they determine a stable commitment to any object of consumption. They are the basis of such a concept as a brand, and brand management using modern branding technologies becomes a prerequisite for the survival and growth of a company in a highly competitive environment.

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ҚАЗАҚСТАНДА БРЕНДІ БАСҚАРУДЫ ДАМЫТУ

Аннотация. Авторлардың пікірінше, бренд-менеджментті дамыту өте өзекті, өйткені Қазақстан Республикасы үшін әлемдік аренада өзін елестету мәселе бір мағыналы емес және ғалымдар мен мамандардың пікірлері көп, бірақ барлығы елге капитал тарту үшін инвесторлар мен туристерді таныстыру және тарту мақсатында елдің жеке ерекшеліктерін алға жылжытуға шешіммен келіседі. Әрине, кез келген бренд (логотип, ұран, рәміздер, имидж) ең алдымен қазақ мәдениетінің элементтерін, инвестицияларды тарту, туризм саласында жаңа технологиялар мен менеджмент пен маркетингтің озық тәжірибесін енгізу керек. Қазақстандық өндірушілердің бренд-менеджментті енгізуі маркетингтік қызметтің тиімділігін арттыруға мүмкіндік береді, ішкі және сыртқы нарықтарда отандық өнімнің бәсекеге қабілеттілігін арттыруға ықпал етеді.

Түйін сөздер: брендті басқару, бәсекелестік, логотип, ұран, рәміздер, сурет, инвестиция, тартымдылық, жарнама.

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РАЗВИТИЕ БРЕНД МЕНЕДЖМЕНТА В КАЗАХСТАНЕ

Аннотация. Развитие бренд-менеджмента, по мнению авторов, тема весьма актуальная, так как представить себя на мировой арене для Республики Казахстан вопрос не однозначный и имеет большое количество мнений ученых и специалистов, но все согласны с решением продвигать индивидуальные особенности страны с целью ознакомления и привлечения в страну инвесторов и туристов, для притока капитала в страну. Безусловно, любой бренд (логотип, слоган, символы, имидж) должны, прежде всего, носить элементы Казахской культуры, привлечение инвестиций, внедрение новых технологий и передового опыта менеджмента и маркетинга в сфере туризма. Внедрение бренд-менеджмента казахстанскими производителями позволит повысить эффективность маркетинговой деятельности, будет способствовать повышению конкурентоспособности отечественной продукции, как на внутреннем, так и на внешних рынках.

Ключевые слова: бренд-менеджмент, конкуренстоспособность, логотип, слоган, символы, имидж, инвестиции, привлекательность, реклама.

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TEACHING ECONOMIC DISCIPLINES IN A NETWORK OF MODERN TRENDS AND APPROACHES TO EDUCATION

Abstract: The article is devoted to the study of modern approaches in organizing the training of economists in the field of higher and postgraduate education. The article describes the main directions of optimization of the educational process of students and undergraduates of economic specialties, based on the competence approach and the idea of continuing education using modern technologies. The features of the practical implementation of economic knowledge obtained in the process of theoretical training are revealed. As a result of the training, all the expected competences are mastered The introduction of the studied technologies of training will allow economists to be trained, the level of knowledge, competencies and skills meets the requirements of specialists in economics with postgraduate education.
Keywords: economic education, educational programs, innovations in education, continuing education, modern teaching technologies in the field of economics.

INTRODUCTION

We, as a society, develop and change at the great speed. The boundaries between countries blur, the amount of new information and the speed of its dissemination are increasing as never before. Meanwhile, new global tendencies evolve, penetrate and change different fields of human activity. Our values, believes, morality, lifestyle, and skills essential for comfortable and prosperous existence change as well. One change leads to another. Education and knowledge are interweaved with the transition from industrial to information society with its own nuances and prerequisites, being the true companion and stimulus for progress.

The more complex the world becomes, the more creative and mindful should we become addressing the tasks. This principle becomes more obvious when it comes to education. Despite the fact that the idea of success and perception of personal and professional lives are altering, the educational system is not always adaptable to changes in the environment with the speed, which would allow making the learning process more efficient and rational.

Moreover, education is not limited by merely traditional formats anymore. Past models lose their merits and attractiveness for those, who live, work and learn in a different way. These changes are interrelated and result in the generation of new concepts, principles, and skills, together with new formats and styles of learning. We will discuss some of them below.

Before getting to the essence of education in XXI century, is it reasonable to set sights on what is knowledge and what are we learning or teaching others to? Curiosity and knowledge has been absolute triggers of the development over the course of history. Nevertheless, the array of human interest and needs is escalating with time. If in the past in order to be congruent with society one needed to master certain skills (reading, counting, writing, memorizing, retelling), it is not enough to possess just those anymore [1]. Evolvement and development of information and communications technologies, Internet and social networks opened the access to a raft of information within the shortest possible period of time, and lead to the opportunity of acquiring knowledge outside the walls of certain organisations. However, the situation as it has developed should not be seen as barely positive but should be followed be development and mastering of new skills.

Information per se has the lower significance in comparison to what the person may do with this information [2]. Nowadays it's not enough just to possess information, accumulating and memorizing it. The ways we generate, analyze and use the data come to the foreground. This means that people should be educated in a different way; they should be nurtured how to think critically, to find information independently and analyze it with a critical eye [1]. It is important not only what you know, but also how you know it, how significant and meaningful it is.

This concept is not new in education; back in the XXth century constructivists emphasized the importance of experience and context. Everyone is learning differently and at a different pace. Taking into consideration the current situation, the purpose of education shifts from teaching the facts to teaching to find the application of the acquired knowledge to the learners' lives and those around them, to give them skills for the present and the future. Thus, a transition to a new educational system and new skills cultivation is inevitable.

Yet today we are discussing the XXI century skills. They include creativity, critical thinking, communication and collaboration skills [3].

MAIN PART

Creativity allows analyzing the information with new means, establishing new connections and finding new solutions for the problems and tasks. Critical thinking allows going deeper into information, approaching it thoroughly and mindfully. Communication skills stand for the ability to understand and internalize the data so good, that there is the opportunity to share and explain it to others. Collaboration doesn't come down to teamwork but means the competence to work within the community, in which every participant makes a contribution to the common cause.

When designing curricula, it is necessary to focus on broader professional competencies - such as the ability to find non-typical solutions to problems, team skills, and the ability to associate and apply theories to practice [4]. Of all others mastering those skills appeals for ensuring personal and professional success, since in nowadays reality it is not major which is eagerly - sought, but a set of certain skills, structured in different ways.

Arguments about the skills of the XXIst century make us think about the role of the educator in modern times. It is worth remembering that any educational institution is a social mechanism with its own established and hierarchic roles and models. Being well regulated and standardized the educational program is often elaborated in accordance with "one-size-fits-all" approach. Sure enough, it makes sense to think about and shift the focus to learning by doing. It's important to show the learners how to delve into the material, synthesize it and apply it to other living conditions [2]. Therefore, the educator is not just a "knowledge transmitter", but the provider and facilitator of the learning process, developing the skills and personal talents of the learners, empowering them and giving the motivation to the self-learning, decision-making and taking the responsibilities [2,4].

It is also worth noting that owing to the revolution in information technologies and Internet, the modern students of schools and colleges may sometimes possess more knowledge in certain spheres than their educators. When you come to think of it, children of the Generation Z, those born in 1995-2009, can barely remember their lives without Internet, smartphones, and tablets [1]. They make active use of advanced technologies in the classrooms and at homes. People of the alpha generation have never lived without technologies at all. These all means, that the educator should consider the opportunity of exchanging roles, learning from her students and acknowledging their knowledge and experience. This often implies withdrawing from being the sole possessor of ultimate truth and give way to the two-sided productive dialogue [4]. Technologies are to be used strategically in order to bring advantages to all stakeholders. Fluent in technologies and open-minded people are more likely to accept cultural diversity and start intercultural communication. They are more open to changes and adapt to unfamiliar concepts and phenomena faster. Few of those concepts will be discussed next.

Throughout the last 20-30 years more and more attention and significance is given to the concept of the lifelong learning, meaning never-ending voluntary independent and purposeful acquiring of the knowledge for personal or professional purposes [5]. Significantly, the process of learning is ubiquitous and ongoing. We learn while we live; we try, remember and retrieve information to others. But very often we tend to forget about it, either due to being busy or because of existing norms and social models. The life in the society has been organized in such a way, that it is considered to be logical and rational to devote first 20-25 years of one's life to education, and start job tenure after that following one chosen major. Meanwhile in reality not everyone can afford to get the higher education nowadays. Moreover, about 70 percent of all the acquired knowledge we get outside of the formal education system. Frequently people work and progress in the chosen domain without having the corresponding degree but having an appropriate set of skills and experience.

Lifelong learning is understood and used differently depending on the tasks allotted to education [6]. For one country, this concept means education during the whole span of life (both personal and professional), for another, it is associated with adult education, still, others perceive it as continuous vocational training and career enhancement. One aspect is still common - the call to continue learning, develop and come back to education and mastering the skills.

It is not surprising that lifelong-learning is being chosen as a long-term strategy at personal, state and international levels. UNESCO has announced lifelong learning being the tool for achieving not only economic but also cultural, social and ecological development and sustainability.

Various institutions and funds of life-long learning are being established, certain countries are investing resources into drafting the regulations, formation of the special centres, organisations, and programs pursuing this virtue [6].

Nevertheless, not everywhere this concept is encountered with similar ease and enthusiasm. In most cases, this is connected to cultural and social patterns of a given country or community. Social norms may stand in the way of lifelong learning development [5]. People often have a tendency to be afraid and keep away from everything unusual and unfamiliar. As an example, the idea of educating senior citizens, people with reduced capabilities, migrants or any other people who are not involved in a direct economic process is not considered to be rational and advantageous. On top of that, there are cases when following the development of artistic knowledge, skills, and interests unrelated to the career is deemed to be a waste of time or caprice. Although the idea of lifelong learning has been present for centuries and was discussed in the works of various philosophers, formation, and dissimilation of corresponding practices aimed at amplification in spiritual, social, economic, scientific and economical domains is highly needed at this precise point of time [5]. Emerging of new realia bring the necessity to adapt to them. Moreover, a need arises not only among one group of society but also among many. Thus, the introduction of the life-learning concept will serve all citizens without exception, providing a huge number of new opportunities.

Educational technologies also open up new opportunities. Over the last years, technologies serve as a real catalyst for development and implementation of affordable educational materials and applications of different kinds. Nowadays there is the possibility to gain a lot of knowledge and master the skills just by having the access to Internet [1]. There is the opportunity to learn foreign languages at the online language schools and with help of convenient phone applications, to learn photography or editing via online-courses, get acquainted with history and geography via educational Youtube-channels and not only. Knowledge databases are refilled continually, the rate of information spread and updates is immense. This produces a huge market of online-education where everyone can find something, which corresponds to her interests.

And although the traditional educational model is still prevailing with attending the classes, listening to the lecturer, making notes, participating in the seminars, doing tests and getting grades, new ways of gaining and applying knowledge evolve. It is those ways that make education more affordable and adaptive to the needs of the contemporary individual.

Fewer learners are sure that all the knowledge they gain over the period of several years at the educational institutions will come in handy when it will come to the real job. Fewer educators are sure that they prepare their students for the future. Whereas the tuition fees are augmenting and students' involvement into an academic process is diminishing, the standard academic program and curriculum are losing their attractiveness. Implementation of technologies, person-centred approach, providing the opportunities for learners to choose materials and ways of learning may be seen as one of the ways to gain educational performance [7].

As an example, as we speak there are new ways to "deliver" formal education and academic curriculum to the learners regardless of their location and social status [8]. There is no need for the learner to spend a big amount of time and money for spending their lives in the higher educational establishment. Massive open online courses (MOOCs) offer a wide choice of online-courses and specialisations. Although the quality and depth of this kind of education differ from those delivered in formal institutions, this still gives an opportunity to get the knowledge from the world's leading universities but at appropriate time and space, with individual space [9]. This kind of programs can be of high interest for those, who already have some professional skills and preferences and would like to master new skills and domains or deepen the current knowledge or for those who do not have 4-6 years to obtain specialization through formal education. The classes are organised in such a way that having the access to the Internet, any learner need several hours per week (depending on the individual peculiarities and preferences) in order to get acquainted with the material on the topic, consolidation through the exercises and tasks, and regular revision and testing of the new knowledge [8].

The undoubted advantage is that the learning process is flexible, which gives the opportunity to combine this process with other professional and personal activities. Thus, those people who already work, parents with small children, and those who have difficulties with leaving the house may find the time for learning. The disadvantages of this method include the lack of direct interaction with educator and fellow students, as the lectures are pre-recorded and communication is only possible online. Beyond doubt educational convey certain social significance. Thus, it is impossible and completely unreasonable to delete the interpersonal and social components of education in its entirety. However, MOOCs are just one example of weaving formal education and technologies. Proper use and structuring of MOOCs may become a worthy addition to formal education, or even its replacement in certain life situations.

There is no escaping the fact that the world nowadays is different from what it used to be before. From one side technological progress enhanced the quality of our lives; from another, it overloaded us significantly. Do we manage to process, distribute and use all the new knowledge we gain? How to find the balance between the new and old? We attempted to reply these questions in the article. All of them are related to the educational system and must be considered by those, who are involved in this system. While in reality all of us are involved.

CONCLUSION

In the current situation, we are not talking about a complete refusal and transition from one form of education to another. Fundamental education still remains it's function of personal formation and enhancement, together with its peculiarity to be the tool for social, cultural and economic development.

Perhaps it makes sense to revise some canons that have lost their relevance due to other changes. Ability to analyze the surrounding reality and adapt to it is an integral part of evolution.

The skills we are cultivating, the ways of doing so and the approach to that process matter. It also matters who is the learner and what are the roles of the educator. Entrenchment of technologies is meant to ease and serve not only to education but also to other fields of human activity. At the same time, it is important to remember about interpersonal relationships and move towards exhaustive, continuing, empowering and inclusive education. Education that exists not only for the sake of profession but also for the sake of life.

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ҚАЗІРГІ ЗАМАННЫҢ ҮРДІСІ МЕН БІЛІМ БЕРУГЕ АРНАЛҒАН ТӘСІЛДЕРДІҢ ТҰРҒЫСЫНАН ЭКОНОМИКАЛЫҚ ПӘНДЕРДІ ОҚЫТУ

Аннотация: мақала, қазіргі кездегі экономистерді жоғарғы білім алу және жоғарғы оқу орнынан кейінгі білім алу өрісіндегі экономистерді дайындауға арналған тәсілдердің ұйымдастырылуын зерттеуге бейімделген. Мақалада қазіргі заманның технологияларын қолдануымен үзіліссіз білім алудың біліктілік амалдары және тұжырымдамалары негізінде, студенттердің және магистранттардың білім беру үрдісін оңтайландырудың негізгі бағыттары ашылған. Теориялық оқу барысында алған экономикалық білімді, практикада қолдану ерекшеліктері ашылған. Оқу барысында барлық ұсынылған біліктілікті меңгеруге мүмкіндік беретін, инновациялық технологиямен оқытуды енгізу және қолданудың озық тәжірибесі қарастырылған. Зерттеліп жатқан оқыту технологиясын енгізу, экономисттердің білім деңгейің, біліктілікті және жоғарғы оқу орыннан кейінгі білімі бар, экономика саласында қажет ететін мамандарға сай, икемділікті дайындауға мүмкіндік береді.

Түйін сөздер: экономикалық білім беру, білім беру бағдарламалары, оқытудағы инновациялар, үздіксіз оқу, экономика саласындағы қазіргі заманның оқыту технологиялары.

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ПРЕПОДАВАНИЕ ЭКОНОМИЧЕСКИХ ДИСЦИПЛИН В СЕТЕ СОВМЕРЕННЫХ ТЕНДЕНЦИЙ И ПОДХОДОВ К ОБРАЗОВАНИЮ

Аннотация: статья посвящена исследованию современных подходов в организации подготовки экономистов в сфере высшего и послевузовского образования. В статье раскрыты основные направления оптимизации образовательного процесса студентов и магистрантов экономических специальностей, основанные на компетентностном подходе и концепции непрерывного образования с использованием современных технологий. Раскрыты особенности практической реализации экономических знаний, полученных в процессе теоретического обучения. Рассмотрен передовой опыт внедрения и использования инновационных технологий обучения, позволяющих в результате обучения освоить все предполагаемые компетенции. Внедрение исследуемых технологий обучения позволит подготовить экономистов, уровень знаний, компетенций и навыков соответствует требованиям, предъявляемым к специалистам в области экономики, имеющим послевузовское образование.

Ключевые слова: экономической образование, образовательные программы, инновации в образовании, непрерывное образование, современные обучающие технологии в области экономики.

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NOVELTIES IN THE LEGAL SYSTEM AS MOTIVE FORCE OF LEGAL INTEGRATION

Abstract. The development of Kazakhstan's society in the modern period is inevitably associated with the internationalization of political, economic, cultural life, at the turn of the XX-XXI centuries. There was an intensive development of international relations, their quantitative growth and, as a result, a transition to a qualitatively new state, which is characterized by the increasing complexity of the system of transnational economic relations. In this regard, the leading trends in the development of the world economy are internationalization, globalization of world economic life and international economic integration. The most important aspect of international cooperation of states means a whole expansion of the international economic relations. There is an active process of institutionalization of new economic realities, expressed in the development of existing and the formation of new economic blocs, unions, organizations, as well as in the development of various levels of international treaties, entities.Globalization processes have shown an inability to form a fair world order, the existing injustice in the world, since they are based on the formally voluntary acceptance by all countries of the established system of organizing commodity production. At the same time, globalization demonstrates the inability of many states to build a democratic society and at the same time ensure an effective economic system.

Keywords: globalization, legal integration, international relations, international law, international cooperation, world economy, economic connections, internationalization, justice worldorder, economic blocks.

International law andthe regional (national) law must be regarded as forms of the legal integration, whereas the object of modern legal integration is the legal system in the broadest sense, which is a "repository, the focus of a variety of legal phenomena existing in the society at the same time, and at the same space" [1< P.64]. The structure of the legal system includes a system of law, of justice (legal ideology and legal psychology, individual and public sense of justice), and legal activities (law-making , enforcement and interpretation) [2, P.23].

The legal system, in general, is thesubject of the legal integration. The main objects of the impact of legal proceedings legal integration are the following elements of the legal system: the system of law, of justice and legal activities. Relationship between the concepts of "filing legal integration" and "ways of integrating legal systems"already noted that the objects of legal integration processes are always the structural part of the national legal system. Nevertheless, it is necessary to consider the position in more detailsthrough the causes of changes, features of the process and method of changes in the regulations and the structural parts of the national legal system. In this respect it should be noted that there are two concepts that complement each other, but that it is still necessary to some extent to distinguish: the concept of "legal integration direction", as it was used in this study, and the concept used by the author Skurko E.V.in her monograph "Direction of the integration of the legal systems", stated in the context of the work "The effectiveness of the legal regulation of international trade and economic integration: theory and practice".Despite the similarity they have certain similar features. First seen in the long term study of the common causes of globalization of law and legal integration, when considering the scope of public relations, causing changes in the law. This understanding directions of the legal integration is closely related to the issue of legal integration objects. The second concept used by Skurko E.V. is to indicate the direction of the change process of the legal system, that is increasingly considered the question of how the legal system, rather than questions about how in this connection and in which structural parts of these changes occur. Nevertheless, these concepts complement each other and allow you to see the picture in the much complete form. The combination of these approaches allows us to see the big picture more fully and draw the appropriate conclusions. To allocate initially and briefly describe the main characteristics of these two concepts: “the direction of the legal integration” and “ways of integrating legal systems”.

Next to consider the main issues related to the spheres of social relations in which the legal integration proceeds and directly linked to the issue of the legal integration objects, that is what is known as “the direction of the legal integration”. In the scientific doctrine common approach in which specific areas of interaction are treated as objects and relationships of legal integration. This approach is interesting, since the interaction of states on certain issues and areas of public relations directly determines what part of the hand and the national legal system should be changed. Indeed, all the legal systems of the world at the moment have been under the influence of certain global problems and challenges, the solution of which is not only national, but also international value and also the solution of which involves the active participation and cooperation. As a consequence, all the legal systems of the world enter into cooperation especially in relation to those objects, and in those areas of public relations. This cooperation on specific issues directly and most significant influence on the intensity of the universalization of legal systems, the convergence of legal families and the overall intensity of legal integration .

We are talking about the scope and areas of cooperation of states and legal systems in the process of globalization of law and legal integration. All the same object will remain relevant part of the legal system, which changes the direction through this cooperation. For example, the direction of cooperation on economic issues is economic change aspects of the legal system.In this approach, we can also be considered as a certain kind of an array of objects of social relations on a particular issue. Again, economic cooperation is the leading trend of legal integration. This means that it is the part of public relations in the economic sphere, the subject of cooperation and integration, which leads to a change in the relevant part is the legal system. Consequently, we can consider this issue in the areas of cooperation of globalization, as they directly relate to areas of legal integration (globalization in the field of law) and determine which part of the legal system and how it is changing and evolving. Moreover, this consideration directions interstate and international cooperation (cooperation projects) is the interest to determine the trends and prospects of the development of legal integration .

Doctrine identifies a set of the objects of the legal integration and inter-state cooperation as a consequence of joint efforts to solve global problems. For example, Cholahyan A.V. identifies as the most important objects of cooperation the following [3, P.17]: 1) protection of human and civil rights; 2) the protection of private and other forms of property; 3) maintenance of world order; 4) countering extremism and terrorism.

Famous Russian scholar Lazarev V.V. [4, P.91] agrees that globalization (and the legal integration, respectively) focused on specific areas of cooperation on issues of concern. In particular, it considers the globalization as an attempt to stabilize the world through the application of joint efforts in world politics, the main trend which “understanding the integrity of the modern world and global issues as a priority foreign policy objectives”. As such global problems it highlights problems with the character of “universality”, affecting every state and that can be solved only with the cooperation of the states. As a sign of the universality of the problems under consideration, he points out the following: “... first, these problems affect the interests of all mankind, and in the future and the future existence of the human society ... and secondly, these problems manifest themselves as objective characteristics of the development society ... and thirdly, the pendency of a threat to the future of humanity, society hinders progress ... and fourthly, they can be solved only through the efforts of the entire international community ... ; fifthly, they assume the primacy of international law ... “ [5, P.58]. He identifies the following groups of global issues with respect to which there is a combination of objectives for cooperation among states in the framework of world politics:

- international cooperation and consolidation of peace;
- ensuring human rights and freedoms;
- national and international security;

• ecology;
• population or establishing population equilibrium of the planet;
• scientific and technological revolution and the use of its results for overcoming backwardness;
• international cooperation in the fight against crime and other antisocial phenomena.

It should be noted that although this approach allows a certain classification, and further research is still fairly truncated. It can not be directly and immediately interpreted to highlight objects of legal integration, as Lazarev VV spoke in this approach a few of the other - on the spheres and directions of world politics. Although in relation to these areas or objects of the legal integration really is intense enough, this approach allows us to look at the situation as a whole. It follows from a certain approach in understanding the essence of the globalization process, there are other approaches other isolated areas where the impact of globalization and legal integration is also very large. A striking example is the approach that views globalization as a process complexity of economic relations. We did see that in the economic sphere legal integration is very well defined and there is reason to consider an array of economic relations (and the relevant part of the legislation) as an object of legal integration. However, this area is not considered approach by Lazarev V.V., since was used a different understanding of globalization. Therefore, when considering the objects (or areas) of the legal integration is necessary to consider different approaches to the understanding of globalization as a whole (its goals and objectives in particular).

Below are examples of areas of legal integration, which as the objective requirements of social development and the challenges of globalization to progress determine the development of the legal integration and change certain parts of the legal system, i.e. the impact on the object of legal integration. Identifies examples of the most relevant and interesting areas of legal integration: the sphere of economic cooperation, the foundations of public administration and regulation of social relations.

Economic cooperation is one of the most important areas as the general globalization and legal integration. Increased intensity of international economic relations naturally comes to the intertwining of economic structures. This process entails a chain reaction of legal integration on various issues and not only in the economic sphere. Economic relations as a basis for legal integration play an important role at the international level and at the regional. In recent decades, globalization itself is seen as a process driven by economic integration.

Today there are two main ways of the legal integration in the sphere of economic relations:
• development of the law of the World Trade Organization (WTO);
• regional economic and legal integration processes.

Global economic integration is the development of a unified system of regulation of international relations. Leading role in this process is played by the World Trade Organization - as a continuation of a regional instrument - the General Agreement on Tariffs and Trade. Membership in this organization of states with different from each other economic and political systems causes the formation of mandatory rules of international economic law. Thus, the legal integration in the economy at the global level passes through the WTO law. Doctrine considers these two processes as two interrelated aspects of a single process - globalization, though noted the fact that sometimes the activities of supranational regional entities may not coincide with the general direction of economic globalization, and the regional rule of law can claim to be “independent significance in the international legal system”.

It is an interesting opinion of Melnikov V.V. expressed in the master’s thesis in 2008, “international legal regulation of regional economic integration in the WTO that one of its main trends is the formation around a single or group of most developed countries in areas of integration, which are embodied in various international legal forms, as determined by various degrees of integration processes in specific regions of the globe” [5, P.60]. This approach is to some extent a continuation of the findings of this study on the role of regional integration as a tool of globalization in general, and the globalization of law, in particular. However, in his work Melnikov V.V. takes a slightly different position, considering the development of international law and regional law as two different mechanisms and tools of legal integration. In particular, notes that “there are two types of international legal mechanisms to regulate international economic relations (WTO RIO) is well-founded fear “deformation” or “fragmentation” of the international economic order”[6, P.17].

Legal integration processes affect the entire legal system of the state and lead to different legal traditions borrow from other systems, especially in the public administration[7, P.48]. Activities of public bodies, the operating principles, the structure of the state apparatus, and many other aspects of public administration are the subject of international attention. An example would be widespread in the legal systems of the world of the Ombudsman or the Commissioner for Human Rights, which clearly is the result of the legal integration and development of the law. In this regard, a significant influence development of international law and cooperation of the international level[8, P.13]. Today the international community set various standards activities and the operation of various power structures, which can not affect the legal system of the state, as well as the work itself of the power structures.

In the conclusion we would like to stress, that universalization of the principles of work and construction of the state apparatus and borrowing respective legal traditions principles is the legal aspect of integration, since the presence and work of this particular power structure is reflected in the national legislation and the universalization of the state structures affects the universalization of the legal support of their activities.

З.К. Аюпова, Д.Ө. Құсайынов, У. Наган

ҚҰҚЫҚ ЖҮЙЕСІНДЕГІ ЖАҢА ШЫЛДЫҚТАР ҚҰҚЫҚТЫҚ ИНТЕГРАЦИЯНЫҢ ҚОЗҒАУШЫ КҮШІ РЕТІНДЕ

Аннотация. Заманауи жағдайлардағы Қазақстандық Республикасының қазіргі жасаған қоғамның дамуы саяси, шаруашылық, мәдени өмірді интернационализациялау мен тікелей байланыстылығын көрсетті, оған себебші болған XX- ғасырдың соңымен XXI-ғасырдың басында болған халықаралық байланыстардың интенсивті сипаты деп ой қортамыз,әріне солардың әсеринен әлемде орын алған мәдени, әлеуметтік, экономикалық, халықаралық қатынастар мүлдем басқа сапаға көтеріліп өтті және трансұлттық экономикалық қатынастардың жүйесін мүлдем күрделілендірді, көп аспектілі сипаттандырды. Сол себептерге байланысты әлемдік экономикалық шаруашылық өмірі интернационализациялану, жаһандану және интеграция процесстеріне ұшырап жаңа сипатқа ие болып, көп қырлы, көп аспекті түрде дамыды. Мемлекеттердің халықаралық қатынастарында басымдылық сипатқа халықаралық экономикалық байланыс басымдыққа ие болды.Жаңа экономикалық жағдайларда институционализация процессі белсенділік сипатқа ие болып жаңа экономикалық блоктар, одақтар, мекемелер, әртүрлі дәрежедегі келіс сөздер жүргізіп келісім шарттар жасады. Жаһандану процессі әділетті әлемдік тәртіп қалыптастыруға дәрменсіз екендігін көрсетті, бірақ та, өз басына олар бұрынғы әлемдік тартіпті бұзған жоқ. Себебі олар бұл құжаттарды тауар өндіру мекемелерінің өз еріктерімен қабылдау негізінде құрылған. Сонымен қатар жаһанданудың өзі көптеген мемлекеттердің тиімді экономикалық жүйе қалыптастыруға, демократиялық қоғам құруға қол жеткізе алмайтындықтарын көрсетті.

Түйін сөздер: жаһандану, құқықтық интеграция, халықаралық қатынастар, халықаралық құқық, халықаралық қарым-қатынас, әлемдік шаруашылық, экономикалық байланыстар, интернационализация, әділеттті әлемдік тәртіп, экономикалық блоктар.

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НОВЕЛЛЫ В ПРАВОВОЙ СИСТЕМЕ КАК ДВИЖУЩАЯ СИЛА ПРАВОВОЙ ИНТЕГРАЦИИ

Аннотация. Развитие казахстанского общества в современный период неизбежно связано с интернационализацией политической, хозяйственной, культурной жизни, результатом которой на рубеже XX-XXI вв. стало интенсивное развитие международных связей, их количественный рост и в итоге - переход в качественно новое состояние, которое характеризуется усложнением системы транснациональных экономических отношений. В связи с этим ведущими тенденциями развития всемирного хозяйства являются интернационализация, глобализация мирохозяйственной жизни и международная экономическая интеграция. Важнейшим аспектом международного сотрудничества государств в целом становится расширение международных экономических связей. Идет активный процесс институционализации новых экономических реалий, выражающийся в развитии существующих и образовании новых экономических блоков, союзов, организаций, а также в развитии различных уровней международных договоров, заключаемых такими образованиями. Глобализационные процессы показали неспособность формирования справедливого миропорядка, но сами по себе они не усугубляют существующую в мире несправедливость, так как основываются на формально добровольном принятии всеми странами сложившейся системы организации товарного производства. При этом глобализация свидетельствует о неспособности многих государств построить демократическое общество и одновременно обеспечить эффективную экономическую систему.

Ключевые слова: глобализация, правоваяинтеграция, международные отношения, международное право, международное сотрудничество, мировое хозяйство, экономические связи, интернационализация, справедливый миропорядок, экономические блоки.

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MECHANISMS OF FORMATION AND MANAGEMENT OF FINANCIAL-INDUSTRIAL GROUPS IN KAZAKHSTAN

Abstract. The purpose of the study is the development and justification of mechanisms for the state support of the mineral resource complex in Kazakhstan, based on the integration of financial and industrial capital. At the same time, financial-industrial groups (FIGs) are considered as forms of such integration. The article reveals the essential features of the formation of cooperative relations between financial structures and mining industry. The role of participants of FIGs in this interaction is revealed, the main participants creating a value chain of FIGs are identified. Organizational and economic schemes (mechanisms) for the functioning of financial and industrial groups were developed and substantiated in three versions: a) on the basis of trust management; b) on the basis of a simple partnership; c) through contributions to the capital of the central FIG. The authors recommend applying these mechanisms in the mineral resource complex of Kazakhstan using elements of strategic management in the face of uncertainty.

The results obtained in the course of the research can be used by economic and the state authorities of various levels of the hierarchy in stimulating the development of integrated corporate structures in the mineral resource sector of the national economy.

Keywords: financial and industrial groups, mineral resources complexes, strategic planning, forecast, integration.

Introduction

Actively developing conditions of stiff competition under rapidly changing outside environment makes managers to concentrate their attention on the most difficult and little-known aspects of the strategy on long-term survival and development of industrial enterprises. At the present time, exclusively important is the management that could ensure reliable adaptation of industrial enterprises to rapidly changing environment for a long-term perspective.

Under the conditions of deep market relations the greater and greater importance is given to the development of mechanisms on forming and development of financial and industrial groups (FIG), wide application of advanced methods on strategic management of financial and industrial groups. Currently, the success of any FIG depends much on the ability of a managing board to know and practically apply, according to the goals and considering the unsteadiness of the outside environment, the main mechanisms of formation and methods of strategic FIG management.

The past 30-40 years foreign experience, and Russia and Kazakhstan experience for the recent five years on forming and developing of financial and industrial groups show that the main attention was paid to investment and financial sides of its functioning. It should be noted that in Russia and Kazakhstan, the investment programs of participants establishing FIG, in essence, served as a front to receive definite short-term financial benefits (decreased VAT for intragroup supplies, cancellation of double taxation, customs privileges) and did not give proper attention to the issues of industrial and commercial cooperation during forming and development of FIG. This leads to retention of low-effective managing mechanism in mining and metals sector of FIG.

It should be noted that most often FIG is formed on the base of historical relations between the enterprises-suppliers and products consumers. Along with the short-term, FIG could also have joint long-term goals typical for a joint strategy: improvement of functioning reliability due to establishing of constant business connections within FIG; concentration of investments (and allocations for investigations and developments, and staff training) at the most effective projects [1].

Methods.

The methodology of the investigation is based on application of principles of system analysis and synthesis for processes of the corporate sector functioning within the national economic system. To implement the work, the dialectical and system methods, generalization, methods of multi-criteria optimization, expert estimation, and grouping were used.

Results and discussion.

FIG is formed on the base of analysis of a technological chain and value chain in which the domineering issue is not only improvement of strategic management or attraction of investments, but also the end product. The uniqueness of FIG is in ability to control the whole production cycle of the end product, crossholding, availability of own financial structures, and own social medium. In this work the value chain at FIG forming implies the interconnected set of activities creating a value starting from supply of the main raw materials from suppliers to delivery of the end product or service to a customer [2].

Coordination of individual constituents of FIG value chain into a single concerted process creates conditions for increasing the degree of consumer satisfaction especially in view of cost efficiency, quality, and delivery performance. It should be noted that if FIG implements the activities included into the value chain more effectively and at lower costs than its competitors, it gains the competitive advantage. The FIG activity types are not a set of independent constituents, but represent a system of interconnected stages in which the results of one influence on expenditures of others [3,4,5].

Forming and development of FIG is determined by a necessity to ensure technological, investment-financial and legal unity in whole, and represents a system of the following connections: research, design, production, commercial, investment, and financial. The arrangement and functioning of each of them requires answers on the following questions: what are the goals and tasks of cooperation for each of the participants? What is the mechanism of functioning? How to estimate the contribution of participants and distribute income?

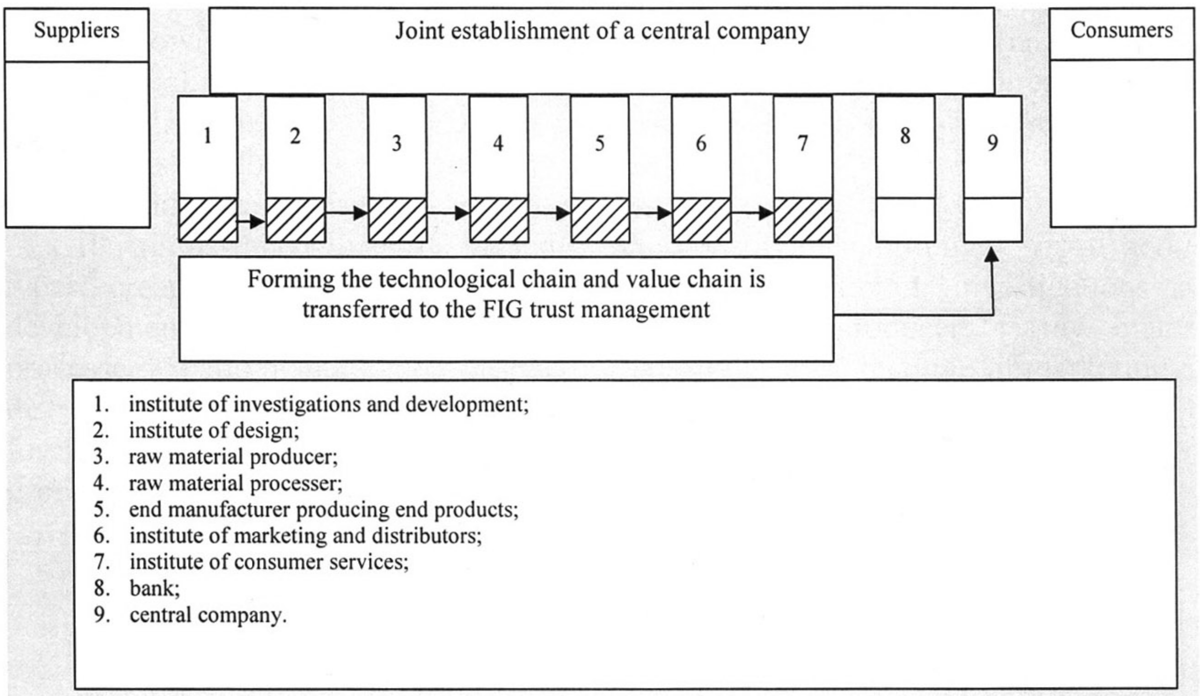

Figure 1 – Integration scheme based on trust management

If it is assumed that FIG includes nine constituents forming a set of activity types creating the value chain, namely: 1) institute of investigations and development; 2) institute of design; 3) raw material producer; 4) raw material processer; 5) end manufacturer producing end products; 6) institute of marketing and distributors; 7) institute of consumer services; 8) bank; 9) central company, then the forming of the following organization-economic schemes of financial and industrial groups functioning is possible (Figure 1-3):

According to the scheme in Figure 1, FIG is formed on the base of the trust management and activity types creating a value. Property, namely those capacities that actually form technological chain and value chain are transferred to the central company for the trust management. The central company arranges the concerted application of these capacities, pay taxes, distributes income in favor of beneficiaries. Carrying costs are financed by a bank.

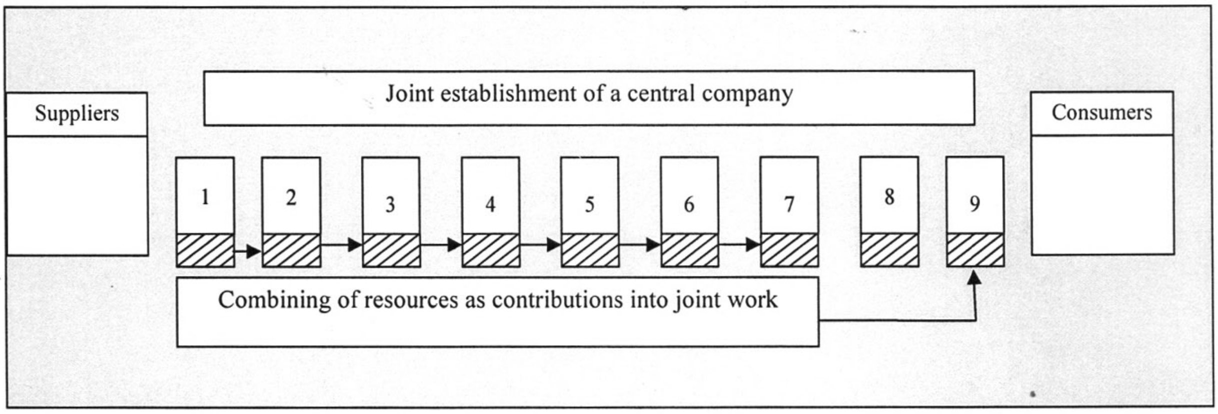

Figure 2 – A scheme of integration based on partnership

According to Figure 2, FIG is formed on the base of coordinating role of a central company joining the partners of the group. The central company becomes a coordinator of activity types creating the value chain, consultant, intermediate seller, lobbyist of interests common for the group, and arranges the implementation of an agreement on joint activity (manufacture of products using consolidated resources, sales of products, profit distribution). Carrying costs are financed by a bank.

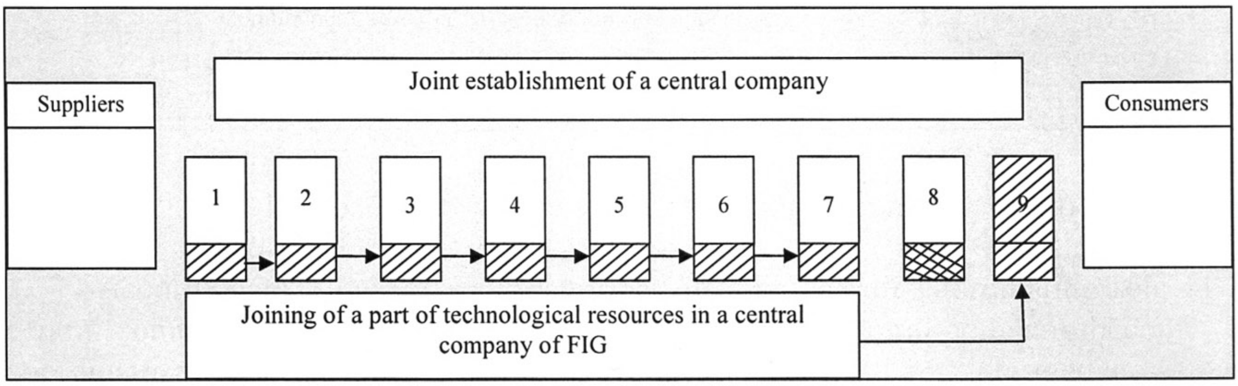

Figure 3 – A scheme of integration via contributions into the capital of FIG central company

Figure 3 shows FIG combining the production resources in the capital of the central company and forming activity types creating the value chain. The FIG is formed via contribution of a share of own funds into the technological chain and value chain of the central company authorized capital by the group participants. The central company arranges and manufactures directly goods and services basing on the own funds application (after its establishment).

The peculiarity of this scheme is that the major part of the authorized capital of the central company is formed not only by financial contributions, but by those capacities that constitute the technological chain and value chain necessary to start the production of circulating assets.

The main task of the production cooperation is increase of competitiveness of the end products by tying of all participants to the end results of product-line expansion, increase of manufactured products quality, and cost reduction.

The participants of the production cooperation can be technologically interconnected enterprises, for instance, those on raw materials extraction, its beneficiation, metallurgical treatment, enterprises of auxiliary and support services (motor, maintenance, etc.), and energy resources suppliers (electricity, gas, etc.), and financial institutes (bank, etc.). The contributions are assessed by the bare cost and other expenditures (with consent of other parties) considering the time factor. All goods the manufacture of which is a contribution into the joint activity, from the moment of ore extraction to the end product in the form of metal is joint ownership and is transferred through the chain "at bare cost". The products manufacture costs are reflected in the consortium balance, are regularly reviewed by the agreement participants, and serve as a basis for assessment of contributions [6,7,8].

The work for the result only and type of contributions exclude funds distribution among the participants (VATable). The product sales income enters a settlement account or foreign currency account of the consortium. The profit calculated by balance is distributed among the participants before the taxing basing on the concluded agreement. Profit received by each participant after the distribution is included into the non-operation income and is tax imposed as a part of gross profit by the fixed profit tax rates.

Arrangement and functioning of a commercial cooperation and further forming of financial and industrial group assumes joining and coordination of supply and selling activities of enterprises – participants of FIG. The tasks of commercial cooperation are: centralization of supply and selling functions of FIG participants; ensure of united management of the end products stock and inventories; united price policy in sales field; strengthening of economic relations with end products consumers and suppliers of raw materials and supplies; strengthening of positions at internal and international markets [9].

The tasks of the investment cooperation and further forming of FIG are: rational utilization of investment resources of consortium, resource management for the benefit of all participants, and attraction of funds for the benefit of FIG in whole [10].

Analysis and generalization of results of researches and developments in the field of strategic management allow representing conditionally the whole process of forming of financial and industrial groups development strategy in the form of two interrelated and interdependent stages: strategy-analysis and strategy-forecast. Strategy-forecast is a necessary prerequisite for development and substantiation of FIG development goals in future within the phase of product life-cycle. The strategy-analysis is a base for the strategy-prognosis in each phase of the product life-cycle [11]. The latter is achieved by quality estimations and quantitative determinations, is based on assessments of tendencies and regularities of every life-cycle phase resulted by development of the investigated phenomena, its past and present.

The most important result of the first stage of the strategy-analysis development on the level of development and design is revealing of factors and conditions effecting FIG development, estimation of its influence on the effectiveness of individual trends of activity included into the technological chain and value chain, forming of FIG development problems and founding of prerequisites for its solving.

Strategic planning of mineral resources production was caused by complication of manufacture conditions and was a result of evolutionary elaboration of approaches for mining industry enterprises development management. Earlier there were methods of economic forecasts, long-term and current planning based on the development of economic and mathematical models and using which the tendencies of enterprise development were determined. These methods were quite effective under the conditions of relatively stable industrial strategic goals directed mainly on capacity building of industry and market saturation with mineral resource [12,13]. The plan and forecast are mutually supportive stages of planning under the domineering role of a plan as leading link of management.

Forecasts and plans of demand and production of mineral resources developed by central and regional authorities are closely connected between each other and form a system of the state forecasts of consumers demand and production. The process of forecasts development is called forecasting.

The system of the state forecast, planning of demand and production of mineral resources developed to date regarding the regions was constructed by a functional sign that assumes distribution of forecast and planning functions among the departments of regional and city administrations (economics, prices, state property management, statistics). The coordinating bodies on the regional level are regional Committees of economics, and industry, and on the national level these are the Ministries of Economics and Trade of RK, Energy and Mineral Resources of RK, Ministry of Finances of RK.

The main shortcoming of such approach is the complexity of the works coordination on forecasting and planning of demand and production of mineral resources among the divisions-executors, incompleteness and tardiness of elaboration of forecasts and plans, lack of its proper interrelation with legislative, planning, and regulating activity of government authorities.

For the forecasting and planning of demand and production of mineral resources the executive authorities apply the Common methodology of forecast elaboration for social and economic development of RK according to which the macro-economic forecasts have several versions considering probable effect of different factors. The forecasting and planning indicators of the demand and production of mineral resources, as rule, are elaborated for economic branches of a region.

The forecasting indicators of demand and production of mineral resources form two sections. The indicators of the first one reflect the effect of consumers paying capacity on the demand forming processes and are calculated in terms of the current prices. The indicators of another one characterize the volume and macrostructure of demand on mineral resources, and the volume and macrostructure of mineral resources production. These are calculated in terms of the current and comparable prices [14].

The forecast of income and expenditures of mineral resources consumers is calculated according to the methodical recommendations on making the consolidated financial balance.

The forecast of volume and macrostructure of demand on mineral resources is implemented using the extrapolation method basing on the statistical material for the reported period, and scenario conditions of economy functioning elaborated by the Ministry of Economics and Trade of RK with participation of the Ministry of Finances of RK, and other executive authorities, the conditions are: purposeful shares of key decisions and Mei in the field of financial and economic stabilization, investment, structural, institutional, foreign economic, and regional policy.

The extrapolation of indicators calculated in terms of the current prices is conducted by multiplying the estimated values in the current prices for the base period by the forecast of prices index and by index of industrial manufacture. The extrapolation of indicators calculated in terms of comparable prices is conducted by correction of its estimated values in comparable prices for the base period by the index of industrial manufacture. The forecasting index values are determined by scenario conditions [15].

The main shortcomings of the Common methodology of forecast elaboration for social and economic development of industry, in our opinion, are substantiated by the calculation method applied for it and are the following:

- mechanical transfer of tendencies developed during the base period into the future;
- information on forecasted parameter of an object for the period by 2 times and more of the forecasted period;
- forecasted corrections of indicators characterizing mineral resources are made using the same method despite different regularities of their development;
- the calculations apply summary indexes of prices and industrial manufacture for RK; this does not allow for the forecast to consider regional features of demand forming, and changes in its structure.

The consequence of the listed shortcomings is low quality of forecasts obtained under this method.

The modeling of demand on mineral resources started from the construction of annual dynamic models. After that there were quarter dynamic models designed for reflection of short-term dynamic variations. All models were based on correlation-regressive methods. For regression equations the linear and power connection forms were selected. The multi-factor and mono-factor equations were constructed. All factor signs were set exogenously. The calculation of models parameters was made by data of balance of income and expenditures of consumers, budget and trade statistics. The research considered three most probable forecasting indicators movement trajectories considering different scenarios reflecting alternative options of economic strategy: program, “moderate”, and extrapolation.

Critical shortcomings are substantiated by the features of the applied calculation method.

First, the calculations do not consider the principle of systematic approach while planning the demand for mineral resources.

Second, the plan (forecast) is based on a hypothesis of even development of modeled processes that does not consider completely the factor of economic cycle. As result, it is impossible to describe quite correctly the processes of demand forming for mineral resources, and mid-term dynamics of prices, income and consumer expenditures.

Third, the method of demand modeling applied in the investigation assumes the automated transfer the past tendencies into the future. Utilization of such instruments for demand forecasting on mineral resources under the conditions of transition period and instability as it is important to solve the inverse problem: take into account future changes in the forecasting object in the system of strategic planning.

Fourth, this method actually represents “double forecasting”. First, the factor forecast is implemented. For factors forecast the large variety of methods are used: modeling, extrapolation by trend and average rate of growth, expert and parametric estimations, normative calculations.

In result of such “double forecast” algorithm application the forecast accuracy decreases.

And finally all factors determining the demand on mineral resources act in its entirety, therefore it becomes impossible to reveal correctly enough the effect of individual factors on resulting signs of models.

Due to the lack of reliable information on forecasting of demand on mineral resources, the forecasting activity of mining enterprises can be considered by the example of market infrastructure enterprises.

In the Republic of Kazakhstan the forecasting activity at mining enterprises of market infrastructure did not get the proper development. The most popular methods of forecasting used by small businessmen is extrapolation implemented, as rule, by correction of the base indicator by forecasted value of inflation rate (two of three respondents), and individual expert estimations (every third). Among large- and mid-subjects of the market, only every fifth respondent implements forecasting using these methods. According to the poll results, other methods of forecasting (for instance, modeling and norming) were not applied.

In whole, the forecasting activity among middle mining enterprises is characterized by application of relatively simple and not enough accurate methods of forecasting. However, taking into account high development efforts on such forecasts development versus very low response on it, application of these methods (extrapolation, individual expert estimations) in practice of middle enterprises can be assessed as quite effective. The strategy of large mining enterprises activity is characterized by insufficient application of all methods of forecasting and planning in its economy practice, and as result, by lower substantiation of strategic management solutions adopted by them. The main reason of large mining enterprises disinterest in forecasts developing, in our opinion, is its monopoly position at consumer market of mineral resources [16].

The whole process of the strategic planning of demand and production of mineral resources can be divided into two main stages: development of mining enterprises activity strategy (forecasting and long-term planning), and determination of implementation tactics for the developed strategy (current planning). “Strategy” notion is of Greek origin. Initially it had military definition and meant “art of a general to find right ways to win a battle”. Strategy of an enterprise – assembly of numerous strategic and tactic goals, and main ways of these goals achievement by mining enterprises [17,18].

Thus, to develop the strategy of mining enterprises activity means to determine common fields of mining enterprises activity.

The strategy cannot be a simple determination of desired goals and convenient methods of its realization. Soon believe that one desire does not mean to develop a strategy. The strategy must not be based on dreams, but on real opportunities of an enterprise development. Therefore, a strategy is, first of all, a response of an enterprise to objective external (production demand) and internal facts of activity [19].

The management board of an enterprise is, first of all, responsible for the strategy development as strategic planning requires high responsibility, and large scale cover of an entrepreneur activity.

The term "tactics" is also a military term of Greek origin meaning maneuvering of forces suitable to achieve the goals.

The current planning is adoption of managing decisions on enterprise resources distribution to achieve the strategic goals. The current planning of demand and production of mineral resources usually covers the short-term and mid-term periods, i.e. is a concern issue of the middle and first-line management of mining enterprise [20].

The main issue of forecasting and long-term planning of mineral resources enterprise is what a mining enterprise wants to achieve. The current planning is focused on a question how the mining enterprise must achieve this state. Se, the difference between the forecast and tactic planning of mineral resources production is the difference between the goals and the means.

Other differences:

- adoption of management decisions on the level of the current planning, as rule, is less subjective as the entrepreneurs engaged in the current planning most often have good, detailed information. For the current planning the qualitative methods of analysis based on computer technologies are available;

- the implementation of tactical management decisions is observed better and is less risk-subjective as such decisions are related mainly to the internal problems;

- for the current planning of mineral resources production, in addition to its focusing on the mid – and first-line management, the fixation to the levels of individual technological processes is typical: frilling and blasting, uncovering, production, transport averaging, beneficiation etc.

We propose a scheme of strategic planning of mineral resources production consisting of several follow-up stages:

First stage. The mining enterprises conduct studies of *external (consumer)* and internal (manufacture) environment. Determine the main components of mineral resources production arrangement, and outline those of them that are really important for the production arrangement, select and track the information on these components, make the forecasts on future state of external environment, estimate the real state of activity.

Second stage. The enterprises determined the desired fields and points of its activity: view, a set of desired goals. Sometimes, the stage of goals determination precedes the analysis of external (consumer) and internal (manufacture) environment.

Third stage. The enterprises, basing on the strategic analysis, and comparing the goals (desired indicators) and results of researches on the factors of external and internal environment (limiting the achievement of desired indicators), determine the gap between them. Using the methods of strategic analysis, different options of the strategy are formed.

Fourth stage. One of the alternative strategies is selected and is worked out basing on the methods of multi-criteria estimation under Pareto field.

Fifth stage. The final strategic forecast (plan) of mining enterprises activity is prepared.

Sixth stage. Forecasting. The long-term and programs of mineral resources production are prepared.

Seventh stage. Long-term planning. The long-term plans and programs of mineral resources production are prepared.

Eighth stage. The current plans are developed on the base of the forecast and results of the long-term planning for mineral resources production.

Ninth and tenth stages are not the stages of direct processes of forecasting and planning, nevertheless these determine the prerequisites for new plans creation that should consider the following:

- what an organization achieved by implementation its forecasts and plans;

- what is the gap between the planned indicators and actual result.

The main shortcomings of the activity on the strategic planning of demand on mineral resources are:

- lack of adaptedness of the theoretical forecasting base to the contemporary conditions, namely: undercount of the specifics of goods circulation existing form, features of monopoly demonstration at trade markets;

- low level of market orientation for forecasting;

- Partial, not systematic and retarded character of the strategic plans development, insufficient consideration of cyclic recurrence and unevenness of mineral resources production dynamics in the forecasts, orientation on relatively ineffective methods of forecasting and planning;
- development of forecasts basing on incorrect scenario conditions, or without consideration of possible alternative development of economy and its consumer sector;
- lack of proper interrelation of demand forecast on mineral resources with prospective plans of social and economic development of the region;
- imperfect arrangement of forecasting and planning investigations at mining enterprises, at research organizations, and at the state authorities;
- lack of technical and economic methods of forecast quality assessment.

The peculiarities of the strategic planning of mineral resources manufacture and opportunities of planning procedures improvement are substantiated by a range of factors among which, in our opinion, the main are:

- complexity of analysis description and insufficient elaboration of strategic planning bases of mineral resources production;
- forming and utilization of a set of situational goals in the strategic planning, not a network (system) of interrelated, mutually reinforcing goals;
- description (forming) of strategic and tactic goals at mineral resources production as a goal-state, not as a set of activity goals; the criteria for a task solving are not determined clearly, and are précised by managers upon its solution;
- different, not always adequate approaches to estimation of entrepreneur activity results, interpretation of its efficiency;
- lack of sufficient information;
- large degree of uncertainty for results under the strategy implementation;
- large labor inputs and duration of process requiring significant costs and highly qualified specialists;
- impossibility of full description of mineral resources production analysis resulted in weakly structured or unstructured tasks of strategic planning.

Conclusion.

The conducted research allows concluding the following:

1. Forming and development of FIG is determined by a necessity to ensure technological, investment and financial and legislative unity of a group in whole, and represents a system of relations: research, design, production, commercial, investment, and financial.
2. The difficulties in selecting the effective mechanisms for the strategy forming and development of financial and industrial groups are due to unstable external environment. This causes difficult adaptation of industrial enterprises operated under the conditions of stiff centralized system of long-term planning to quickly changing parameters of the external environment, and, the main, to the necessity of self-elaboration and implementation of the stable development strategy under the unstable medium. Under the conditions of the stable external medium, the determination of the planned indicators was mainly substantiated by the developed tendencies and was implemented on the base of methods of extrapolation, and expert estimations.
3. Effective mechanisms of forming and development strategies should be general trend of the financial and industrial groups development, and adherence to which, in perspective, should lead to the set goal under the conditions of uncertainty.
4. Availability of the uniform strategy within FIG will make the group strong and flexible. The latter is ensured for the FIG by fixing some operative and a range of strategic functions of management and planning on the level of individual business units entering the group.
5. Regarding the mineral complex of Kazakhstan the FIG functioning mechanisms based on the following can be used: trust management; co-partnership; contributions into the capital of FIG central company.

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ҚАЗАҚСТАНДАҒЫ ҚАРЖЫ-ӨНДІРІСТІК ТОПТАРДЫ ҚАЛЫПТАСТЫРУ ЖӘНЕ БАСҚАРУ ТЕТІКТЕРІ

Аннотация. Зерттеудің мақсаты – Қазақстанда қаржы және өнеркәсіптік капиталдың интеграциясына негізделген минералды-шикізат кешенін мемлекеттік қолдау тетіктерін әзірлеу және негіздеу болып табылады. Мұндай интеграцияның нысандары ретінде қаржы-өнеркәсіптік топтар қарастырылады. Мақалада қаржылық құрылымдар мен тау-кен өнеркәсібі арасындағы кооперативтік байланыстарды қалыптастырудың маңызды ерекшеліктері көрсетілген. Қаржы-өнеркәсіптік топтардың қатысушыларының осы өзара әрекеттесудегі рөлі анықталып, осы топтардағы құндылықтар тізбегін құратын негізгі қатысушылар көрсетілген. Қаржы-өнеркәсіптік топтардың жұмыс істеуінің ұйымдық және экономикалық сызбалары (тетіктері) үш нұсқада әзірленді және негізделді: а) сенімгерлік басқару негізінде; б) қарапайым серіктестік негізінде; с) қаржы-өнеркәсіптік топтың орталық компаниясының капиталына жарналар салу арқылы. Авторлар белгісіздік жағдайында стратегиялық басқару элементтерін қолдана отырып, осы тетіктерді Қазақстанның минералдық-шикізат кешенінде қолдануды ұсынады.

Зерттеу барысында алынған нәтижелер ұлттық экономиканың минералды-шикізат секторындағы ықпалдасқан корпоративтік құрылымдардың дамуын ынталандыруда иерархияның түрлі деңгейдегі экономикалық және мемлекеттік органдарыиен пайдаланылуы мүмкін.

Түйін сөздер: қаржы-өнеркәсіптік топтар, пайдалы қазбалар кешені, стратегиялық жоспарлау, болжау, ықпалдасу.

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МЕХАНИЗМЫ ФОРМИРОВАНИЯ И УПРАВЛЕНИЯ ФИНАНСОВО-ПРОМЫШЛЕННЫМИ ГРУППАМИ В КАЗАХСТАНЕ

Аннотация. Цель исследования – разработка и обоснование механизмов государственной поддержки минерально-сырьевого комплекса в Казахстане, основанные на интеграции финансового и промышленного капитала. При этом в качестве форм подобной интеграции рассматриваются финансово-промышленные группы (ФПГ). В статье раскрывается сущностные особенности формирования кооперационных связей между финансовыми структурами и горной промышленностью. Раскрыты роль участников ФПГ в таком взаимодействии, выделены основные участники, создающих цепочку ценностей ФПГ. Разработаны и обоснованы организационно-экономические схемы (механизмы) функционирования финансово-промышленных групп в трёх вариантах: а) на основе доверительного управления; б) на основе простого товарищества; в) через вклады в капитал центральной компании ФПГ. Авторы рекомендуют применять эти механизмы в минерально-сырьевом комплексе Казахстана с использованием элементов стратегического управления в условиях неопределенности.

Полученные в ходе исследования результаты могут быть использованы хозяйственными и государственными органами управления различных уровней иерархии при стимулировании развития интегрированных корпоративных структур в минерально-сырьевом секторе национальной экономики.

Ключевые слова: финансово-промышленные группы, минерально-сырьевые комплексы, стратегическое планирование, прогноз, интеграция

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STRATEGY OF INTERACTION OF THE STATE AND SMALL BUSINESS AS A FACTOR OF INNOVATIVE DEVELOPMENT

Abstract. Strategy of interaction of the state and small business as a factor of innovative development - this is a very topical issue, since small innovative businesses are enterprises that are on the balance of industrial property applied objects (patents, utility models, industrial designs), as well as those that systematize and protect intellectual property from commercial secrets. At the same time, the innovation activity of small business, according to the authors, is not a custom-made industry, as a rule, this industry requires more development than funding. In this connection, for the formation of innovative forms and the implementation of their activities, commercialization, expansion of strategic management, and the accession of subjects of state innovation institutions, it is necessary to create an adaptive environment for the development of small business.

Keywords: Strategy, interaction, state, small business, taxation, tax risks, management, enterprise.

INTRODUCTION

Traditionally, small business is not only a catalyst for economic growth in the economy, but also a rapair of its stability in dealing with employment issues, the revitalization of the manufacturing and industrial sectors, the quality of science and innovation, and so on. That is why for most of the Russian regions the problem of insufficiently developing small and medium-sized businesses is very acute against the background of increasing budget and tax burden, poorly developed social infrastructure and total underfunding of the scientific and technical sphere. The high asymmetry of the regional development between the center and the rest of the regions makes it necessary to search for new forms of attracting to the small business the participants in the business sphere through such. mechanisms like preferential taxation, reduction of corruption and bureaucratic barriers for small enterprises, the implementation of new credit programs to finance start-up entrepreneurs. rare programs for financing start-up entrepreneurs.

MAIN PART

However, as practice shows, only administrative measures are not enough for entrepreneurship. expanding the small and medium market It is necessary to make a qualitative change in the institutional environment, constant monitoring of already implemented and planned for the implementation of entrepreneurship development programs, the establishment of a feedback system between business and the state, the study of indicators of the business community and the internal environment of the business community, entrepreneurs and small businesses, etc. However, as practice shows, only administrative measures are not enough to expand the market of small and medium-sized businesses, a qualitative change in the institutional environment, constant monitoring of already implemented and planned programs for the development of entrepreneurship, establishing a feedback system between business and the state, studying external and internal indicators are necessary. business community environments, "transparent" conditions for new entrepreneurs and small enterprises to enter the market, etc.

It can be assumed that in some cases, when the situations described above were observed, the business sector was adapted to the existing crisis conditions by an attempt of the owners of division or shifting responsibility for doing business to the state. As a rule, such situations occurred among large enterprises that are city-forming or socially and economically significant. Let's call this adaptation mechanism - the “responsibility sharing mechanism”. Other adaptation mechanisms were observed. They can be called protective adaptation mechanisms. All enterprises without exception during the acute phase of the crisis declared a moratorium on the admission of new employees, which is also an example of a protective mechanism.

Adaptation mechanisms of the business sector as a response to current changes in the internal and external environment of the enterprise. As we have already noted, the adaptation process can be associated not only with the reaction of the economic system to changes associated with crisis phenomena. Adaptation mechanisms can be developed in response to changes in the external and internal environment, which can be positive or neutral. An example of such a situation may be the need for an enterprise to change the model of financial and economic management. Organization of financial and economic management in the enterprise is one of the key tasks of top management. The correct choice of the model of financial and economic management can contribute to the rapid adaptation of enterprises to the changing environment.

The problem of choosing a model of financial and economic management is especially acute for Russian enterprises, which are organized as a group of companies uniting several legal entities. A group of companies may combine homogeneous business units, and may include companies of different sectoral affiliations. In each case, the top management, and especially the chief financial officer, is faced with the task of organizing financial and economic management in a group of companies, taking into account its specificity. By financial and economic management, we understand a special mechanism for the functioning of the financial management system of an enterprise, which includes the following units: - a system of planning, budgeting, analysis, control and coordination; - cash flow system; - a model of organization of financial and economic management.

The model of organization of financial and economic management is a system that can be described by the following characteristics: - the financial structure of an enterprise (group of companies); - a way of distribution of powers and responsibilities within the group of companies between the business units and the management company. By the financial structure of a business, we understand the system of interconnected and interconnected centers of financial responsibility. Under the method of distribution of powers and responsibilities between business units and the management company, we understand the rules of interaction between them on the redistribution of functions of financial and economic management and decision-making.

The management company can delegate the authority for the independent implementation by the business units of the functions of operational financial management such as the organization of cash management, analysis, control, accounting, reserving key strategic decisions. And there may be a situation where the management company fully performs all the functions of financial and economic management, both operational and strategic. The following types of models for organizing financial and economic management can be distinguished according to the criterion “method of distributing authority and responsibility between business units and the management company”: - decentralized; - centralized. The centralized model involves the transfer of all functions of financial and economic management to a single decision-making center, for example, to a management company. The decentralized model implies maintaining independence in a number of financial decisions at the level of subsidiaries in a group of companies and delegating authority and responsibility to business units without transferring them to a single center, for example, the management company.

Changes in the external environment may require changes in the model of financial and economic management. These are such changes as: - crisis phenomena caused by various macroeconomic factors; - change of ownership; - change of top management; - change the company's development strategy. Various environmental influences require feedback, reaction, special action or a set of actions from the enterprise, which we call the adaptation mechanism. We highlight the following factors that determine the choice of a model for organizing financial and economic management with a view to adapting it to changes: - The owner’s view of the choice of model; The owner may insist on the choice of a particular model.

For example, he may insist on assigning all controlling functions to the management company. This largely depends on such factors as: - The degree of delegation by the owner of decision-making on the choice of a particular model of organization of financial and economic management; - The state of financial and economic activities of the company; In crisis situations, when the cash flow requires special control (since it may not be enough to satisfy all the business needs at the same time), it may be decided to centralize financial management and concentrate all powers in the management company. - The complexity of the structure and scope of business; If a business is a group of companies, then the choice of a financial and economic management organization model is a crucial issue for effective management. The decision whether to choose a decentralized or centralized model depends in this case on the profile of the business units in the group structure. Often, diversified holding companies have to delegate financial management authority to business units in order to optimize the speed of decision-making, which may be different in different industries.

The government's top-priority measures were to assist the financial and banking sector in order to reduce the risks associated with financing unsecured transactions, overcome the liquidity crisis and avoid panic among depositors. Mechanisms of adaptation of entrepreneurs are largely explained by environmental factors. Currently, according to statistics, there is still an unstable upward trend in the economy. So far, the economic situation is characterized by unstable demand dynamics and low investment activity. The business sector responds to this by reducing the demand for labor. This is reflected in the conduct of reductions, layoffs, the introduction of part-time employment. Studying the mechanisms of adaptation of the business sector in times of crisis, we identified the following groups of such mechanisms: a mechanism for sharing responsibility (with the state), a defense mechanism, an active position. All these mechanisms, one way or another, affect the situation on the labor market. In the event that the company adheres to the position - "division of responsibility", there were situations when the company declared itself bankrupt, refusing to fulfill obligations to employees.

In a number of cases, bankruptcy was deliberate. The mechanism that we called the "active position", according to our estimates, is very rarely used by domestic enterprises during the crisis period. At the same time, the use of this mechanism has a positive impact on the labor market, because when it comes to the development of new activities, there may be a need for human resources. Effective management at the enterprise in this case will attract for the development of new directions the existing personnel potential at the enterprise, which may not be in demand in the areas affected by the crisis. In such conditions, the importance of the personnel service of the enterprise increases, which, in the conditions of an ideal enterprise together with the management of the enterprise, decides on the staffing of the business at each stage of its operation. At present, we are seeing the following problems of interaction between the personnel department of enterprises with top management and business owners: - the role of personnel department is often passive and comes down to the accounting function. In many enterprises, HR does not participate in strategic management and planning in the enterprise.

Therefore, as a rule, this service is only an executor of decisions made by top management and owners; - in many cases, HR specialists do not deal with issues of strategic development and planning at the enterprise due to the fact that they have no idea about the business processes that underlie the operation of the enterprise. The above problems, which relate to the peculiarities of management at Russian enterprises, lead to the fact that the reduction of personnel becomes, as a rule; point number 1 in all anti-crisis programs of Russian enterprises. While the costs associated with the payment of wages do not always occupy a large share in the total costs of the enterprise.

CONCLUSION

In our opinion, the crisis and, as a result, the situation in which the labor market is located, have shown that the role of personnel service in the enterprise should be reviewed by top management and owners. The role of the manager in the field of personnel management should be active and should include, in addition to performing accounting functions, participation in strategic management and planning in the enterprise. The purpose of these changes is to increase attention to human potential as the main factor of production. This, in turn, will be an important step towards an innovative economy. Thus, the institutional changes that we see in the supranational structures of the countries of the European Union are also an example of an adaptation mechanism, which we called the mechanism of institutional changes.

For the Republic of Kazakhstan, the problem of introducing new scientific and technical developments into production, the transition to an innovative development path has always remained relevant. If earlier proposals for innovative projects came from scientists without taking into account the interests of industrial enterprises, at present the focus will be on innovation in industry and the proposals of the enterprises themselves. This will provide an opportunity to implement innovative projects, starting with the launch phase.

In order to develop an innovative economy in the Republic of Kazakhstan, the State Program of Forced Industrial-Innovative Development of the Republic of Kazakhstan was adopted, aimed at ensuring sustainable and balanced economic growth through diversification and increasing its competitiveness.

According to the Ministry of National Economy of Kazakhstan, 865.4 billion tenge was allocated from the budget for the implementation of this program in 2013, and the analysis of the structure shows that these funds were not directly related to the implementation of industrial policy: only 15.1% were allocated to industrialization of total expenses (129.1 billion tenge).

The logical continuation and taking into account the experience of the implementation of this program is the State Program of Industrial-Innovative Development of the Republic of Kazakhstan for 2015-2019. As a result of the ongoing reforms, since the implementation of this program, the share of innovatively active enterprises increased from 3.9% to 7.5%, the costs of enterprises for technological innovations increased threefold (from 112.9 to 325 billion tenge) and the volume increased three times as compared with innovative products (from 110.3 to 378 billion tenge). As for the “Innovations” indicator of the Global Competitiveness Index of the World Economic Forum, Kazakhstan increased its rating by 18 positions and took 83rd place, and by the coefficient “Technological readiness” - by 24 positions (56th place).

Technological platforms are being created in the priority sectors of the State program for industrial-innovative development. The state provides a platform for enterprises and scientific organizations capable of solving these technological problems. Thus, consortiums are formed, in which enterprises will finance research, united by a single theme - a platform. The Republic of Kazakhstan has a corresponding innovation infrastructure, including nine technology parks, five national central and fifteen regional laboratories, nine venture funds, three design bureaus have already been established. Ultimately, all measures to transform the economy should lead to the creation and development of a stable system that allows to produce high-tech products with a high level of gross value added, support research and promote the effective implementation of scientific research and technology transfer.

When analyzing measures to stimulate small innovative entrepreneurship, one of the key issues is the provision by the state of a clear regulatory framework for the functioning of economic entities. Thus, according to the Ernst & Young study, it was found that 52% of respondents believe that the degree of transparency and stability of the regulatory framework remains insufficient.

Summing up the considered aspects of measures to stimulate and support innovative entrepreneurship in Kazakhstan, it should be noted that within the framework of certain strategic positions of Kazakhstan, the state pursues an active policy to develop and implement measures for the comprehensive support and motivation of business legal entities. Financing of the innovation activities of enterprises comes from internal and external sources.

Domestic financing includes the use of part of the company's profits and depreciation for innovative purposes. This form of financing for small and medium-sized enterprises is not suitable because of limited own resources. The most common external sources of financing for Kazakhstan enterprises at present are credit resources, direct allocations from the state budget for the implementation of innovative projects, to a lesser extent, venture capital and other sources.

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МЕМЛЕКЕТ ПЕН ШАҒЫН БИЗНЕСТІҢ ИННОВАЦИЯЛЫҚ ДАМУ ФАКТОРЫ РЕТІНДЕ ӨЗАРА ҚАТЫНАС СТРАТЕГИЯСЫ

Аннотация. Мемлекет пен шағын кәсіпкерліктің инновациялық даму факторы ретінде өзара қатынас стратегиясы - өте өзекті тақырыптардың бірі, өйткені шағын инновациялық бизнес - өнеркәсіптік меншіктің қолданбалы объектілерінің балансында тұрған кәсіпорындар (патенттер, пайдалы модельдер, өнеркәсіптік үлгілер), сонымен қатар зияткерлік меншікті коммерциялық құпиядан жүйелеп, қорғайды. Авторлардың пікірінше, шағын бизнестің инновациялық қызметі тапсырыстар саласы емес, әдетте, бұл сала қаржыландырудан гөрі көп дамуды қажет етеді. Осыған байланысты инновациялық нысандарды қалыптастыру және олардың қызметін жүзеге асыру, коммерциализациялау, стратегиялық басқаруды кеңейту, сондай-ақ мемлекеттік инновациялық институттардың субъектілерін қосу үшін шағын бизнесті дамытуға арналған бейімделу ортасын құру қажет.

Түйін сөздер:Стратегия, өзара қатынас, мемлекет, шағын кәсіпкерлік, салық салу, салық тәуекелдері, басқару, кәсіпорын.

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СТРАТЕГИЯ ВЗАИМОДЕЙСТВИЯ ГОСУДАРСТВА И МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА КАК ФАКТОР ИННОВАЦИОННОГО РАЗВИТИЯ

Аннотация. Стратегия взаимодействия государства и малого предпринимательства как фактор инновационного развития - весьма актуальная тема, так как малый инновационный бизнес – это предприятия, которые находятся на балансе прикладных объектов промышленной собственности (патенты, полезные модели, промышленные образцы), а также те, которые систематизируют и защищают объекты интеллектуальной собственности от коммерческой тайны. При этом инновационная деятельность малого предпринимательства, по мнению авторов, не является заказной отраслью, как правило, эта отрасль требует большего развития, чем финансирования. В связи с чем, для формирования инновационных форм и реализации их деятельности, коммерциализации, расширения стратегического управления, а также присоединения субъектов государственных инновационных институтов, требуется создание адаптивной среды для развития малого предпринимательства.

Ключевые слова: Стратегия, взаимодействие, государство, малое предпринимательство, налогообложение, налоговые риски, управление, предприятие.

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SYSTEM OF INTERNAL GOVERNMENT AUDIT IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The study presents the system of internal state audit of the Republic of Kazakhstan, discusses the problematic aspects of their implementation and the prospects for their resolution in the reform process. The system of financial control of Kazakhstan is undergoing a stage of radical reform. The transformation of the internal public audit system requires the reform of all elements of the existing control system. The creation of effective mechanisms for implementing the principles lays the foundation for the effective functioning of the state audit system in the financial management of state bodies. In order to create an effective state audit system, measures have been identified for its implementation, in particular, to improve the quality of control measures and ensure their compliance with international standards.
Keywords: audit, compliance, system, taxes, internal state audit.

INTRODUCTION

At present, the state financial resources management system is in the process of cardinal reform. The strategy "Kazakhstan - 2050" set the task of joining the thirty most developed countries in the world. The solution of this ambitious task in the first place requires a significant increase in the efficiency of management of public financial resources.

During 2013, as part of the implementation of the Strategy, three Concepts were adopted with the goal of reforming all stages of the management of public financial resources ranging from forecasting and planning to monitoring.

The concept of improving the system of state-oriented results. The purpose of the concept is to create a balanced system of strategic and budget planning, improving the implementation of strategic and program documents and the activities of government bodies [1].

MAIN PART

The concept of a new fiscal policy aims to ensure the stability of government finances, increase the effectiveness of budget spending, increase the efficiency of local executive bodies and create favorable conditions for sustainable economic growth [2].

The concept of introducing a state audit is aimed at reforming the state financial control system into a state audit system [3].

If we look at the experience of foreign countries in which the institute of state audit is most developed, such as the United States and the United Kingdom, it should be noted that in these countries there is no special system of certification of state auditors. The certification system for employees of the financial sector is the same for both private and public sector organizations, both for accountants and auditors, while certification is not carried out by government bodies. Certification of financial sector workers in these countries is fully within the competence of self-regulatory, public organizations. The most recognized of these in the United States is the American Institute of Certified Public Accountants and Auditors (AICPA). This is a professional association of practicing accountants and auditors, which is the most authoritative non-governmental professional organization representing the accounting and auditing community in the United States. When applying for a job at state audit bodies, the presence of an auditor's certificate is not mandatory, but at the same time, preference is given to certified employees.

The budget at all levels plays a huge role in the development and prosperity of the state, the promotion of scientific and technological progress, and the development of the economy. State budget revenues to GDP in developed countries are: in Australia - 50.6%, in Norway - 55.2% and 39.8% in Canada [4].

The Budget Code of Kazakhstan does not fully specify the main components of state control, in particular, control over the formation and use of financial resources of national companies, holding companies, joint-stock companies with state participation, control over the formation and use of state extra-budgetary funds, state accumulative pension fund efficiency and evaluation of the provision of various tax benefits and preferences, etc.

We do not pretend to determine the full component of the state audit system, which requires a comprehensive scientific approach. But without defining the elements of this system, the problem of duplication arises, the desire to exercise financial control of each state body. In this regard, it is necessary to examine the main directions of state audit. After that, the bodies performing state audit should be identified.

An analysis of international experience shows that a country develops in a democratic way only when the activities and structure of the state meet the needs of civil society, the interests of every citizen. Under these conditions, it is necessary to establish a single legal order that is compulsory for all citizens and civil society institutions and to build an adequate system of state audit, which would focus on meeting the needs of the whole society, protecting the interests of citizens, including the delegation of (transfer) their property. That is why in developed countries special attention is paid to the organization of state audit.

To improve the quality of control measures and ensure their compliance with international standards, it is necessary to create an effective state audit system, in particular, to create a coordinated methodology for planning and conducting control measures, to solve the issue of centralized training and retraining of personnel, and to create a unified audit information base.

In the process of the internal control services, there are also difficulties with the full implementation of the principle of independence. In accordance with the current Rules for the implementation of internal control, it is stipulated that the Internal Control Service is organizationally and functionally independent of the activities of other structural divisions, at the same time, the boundaries and this independence and ways to ensure it were not fixed by law. In the new draft law, an attempt was made to eliminate this gap. A number of norms were included to ensure the independence of the Services, in particular, it was stipulated that the Internal Audit Service could not be involved in work related to the competence of other structural divisions of a state body, as well as in the preparation or execution of programs and projects not related to its powers. Moreover, the New Draft Law made an attempt to limit and regulate the interaction of the Internal Audit Services (IAS) directly with the head of the state body. It is assumed that the interaction of IAS with the head will be carried out only for the approval of the work plan, the decision to implement the recommendations of the audit results and to review the annual report on internal audit. The introduction of these restrictions, in our opinion, is superfluous, since it limits the potential potential of using CBA. Their activities are limited to audits, recommendations on the results of audits and reporting. We believe that closer interaction of NEA with the head of the state body at the stage of developing a strategic plan, forming a budget request, in the process of implementing current monitoring would help prevent violations and more effective work of government bodies.

At the same time, the draft law provides for an assessment of the effectiveness of the work of the internal audit services, on the part of the authorized state audit body. The need to assess the effectiveness of one internal audit body, another internal audit body is questionable, since it initially contradicts the principle of independence. The ultimate goal of IAS is not to identify or even prevent violations, but to increase the efficiency of the state body, and to evaluate its work is necessary from the standpoint of the state body as a whole. We believe that it will be appropriate to conduct an assessment of the IAS by the external audit body as part of a comprehensive audit of the activities of a state body [5].

To create a state audit system, the following measures are proposed:

- improvement of the regulatory legal, methodological and information base of control over the execution of the republican and local budgets, including the creation of a unified database of objects of control, the introduction of methods of economic analysis, information and computer audit technologies;
- delineation of the functions and powers of state bodies conducting external and internal audits;
- strengthening the status of bodies performing external audit (the Accounts Committee and Audit Commissions) and taking the necessary measures to ensure their independence from the executive and the status of documents adopted as a result of ongoing monitoring activities;
- legislatively fixing the mechanisms of interaction and coordination of all controlling bodies in the field of public audit, in order to eliminate the existing elements of duplication in their activities;
- improvement of the mechanisms for implementing the decisions taken by the external audit bodies on the basis of control measures;
- implementation of the transition to international standards in the field of accounting, financial reporting and auditing, which will ensure transparency of the process of managing public resources, full mobilization of taxes, fees and other payments to the budget, increase the rationality and efficiency of spending state funds, as well as the quality of activity of state bodies themselves;
- completion of the informatization of the state audit system taking into account the introduction of budget programming methods;
- increasing public confidence in controllers and their professionalism by presenting the qualification requirements of employees of audit bodies;
- strengthening the capacity of the internal audit service.

CONCLUSION

The real implementation of the principle of publicity of financial control should be publicly available. Implementation of activities should not be too hasty. It is necessary to consistently make changes and additions to the regulatory legal acts and to carry out large joint work with all controlling and law enforcement agencies in the framework of the implementation of the new fiscal policy in the republic.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ІШКІ ҮКІМЕТ АУДИТІНІҢ ЖҮЙЕСІ

Аннотация. Зерттеу Қазақстан Республикасының ішкі мемлекеттік аудит жүйесін ұсынады, оларды іске асырудың проблемалық аспектілерін және оларды реформалау процесінде оларды шешу перспективаларын талқылайды. Қазақстанның қаржылық бақылау жүйесі түбегейлі реформалар кезеңінен өтуде. Ішкі мемлекеттік аудит жүйесін трансформациялау қолданыстағы бақылау жүйесінің барлық элементтерін реформалауды талап етеді. Осы принциптерді енгізудің тиімді тетіктерін құру мемлекеттік органдардың қаржылық басқаруындағы мемлекеттік аудит жүйесінің тиімді жұмыс істеуіне негіз болады. Мемлекеттік аудиттің тиімді жүйесін құру үшін оны іске асыру бойынша, оның ішінде бақылау шараларының сапасын жақсарту және олардың халықаралық стандарттарға сәйкестігін қамтамасыз ету бойынша шаралар анықталды.

Түйін сөздер: аудит, сәйкестік, жүйе, салықтар, ішкі мемлекеттік аудит.

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СИСТЕМА ВНУТРЕННЕГО ГОСУДАРСТВЕННОГО АУДИТА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В исследовании представлена система внутреннего государственного аудита Республики Казахстан, рассмотрены проблемные аспекты их реализации и перспективы их разрешения в процессе реформирования. Система финансового контроля Казахстана проходит этап кардинального реформирования. Трансформация системы внутреннего государственного аудита требует реформирования всех элементов существующей системы контроля. Создание действенных механизмов реализации принципов закладывает основу эффективного функционирования системы государственного аудита в финансовом менеджменте государственных органов. Для создания эффективной системы государственного аудита выявлены мероприятия для его проведение, в частности, для повышения качества контрольных мероприятий и обеспечения их соответствия международным стандартам необходимо проводить оценку СВА органом внешнего аудита в рамках комплексного аудита деятельности государственного органа и другие мероприятия, которые освящены в данной статье.

Ключевые слова: аудит, соответствие, система, налоги, внутренний государственный аудит.

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DEVELOPMENT OF SPECIAL MATHEMATICAL AND SOFTWARE SYSTEMS ANALYSIS

Abstract. The development of special mathematical and software analysis systems is a very topical issue, since our society is rapidly developing under the influence of heterogeneous information resources, in the mutual exchange of information through web technologies. The authors presented options for mathematical and software analysis systems, as well as considered problems arising in the way of introducing new developments. For example, the manufacturer of the program and its users have extensive information about it, and even if the manufacturer knows the logic of the program and sometimes it can accurately predict the results of launches with other source data. However, the question of assessing the reliability of software does not attract proper attention, which is also presented in a study on the development of special mathematical and software analysis systems.

Keywords: development, special, mathematical, software, systems analysis, Internet, information .

In recent years, web technologies have rapidly developed, by which they mean a group of formats and technologies for transmitting multimedia documents used in the largest electronic information system World Wide Web, which is part of the global Internet. WWW is a distributed medium of existence of heterogeneous information resources, the exchange of information between them is possible only thanks to web-technologies. The rapid development of the Web has led to the fact that web-technologies are increasingly associated with the Internet. Web technologies have found application in local networks and integrated multi-user information systems, where they act as a universal intermediary between various types of information resources.

Improvement of computer technology math and software contributes to the development of information technologies for distributed data management in real time. These technologies and related software products are becoming more widely used, including within the framework of modern traffic management systems in urban areas, providing an operational mode for identifying mobile objects, controlling their position, and also routing mobile objects of the patrol service.

According to the Address of the President of the country, the modernization of education should be understood as a large-scale program of the state with the active participation of Kazakh society, the implementation of which should lead to the achievement of a new quality of education and expansion of its accessibility for young people. And the main factor in the renewal of vocational education should be the demands of the economy and social sphere, science, technology, technology, territorial labor markets, as well as the future needs of their development, on which the Head of State focuses attention. A system of constant monitoring of the current and future labor market needs in high-quality personnel of various qualifications, as well as the training of a qualified political class of managers as the basis of the "new management elite, which Kazakhstan will adequately lead in the 21st century," should be created.

High-performance computing is gaining ever stronger positions in solving various kinds of tasks (including tasks in which simulation methods are applied), using the resources of several performers to perform calculations. The main purpose of using these tools is to optimize computation time. However, the heterogeneity of executors (computing nodes have different performance, communication lines between nodes have different bandwidths), the heterogeneity of the parallel application itself (the application is a set of logical processes located on different computing nodes and interacting by sending messages to each other) on computing nodes.

As a result, the benefit from the use of several performers when performing calculations is reduced to zero. In order to avoid undesirable consequences of an imbalance, special software is used that implements a balancing algorithm. The balancing algorithm is designed to evenly distribute the load on the compute nodes. If at any computational node the load exceeds the permissible one, then, following the balancing algorithm, part of the load is transferred to another, less loaded node. In this case, the application costs for communication between compute nodes should be taken into account.

At present, a characteristic feature of the information society should be the intensive introduction of lifelong education, regarded as a step-by-step and lifelong process, ensuring a constant replenishment and expansion of knowledge, that is, “life-long teaching”. The main goal of lifelong education is strengthening the ability of a person to adapt to changes in the economy, professional life, culture and society. Continuing education can be viewed as a process of growth of the educational potential of an individual over the course of a lifetime, organizationally supported by a system of state and public institutions and corresponding to the needs of the individual and society. It should involve a lot of educational structures - basic and parallel, basic and additional, state and public, formal and informal, using traditional and non-traditional forms and teaching methods, which the President of Kazakhstan focuses on.

It is known that one of the six principles for the development of lifelong education, as defined by the European Union Memorandum, is distance education (DL), one of the important global trends in the field of education, aimed at the use of so-called non-traditional forms and teaching methods. And here I would like to pay special attention to this form of education. This format of education is very important for Kazakhstan and it is in favor of the learner, since the branch education system in our country is strictly regulated, correspondence education is reduced, people should not have to leave their hometown or village to get a quality education. Information technology in this regard provides tremendous opportunities. This is especially important in the conditions of Kazakhstan: uneven resettlement of the population, weak urbanization of the country's settlements, etc.

Today, informatization of education on the basis of world achievements in the field of IT-technologies is a means of innovative, advanced development of Kazakhstan's education. With this in mind, a consistent system policy in the main areas of informatization of education in Kazakhstan is defined as a strategic goal. These areas include: regulatory support; computerization and updating of the computer park; software; Internetization of educational and management organizations; the creation of domestic digital educational resources; automation of monitoring, analysis and management of educational organizations; teacher training and management training.

Thus, the analysis of forms of education shows that distance learning is one of the forms of education (as well as full-time, part-time), in which the educational process uses traditional and specific methods, means and forms of education based on computer and telecommunication technologies. The basis of the educational process at DL is purposeful and controlled intensive independent work of the student, who can study in a convenient place, on an individual schedule, having a set of special teaching aids and a coordinated opportunity to contact the teacher and other students by phone, fax, email and regular mail, as well as in the contact format. Currently, distance learning, as a technological, organic part of education, as well as a new, effective form of education, is the optimal means of implementing the idea of continuing education in modern teaching practice. However, the effectiveness of the use of distance learning in the system of continuous education depends to a large extent on the quality of the informative educational information used; professional skills of teachers; effective management of the educational process; quality hardware and software support; Readiness of students to work with modern information technologies and means of communication.

It should also be noted that if the number of errors is considered as a measure of reliability, then in the terminology of the theory of probability, this number is a random variable, but the main question - in what space of elementary events it was set - was not affected anywhere.

Finally, it is important to emphasize that, from the point of view of reliability, as a result of correcting an error or any other correction, a new program is obtained with a different reliability indicator than before the correction.

Thus, the number of errors in the program is characterized, rather, not by the program, but by its manufacturers and tools used.

For simplicity, we consider a class of programs having a single input and output, i.e. not containing infinite loops. The program execution phase from the beginning to the end will be called the launch. All possible results of the launch will be divided into two classes: correct and incorrect (erroneous). We assume that any result can always be attributed to one of these classes (it is clear that there may be disagreements between program makers and users on this issue, but we will assume that there is some common criterion, for example, “the customer is always right”). Consider the classical probabilistic model of the Bernoulli test sequence. The space of elementary events in this model contains 2n points, where n is the number of tests (in this case, testing means starting a program). Each program launch has two outcomes: right and wrong. Denote the probability of an incorrect outcome by p, and the probability of correct R = (1 - p). The probability that k of n starts will lead to an incorrect result is expressed by the well-known formula for the binomial distribution [4].

B (p, n, k) = C (n, k) * pk * (1-p) (n-k), (1) where C (n, k) is the number of combinations. The probability of p is a priori unknown, but n and k are known from the results of the launches. The value of B as a function of p has a maximum at

$$p = k / n, \quad (2)$$

As a measure of the reliability of the program, you can take the value

$$R = 1 - k / n = (nk) / n, \quad (3)$$

The values of which (from 0 to 1) are consistent with the generally accepted meaning of the term reliability: for example, if all starts ended with an erroneous result (k = n), then reliability is zero.

The most significant assumption in this model is that program launches are considered independent. This means that the results of previous launches do not give any information about the results of the following. It is clear that this assumption is not always fulfilled in practice: for example, restarting with the same input data will obviously give the same result.

It should be noted that the manufacturer of the program and its user have different information about it. For example, the manufacturer knows the program logic, so that based on the results of starting with some source data, he can sometimes accurately predict the results of launches with other source data (any testing methodology is ultimately based on this), and in this sense the independence test not performed. However, the user is rarely interested in the device of the program, only one thing is important for him: whether it performs the required functions, so the user has no reason to consider the launches dependent. If there is a desire to use information about the program's device when evaluating its reliability, then you should think up some more complex probabilistic model that would take it into account.

Formula (3) makes it possible to evaluate the reliability of a program based on the results of its launches. It is necessary to dwell on two limiting cases: k = n (zero reliability) and k = 0 (absolute reliability). In both cases, the results should not be interpreted literally: there is no guarantee that the next launch will lead to the same result as the previous ones. However, from the user's point of view, these cases are completely different. If zero reliability indicates that the program is clearly unsuitable for operation, then the absolute reliability indicator should not be misleading: such a conclusion cannot be made from the results of even a very large number of launches. It should be emphasized that to assess the reliability in this case it is necessary to consider other probabilistic models.

The developers' desire to create binary-compatible microprocessor families finds an additional explanation from the standpoint of software reliability: if this were fully possible, then the operating experience of the programs would not have to be canceled when switching to a new type of processor, which would contribute to a significant increase in the reliability of the programs used.

It is interesting to compare the reliability characteristics of the hardware and computer program. As you know, the reliability of a physical device changes with time: at the beginning of operation, it grows (the item is “burned in”), then remains constant for a while and finally begins to decrease (the effect of wear or “aging”). Speaking about the reliability of the equipment, they mean the middle phase, on which the reliability is constant. Everyone notes the fact that the computer program does not wear out, so the last phase for it does not exist. However, it is important to emphasize that the first phase (“run-in” of the program) is also absent: program correction (regardless of the reasons for which it was performed) is similar to making changes in the design of a physical device, resulting in a new device with a different reliability index.

Despite the obvious relevance, the issue of assessing the reliability of the software does not attract proper attention. At the same time, even a superficial analysis of the problem from a probability-theoretic point of view makes it possible to reveal some regularities.

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АРНАЙЫ МАТЕМАТИКАЛЫҚ ЖӘНЕ БАҒДАРЛАМАЛЫҚ ЖҮЙЕЛЕРДІ ТАЛДАУДЫ ДАМЫТУ

Аннотация. Арнайы математикалық және бағдарламалық қамсыздандыру жүйелерін дамыту өте өзекті мәселе болып табылады, өйткені біздің қоғамымыз біртұтас ақпараттық ресурстардың әсерінен, веб-технологиялар арқылы өзара ақпарат алмасу кезінде қарқынды дамып келеді. Авторлар математикалық және бағдарламалық қамтамасыз етуді талдау жүйелеріне нұсқалар ұсынды, сондай-ақ жаңа әзірлемелерді енгізу жолында туындаған проблемаларды қарастырды. Мысалы, бағдарламаның өндірушісі және оның пайдаланушылары туралы кең ақпарат бар, тіпті егер өндіруші бағдарламаның логикасын білсе де, кейде ол басқа дерек көздерімен ұшыру нәтижелерін нақты болжай алады. Дегенмен, бағдарламалық қамтамасыз етудің сенімділігін бағалау мәселесі ерекше назар аудармайды, ол сонымен қатар арнайы математикалық және бағдарламалық қамсыздандыру жүйелерін дамыту бойынша зерттеуде ұсынылған.

Түйін сөздер: әзірлеу, арнайы, математикалық, бағдарламалық қамтамасыз ету, жүйелерді талдау, интернет, ақпарат

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РАЗРАБОТКА СПЕЦИАЛЬНОГО МАТЕМАТИЧЕСКОГО И ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ СИСТЕМ АНАЛИЗА

Аннотация. Разработка специального математического и программного обеспечения систем анализа весьма актуальная тема, так как наше общество стремительно развивается под влиянием разнородных информационных ресурсов, во взаимном обмене информации благодаря web-технологиям. Авторами представлены варианты математического и программного обеспечения систем анализа, а так же рассмотрели проблемы возникающие на пути внедрения новых разработок. К примеру, изготовитель программы и ее пользователи располагают широкой информацией о ней и даже если изготовителю заведомо известна логика программы и иногда он может точно предсказать результаты запусков с другими исходными данными. Однако, вопрос оценки надежности программного обеспечения не привлекает должного внимания, о чем так же представлено исследование по разработке специального математического и программного обеспечения систем анализа.

Ключевые слова: разработка, специальный, математический, программное обеспечение, систем анализ, Интернет, информация.

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CURRENT STATE OF THE AGRARIAN SECTOR OF THE REPUBLIC OF KAZAKHSTAN: PROBLEMS AND DEVELOPMENT PROSPECTS

Abstract. Financial stability is one of the important economic factors through which you can assess the financial condition of the company. In market conditions, any commercial transaction, business relationship is preceded by an analysis of the financial condition, in particular financial stability and solvency of a potential business partner. The conclusion of contracts with a financially unstable partner can lead, for example, to a breakdown in the production process due to irregular delivery of raw materials and materials, which, in turn, will entail additional costs. An enterprise that clearly defines the lower and upper limits of financial sustainability so that insufficient sustainability does not threaten a lack of financial resources, its development, solvency or bankruptcy, but there is no excessive sustainability aggravating the costs of the enterprise with excessive reserves and reserves.

Keywords: economy, agriculture, products, competition, animal husbandry, crop production, agrarian sector.

INTRODUCTION

Financial sustainability is one of the important components of the overall sustainability of an enterprise. The difference between the concept of "financial stability" and "solvency" is manifested in the fact that "financial stability" is a more comprehensive concept, because it includes an analysis of various aspects of the operation of an enterprise.

Financial stability is characterized by the state of financial resources, their usability and distribution, which ensure the growth of an organization based on the growth of profits and capital, as well as preservation of solvency and solvency in conditions of maximum risk.

The financial stability of the company is influenced by various factors that can be classified according to the following features:

· At the place of origin - external and internal;
· The importance of the result - the main and minor;
· By structure - simple and complex;
· On time actions - permanent and temporary.

MAIN PART

During the analysis, great attention is paid to its internal factors, which depend on the activities of the organization, as well as those factors on which it can influence, change their influence and control them.

In the process of entrepreneurial activity, the farm must fully cover all of its current expenses from the proceeds from sales of products and other income items and form a balance - farm income, which is subsequently used to form funds: savings, consumption, reserve stocks, etc. (see picture 1) [1]

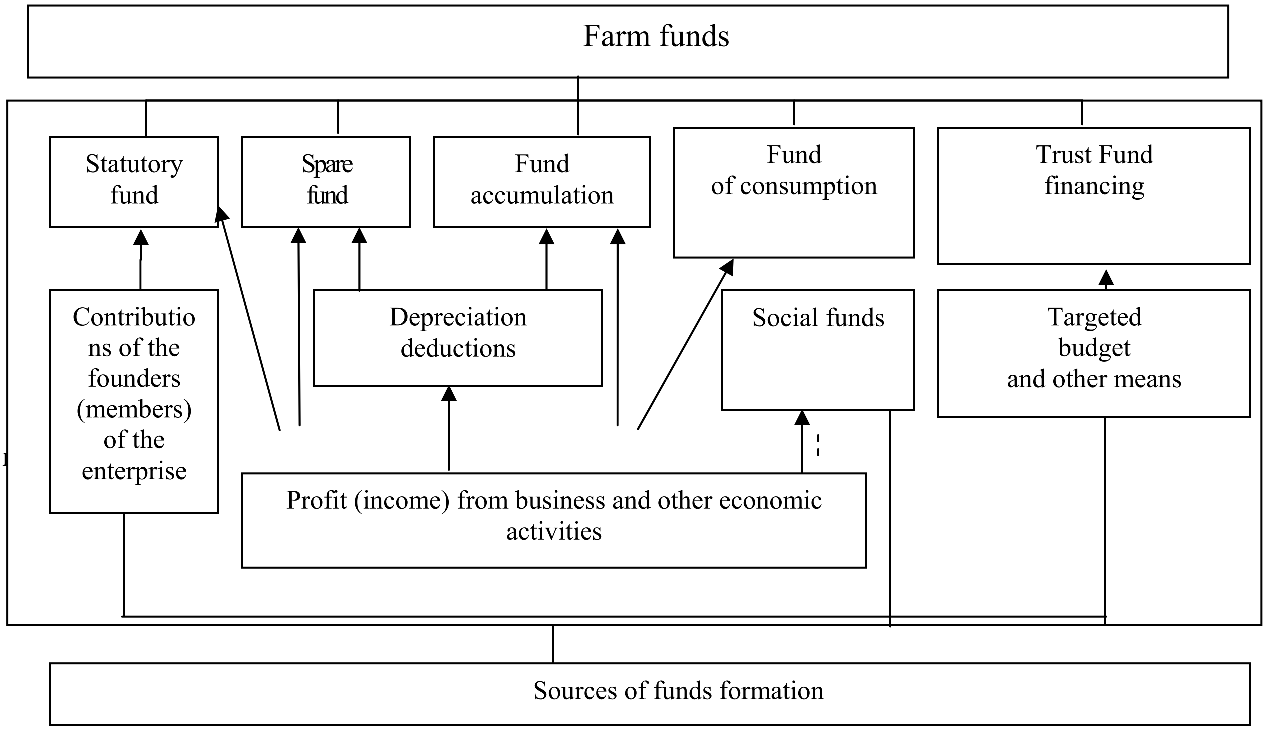

Figure 1 - Sources of funds formation

Therefore, the control of financial stability is one of the most important values in the analysis of the financial condition of the organization.

Financial stability is a kind of indicator of the quality of financial management in an organization, the ability of an organization to manage its financial resources, to remain solvent.

A specially developed program of preferential crediting “Sybaga”, implemented through the subsidiary organizations of “NUH” KazAgro ”JSC -“ Fund for financial support of agriculture ”and JSC“ Agrarian Credit Corporation ”, is directed to the development of farming. Obtaining loan funds for small and medium-sized agricultural producers has always been a big and sometimes unsolvable problem. This is due to the lack of sufficient collateral from farmers, the reluctance of second-tier banks to contact such complex borrowers, etc. “Sybaga” gives farmers the opportunity to receive a loan under the most simplified scheme at 6% per annum, giving the purchased livestock as collateral, grace period for repayment of the principal debt - up to 2 years, loan term - up to 7 years. Of course, when allocating credit funds, it is taken into account that the potential borrower has practical experience in housekeeping and the necessary material, technical and feed base. Nevertheless, the basic condition is the desire of the farmer to develop his business. Those farmers who will take part in the project of the development of meat animal husbandry in Kazakhstan until 2020 will receive preferential loans. You can also buy bulls for 2 years through KazAgroProduct JSC, where additional collateral is not required, except for the animal itself.

The priority right to receive all measures of state support:

- leasing of agricultural machinery and equipment;
- investment subsidies for the purchase of agricultural machinery and equipment;
- subsidizing interest rates when lending to agribusiness entities, leasing agricultural equipment and animals, technological equipment;
- subsidizing the costs of the audit unions of agricultural cooperatives for the internal audit of cooperatives;

Simplification of the procedures for granting loans and leasing under the terms of subsidiaries of KazAgro NUH JSC with repayment of the initial loan payment at the expense of investment subsidies and the provision of loans for subsequent lending to its members [2]. Today, it can be said that a new stage of creation and development of agricultural cooperatives is taking place, so under the Yntymak, Bereke, Yrys, Yntymak Crediting Programs, financing is provided to agricultural producers for the following conditions.

Table 1 - Crediting Programs

Options	Bereke	Birlik	Yntymaq	Yrys
Special purpose	- the acquisition of livestock of cattle, small cattle, horses, other agricultural animals and birds, with the aim of fattening and obtaining agricultural products; - purchase of feed	- purchase of equipment for milk receiving points and / or milk tanker; - replenishment of working capital in the total amount of not more than 20% of the loan amount	the purchase of equipment and / or equipment for service-procuring organizations for meat, dairy and horticultural products; -completion of working capital	- purchase of mongrel breeding stock - replenishment of working capital in the amount of not more than 15% of the loan / credit line for the purchase of feed
Maximum loan amount	- individuals, farm, farm, entrepreneur - 4 000 000 tenge - Legal entities, farm, farm, entrepreneur - from 4,000,001 tenge to 40,000,000 tenge	- no more than 4 000 000 tenge - no more than 5 500 00 tenge for the purchase of a modular milk receiving station	50 000 000 tenge	- up to 20 heads of cattle - 5 000 000 tg From 21 to 49 heads of cattle - 13 million tg
Interest rate	6 % годовых	6 % годовых	6 % годовых	6 % годовых
Loan terms	The main debt, remuneration - no more than 6 months.	No more than 54 months	Up to 84 (eighty-four) months for the purchase of equipment or / and equipment; Up to 60 (sixty) months for working capital replenishment	No more than 84 months
Grace period	The main debt, remuneration - no more than 6 months.	The main debt - no more than 12 months. Remuneration - no more than 6 months.	The main debt is not more than 9 months. Remuneration - no more than 6 months.	The main debt is not more than 24 months. Remuneration - no more than 12 months.
Compiled by the author based on data from the Ministry of Agriculture of the Republic of Kazakhstan				

According to the table, we see that the lending rate for all types of loans is 6%, and has a livestock bias, which indicates support for farming in Kazakhstan. Creation of agricultural cooperatives contributes to solving not only economic, but also social problems: by organizing agricultural cooperatives in the areas of marketing, processing agricultural products, logistics and maintenance of agricultural producers, increase employment of the rural population, and create additional jobs.

The ideal indicator of financial stability of a business is absolute financial stability, but in practice it is rare, the most preferable remains - normal financial stability, and extremely undesirable - crisis financial stability.

Moreover, with unstable and crisis financial sustainability, if the organization still plans to remain on the market and further develop, sustainability can be restored by optimizing the structure of liabilities, as well as through a reasonable reduction in inventory levels and costs.

Financial stability - is the stability of the financial position of the company, provided a sufficient share of equity in the composition of funding sources. A sufficient share of equity means that borrowed sources of financing are used by an enterprise only to the extent that it can ensure their full and timely return [3].

The company's ability to repay obligations in the long term is determined by the ratio of own, borrowed funds, and their structure.

The negative consequences of the global financial and economic crisis had a negative impact on the activities of society. For example, a decrease in orders for grain adversely affect the financial condition of the company.

In this regard, the company has not fully realized its existing capabilities and has not achieved a significant increase in production and improvement of basic socio-economic indicators.

The limited financial resources of the enterprise, in particular, the lack of necessary working capital did not allow the company to increase production volumes, introduce new types of production and ensure proper preparation of production.

It should be noted that over the past two years there has been an increase in the volume of production of society. Such a successful operation of an enterprise is not possible without effective management of the enterprise and the implementation of correct financial policies.

In our opinion, the company has been operating in the market for quite a long time and has been successfully developing, but there are certain negative trends in the financial condition of the company.

Today, the analysis of the financial sustainability of an enterprise plays a significant role in the information support of the retrospective analysis of the activities of both the business entity and its internal and external counterparties, as well as the information substantiation of management decisions within the organization and its external counterparties [4].

Under the conditions of economic instability, enterprises with absolute financial stability are extremely rare in domestic practice. He also revealed a low level of borrowing and a high level of accounts receivable characterize a number of negative trends in the management of financial resources of the company, for example, the company during the analyzed period.

KazAgroFinance supports the farmers, and its portfolio is based on leasing of agricultural equipment and pedigree livestock.

The demand for the acquisition of new property through the leasing mechanism from the main customers of leasing companies, agricultural enterprises, grew not so much over the year, only by 4%. One of the main players in the market is KazAgroFinance JSC, which carries out leasing activities in the agro-industrial complex [5].

Can be recommended to society, to take the following measures:

1. Attraction of credits and loans to finance their business activities. Attraction of borrowed funds is recommended for the company for the following reasons:

- interest on servicing of borrowed funds as expenses are not included in taxable income;
- interest paid for the use of borrowed funds is lower than the profit that can be obtained from the use of loans in the company's turnover;
- by attracting borrowed funds, the company can expand production, increase the range of products.

Accordingly, the attraction of borrowed funds in the company's turnover is more profitable than the use of its own funds. The company needs to determine what amount of borrowed funds will be optimal for it, and not harm the sustainability of the enterprise.

2. Monitoring and analysis of receivables. It should be noted that receivables act as a factor that adversely affects the financial condition of the company.

According to the results of the analysis, the company has a certain share of accounts receivable. To maintain financial stability and ensure financial stability, an enterprise must strictly control and manage the level of receivables, monitor the ratio of receivables and payables.

An enterprise should effectively manage receivables, because it serves as a source of repayment of loans, loans, obligations to the state, staff, and contractual obligations of the company [6]. In case of late repayment of receivables, the company may face problems with the repayment of its own obligations. Breach of obligations threatens society with loss of business reputation and insolvency.

Uncontrolled level of receivables or its growth can lead to a slowdown in turnover. To prevent the occurrence of negative consequences, the company should develop and introduce a methodology for providing loans to customers and collection of funds.

Also, in order to prevent losses due to late repayment of debts, it is advisable to create a reserve for doubtful debts that can mitigate the consequences of financial losses [7].

An effective measure to combat the growth of receivables will be the development and introduction of a mechanism for the collection of receivables at the enterprise, which should include the following management actions:

-increase the size of the prepayment for the goods sold;

-strengthening the work of the legal department of the enterprise for the collection of overdue receivables.

Carrying out all these activities will allow the company to increase the amount of funds, accelerate the turnover of working capital, which in general will improve the financial condition of the company.

In order to preserve the financial stability and further development of the company, we will recommend the company to observe the following conditions as well:

- financing of long-term assets, the company must produce at the expense of long-term liabilities;
- the production activity of the enterprise should be financed from current assets. It is necessary to provide sources of formation of current assets;
-the current liquidity ratio must be above one.

Ensuring the fulfillment of the above conditions is quite a difficult task, because it is not easy to determine the needs of the company in working capital and in funds for financing working capital. To ensure compliance with these conditions, the financial service of the enterprise needs to develop and apply a model that will allow solving these problems and ensuring the normal level of financial stability of the enterprise [8].

To optimize the financial stability of an enterprise, it is first necessary to ensure the profitability of the activity. Rational use of the results of activity will allow a short period to optimize the financial condition of the company. Opportunities to optimize the state of the company due to more rational disposal of the results of activities are effective, but are exhausted with time. To ensure the profitability of the enterprise is possible through the effective management of the profit organization, which includes the following steps:

- accounting and financial analysis of profits;

Forecasting and profit planning.

The financial sustainability of the business entity can also be optimized by creating substantial debt to the budget. This will create an additional source of funding for the current activities of the enterprise. However, this event is effective for a short period.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ АГРАРЛЫҚ СЕКТОРЫНЫҢ АҒЫМДАҒЫ ЖАҒДАЙЫ: МӘСЕЛЕЛЕРІ ЖӘНЕ ДАМУ КЕЛЕШЕГІ

Аннотация. Қаржылық тұрақтылық - сіз компанияның қаржылық жағдайын бағалауға болатын маңызды экономикалық факторлардың бірі. Нарықтық жағдайда қандай да бір коммерциялық мәміле, іскерлік қатынастар алдындағы қаржылық жағдайдың талдауы, атап айтқанда қаржылық тұрақтылық және әлеуетті іскерлік серіктестің төлем қабілеттілігі. Қаржы тұрақсыз серіктесімен жасалған келісімшарттар, мысалы, шикізат пен материалдарды дұрыс емес жеткізумен байланысты өндірістік процестің бұзылуына әкелуі мүмкін, бұл өз кезегінде қосымша шығындар тудырады. Тұрақтылықтың жеткіліксіздігі қаржы ресурстарының жетіспеушілігіне, оның дамуына, төлем қабілеттілігіне немесе банкротқа ұшырауына қауіп төндірмейтін, бірақ оның артық резервтері мен резервтері бар кәсіпорынның шығындарын нашарлататын шамадан тыс тұрақтылық жоқ, сондықтан қаржылық тұрақтылықтың төменгі және жоғарғы шекараларын анық анықтайтын кәсіпорын.

Түйін сөздер: экономика, ауыл шаруашылығы, өнімдер, бәсекелестік, мал шаруашылығы, өсімдік шаруашылығы, аграрлық сектор.

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СОВРЕМЕННОЕ СОСТОЯНИЕ АГРАРНОГО СЕКТОРА РЕСПУБЛИКИ КАЗАХСТАН: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ

Аннотация. Финансовая устойчивость выступает одним из важных экономических факторов, посредством которого можно дать оценку финансового состояния предприятия. В рыночных условиях любой коммерческой сделке, деловым взаимоотношениям предшествует анализ финансового состояния, в частности финансовой устойчивости и платежеспособности потенциального бизнес-партнера. Заключение договоров с финансово неустойчивым партнером может привести, например, к срыву производственного процесса из-за нарушений сроков поставки сырья и материалов, что, в свою очередь, повлечет дополнительные расходы. Предприятие, которое четко определяет нижние и верхние пределы финансовой устойчивости, чтобы недостаточная устойчивость не грозила отсутствием финансовых средств, его развитию, платежеспособности или банкротством, но ни не возникла избыточная устойчивость отягощающая затраты предприятия излишними резервами и запасами.

Ключевые слова: экономика, сельское хозяйство, продукция, конкуренция, животноводство, растениеводство, аграрный сектор

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CLOTHES IN THE STRUCTURE OF THE LEXICO-SEMANTIC GROUPS OF THE KAZAKH LANGUAGE

Abstract. Clothing in the structure of the lexicon-semantic groups of the Kazakh language is of great cognitive-ethno-linguistic interest from the point of view of science, so the words belonging to this group inform us with useful information about the spectrum of possible characteristics, in particular, about the content and model of clothing, about materials the clothes from which they were made, how to wear them, etc. Of course, each of these lexicon-semantic groups is subdivided into subgroups, reflecting the centuries-old tradition of the ethno culture of the Kazakhs, which is closely intertwined with the similar culture of neighboring Turkic peoples who are close to Kazakh not only in language but also mentally. At the same time, the ethno-linguistic study of the everyday vocabulary of the Kazakhs within the framework of the language material of the Kazakh epos is an important task of historical lexicology.
Keywords: clothes, vocabulary, ethno culture, epos, ethnolinguistic, influence.

INTRODUCTION

Language is an integral and essential part of national culture. Full study, and most importantly, understanding it without knowledge of the national language is impossible. The penetration of culture into the semantics of the language allows us to understand the imagery of the thinking of a nation, its worldview, and the particular mentality of a particular culture. Much has been said about the relationship between language and thinking and culture. Indeed, people's thinking, everyday life, geographical features, cultural and historical realities are undoubtedly reflected in their mentality and language. To understand culture, it is necessary to penetrate the semantics of the language, which allows us to understand the way of thinking, world view, and the particular mentality of a certain culture. The national-cultural peculiarity of idioms is more clearly manifested when comparing languages, which makes it possible to identify similarities and differences in the images and symbols that underlie the phraseological units. A study of the phraseology of many languages reveals that languages often use identical concepts to express certain communicative intentions.

MAIN PART

In the popular science book “Ethno cultural vocabulary of the Kazakh national clothes”, 1600 ethnolinguistic words were studied and systematized, preserving the original meaning of the ethnographic clothes of the Kazakhs. The history of the Kazakh language is connected with the history of the people with its spiritual and material culture. Ethno cultural vocabulary of national clothing can serve as a valuable source for identifying ancient ethno genetic cultural and linguistic connections. Ethnic clothing of nomads shows the level of social development, ethnic and religious features, the aesthetic ideal of the time. The book presents the ethnographic clothes of the Kazakhs and four super ethnic tribes of ancient nomads who lived in Eurasia. A collection of nomadic ethno clothing from 17 exhibits covers a huge reservoir. Many designs of modern clothing originate from the artifacts of ancient nomads. The popular science book “Ethno cultural vocabulary of national clothes of the Kazakhs” is recommended to culturologists, historians, art historians and museum workers.

Ethnic style of stylized ornaments is widely used by modern designers and artists of the country (urban planning and architecture, decoration of streets and squares, theater and cinema, clothing and furniture, design of goods, etc.).

Clothing in the structure of the Kazakh epos vocabulary; household vocabulary was considered, taking into account its greatest representation and usage in the following lexicon-semantic groups: a) the generic concept of “clothes”; b) the names of the items of outerwear and its varieties, details; c) names of underwear items; d) names of hats; e) footwear names; e) materials from which the clothes are made.

The clothes in the structure of the Kazakh epic vocabulary are of great cognitive-ethnolinguistic interest, since the words in this group provide useful information about various characteristics: the composition and form of clothing, the materials from which the clothes were made, how they were worn, and accessories epic character to a particular social group.

Translators of foreign language realities, in this case Kazakh, translators should be treated with high responsibility, because in the language of translation they carry out ethno cultural and ethno-communicative functions, contribute to the transfer of figurative thinking and attitude of the Kazakh people. In this regard, there is a need for translators to study the cultural heritage of the Kazakh people, since they have a mission to familiarize the peoples of other countries with the treasures of Kazakh culture.

Changes in society are reflected in the lexical system of the language. The reflection of the modification of the economic, social, and political status of the respondents is primarily manifested at the lexical-semantic level of representatives of the Kazakh diaspora in the UK. These changes are associated with the replenishment of the lexical reserve of the Kazakh language with borrowings and the change of the word-formation form of lexical units. The inclusion of foreign words and expressions in Kazakh speech is characteristic of representatives of the Kazakh diaspora in the UK. In their speech, the use of the words of the language of the country of residence as a result of contacting is encountered. Such nominative units of language in linguistics are called internationalism words. In this lexicon-semantic rank, words of Turkic origin occupy a definite place. These include geographical names (toponyms) and terms, historicisms, ethnonyms, exoticisms, and also lexemes, long mastered by various languages and having lost their “foreign language”. The last class of borrowed words in the minds of speakers of a particular language, as a rule, does not have connotations, reflecting their foreign language origin. Etymological studies of the units of this lexical group allow, in the diachronic aspect, to highlight the lines of direct and indirect ethno cultural interaction.

So, N. Sergienko. The following classification of semantic units was obtained.

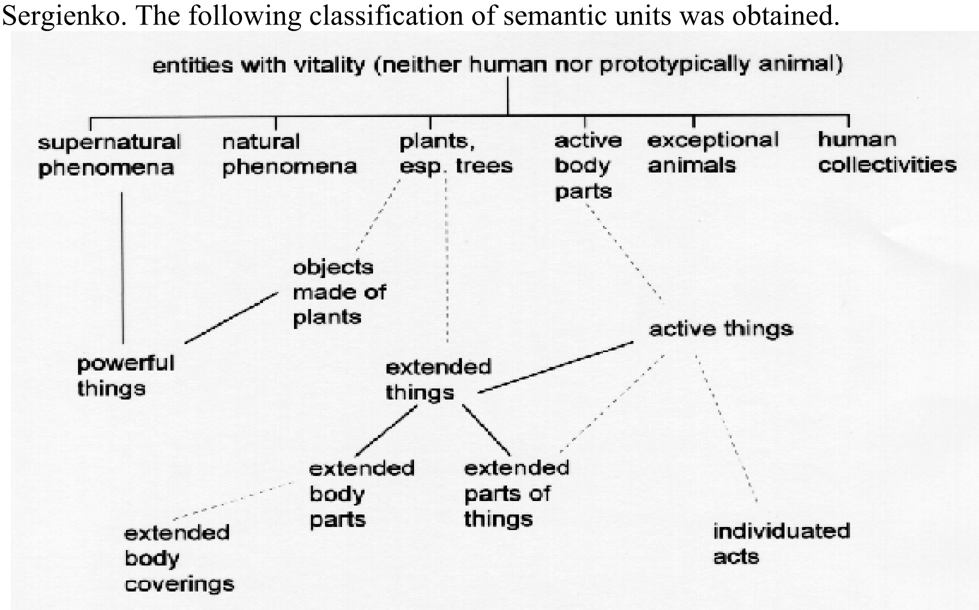

Figure 1 - Classification of semantic units

As a result, he detailed the subclass "Artifacts" (objects created by man) into the semantic groups "Household Objects", "House" and "Medical Use"; the group “Household items” - for the “Cookware”, “Printed products”, “Clothing”, and “Footwear” subgroups; the group “House” - for the subgroups “House (yard)” and “Floor (porch)”. In the class “Live” we identified three subclasses “Animals”, “Birds”, “Man”, and in the subclass “Man” - groups “Appearance”, “Body and its parts”, “Face”, “Hands”, “Teeth".

In English and Russian, an almost equal number of adjectives capable of indicating the qualities of non-living objects were found (114 and 122 respectively). In English, these adjectives denote the qualities of objects of inanimate nature (29), clothes (26), houses, its interior (17), shoes (16), dishes (8), printed materials (5). Similar groups are distinguished in Russian, but the volume of these groups may differ significantly: the house, its interior (38), clothing (29), printed matter (20), shoes (19), and dishes (12). 4. In English, adjectives of the widest possible compatibility make up more than half of the units in LSG clean / dirty (220 values from 415). In Russian, adjectives of broad compatibility make up approximately one fourth of the total composition of LSG adjectives clean / dirty (49 values from 188).

The distinctive features of the object of study of the everyday vocabulary of the language of the Kazakh epos are primarily the antiquity of origin, conservatism and relative stability in historical development.

The names of the clothes that are found in the writings of Shakarim as Türkic-speaking, comparing with the original ancient writing, you can see that the current names have remained unchanged.

Names of clothes that are found in the writings of Shakarim can be divided and considered in this lexicon-semantic group: women's and men's hats, outerwear, men's and women's shoes of the Kazakhs.

Attitude to headdresses from our ancestors was special. To pull the cap off his head and casually toss it anywhere, such a Kazakhs never allowed themselves. On the contrary, the headdress was removed carefully and tried to be placed or hung on a dais. Especially ensured that he was not on the seat or on the floor. It was believed that the health and well-being of the owner could be affected otherwise. Also, the Kazakhs today don’t give their own headdress, and they don’t allow others to wear them.

This is equivalent to voluntarily renouncing one’s happiness and exposing one’s head to mischief. As a gift, they are only a new, unworn cap. And this, by the way, is a very valuable gift. Thus, a person is honored with his head. In the submission of a Kazakh, it seems to be stored in the headdress. Therefore, it is not a rule.

One of the main principles of the systematic study of vocabulary is the corresponding subject-thematic classification. The everyday vocabulary, depending on the narrow or broad approach to its ethno-linguistic status and scope of the material, can be considered in various lexical-semantic groups.

According to the materials of the Kazakh epos, reflecting the ethno cultural state of the people, household vocabulary, taking into account its greatest representation and usage, is considered by us as part of the following lexicon-semantic groups: a) the generic concept of “clothes”; b) the names of the items of outerwear and its varieties, details; c) names of underwear items; d) names of hats; e) footwear names; e) materials from which the clothes are made. In order to recreate the overall picture of the PLA, we sometimes turn to the facts of the modern Kazakh language.

Naturally, each of these lexicon-semantic groups, in turn, is divided into a number of subgroups. But it should be noted that:

- first, the list of items of household vocabulary presented here does not reveal the entire wealth of this vocabulary in the modern Kazakh language;

- secondly, part of this vocabulary has its roots in deep antiquity, reflecting the centuries-old tradition of the ethno culture of the people, which is closely related to the similar culture of other Turkic peoples who are close to Kazakh not only in language but also in nomadic way of life;

- thirdly, what is recorded in the Kazakh epos does not in any way claim to cover the entire composition of the everyday vocabulary of the Kazakh language of that long historical period during which the epic works of the cycle in question were created.

According to the Kazakh epic, it is possible to refer to the generic concept of “clothes” « *kyim»* — «clothes» — a word that is used quite often in all epic works (double word «*kyim-keshek»*, having the generalized collective meaning of “attire, clothing”, was not found in the Kazakh epic). Word «*lypa»* in the epic is used as a common name for any type of clothing Wed. *Istinde lypasy zhoq* — «he has no clothes on» [2, c. 106]. Combination *asyl kyim* points to any expensive clothes.

Names of outerwear and its parts: tone is the common generic name of a fur coat, in the past it meant every kind of attire. Wed in ancient Turkic: ton - “dress, clothes”; tonkedim - guys "clothes"; tonopraq - guys "clothes"; tontolum - guys “Equipment, armor”, iĉton - “underwear, pants” [3, p. 201, 574]. Shekpen - “robe”, “chekmen”, “caftan”, “outerwear made from homespun matter”; Uynamaly Kara Shekpen - “fitted black chekmen” (Kara Shekpen Uynamaly, Atusyz ogy Uruly ...) [4, p. 20]; kөilek - “dress”; burmeli torgyun kylek - “dress with folds of expensive silk fabric” (Burmeli torgyne kyleg, *Istingi kïgeni* ...) [5, p. 13];

Headdresses of the Turkic peoples, as evidenced by the data of ethnographic studies and specific realities, are characterized by great diversity. To a certain extent, they determine not only national identity, but also intra-national regional differences. What is recorded in the Kazakh epic, in our opinion, reflects the general characteristics of headdresses, also characteristic of the ethno culture of the Kazakh people.

Names of footwear: kebis - “leather galoshes on heels”; Altyndi kebis - “leather galoshes with gold trim” (tanadai kozi zhyltyrap, Altyndy kebis sartyldap) [6, p. 20]; sir etik - “gray sappers” [7, p. 17]; kebis oksesi - “heels of galoshes” (kebisinin okshesibuqardun gaukhar tasindai) [8, p. 23]; kokshe kebis - “galoshes from well-dressed blue skin” (Kigeni Ayman қyzdyn kokshe kebis) [9, p. sixteen]; Altyn kebis - “galoshes with gilding” (Bayan zhastyk kigeni altyn kebis ...) [10, p. 101];

Even a few centuries ago, the poor differed from rich Kazakhs in their clothing. The first ones wore outfits from local materials: saiga skin, otter furs and foxes; used textiles, cotton. Wealthy citizens were dressed in embroidered silk, brocade and linen, preferring bright colors. Headgear and outerwear were made of bleached sheep fur. The national clothes of the Kazakhs differed in [11]:

- sex(male, female);
- purpose: for peers, horseback riding and social events;
- seasonality: summer clothes were made of textiles, while winter ones were made of thin felt, fur and leather.

Thus, from the numerous methods of translation, we considered the most commonly used ones, such as transliteration, transcription, tracing, descriptive translation, using the “analog” revealed the advantages and disadvantages, we analyze the range of everyday vocabulary of the Kazakh epos, both in content and in composition, on the one hand, the state of ethno culture of the historical past of the people, and on the other - the continuity of its development, not excluding at the same time many peculiar moments of the existence of words in the epic context.

CONCLUSION

The ethnolinguistic study of the everyday vocabulary of the Kazakhs within the framework of the language material of the Kazakh epos is an important task of historical lexicology. In linguistics, realities are words and expressions denoting these objects, as well as stable expressions containing such words. But in addition to phenomena that are national in nature and materialize in non-equivalent vocabulary, phenomena specific to a particular culture, which are “entrenched” in the most “ordinary” words, also belong to reality, but the associations associated with them are culturally specific.

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ҚАЗАҚ ТІЛІНІҢ ЛЕКСИКО-СЕМАНТИКАЛЫҚ ТОПТАРЫНЫҢ ҚҰРЫЛЫМЫНДАҒЫ КІЛТІ

Аннотация. Қазақ тілінің лексико-семантикалық топтарының құрылымында киім ғылым тұрғысынан ұлы когнитивтік-этно-лингвистикалық қызығушылық болып табылады, сондықтан осы топқа жататын сөздер бізге ықтимал сипаттамалар спектрі туралы, әсіресе киімнің мазмұны мен моделі туралы, материалдар туралы ақпарат береді киім-кешек, киім кию және т.б. Әрине, бұл лексико-семантикалық топтардың әрқайсысы қазақ тіліне ғана емес, сонымен бірге ақылға қоныстанған жақын көрші түркі халықтарының

ұқсас мәдениетімен тығыз байланысқан қазақ халқының этномәдениетінің ғасырлық дәстүрін көрсететін кіші топтарға бөлінеді. Сонымен қатар, қазақ эпосының тілдік материалы аясында қазақтардың күнделікті сөздік қорын этно-лингвистикалық зерттеу тарихи лексикологияның маңызды міндеті болып табылады.

Түйін сөздер: киім, лексика, этномәдениет, эпос, этнолингвистика, әсер ету

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ОДЕЖДА В СТРУКТУРЕ ЛЕКСИКО-СЕМАНТИЧЕСКИХ ГРУПП КАЗАХСКОГО ЯЗЫКА

Аннотация. Одежда в структуре лексико-семантических групп казахского языка носит большой познавательно-этно-лингвистический интерес с точки зрения науки, так у слов, принадлежащих данной группе, информируют нас полезными сведениями о спектре возможных характеристиках, в частности, о содержании и модели одежды, о материалах, из которых изготовлялись одежда, о способах их ношения и т.д. Безусловно, каждая из этих лексико-семантических групп, подразделяется на подгруппы, отражая вековую традицию этнокультуры казахов, которая тесно переплетена с аналогичной культурой соседствующих тюркских народов, близких казахскому не только по языку, но и ментально. При этом, этнолингвистическое изучение бытовой лексики казахов в рамках языкового материала казахского эпоса является важной задачей исторической лексикологии.

Ключевые слова: одежда, лексика, этнокультура, эпос, этнолингвистика, влияние.

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TRENDS IN THE DEVELOPMENT OF TOURISM IN KAZAKHSTAN AT THE PRESENT STAGE

Abstract. Despite the fact that lately a lot of attention has been paid to the development of tourism, the development programs of the industry and concepts are being adopted, master development plans are being defended - they improve the situation in the development of tourism in the country at a slow pace. There is a need to address such issues as visa formalities, the quality of accommodation, pricing of tourist routes, problems by location, transport infrastructure, lack of standards, poor quality training of professional personnel for the industry, etc. Today, enterprises providing accommodation services in Kazakhstan, providing opportunities to create direct jobs, pay little attention to the diversification of their services, when in the world practice places of residence have a significant additional income from the sale of additional services and goods that do not depend on the number of rooms.

Keywords: trends, tourism services, tourism, infrastructure, recreation.

INTRODUCTION

Worldwide, tourism shows high growth rates, contributes to a significant improvement in living conditions of the population and sustainable development of the country. Thanks to tourism, cash inflows to the country are increasing, new jobs are being created. In Kazakhstan, tourism is at the stage of its formation. The presence of rich natural resources, historical monuments and sights predict a confident future in conditions of high competition in the global tourist market. However, the difficulties arising at the present stage complicate the whole process of development. This article discusses the achievements of the Kazakhstani tourism industry according to the Travel & Tourism Competitiveness Index (The Travel & Tourism Competitiveness Index), and a statistical review of the development of tourism in the country is conducted. Along with the successes, the problems identified using qualitative methods of sociological research - in-depth interviews are cited. A series of in-depth interviews with top managers of tourism companies were carried out as part of the research project "Forming a Kazakhstan Country Brand in the Conditions of Innovative Development of the Country", funded by the Ministry of Education and Science of the Republic of Kazakhstan. The survey respondents evaluated the tourist industry and made recommendations for its further development.

MAIN PART

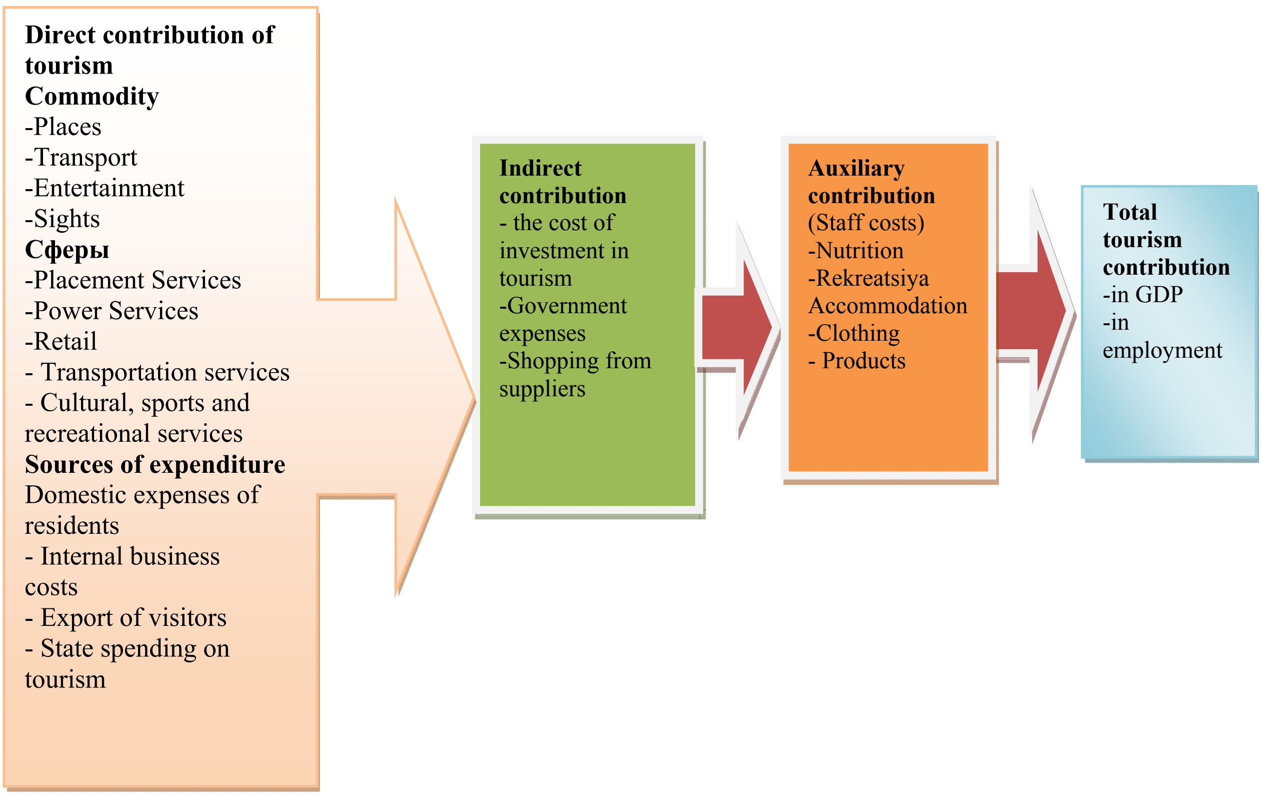
Today, the aggregated nature of the tourist complex often leads to an underestimation of the contribution of tourism, both to national and regional economies. In reality, tourism is a kind of catalyst for economic growth in many industries and areas of activity. Moreover, tourism has an impact on the development of many other sectors of the economy, including the hotel industry, transport, communications, construction, agriculture, retail and wholesale trade, catering, banking and insurance, and others.

Tourism is a driver of economic development, job creation, a source of foreign exchange earnings - which have a positive effect on the country's balance of payments. Evaluation of the contribution of tourism to the country's economy is one of the main indicators of its level of development and prospects. It should be noted that the assessment of the contribution of the tourism industry to the economy is quite complex due to its intersectoral nature, covering various industries. There are various methodologies for assessing the contribution of tourism to the economy, in particular, the intersectoral balance developed by V.V. Leontiev and the Keynes multiplier. The intersectoral balance analysis is the basis of tourism satellite accounts, developed in collaboration with the World Tourism Organization (UNWTO), the United Nations Statistics Division, the International Labor Organization (ILO), the Organization for Economic Cooperation and Development (OECD), Eurostat, the International Monetary Fund (IMF), The World Trade Organization (WTO).

Also used is the “Multiplicative Effect” by Brian Archer (B.Archer), which is based on the Keynes multiplier.

An analysis of the economic contribution assesses changes in economic activity in the region after certain actions. Many studies, in this field since the 1980s, measure the contribution of tourism to job creation and income in the country.

It should be noted that the tourism subsidiary accounts take into account only the direct contribution of tourism and do not take into account the indirect and auxiliary contributions of tourism to the economy. In this regard, the World Travel & Tourism Council annually analyzes the contribution of tourism to the economies of various countries, taking into account the indirect and auxiliary contribution of tourism. Direct, indirect and subsidiary contributions of tourism on the GDP and employment of the population is presented below:



Source: World Travel & Tourism Council (WTTC), Travel & Tourism: Economic impact 2015

Figure 1 - The contribution of tourism to the economy

1. The Law on Tourism Activities does not contain norms regarding the collection of statistical information and the creation of an information system that would allow timely provision of adequate information to meet specific information needs within the tourism industry and the corresponding development forecasting, timely determining the necessary needs in the industry.

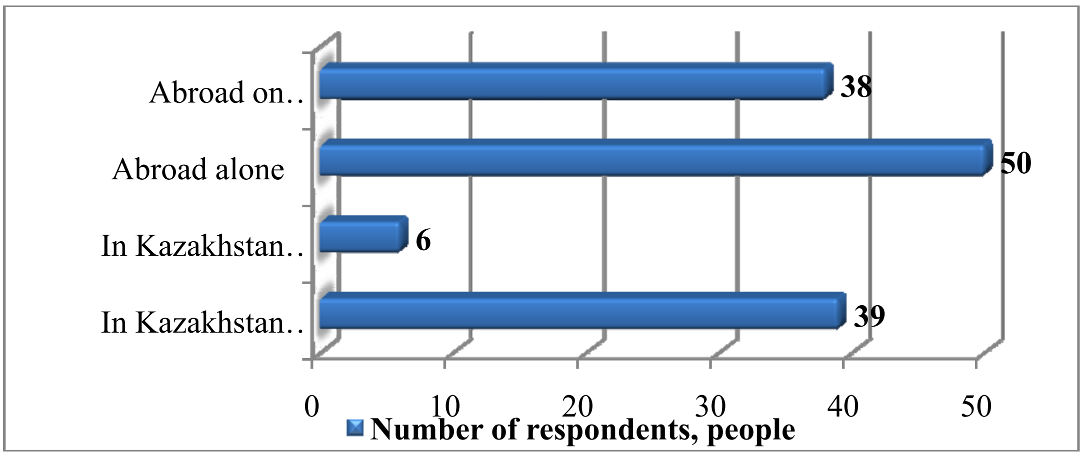
2. Integration processes will affect the emergence of a higher level of competition in the price and quality of tourist services offered.

3. However, one of the main problems that impede the formation of a high-quality competitive tourist environment in the EurAsEC conditions is unequal competitive conditions and price dumping by "illegal companies", which displace its bona fide participants from the market. First of all, it is necessary to include tourist and transport companies from neighboring Kyrgyzstan and Uzbekistan among those. According to the tourist companies of Almaty, more than half of all foreign citizens who visit Almaty region annually for the purpose of tourism are served by Kyrgyz companies. The situation is similar in Zhambyl and South Kazakhstan regions, where buses with Kyrgyz and Uzbek numbers, accompanied by guides from neighboring countries, annually service dozens or even hundreds of tourist groups. It can be said unequivocally that Kazakhstani tour operators in the territory of Kazakhstan do not even have the same volume of tourist services that companies from neighboring Republics manage to serve. For a number of objective reasons, Kazakhstan's tour operators are simply unable to offer competitive prices, and neighbors, taking advantage of the weaknesses of the legislation of Kazakhstan, do not want to give a profitable niche. Accordingly, all profits from such activities are not taxed and goes to neighboring countries, and tourists are not counted in official statistics. In such conditions, tourists no one guarantees a high level of quality of service and even security during the trip. Often, the image of Kazakhstan as a tourist destination is entrusted to unqualified foreign drivers and guides who are very poorly oriented along the route and do not have reliable and objective information about the excursion sites visited, which undoubtedly affects the general perception and subsequent advertising of the local tourist potential after returning tourists to their country of residence. How important is the factor of avoiding a negative degree of perception of a tourist from the service received, according to research by the international management institute in Switzerland, which showed that 4 out of 100 dissatisfied people can take three times more potential customers than 96 remaining ones can lead to. Without exaggeration, a small percentage of positive, and a high percentage of negative reviews among those already visited the southern regions of the Republic of Kazakhstan, inhibits the growth rate of arrivals from year to year.

4. At the same time, bona fide companies that invest in the tourist industry of the region, invest in raising the qualifications of their personnel, receive all the necessary permits for work in advance, are not able to compete with cheaper neighbors and, accordingly, “drop out” of the tourist industry of the region.

The main international hotel operators are located in the cities of Almaty and Astana, representing 31% and 38% of the market of all international networks of operators in the Republic of Kazakhstan. At the same time, there is a penetration of international operators in the regions of Kazakhstan, in particular, there are currently hotels in Atyrau, Burabai, Aktau, Aktobe, Ust-Kamenogorsk and Shymkent. To date, there are 19 hotels in the country represented by ten major international hotel operators with a number of 3,491 rooms.

We conducted a survey "How do you prefer to relax during the holidays / vacation?"



Source: online survey results

Figure 2 - Poll "How do you prefer to relax during the holidays / vacation?"

According to the online survey results, the majority of respondents (53.8%) prefer to relax abroad and independently. Further, 41.9% of the interviewed people prefer independent rest in Kazakhstan, 40.9% prefer to rest abroad by package, and only 6.5% prefer recreation in Kazakhstan by package. The analysis of the survey once again shows that the development of technology significantly affects the organization of leisure for tourists, since the cost of a self-organized tour will be cheaper than buying ready-made trips.

Regarding the presentation of varieties of national cuisines and international restaurant chains, the main background here contributes to the improvement of the tourist attractiveness of Kazakhstan. At the Kazakhstan market there are restaurants and cuisines of almost all concepts, it can be noted that most of them are at the places of food of Eastern and European cuisine. In Astana and Almaty, almost all cuisines are represented, from the very common European to the Asian. Food places that provide the concept of assorted, i.e. the concept of providing customers with a choice of dishes from several different cuisines at once. However, tourist areas with halal, vegetarian food and local cuisine are not developed in the regions.

In the place of accommodation, according to the authors, in addition to the sale of rooms, it is necessary to develop additional services such as souvenir shops, the organization of conferences, celebrations, weddings, spa services; in resort hotels like horse riding, excursions, renting places to others for additional services.

Creation of a new transformational program of the Kazakhstan Silk Road along the “Western China - Western Europe” road with a new strategy, policy, common standards and a single “rule game”. Each region acts as a part of the program, making up its tourist routes (2-5 days) and passing along the chain to the neighboring area. Thus, for example, the Kazakhstan Silk Road, as a single tourist route lasting 10-15 days, covers from Mangystau to Almaty Oblast, developing all regions along the Western Europe-Western China road across Kazakhstan. The development of the Silk Road program along such a route will contribute to the development of other regions, opening the unknown, but described in the history of the "steppe and fur" Silk Road.

The development of MICE and business tourism in the cities of Almaty and Astana. Having a favorable geo-political and economic position, as well as the necessary infrastructure for holding international professional events, Kazakhstan does not fully use its potential to attract business tourists.

CONCLUSION

More and more tourist destinations appear on the world map of tourism, and each of them strives to attract tourists to itself. Tourist destinations, like any other goods in everyday life, face stiff competition. This situation forces destinations to clearly position themselves in the market. To differentiate yourself from competitors and stand out from the crowd, it is very important to create a certain image / brand that will be easily recognizable and will occupy a unique position in the market.

Without professional marketing of tourism and the development of a tourism brand, recognition is becoming harder. This is especially true for destinations, which for many tourists are still a white spot on the map. Tourism marketing is the responsibility of public authorities, and the marketing budget of almost all destinations is allocated by the state.

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ҚАЗІРГІ КЕЗЕҢДЕ ҚАЗАҚСТАНДА ТУРИЗМДІ ДАМЫТУ ТЕНДЕНЦИЯЛАРЫ

Аннотация. Соңғы уақытта туризмді дамытуға көп көңіл бөлінгеніне қарамастан, саланың даму бағдарламалары мен тұжырымдамалары қабылданады, дамудың негізгі жоспарлары қорғалады - олар елдегі туризмді дамытудың жай-күйін жақсартады. Визаның формалдылығы, тұрғын үйдің сапасы, туристік маршруттар бағалары, орналасуы бойынша проблемалар, көлік инфрақұрылымы, стандарттардың болмауы, сала үшін кәсіби мамандардың сапалы дайындығы және т.б. сияқты мәселелерді шешу қажет. Бүгінде

әлемдік тәжірибеде тұрғылықты мекендерде қосымша қызметтерді және бөлмеге байланысты емес тауарлардың сатылуынан елеулі қосымша табыс болған кезде, Қазақстандағы тұру қызметтерін ұсынатын, тікелей жұмыс орындарын ашуға мүмкіндік беретін кәсіпорындар қызметтерін әртараптандыруға аз көңіл бөледі.

Түйін сөздер: үрдістер, туристік қызметтер, туризм индустриясы, инфрақұрылым, рекреация.

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ТЕНДЕНЦИИ РАЗВИТИЯ ТУРИЗМА В КАЗАХСТАНЕ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Несмотря на то, что в последнее время много внимания уделяется развитию туризма, принимаются программы развития отрасли, концепции, защищаются мастер-планы развития – ситуацию по развитию туризма в стране они улучшают медленными темпами. Назрела необходимость решения таких вопросов как визовые формальности, качество мест размещения, ценообразование турмаршрутов, проблемы по местам размещения, транспортная инфраструктура, отсутствие стандартов, низкого качества подготовка профессиональных кадров для отрасли, и т.д. На сегодняшний день предприятия предоставляющие услуги проживания в Казахстане, предоставляя возможности создания прямых рабочих мест, уделяют мало внимания на диверсификацию своих услуг, когда в мировой практики места проживания имеют существенный дополнительный доход от продажи дополнительных услуг и товаров, не зависящий от загрузки номерного фонда.

Ключевые слова: тенденции, туристские услуги, индустрия туризма, инфраструктура, рекреация

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COMMONWEALTH INDEPENDENT STATES BANKING SYSTEMS

Abstract. The banking systems of the Commonwealth of Independent States have imbalances in the development of national economies and social reproduction in general, which limits the possibilities for implementing an integration model. According to the authors, there was a need for a substantial revision of the banking business models, by introducing more stringent requirements for consolidating the equity capital of commercial banks, creating reserves, and insuring risks. Today, on the basis of the modernization of the economy, a transformation of the financial market of the countries of the CIS is required, major changes that are more so as diverse participants in this market, differing both in quantitative and qualitative indicators. Thus, by 2025, it is planned to create a common financial market, as stipulated by the Treaty on the EAEU, based on digitalization technologies, that is, using innovations and promising financial regulatory technologies.

Keywords: Banking systems, Commonwealth of Independent States, EAEU.

For the CIS countries, as well as for almost all emerging economies, is characterized by the predominance of banks and bank lending in the national financial markets. Commercial banks are the main financial intermediaries in the post-Soviet space. As for the stock markets, they are most developed in Russia, Ukraine and Kazakhstan. In other countries, either government securities trade prevails (Belarus, Uzbekistan), or an organized securities market exists formally (Tajikistan)

In percentage terms, it looks like this: Banks of Russia formed 57% of the total number and this is the first place, Kazakhstan's banks ranked second with 11.6%, the share of Ukrainian banks is 9.5%, Uzbek banks 4.6%, Belarusian 5.9% %, Azerbaijani 3.9%, Turkmen 2%, and in Armenia and Georgia 1.5% of each represented in the rating of banks, the share of banks in Moldova as well as in Armenia and Georgia was 1.5%, and for the first time penetrated Tajik banks score 1% of the credit organizations represented in the rating. What is the reason for the growth in the number of countries? This is due to another decrease in the minimum amount of assets, sufficient for getting into the rating. The main reasons for the decline in the minimum volume of assets were the weakening of national currencies (primarily the ruble) and the fact that many banks lost their licenses either because of the crisis or because of illegal activities and left the rating. Most banks in the CIS countries are still prone to high currency risks, since they retain open short positions in foreign currency. The lowest currency risks are observed in the banks of Uzbekistan, while the banks of Ukraine, Azerbaijan, Tajikistan and Belarus are subject to the highest currency risks. This conclusion was made taking into account the high level of dollarization and the gap between foreign currency assets and liabilities in their banking systems.

The process of reducing the level of dollarization of banking systems in the CIS countries is a consequence of a number of conditions, namely: the adoption of new regulatory requirements prohibiting the provision of foreign currency loans to borrowers who do not have foreign currency earnings; restructuring by banks of loans in foreign currency by converting them into national currency; strengthening monetary policy, which encouraged the growth of deposits in national currency.

Nevertheless, the level of loans and deposits denominated in foreign currency still remains high in most banks in the CIS countries. In the banking systems of the CIS countries there is a significant concentration of assets. The overwhelming share of assets and capital falls on several credit institutions, which in the past were, as a rule, regional branches of state banks of the USSR.

For example, the share of the National Bank for Foreign Economic Activity of the Republic of Uzbekistan in total bank assets is more than 65%. A significant influence on the development of banking systems of the CIS countries is exerted by their structure. In a number of banking systems of the Commonwealth countries, the role of state capital is still high. In the least transparent banking system of Uzbekistan, state capital exceeds 90%. A significant share of state capital affects the efficiency of credit organizations performing the function of financial intermediation, as well as ensuring equal conditions of competition in the market. Many state-owned banks have privileges in relation to the implementation of state projects, these credit organizations have accounts of the largest state-owned companies. They can also count on help from the state in case of difficulties. Despite the fact that banking systems have made significant progress in their development, they are still highly risky. According to the world's largest rating agencies, the risks of the banking systems of the CIS countries are among the highest in the world.

A prominent role in the region is played by the banking systems of only Russia, Ukraine and Kazakhstan. The banking systems of the Commonwealth countries are very fragmented and significantly differ in scale, structure, volume of operations and development stages. Banking systems are not a direct channel for the transfer of the global financial and economic crisis (except Kazakhstan), but are vulnerable and high-risk due to the low quality of assets and the high dollarization of their economies.

According to the polls of past years, Kazakhstan ranked second in the CIS after Russia in terms of investment attractiveness. At the same time, many investors already working in Kazakhstan prefer the country over Russia, while potential investors put the country in third place after Russia and Belarus.

Benefits of the Commonwealth of Independent States system:

- A large amount of lending, which is often impossible to achieve when working with one bank.
- Reducing the cost of financing. When organizing a consortium loan, the borrower company does not need to pay a number of indirect payments (tax on securities transactions, stock exchange and depositary commissions, as well as information costs).
- Relatively short time to raise (compared, for example, with the issuance of bonds). Terms of financing. The attraction of a consortium loan allows the borrower to agree with the lenders all the characteristics of loan servicing (phased use / repayment procedure; possibility of early repayment; the right of voluntary prolongation, etc.).
- Practicality (convenience) in the design of the loan (the borrower is one contract, the analysis of the condition of the borrower is performed exclusively by the organizer). Opportunity for the borrower to determine the list of possible investors.
- The conditions for disclosure are determined personally by the borrower. The combination of qualities of a closed (bank loan) and open (public) types of financing (issuance of corporate bonds). An opportunity for a borrower to create a favorable business image in the domestic and international capital markets.
- Simplified operation of credit prolongation. Among the minuses, it is possible to note the probable limitation in the activity of the bank in connection with the approval of a contract for attracting a consortium loan. These can be exaggerated conditions for observing the well-being of capital, restrictions related to the purchase or sale of assets, the provision of audit reports under IFRS (International Financial Reporting Standards) in the shortest possible time, and much more.

But this disadvantage, as a rule, exists when using other tools of attraction. The results of the study of the features of consortium lending as a form of mobilizing investment resources have shown that, despite the fact that there are risks, merging into credit consortia can have a serious impact on the process of forming a market for financial intermediaries in the country. The effective operation of credit consortia will enable the bank to reduce credit risks, and the borrower to mobilize credit capital to finance large investment projects. Small and medium-sized banks will have the opportunity to participate in lending to large investment projects, which will increase the degree of competition in the banking sector. This will contribute to lowering interest rates and attracting reserve funds of the population, effective redistribution of funds in the economy and, as a result, the multiplication of investment projects and the long-term development of enterprises in the country.

In the Republic of Kazakhstan, in the framework of the policy for the development of the banking sector, work will continue on the implementation of the concept of development of the country's financial sector in the post-crisis period, developed in order to eliminate errors and shortcomings identified by the last global financial crisis. It is planned to switch to the principles of counter-cyclical regulation and supervision, which envisage a set of measures for the formation of provisions, an increase in equity capital, reserves and liquidity during a period of active growth of the economy and the use of accumulated potential during a recession. In the future, it is planned to carry out work on the implementation of international approaches to capital adequacy based on Basel III, some of which will take effect as the economy and financial system grow steadily. It is planned to introduce additional liquidity ratios (“Liquidity coverage ratio” and “Net stable funding ratio”), allowing to more effectively structure the assets and liabilities of banks. As part of improving the system of forming provisions, measures will be taken to introduce dynamic reserves, the main purpose of which is to create additional reserves during the period of active growth of the economy and to use the accumulated potential during the recession, which will minimize the risks in banks taking into account expected and unexpected losses.

In the Kyrgyz Republic, the development prospects of the banking sector are associated with the stability of the macroeconomic situation in the republic. It is planned to carry out measures to ensure the increasing role of the banking sector in the national economy, its financial stability, transparency, and investment attractiveness. Work will continue to expand the range of banking services provided to the population and to mobilize additional domestic resources as part of a project to introduce Islamic principles of banking and promote it in the Kyrgyz Republic. In the Russian Federation, the direction and pace of development of the banking sector are related to the prospects for resolving the debt crisis in Europe. The main threat to Russian banks is indirect losses, which can be very significant in the event of lower prices for energy resources and other goods of domestic exports, deterioration of the financial condition of borrowers and asset quality of Russian banks. On the whole, the development of the Russian banking sector in 2012 will substantially depend on a change for the better in the European market. Domestic factors (GDP growth, stable domestic demand, relatively low inflation and insignificant external debt with a high level of foreign exchange reserves) will have a positive impact on the development of the banking sector. In the Republic of Tajikistan, the main directions of development of the banking sector in the near future are: improving the sustainability and stability of the banking sector; stimulation of investment activity; improving access to banking services; improving the risk management system in credit institutions, improving methods and mechanisms for evaluating various types of risks; increasing public confidence in banks by creating an effective consumer protection regime, improving the quality of services, and fully disclosing information about banking products and services; creating a legal and regulatory framework for the development of Islamic and mobile banking.

The macroeconomic situation in the EurAsEC countries over the years was characterized by the processes of overcoming the consequences of the global financial crisis, the relative stabilization of national finances and the formation of a number of positive trends in monetary policy and the situation of economic entities.

Already started the first project in this area - on digital traceability. New initiatives for implementation can offer both countries and business representatives. For the practical implementation of initiatives, a special project office has been created in the EEC. It includes representatives of all EAEU states with competence in the field of evaluation and analysis of proposed projects. These experts will be in direct communication with all similar structures in the States of the Union, which will be engaged in the implementation of country projects.

The Chairman of the EEC Board told about the work of the Commission together with the governments of the countries of the Union on the formation of a common financial market of the EAEU states to ensure the free movement of capital. Until 2025, it is planned to create a common financial market, as stipulated by the Treaty on the EAEU. On behalf of the presidents of the countries of the Union, governments, national and central banks of the Member States together with the Commission are developing a Concept for the formation of a common financial market of the EAEU. The document will set out the principles of its formation, the legal basis, conditions, terms, mechanisms and tools. The concept, of course, will reflect the development of financial innovations, the use of promising financial technologies and their regulation in the common financial market of the EAEU in the future.

Thus, these factors deepened the disproportions in the development of national economies and social reproduction in general, thereby limiting the possibilities for implementing an integration model related to improving the sustainability of the development of the world economy. In addition, the need to reform the international indicators for assessing the financial sustainability of credit institutions has increased; streamlining and tightening the forms and methods of banking regulation and control; search for new, more efficient activities of interstate financial regulation bodies.

Consequently, the need has arisen for a substantial revision of the banking business models associated with the introduction of new mechanisms for the operation of financial institutions based on an analysis of the risks of financial stability. The importance of such approaches to assessing the banking community is directly related to the strengthening of the role of supervisory and control functions of central banks and international financial organizations by introducing more stringent requirements for consolidating the equity capital of commercial banks, creating reserves and insuring risks.

This, in turn, forces bank to move towards solving the complex of current problems associated with improving the resource base structure, improving quality and reducing risks in managing banking and investment portfolios, improving the quality of banking investments and the level of liquid assets, tightening banking management requirements and level of financial security of information systems.

In the context of the transformation of the financial market of the EAEU countries, the banking systems of five member countries, which currently act more as diverse participants in this market, differing in both quantitative and qualitative indicators, require serious changes. At the same time, it is not so much about creating a unified banking system, but rather about unifying and reforming national banking systems.

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ТӘУЕЛСІЗ МЕМЛЕКЕТТЕР ДОСТАСТЫҒЫ БАНК ЖҮЙЕСІ

Аннотация. Тәуелсіз Мемлекеттер Достастығының банктік жүйелері ұлттық экономиканы дамытуда және тұтастай алғанда әлеуметтік жаңғыртуда теңгерімсіздікке ие, бұл интеграциялық модельді іске асыру мүмкіндігін шектейді. Авторлардың пікірінше, коммерциялық банктердің меншікті капиталын шоғырландыруға, резервтерді құруға және тәуекелдерді сақтандыруға қатаң талаптар енгізу арқылы банк бизнес-модельдерін елеулі қайта қарау қажет болды. Бүгінгі таңда экономиканы жаңғырту негізінде ТМД елдерінің қаржы нарығын трансформациялау талап етіледі, бұл нарықтағы әртүрлі қатысушылардың сандық және сапалық көрсеткіштерімен ерекшеленетін маңызды өзгерістер. Осылайша, 2025 жылға қарай цифрландыру технологиясына негізделген ЕАЭО туралы шартта көзделгендей, яғни, инновациялар мен перспективалық қаржылық нормативтік технологияларды қолдану арқылы ортақ қаржы нарығын құру жоспарланып отыр.

Түйін сөздер: Банк жүйесі, Тәуелсіз Мемлекеттер Достастығы, ЕАЭО.

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БАНКОВСКИЕ СИСТЕМЫ СОДРУЖЕСТВА НЕЗАВИСИМЫХ ГОСУДАРСТВ

Аннотация. Банковские системы Содружества Независимых Государств имеет место диспропорций развития национальных экономик и общественного воспроизводства в целом, что ограничивает возможности реализации интеграционной модели. По мнению авторов, возникла необходимость существенного пересмотра моделей банковского бизнеса, путем введения более жестких требований по консолидации собственного капитала коммерческих банков, формированию резервов, страхованию рисков. На сегодняшний день на основе модернизации экономики требуется трансформация финансового рынка стран СНГ, серьезные изменения, которые выступают в большей степени, как разнородные участники данного рынка, различающиеся как по количественным, так и по качественным показателям. Так, к 2025 году планируется создать общий финансовый рынок, что предусмотрено Договором о ЕАЭС, на основе технологий цифровизаций, то есть с применением инноваций, перспективных финансовых технологий регулирования.

Ключевые слова: Банковские системы, Содружества Независимых Государств, ЕАЭС.

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REGULATORY ASPECTS OF PUBLIC ADMINISTRATION SYSTEM OF HIGHER EDUCATION IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The article discusses the regulatory and legal aspects of public administration of the higher education system, the objective necessity of which for the life of the population and the state as a whole determines its universal, public character in all socio-economic formations. That is why the state cannot stay away from the development of higher education and considers the higher education system as a priority object of state administration, linking the interests of the population and the state's economy as a whole, adopting laws and other regulatory legal acts in the field of educational activities of the state its various directions.
Key words: regulatory aspect, public administration, higher education, state function, legislation, public administration, state educational policy, educational services, educational standards, state program.

Introduction – One of the most important conditions for the successful transition of Kazakhstan from a resource-based economy to the economy of knowledge and innovation, the implementation of the State Program for the Development of Education and Science of the Republic of Kazakhstan for 2016-2019, the State Program Digital Kazakhstan, is the training of highly qualified specialists with diverse knowledge and skills. For 2018 in the Republican budget of Kazakhstan it is planned to allocate KZT 477,010.7 million to education [1]. Education contributes to the formation of gross domestic product (GDP) - annually more than 4%, with a share of allocated funding from GDP up to 4% (2018 - 3.7%), although this is about two times lower than in developed countries. foreign countries (6–8% of GDP) [2]. In the Message of the President "Growth of the welfare of Kazakhstanis: increase of incomes and quality of life", the task was set to increase spending on education and health care from 7.4% to 10% of GDP over the next five years [3].

Research background - In modern conditions, given the above objectives and trends in the field of education, the problem of ensuring effective public administration of the higher education system, in particular, through the creation of a modern regulatory framework, is of particular relevance. The problem of public administration of the education system, including higher education, is devoted to the study of many scholars and practitioners of economic, legal, sociological and other profiles. As a result of research, it has been established that education in a broad sense is a national, social category, the potential by which the state can form people in its own image [4]. Aristotle recognized education and upbringing as a public, not private business, a powerful means of achieving the economic, social and political goals of the state [5].

Based on the importance of the issue and the need for the development of public administration of the education system as a whole, and of higher education, in particular, the work of many scholars and practitioners in economic, legal, sociological and other profiles is devoted to its study. So, a great contribution to the development of the theory and methodology of management of the higher education system was made by such scientists from foreign countries such as A. Smith, J. B. Backhouse, R. Becker, D. Garvin, H.G. Johnson, et al. [5,6,7,8]. Various issues of management of higher education institutions are considered in the works of such scholars from neighboring countries as A.N. Asaul, V.I. Baydenko, P.S. Avetisyan, R.A. Badamshin et al. [9,10,11,12,13]. The study of various issues of economic development and public administration of higher education also involved Kazakhstani scientists, in particular: A. B. Barlybaev, A. A. Kaigorodtsev, D.N. Bilyalov, J.E. Baykenov, S.R. Esimzhanova et al. [14, 15, 16, 17, 18].

Despite the large number of works by Kazakhstani and foreign scientists devoted to the study of various aspects of improving the system of public administration of higher education, many issues related to the functioning and development of higher education institutions in the context of Kazakhstan's integration into the global educational space are still not sufficiently developed. modern public life impose new demands on the education system in terms of the need to strengthen the interaction between state educational and business organizations, universities and businesses,

Currently, the existing legislation is largely outdated and does not meet the new conditions for the development of education in Kazakhstan. Issues of regulatory and legal management are poorly developed; there is a lack of an adequate market relationship of administrative and legal support for the status of subjects of education. The existing regulatory system does not keep pace with changes occurring in real life. Moreover, imperfect legislation in some cases serves as a brake on positive processes. Normative legal acts (not only administrative, but also labor, financial, business law, social security) leave unresolved a number of problems that existed before and constantly emerging new forms and phenomena of educational activities (commercialization and diversification of education, problems of financing, state quality control education, etc.) [19].

Thus, analyzing the values of previously performed research, it is necessary to state not the scrutiny, as well as the lack of fundamental scientific study in modern science of the administrative legal management of the education system, a whole block of scientific problems related to the features of the administrative-legal management of relations in the field of higher education management knowledge economy. Many issues related to the theoretical substantiation of the specifics of the forms and methods of regulatory and legal management of relations in the field of modern higher education and the leading role of the state in its development, taking into account the current globalization trends of forming a single global educational space, and on its basis the global educational market, part of which is the national market of higher education [20].

In scientific literature, state regulation is usually characterized as a function of public administration, which is expressed "in the state's influence in the face of individual state bodies on public relations and relations, characterized by high activity of participants, mass character, high public importance and the lack of effective self-regulation mechanisms, by establishing cancellations and adjustments of the rules and frameworks of conduct for participants in these relations "[21]

Approaches to the term "management" in the education system can be considered on the basis of three positions. First, when it comes to managing education, management refers to a process, activity, way of forming relationships, or interaction. In all the literature reviewed on the term "education management", the authors (V.A. Abchuk, N.M. Borytko, I.A. Solovtsova, G.N. Serikov focus on education as an element of the social sphere that can and should be influence through various methods in order to meet educational needs and ensure the well-being of society as a whole.

Secondly, a number of other researchers (L.P. Zelenova, O.E. Lebedev, M.B. Polyakov) consider education management within the framework of a systems approach, endowing education with all the principles of the system as an integral complex of interrelated elements, forming a special unity with the environment and having hierarchy.

Thirdly, the approach to management in terms of the impact on the process of providing educational services is ambiguous. Authors such as T.A. Anisovets, N.A. Goncharova, M.P. Loginov, talk about the formation of the educational market and state management of them. Systematizing the scientific works on the studied issues, approaches to the definition, we believe that public administration in the education system is a complex process, encompassing the interaction of many structural elements with each other and including education management based on constitutional legal mechanism, management of the educational system as a set subsystems and management of educational services as end products of the education system.

Table - 1 Basic approaches to the definition of "education management", "management of the education system" and "management of educational services"

Author	Definition, the essence of the concept
	Education Management
V.A. Abchuk [22]	Management processes in the social sphere are distinguished by their importance not only for an individual, but primarily for society as a whole. They are characterized by a high moral and spiritual component, the lack of direct material interest and, therefore, low monetary profitability and self-sufficiency.
N.M. Borytko, I.A. Solovtsova [23]	Education management is a method of forming humanitarian relations in the pedagogical process; a special kind of activity that ensures the functioning and development of an educational institution, the implementation of its concept and program
S.A. Repin, R.A. Tsiring [24]	In content, the term “management of education” is consistent with the concept of management in the general theory of management. In particular, education management is understood as internal management, and all types of self-government and management of an educational organization. Including the scope of this concept includes education management by education authorities
Education System Management	
L.P. Elenova [27]	The management of the education system is the actions of federal government bodies and education authorities aimed at defining and implementing educational policies, at legal regulation of relations in the field of education, at developing and implementing educational development programs.
O.Ye. Lebedev [29]	The management of educational systems is to increase their potential and use it to achieve the desired pedagogical and social results.
S.A. Repin, R.A. Ciring [24]	Management of the educational system acts as an interaction of complex subsystems, the effectiveness of which depends on the systems approach to management carried out at the theoretical, methodical and practical levels.
Management of educational services	
T.A. Anisovets [25]	Educational services are the result (product) of the educational process, and the knowledge and skills of graduates constitute the content of it. The market of educational services is a system of economic relations between economic agents regarding the purchase and sale of educational services. Economic relations in the field of education, including management, express the activities of people in the provision of educational services in terms of the use of limited resources and the comparison of costs incurred with the achieved result
N.A. Goncharova, M.P.Loginov [30]	One of the effective methods of managing an educational service as a complex of interrelated activities aimed at the development of a person and the satisfaction of his educational needs and interests is the project approach. The main results of the management of educational projects are the goals, timing, quality and cost of achieving results. You can get the best results by choosing the appropriate project management technologies, composition, characteristics and assignment of resources for the implementation of educational projects.
Note- compiled by authors according to [22-30]	

Results of research - In Kazakhstan, much attention has paid to raising the standard of living of the population, developing education. In 2018, there are 122 universities in the Republic with a student population of 496.2 thousand, or an average of 4.1 thousand students per university and 38.2 thousand teaching staff, and the graduation rate of students was 127.1 thousand people.

In the dynamics for the years 2005-2018 there is a tendency to reduce the number of universities in the country. Thus, in 2018 compared to 2005, the number of universities decreased from 181 to 122 units, or by 32.6%, the number of students from 747.1 to 496.2 thousand, or by 33.6%. In higher education, there is also a reduction in the number of graduates and teachers. At the same time, in 2018, the gross enrollment ratio in higher education (the ratio of the number of students, regardless of age, enrolled in technical and vocational education organizations (ISCED-5) and universities (ISCED 6-8), to the total population aged 18-22 years) in Kazakhstan amounted to 54.3%, which slightly exceeds the level of this indicator in 2010 and 2015 - Table 2.

The purpose of the article is to develop proposals for improving the state regulatory and legal provisions for (tools) managing the higher education system of Kazakhstan in the conditions of the knowledge economy.

In scientific literature, state regulation is usually characterized as a function of public administration, which is expressed “in the state's influence in the face of individual state bodies on public relations and relations, characterized by high activity of participants, mass character, high public importance and the lack of effective self-regulation mechanisms, by establishing cancellation and adjustment of the rules and frameworks of conduct of participants in these relations ”[8].

Table 2 – Dynamics of key performance indicators of higher education institutions Kazakhstan in 2005-2018, in thousand people

Indicator	2005	2010	2015	2018	2018 in % to:		
					2005	2010	2015
Number of universities, units	181	148	126	122	67,4	82,4	96,8
Number of students	747,1	610,3	477,4	496,2	66,4	81,3	103,9
Number of students per 1 university	4,1	4,1	3,8	4,1	100,0	100,0	107,9
Number of teaching staff	42,3	39,2	40,3	38,2	90,3	97,4	94,8
Number of students per teacher, pers.	18	16	12	13	72,2	81,3	108,3
Graduation students, thousand people	123,9	176,1	177,7	127,1	102,6	72,2	71,5
Gross enrollment in higher education, in %	55,6	49,6	48,4	54,3	-0,7	+4,7	+5,9
Note – compiled by authors							

According to G. Becker, the main resource in the post-industrial society is human capital. In the post-industrial societal skills are what economists call "human capital". Abilities and skills become the basis of stratification, education provides access to them. Professionalism turns into a criterion of social status [9]. As we see M. Young, one of the most important features of industrial society is the emergence of meritocracy [10]. In the nature of meritocracy, as it is traditionally understood, the assessment of the personality is included on the basis of taking into account the relation of its achievements to the intellect and its intellect to the coefficient of mental development. Meritocracy is "natural aristocracy." Education becomes a necessary tool of social self-defense. According to V. Fuchs, the post-industrial society was founded on the knowledge services [11]. The relationship between the private and public sectors will become the main structural issue. From a political point of view, the problem of post-industrial society is the development of non-market welfare economics and the lack of adequate mechanisms for assessing public goods. The most important social unit becomes a separate community [12].

The essence of public administration and state influence in the field of education has manifested in the implementation of a certain sustainable function of the process of regulating educational activities. Tools of public administration can be viewed in the form of diverse functional methods that meet the real needs of the reproductive process and provide certain aspects of the competitiveness of educational services. At the same time, a specific management tool is able to regulate a certain aspect of the effectiveness of educational processes in the educational environment of their implementation. The cumulative result of the use of public administration tools in the activities of educational institutions is the competitiveness of their services.

Considering a higher education institution as autonomous. Considering a higher education institution as an autonomous self-governing object, the state, however, acts on it in various directions, using various tools of public administration of such influence. The main goal of such an impact at this stage is to provide a constitutional guarantee to citizens - the availability of free higher education on a competitive basis. Under these conditions, the correct and reasonable choice of directions of instruments, as well as the degree of state influence on this field of activity, becomes so important, so that, refusing to rigidly centralize, it will not come to an unsystematic nature in the activity of a higher educational institution.

The main instruments of state administration of higher and postgraduate education are legislation, educational programs, and development strategies. It should be noted a tendency to increase the intensity of the adoption of legal acts that change and supplement the Law "On Education", which is a characteristic feature of the development of the modern educational system at this stage. Regarding the laws "On Science", "On the State Educational Cumulative System", "On the Status of Nazarbayev University", "Nazarbayev Intellectual Schools" and "Nazarbayev Foundation" it should be noted that these legislative acts have made a small number of changes, which indicates a trend to the stable development of legislation in the field of science.

In the course of improving legislation in the field of education and science, it becomes important to analyze and assess the dynamics and stability of the development of the legislative base, individual laws, their provisions, articles, and norms. In the last decade, the legislation of the Republic in the field of education has been in the process of dynamic, continuous reform. The results of the analysis showed that the maximum number of changes / additions was made in the period from 2011 to 2015 and 2017 It should be emphasized that the maximum number of changes and additions made to the Law "On Education" was adopted in 2015 (Table 3).

Table 3 - Dynamics of changes and additions to the Law of the Republic of Kazakhstan "On Education" dated July 27, 2007 No. 319-III

Indicators	Total	of them by year:						
Number of additions, changes, units		2008	2010	2012	2014	2015	2016	2017
	45	1	2	3	6	10	2	7
Chain performance indicators, in %								
Growth rate	-	-	200,0	150,0	200,0	166,7	20,0	350,0
Rate of increase	-	-	100,0	50,0	100,0	66,7	-80,0	250,0
Basic performance indicators, in % (base 2008 y.)								
Growth rate	-	-	200,0	300,0	600,0	1000,0	200,0	700,0
Rate of increase	-	-	100,0	200,0	500,0	900,0	100,0	600,0
Note – compiled by authors according to www.zakon.kz								

The Law "On Education" was adopted on July 27, 2007 No. 319-III. Since 2007, over a period of 124 months, changes and additions have been made to the Law45 by laws. The largest number of amendments to this law was made in 2015. The average period of stability of the Law on Education is equal to 2.76, which means that on average, the law is amended once every 6 months. Thus, the prevailing policy in the field of legislation in the field of education is to introduce changes and additions to the Law "On Education" (for more details see Figure 1).

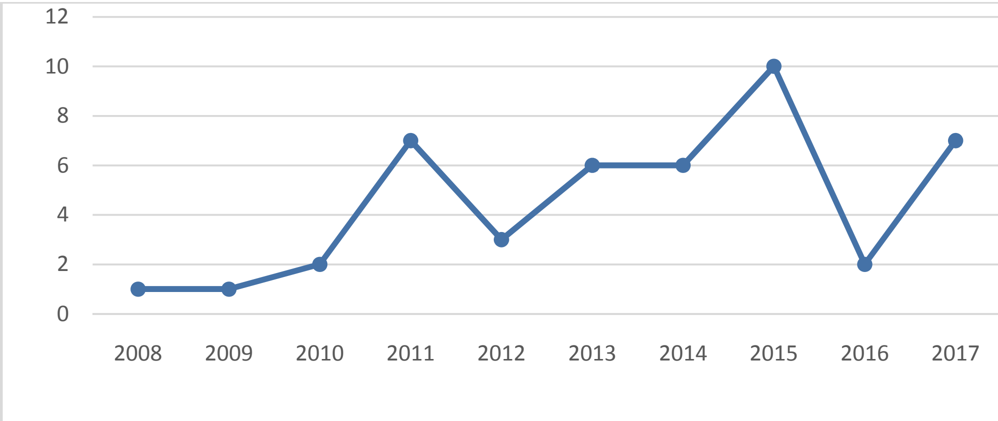

Figure 1 - Dynamics of changes and amendments to the Law of the Republic

A monthly analysis of changes to the Law on Education in 2015 showed that the largest number of laws was adopted in November 2015. Analysis of the laws that made changes and additions to the Law "On Education" allowed us to reveal the facts of the almost simultaneous adoption of such laws. In particular, 3 of the 6 laws were adopted in July 2013 for a period of two days: July 3 and 4, with 2 of them adopted on the same day. These changes: 1) Constitutional Law of the Republic of Kazakhstan dated July 3, 2013 No. 121-V "On Amendments and Additions to the Constitutional Law of the Republic of Kazakhstan and to some legislative acts of the Republic of Kazakhstan on the elimination of contradictions, gaps, conflicts between the rules of law of various legislative acts and norms promoting corruption offenses ". 2) Law of the Republic of Kazakhstan of July 3, 2013 No. 124-V" On Amendments and Addenda to Certain Legislative Acts of the Republic of Kazakhstan on wasps bring them into line with the system of state planning of the Republic of Kazakhstan. " 3) Law of the Republic of Kazakhstan dated July 4, 2013 № 130-V "On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on the National Chamber of Entrepreneurs of the Republic of Kazakhstan".

In 2015, 3 laws were adopted in the period of 9 days: November 16 and 24, with 2 of them being passed on the same day: 1) Law of the Republic of Kazakhstan of November 16, 2015 No. 403-V "On Amendments and additions to some legislative acts of the Republic of Kazakhstan on issues of charity ".

2) Law of the Republic of Kazakhstan of November 24, 2015 No. 419-V ZRK“ On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Informatization ”. 3) Law of the Republic of Kazakhstan dated November 24, 2015 No. 421-V ZRK “On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Migration and Employment”.

Also in May 2017, there are similar facts about the adoption of laws amending and supplementing the Law “On Education”: 1) Law of the Republic of Kazakhstan of May 5, 2017 No. 59-VI “On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Transport” . 2) Law of the Republic of Kazakhstan of May 5, 2017 No. 60-VI “On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Culture Issues”.

Thus, the availability of tools to adequately assess and compare the level of higher education, analyze its dynamics, identify positive and negative changes in this area, will be an important condition for the formation of an effective socio-educational policy in higher education.

An analysis of the laws on the introduction of amendments and additions to the Law “On Education” shows that out of 45 laws, only 4 were directly devoted to education. In addition to aspects related to education, the scope of regulation of other laws also included issues on improving the law enforcement system, government procurement, minimum social standards and their guarantees, migration of the population, etc. Consequently, 41 laws or 90% of all laws that make changes to the Law “On Education” were not aimed at reforming education. However, the above group of laws prevails.

The Law "On Education" contains 1 article, in which changes and additions were made by 20 laws and 3 articles - 10 or more laws (Table 4).

Table 4 - Analysis of changes and additions to the article of the legislation in the field of education and science

Article	**Article title**	**Number of items**
Changes made by 20 laws - 1 article		
Article 5.	Competence of the authorized body in the field of education	20
Changes made by two or more laws - 11 articles		
Article 6.	Competence of local representative and executive bodies in the field of education	14
Article 1.	The basic concepts used in this Law	11
Article 8	State guarantees in the field of education	10
Article 47	Rights, duties and responsibilities of students and students	8
Article 59	State control in the education system	7
Article 26	General requirements for the admission of students and pupils in educational organizations	7
Article 40	Educational organizations	6
Note – compiled by authors according to www.zakon.kz		

This situation leads to the fact that we are forced to repeat previously made some fundamental proposals on changes and additions to the Law of the Republic of Kazakhstan “On Education”.

In this regard, the reorganization of higher educational institutions into non-profit joint-stock companies will continue, which will make it possible to attract additional investments for the development of universities, remove the burden on the republican budget and generally promote the promotion of universities in the context of global trends. As a result of the ongoing reforms in the higher education system in recent years, a number of positive trends have emerged, including: the democratization of higher education and a gradual transition to the decentralization of its management; diversification of the structure and structure of higher educational institutions and their sources of financing; the formation of a new regulatory and legal framework and its further improvement; focus of the higher school system on European standards of educational activities.

Over the past decade, the country's top leadership recognized these problems as key and identified measures to address them. The country has embarked on a wide range of reforms that address these challenges. New State Program for the Development of Education and Science for 2016-2019 (SPURN) sets out a national education strategy for the coming years. It identifies priorities, goals and indicators to be achieved by 2020, from pre-school to higher education. Priorities range from developing new funding mechanisms for education, such as regulatory per capita funding, to developing inclusive education with the support of poorly performing students. At the higher education level, the main objectives of the SPURN include developing skills that are more relevant to the labor market, more fully integrating

Kazakhstan into the European Higher Education Area, improving the interaction between education, science and industry, promoting the commercialization of research, strengthening national identity and encouraging active civil and social responsibility [10].

As part of the implementation of the State Education Program in the Republic of Kazakhstan for the years 2005-2010, the Interim State Control was introduced to assess the knowledge of students in higher educational institutions and accreditation of educational organizations. A national accreditation model has been developed for colleges and higher educational institutions of Kazakhstan on the basis of a phased transfer of external assessment functions from the public to the public sector using institutional and program accreditation as the main tool. At the same time, the Ministry of Education and Science of the Republic of Kazakhstan reserved the right to determine agencies that the state trusts to conduct accreditation by drawing up the National Registry of Accreditation Bodies. In order to improve the quality of higher education, inspections and reductions in higher education institutions that do not meet state requirements for the quality of educational services were carried out. Another important step towards the integration of domestic higher education in the world education system was the accession of the Republic of Kazakhstan to the Bologna Declaration. The Bologna Declaration was signed on June 19, 1999 with the aim of bringing together and harmonizing higher education systems in European countries. Thus, Kazakhstan became a member of a single European higher education area [13].

December 7, 2010 the Program was approved by the Decree of the President of the Republic of Kazakhstan. The first phase of the Program was in 2011-2015. At present, the second stage of the Program is being implemented in Kazakhstan. On 9 March 2016, the Minister of Education and Science of the Republic of Kazakhstan made a statement that the State Program for the Development of Education and Science of the Republic of Kazakhstan for 2016-2019 was adopted. At present, a step-by-step mechanism for the implementation of this program is being developed. Thus, over the years of independence, the system of higher education of the Republic of Kazakhstan has been formed, taking into account the national peculiarities of the country, as well as new global trends in higher education in highly developed countries [14].

The progress of implementation in 2017 of the “State Program for the Development of Education and Science of the Republic of Kazakhstan for 2016-2019” in the system of higher education is working to expand the academic and managerial independence of universities. In the ranking of the best universities in the world, the Quacquarelli Symonds World University Rankings in 2017, eight Kazakhstani universities were noted. The state order for training specialists with higher education amounted to 37,932 grants, including 3,993 grants from the Serpin program, 10,004 places to the master's program, 1,285 units to the doctoral PhD program, of which 475 places to the Nazarbayev University.

Conclusions - Thus, the values of the studies performed should be stated not studied, and the lack of fundamental scientific study in modern science of administrative law, a whole block of scientific problems related to the peculiarities of the regulatory and legal management of higher education in the context of the emergence of the global market for higher education and the emerging trends of its global management.

The government of Kazakhstan plays a very important role in the public administration of the country's education and training system:

- The executive branch, in the person of the government, determines the main educational strategies and develops key initiatives, such as the network of Nazarbayev Intellectual Schools, which train gifted students. The government also monitors progress in achieving the goals that are embedded in the education strategy;
- The Ministry of Education and Science of the Republic of Kazakhstan (MES RK) manages, implements and monitors the work in the field of education, science, protection of children's rights and youth policy;
- MES RK has several subordinate organizations that work in specific areas (for example, quality assurance, statistics, or management of international projects). For example, the Information and Analytical Center provides analytical support to the MES RK and is responsible for a variety of projects, such as international projects of the Ministry (including educational system reviews like this). The National Center for Advanced Studies presents a second example. He is responsible for developing and providing professional development opportunities for teachers and school leaders.

- The Ministry of Education and Science of the Republic of Kazakhstan reports to the Presidential Administration of the Republic of Kazakhstan, undergoes an assessment of the effectiveness of the activities of the Ministry of National Economy of the Republic of Kazakhstan (MNE RK) and the control of budget execution by the Ministry of Finance.

As part of the competence of state bodies, the Law of the Republic of Kazakhstan “On Education” made 141 changes concerning the competence of state bodies. Of these, 22 changes are article 4 concerning the competence of the Government, 59 changes are article 5 - the authorized body in the field of education, 60 changes are article 6 - local representative and executive bodies in the field of education. It should be emphasized that the greatest number of changes was focused on the lower (local) and central level of activity of state bodies. Thus, in the system of public administration in the field of education there was a significant optimization of state functions, which resulted in an uneven distribution of powers between different levels of government. So, the Government of the Republic of Kazakhstan initially had 30 powers, and today it remains 21. Regarding the competence of the authorized body, initially there were 50 powers, to date, in quantitative terms, the number of competencies has almost doubled - 90. In recent years, the reduction of functions by government level. Within the framework of optimization of authorities of the governing bodies, the greatest number of functions should be transferred to the central and regional levels. In the future, these steps may lead to a balancing of the functions of government bodies and, accordingly, an increase in the efficiency of public administration in the field of education. As regards the bylaws of state bodies related to the Law of the Republic of Kazakhstan, it should be emphasized that a large number of changes focused on streamlining activities due to changes in legislation [16].

Thus, in accordance with the new law “On Education” and new educational standards, the tools of the state administration of higher education should be created, taking into account the requirements of the new state management.

In the implementation of the State Program "Development of Education and Science for 2016-2019" in the system of higher education, the reorganization of higher educational institutions into non-profit joint-stock companies will continue, which will make it possible to attract additional investments for the development of universities, remove the burden from the republican budget and generally promote universities in the context of global trends.

Historically, the stages of a radical transformation of universities in the country can be distinguished in the following milestones: gaining independence and leaving the Soviet system of higher education when the Republic of Kazakhstan gained independence and the country entered the Bologna process. Today, a third generation transformation is needed, when the competitiveness of domestic universities in the global education market is coming to the fore. The concept of the new draft law as a whole was developed in August-October 2016 pursuant to the instructions of the Head of State N. Nazarbayev, including: Message to the people of Kazakhstan “Strategy of Kazakhstan - 2050. New political course of the established state”; Message to the people of Kazakhstan "The Third Modernization of Kazakhstan: Global Competitiveness"; 78 step of the Nation Plan - 100 specific steps to implement the five institutional reforms of the Head of State, the State Program for the Development of Education and Science for 2016-2019, which reflects the “gradual expansion of academic and managerial independence of universities, taking into account the experience of Nazarbayev University” non-profit organizations in accordance with international practice. "

To create a “knowledge economy” in Kazakhstan, the following are needed: - development of the intellectual potential of the country as a whole, as well as its individual regions, industries and enterprises, which is a combination of: a) knowledge systems, skills and abilities; b) mental abilities; c) creative abilities; d) intuition; e) prognostic qualities [17]; - improving the infrastructure of the market of scientific and technical products; - development of the national education and science system taking into account the interests of society and business on the basis of a rational combination of world experience and national pedagogical practice. To solve this three-pronged task, the field of education (first of all, higher education) should provide: - carrying out its own exploratory and applied research and development; - the perception of new knowledge created in other areas, primarily academic and industry research institutes; - training of specialists not only possessing the latest professional knowledge and having practical application skills, but also possessing knowledge management competencies.

Reforms in the system of higher education are designed to form an effectively functioning Kazakhstan model of education, to achieve a qualitatively high level of education and training, allowing Kazakhstan to occupy a worthy place in the modern world. Modernization of the system of public administration of higher education requires the search for new conceptual approaches and methods that take into account global trends and innovations in the field of public administration [35].

Based on a comprehensive analysis of the state-government system of higher education in the Republic of Kazakhstan, it is possible to substantiate and formulate modern and conceptual approaches to the regulatory framework of relations arising in the field of public administration of higher education in the context of new educational policies and the development of higher education in the context of globalization processes that caused the formation of a single global educational space and global educational market integrating A part of which is the domestic system of higher education and the dynamically developing national market of higher education.

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ЖОҒАРЫ БІЛІМ БЕРУ ЖҮЙЕСІН МЕМЛЕКЕТТІК БАСҚАРУДЫҢ НОРМАТИВТІК ҚҰҚЫҚТЫҚ АСПЕКТІЛЕРІ

Аннотация. Мақалада барлық қоғамдық-экономикалық формацияда оның жалпы, бұқаралық сипатын анықтайтын, халықтың және мемлекеттің тыныс-тіршілігі үшін объективті қажеттілік болып табылатын жоғары білім беру жүйесінің мемлекеттік басқарудың нормативтік-құқықтық актілері қарастырылады. Сондықтан, мемлекет жоғары білім беру жүйесінің дамуынан шет қала алмайды және жоғары білім беру жүйесін оның түрлі бағыттарымен байланысты мемлекеттің білім беру қызметі облысында заңдар және өзге де нормативті құқықтық актілер қабылдай отырып, хылықтың және жалпы мемлекет экономикасының қызығушылықтарын байланыстыра отырып, жоғары білім беру жүйесін мемлекеттік басқарудың басым объектісі ретінде қарастырады.

Түйін сөздер: нормативік-құқықтық актілер, мемлекеттік басқару құралдары, жоғары білім беру, мемлекет функциялары, заңнамалар, мемлекеттік басқару, мемлекеттік білім беру саясаты, білім беру қызметі, білім беру стандарттары, мемлекеттік бағдарлама.

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НОРМАТИВНО-ПРАВОВЫЕ АСПЕКТЫ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ СИСТЕМОЙ ВЫСШЕГО ОБРАЗОВАНИЯ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация В статье рассматривается нормативно-правовые аспекты государственного управления системы высшего образования, объективная необходимость которого для жизнедеятельности населения и государства в целом определяет его всеобщий, публичный характер при всех общественно-экономических формациях. Именно поэтому государство не может находиться в стороне от развития высшего образования и рассматривает систему высшего образования как приоритетный объект государственного управления, увязывая при этом интересы и населения, и экономики государства целом, принимая законы и иные нормативные правовые акты в области образовательной деятельности государства, связанной с различными ее направлениями.

Ключевые слова: нормативно-правовые аспект, государственного управления, высшее образование, функция государства, законодательство, государственное управление, государственная образовательная политика, образовательные услуги, образовательные стандарты, государственная программа.

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STRATEGIC PRIORITIES OF THE ORGANIZATION'S REPUTATION MANAGEMENT DEVELOPMENT

Abstract. *The purpose* of this article is to study, justify the role of reputation management and provide recommendations for its implementation in the management of the organization.

The research methods The methodological and theoretical basis of the research was the scientific works of domestic and foreign authors on the formation and development of reputation management. There were used general scientific research methods including analytical method, methods of theory, complex economic analysis, methods of scientific abstraction, comparison and analogy, and methods of systematic approach during the solving the problems of the investigation.

Results The essence of reputation management is disclosed. The structure and the stages of formation and development of reputation management are described.

Discussion and findings The main conclusions and practical recommendations can be used as a methodological basis for further deepening research on this topic.

Keywords: reputation, reputation management, online reputation, stakeholders.

Introduction. With the advent of the 21st century the strategic competitive advantages of the modern organization have been issues of intangible resources management. Evaluation and formation of any opinion about the company in terms of revenue, profitability have become insufficient. Reputation in turn has become the most valuable resource and object of management of the organization. But, paradoxically for our companies and managers the direction of reputation management is quite new.

Topicality of the research. Today reputation management is becoming more and more popular. Reputation is an expensive fragile resource that can break at any moment without a chance to recover. Recalling the example of the former world audit company Arthur & Andersen and the large energy company Enron, researchers, entrepreneurs and businessmen have made conclusions. The largest audit companies were once eight, and they were called together "Big 8", but now there are four, and the composition of "Big 4"includes PricewaterhouseCoopers, Deloitte Touche Tohmatsu, Ernst & Young and KPMG [1]. Undoubtedly, some reputational blows did not allow protecting and restoring them the good name, having forced them to leave the market. The possibilities of reputation management are not limitless, but the results achieved with its help are quite real, and are essential in the company's activities.

Many companies have learned from their experience how long a good reputation is built up and how easily it is lost, thereby making sure how expensive reputation is. For example, there was a scandal with the company Volkswagen. The German automaker was charged for fraud associated with the release of harmful substances from the exhaust system. After that, the company's shares on world exchanges fell by 23%, as a result, the company lost $ 18 billion. It's an astronomical amount of money, even for a giant like Volkswagen. This is an image blow on the brand, which has affected the reputation for many years [2].

The reputational measures once taken by Toyota Company recalling 9 million cars helped it to restore its good name [3].

A global study of Interbrand companies and Business Week magazine showed that the value of "intangible values" of the company can be up to 70% of its market value [4]. And the cost of intangible assets of Coca-cola is 96% [5].

Results. Based on the literature review[6], we can say that reputation("opinion") is a quantitative, qualitative and comparative assessment of past, present and future actions of the organization, showing the degree of reliability, trust and respect for it.

Reputation management is an activity on managing reputation [7].

Due to the fact that reputation management cannot be separated from the general management of the organization, all employees of the organization including reputation managers and image-makers should pay special attention for it. In fact, the reputation serves as a kind of guarantor, a kind of hint for customers when choosing existing similar goods and services in the market.

We think that the duties of a reputation Manager should include the following main functions:

- conducting a reputational audit of the company;
- the use of quantitative and qualitative methods to evaluate the reputation;
- the change in value of goodwill;
- identifying reputational risks;
- development systems, programs and policies reputation management;
- develop strategies to eliminate or improve the reputation of the;
- implementation of developed strategies;
- evaluation of response to targeted audiences (customers, investors, authorities, society);
- constant monitoring.

Maybe this reputation management scheme looks sufficient. However, it should be noted that it is not necessary, and it is impossible to build a universal reputation management system, trying to please everyone. And also do not forget that the reputation is built up over the years and is not transferred, and besides, requires investment not only financial resources. In order to successfully build reputation, an organization must be aware of who to communicate with in order to maintain reputation, taking into account its preferences and expectations. In this regard, it would be more reasonable to focus on the needs and "whims" of the target audience.

G. Dowling is one of the world's leading experts in the matter of business reputation. He identified four major groups of target audiences [8]:

Normative groups:	*Diffuse groups:*
They establish General laws and regulations for the activities of the organization, as well as assess the activities. These include: government agencies, authorities, regulatory bodies, public organizations, business and professional communities.	Representatives of this group are showing increasing interest in the organization in connection with the protection of the rights of other members of society. They are interested in freedom and accessibility of information, environmental protection, equal employment opportunities, the situation of socially vulnerable citizens, etc. This group includes the journalists who directly shape public opinion.
Functional groups:	*Consumers:*
Representatives of this group have a direct impact on all aspects of the organization. These groups include: employees, suppliers, distributors and service organizations, advertising and marketing agencies, legal and consulting firms, which they inevitably have to deal with on a daily basis. It is functional groups that form public opinion about the company to a greater extent and then spread it throughout the business community.	It is consumers who represent a very important segment of target audiences for a company. Marketers argue that consumers do not buy goods or services from organizations, but rather solve their problems and satisfy their needs. Therefore, certain reputation components are important for different types of consumers.
Note: Compiled by the author based on the source [8]:	

In this regard, we emphasize the importance of determining not only the target audience, but also stakeholders.

In today's world, reputation is a phenomenon that can be confidently managed.

Reputation management is a set of strategic measures aimed at the formation, maintenance and protection of the company's reputation [7].

In reputation management, the most important are three areas and they are well coordinated.

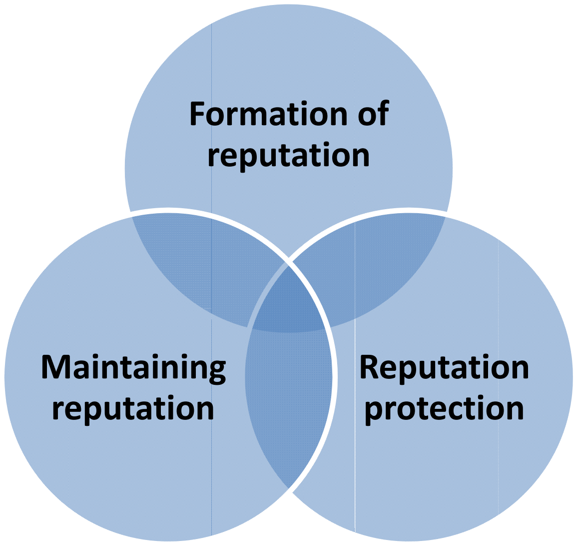

Figure 1-directions of reputation management.
Note: Created by the author based on the source [7]

The first direction is the formation of reputation. It is needed mainly for new companies. The goal is to create a positive image of the brand in the eyes of potential customers. At this stage, it is necessary to pay attention to the study of the target public (on the basis of questionnaires, focus groups and surveys to find out the attitude to the company); develop recommendations regarding the company's actions to form a new or improve the existing reputation; determine methods and tools to achieve the goals and objectives; monitor the results.

The second is the maintenance of reputation. It means creating a situation in which the whole complex of positive information works for the company and includes active work with the audience, so that potential and existing customers can receive timely information about positive changes that occur with the brand. The work of reputation protection is completed. Thirdly, the protection of reputation includes the creation of legal infrastructure and work with negative. This includes searching and processing reviews about the company and online, identifying the reasons for their occurrence, reaching agreements with a disgruntled customer and preventing the spread of negative [7]. In practical life all three stages exist and act as a rule simultaneously.

Having studied the scientific works of the authors, we expand their understanding in determining *the structure of reputation management and highlight its following components as strategic priorities* [7]:

– *Type of activity of the organization.* The success of a company largely depends on the purpose of the business itself, i.e. foundation. These include the mission and objectives of the organization. A positive reputation is formed at a very early stage and accompanies the organization throughout its life. For example, in general, manufacturers of alcoholic beverages and tobacco products may have a negative opinion in the eyes of an untargeted audience, rather than other manufacturers engaged in other business areas.

– *History and myths about the company.* The history and longevity of a company on the market undoubtedly evokes a sense of trust among old and new consumers. Such a feeling, especially among new consumers, may cause such assumptions, as if the company has many years of experience, and has the confidence of stakeholders. For example, the story of the German company Mersedes. Many of us have heard that this company produces high-quality cars and that the company after the merger has acquired the name of Mersedes Benz. The myth is that the name Mersedes bears the name of the daughter of its founder (pronounced not as Mercedaires, but as Merse'Des). These kinds of stories and myths about the company are easily remembered by consumers and stored in their memory for a long time.

– *Emotional attractiveness of the company.* When clients purchase goods or services in the memory begins to emerge scraps of information and feelings about the company, their product or service. And then the buyer always looks for at least some sign of "decency" or "dishonesty" of the company to make the right choice. And such a sign can be any little thing that is not necessarily directly related to the goods or services of the company: the tone of the seller's voice, the impression of the office, the information seen on the Internet or heard from the "proven person", the conversation of employees, the General feeling of contact with the company.

– *Quality of products or services.* A company that does not meet quality standards is simply doomed. Although, in our time, the quality is determined by the developed standards, which are built more on the principles of conformity and practicality. This is due to the fact that the business has the main goal - profitability. All companies are encouraged to use the raw materials and materials that they always use or offer. Since changing the raw materials, taste or smell of food in the restaurant business, service in a hotel, educational or medical institutions can adversely affect the activities of any of them, since this factor undoubtedly plays a key role.

– *Reputation and image manager.* The company manager is perceived by the public as the “face and conscience” of this company. That is a high level of managerial competence.

All decisions and actions of this person invariably affect the attitude towards the product or service and the company as a whole. The reputation of the manager affects not only the attraction of investments, but also serves as a certain guarantee of trust the company's goods and services. More than once we have seen that inappropriate behavior of managers has a negative effect on the company's activities. The image of the leader plays an important role in the image of the organization. To the main components of the image of the organization are included: activity, fast response, moral reliability, the participation of the first persons of the company in an immoral scandalous situations connected with corruption, violence, trade in counterfeit, professionalism, competence, appearance, psychological culture, humanitarian education. The basis of the ideological principles of a leader can be such humanitarian values as health, social security, spiritual wealth, environmental safety of people.

– *Corporate Governance* is associated with the implementation of these obligations, transparency, informational openness, business ethics and fair competition.

– *Relations with stakeholders* and (interested parties). They are divided into external and internal stakeholders. External ones include partners and suppliers of the company. Achieving long-term goals and profits is not possible without properly built relationships with partners on the principles of trust. Partners or circle of interaction play an important role in the development of the company, forming a reputation about it from the outside.When interacting with partners, the main thing is the proper performance of obligations. Reliable and conscientious partner is the key to success in the eyes of customers. And all employees of the company can be referred to internal ones. Stakeholders (interested parties) are any interested parties of the company. By definition of E. Freeman, interested parties are any individuals, groups or organizations that have a significant impact on the firm decisions made and / or influenced by these decisions [9]. According to E. Freeman the number of stakeholders refers to: owners (shareholders, investors), consumers, consumer protection groups, competitors, the media, workers, environmentalists, suppliers, government organizations, local community organizations. It should be noted that now there is a new interpretation of the understanding of the relationship of companies with public authorities, which is so-called Government Relations (GR). A. M. Clarkson divides stakeholders into primary and secondary stakeholder groups based on management priorities. It refers to the primary: shareholders and investors, employees, consumers, suppliers, as well as groups of public stakeholders, and to the secondary: the media and interest groups [10].

– *Company employee.* Today we see that it is almost impossible to build and maintain or develop a business without talented people. One of the best examples we can say it is Apple. Apple co-founder and design inventor Steve Wozniak created a unique product that changed the world. And the main inspiration-the leader and founder of Apple Steve jobs effectively managed the company, which later became the most famous and expensive company in the world [11].

– *Achievements and financial performance of the company.* A business that does not earn is not a business. And the fact that the company is doing well undoubtedly affects its reputation. Especially if financial indicators such as revenue, profit, use of corporate assets are a key characteristic or the basis of the company's reputation, such as banks, investment funds and other financial institutions. In this regard, there are rating agencies in the world that assess reputation based on financial indicators as Standard&Poors, FitchRatings. We would like to add that the evaluation results of the rating agencies Standart & Poors [12] and Fitch Ratings help businessmen and investors in choosing partners for investment [13].

– *Credit reputation.* As well as any person and the organization there is a credit reputation. Typically, the standard procedure requires an answer to questions related to the availability of credit(s), the debt in the presence of a particular bank, loan term, monthly payment, sources of income, penalties, delays, etc. These questions are related to the repayment and overdue loans determine how reliable the company is and whether it should be trusted.

– *Research (R&D) and innovation.* In addition to talented people, a modern company should have its own research centers and laboratories, where various innovations will be created. For example, the reputation of the clinic can be formed by an experienced doctor in a certain profile or a unique method of treatment or developed and tested special types of medical preparation and medicines intended for the treatment or prevention of the patient. Service innovations such as telemedicine, electronic appointments and online consultations with the doctor, as well as the example of researchers from the University of Michigan who have created a smartphone application for measuring blood pressure[14].

– *Corporate social responsibility.* The most part of the authors understood narrowly, with them we disagree. In their opinion, Corporate social responsibility (CSR) means charity and sponsorship. Some companies use CSR only in their own interests, allocating funds for different types of shares, which directly perform the function of self-promotion. We believe that such measures should not be only promotional in nature, as charity, i.e. generosity should be consistent with the principle of morality, and gestures of mercy and support were possible on a gratuitous basis. There is a lot of research on CSR from different points of view and there is no common understanding. For example, Dahlsrud [15] proposed 37 CSR different definitions between 1980 and 2003 and proposed five CSR measurements related to the environment, social, economic, stakeholder and volunteer (voluntary) environment. The cited researcher in the field of CSR refers to economic, legal, ethical, discretionary (voluntary) responsibility[16]. In his opinion, any kind of business is aimed at making a profit, but nevertheless in the long term it is not enough to take care of it, since it is not possible to achieve the goals without taking care of other types of responsibility to stakeholders. When studying this issue, we propose to consider along with those species that Carroll pointed out, adding environmental responsibility. But consider environmental responsibility is depending on the scope of the company. Today, the reputation is very expensive, it is enough to recall the experience as we have given example of the British Petroleum, Toyota, Volkswagen, Enron, who had faced with such experience. The above mentioned types of responsibility, in our opinion, the most accurately describes the nature and nature of CSR, perhaps the whole essence of the company.The business can operate simultaneously and cause a few of these types of social responsibility. For example, if a toy manufacturer decides to make toys that are safe, it would be a manifestation of economic, legal and ethical and environmental responsibility at the same time.

– *Corporate ethics and culture.* Corporate ethics is a system of values regulating ethical relations in a given organization [17]. The company's code of business ethics is already becoming a kind of sign of its success. The code of corporate ethics gives an impetus to increase confidence in the company in front of stakeholders. The code of ethics in fact is a set of rules and norms of behavior by which the relations of joint activity are regulated [18].

– *Investment attractiveness.* The company may require investments at any time. Investment attractiveness can be caused by any of the above mentioned factors or their complex set.

Based on the above mentioned material it is possible to identify *the main strategic priorities in the formation and development of reputation management:*

– *Mission, goals, strategy.* It is necessary to develop a strategy that defines the goals, objectives, deadlines, key points and main activities.

– *A company positioning.* Determination of its niche, target audience, elaboration of the company's policy as a whole.

– *Goods and services.* Production of goods and services must meet quality standards.

– *Own employees.* Taking care of employees: improving skills and professionalism, maintaining the moral and psychological climate in the team.

– *Manager of a company.* Competent use of leadership styles, leadership in decision-making, foresight, integrity and personal qualities of the Manager.

– *Increasing the prestige of the company* and work in it. Participation in socially significant events, actions, charity and sponsorship.

– *Strengthening financial stability*, increasing the size of the company and expanding the business.

– *Public relations (PR).* It is important to confirm the quality of their work and customer satisfaction, attracting as customers well-known, reputable organizations, the policy of individual discounts, exclusive service and other services. It is necessary to constantly demonstrate the success of the company on the website and in social networks.

– *Research and innovation (Research & Development).* Engage in development, research, experiments, tests, etc.. and to bring the matter to obtaining copyrights, patents, know-how, thereby realizing their intellectual potential and abilities.

– *Analysis of the external environment of the organization.* Pay attention to accurate, complete and up-to-date information, including online. It is always at the heart of reputation. The main feature is the control of this information. It is necessary to constantly monitor information flows and actively respond to all kinds of changes.

– *Analysis of the internal environment of the organization.* It involves the management of internal processes, including production management, personnel management, supply management, etc.

– *Identification of stakeholders.* It is necessary to clearly define who belongs to the external and internal stakeholders and to indicate the degree of their importance.

– *Corporate social responsibility* (economic, ethical, environmental, discretionary, legal). As we have already stated, it is necessary to consider CSR in this sense.

– Pay attention to *the formation and strengthening of the company's image and brand* through constant monitoring and analysis.

– *Online reputation.* Online reputation is a particularly important component in the management of a modern company. In the era of new technologies, potential consumers are already using the Internet before buying a product or service, paying attention to ratings, comments and rumors received from them. In recent years, the role of social networks and social media has increased significantly. Especially the growing popularity of social networks, created thanks to the development of information technology, entails fundamental changes in the global business environment and organizational communication. Now that conversations are in a new environment with a free flow of unfiltered information, threats to corporate reputation are shifting to a new degree of seriousness. In addition, the empowerments of clients integrated in the new context of social networks, increasing the importance for the organization restructured the existing crisis communication strategy and adapted to the online social world. Using social media as a tool to communicate with stakeholders is very important. Now in the world of high technologies and freedom of speech it is impossible to resist this force. Therefore, online reputation should not be seen as a threat, but as a means of communicating with consumers online. In this regard, managers of companies need to work actively in this direction and try to turn this kind of online threat into a strategic advantage.

Conclusion. In practice the world's companies had unforeseen situations. These reputational attacks on the company have done great damage to many of them. However, the company's performance and reputation are the primary responsibility of the company's managers and reputation managers to the public, even for extraordinary situations. Therefore, it should be added that only a small part of the reputational risks are unforeseen, and most are foreseeable**.**

In this regard, the management system should be built entirely to form, maintain and protect its good name. The task of the top management of the company in the first place is to ensure that the company's activities meet the expectations of all stakeholders. And also, managers should not ignore and save time and costs for creating a reputation management system. It should be noted that the need to care about their reputation is always important. Reputation management allows the company to reduce the time to gain and maintain the trust of stakeholders, allows to save on advertising and promotions, helps them to succeed in competition, is the factor of patriotism, personnel, stimulates the attractiveness of the business for investment. It is obvious that the company's reputation is a multifaceted and complex concept. All its components are interconnected and only in the complex can provide a proper impression of the company.

It should not be forgotten that at the company that decides to implement the reputation management system should strive to create not just a good reputation, but a better reputation. Reputation cannot be formed from scratch. To achieve a positive reputation, the company must have really significant advantages and achievements that lay the Foundation for the reputation. The process of formation of reputation requires a long time and significant investments. This is a constant, very difficult process that cannot be insured against threats, losses and risks. It is necessary to create reputation of the company continuously, systemically, in a complex, professionally, technologically. After that, the good name of the company will bring a lot of revenue – the money that people will pay for the guarantee, backed by reputation.

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ҰЙЫМНЫҢ РЕПУТАЦИЯЛЫҚ МЕНЕДЖМЕНТІН ДАМЫТУДЫҢ СТРАТЕГИЯЛЫҚ БАСЫМ БАҒЫТТАРЫ

Аннотация. Мақаланың *мақсаты* - ұйымды басқарудағы репутациялық менеджменттің рөлін зерттеу және оны іске асыру бойынша ұсыныстар жасау.

Зерттеу әдістері. Зерттеудің әдіснамалық және теориялық негізі ретінде репутациялық менеджментті қалыптастыру және дамыту бойынша отандық және шетелдік ғалымдардың ғылыми еңбектері қарастырылды. Қойылған міндеттерді шешу мақсатында зерттеудің жалпы ғылыми әдістері, оның ішінде аналитикалық әдіс, теория, кешенді экономикалық талдау әдістері, ғылыми абстракция, салыстыру және аналогия тәсілдері және жүйелік тәсіл әдістері қолданылды.

*Нәтижелері.*Репутациялық менеджментке анықтама берілді. Репутациялық менеджменттің құрылымы, оның қалыптасу және даму кезеңдеріне сипаттама берілді.

Қорытынды және талқылау. Негізгі қорытындылар мен практикалық ұсыныстарды осы тақырып бойынша зерттеулерді одан әрі тереңдету мақсатында әдіснамалық негіз ретінде қолдануға болады.

Түйін сөздер: репутация, репутациялық менеджмент, онлайн репутация, стэйкхолдерлер.

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СТРАТЕГИЧЕСКИЕ ПРИОРИТЕТЫ РАЗВИТИЯ РЕПУТАЦИОННОГО МЕНЕДЖМЕНТА ОРГАНИЗАЦИИ

Аннотация. *Целями* данной статьи является исследование, обоснование роли репутационного менеджмента и дать рекомендации по ее внедрению в управлении организацией.

*Методы исследования.*Методологической и теоретической основой исследования явились научные труды отечественных и зарубежных ученых по вопросам формирования и развития репутационного менеджмента. В целях решения поставленных задач были использованы общенаучные методы исследования, включая аналитический метод, методы теории, комплексного экономического анализа, приемы научной абстракции, сравнения и аналогии, и методы системного подхода.

*Результаты.*Раскрыта сущность репутационного менеджмента. Описана структура и приведены этапы формирования и развития репутационного менеджмента.

Выводы и обсуждение. Основные выводы и практические рекомендации могут быть использованы в качестве методической основы для дальнейшего углубления исследований по данной тематике.

Ключевые слова: репутация, репутационный менеджмент, онлайн репутация, стэйкхолдеры.

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NEW TRENDS IN THE TECHNOLOGY OF MARKETING RESEARCH

Abstract. Modern organizations that operate in a complex socio-economic environment must constantly create and implement various kinds of innovations to ensure their effectiveness in the market economy.

The development of organization takes place through the development of a variety of innovations. The main ones are first of all, the search and collection of the necessary information for the competitive environment. That is why organizations need to identify innovative methods of collecting marketing information. The quality, speed and representativeness of research determine the correctness of decision-making and the functioning of the organization, so it is very important to use the most effective methods of their implementation.

This scientific article discusses new methods that are used in the marketing research. The paper analyzes and describes the most popular modern methods of the marketing research according to the opinion of marketers, such as research in online communities, the study of social networks, and analysis of big data.

Key words: marketing, marketing information, collection of methods, the organizations, marketing research, an online communities, a social media analysis, a big data analysis.

Introduction. At present one of the necessary conditions for the effective activity of any business entity is the active use of marketing tools in achieving their social and economic goals. The marketing tools allow effectively deal with the issues related to the creation, distribution and consumption of goods and services thus it helps to "stay afloat" in a fairly turbulent market environment. Having the greatest creative component and variability marketing as a science and as a type of activity enables management personnel to design adaptive marketing technologies to solve any socio-economic problem of the organization.

The growth of production and consumption, increasing in competition, and desire of enterprises to take a certain share in the market have led to the need of using the basics of marketing in the development of strategies and methods of managerial decision-making. A marketing research is an integral part of marketing in the context of market analysis, information gathering, problem identification, development of solutions.

Topicality of the research. Each organization, regardless of its form of ownership, size, type of activity, uses the marketing research technologies in its work. But most of them use traditional methods like survey, questioning, focus group method, etc.

Today it is necessary to systematize the directions of development of new technologies of the marketing research that meet modern conditions, as well as their development, adaptation and application. This problem is especially acute for organizations intending to enter the market because it is necessary to determine the capabilities of the company in this market, to develop a strategy for its development, and to assess the resources and tactics. At each of these stages, management is faced with the problem of decision-making, and the use of modern technologies of the marketing research reduces the risk of error.

The marketing research technologies can be used at various stages of product or project development, affect all areas of the organization, analyze both internal and external factors, so the use and development of modern technologies of the marketing research allows organizations to improve their market position, strengthen competitive positions [1] .

Today in Kazakhstan there are technical opportunities for using and application of modern technologies of the marketing researches, but unwillingness, and often inability to apply technologies of the marketing researches lead to refuse of using of this tool that causes intuitiveness of the Kazakhstan business and increases probability of adoption of erroneous decisions.

Thus, there is a need to systematize technologies of marketing research of the consumer market, to determine the directions of their development, adaptation of existing technologies to the conditions of Kazakhstan, as well as the development of new ones, taking into account modern conditions. These circumstances determine the importance of the studying new technologies of the marketing research.

The marketing research is a kind of sociological research focused on studying the market situation, desires, preferences and behavior of consumers and other market players. In practice, it consists of a system search, collection and analysis of information in order to make the right management decisions in the field of production and selling of the company's products. The purpose of any marketing research is on the one hand, ultimately to form the strategy and tactics of the company taking into account the existing and potential factors and market conditions, and on the other side its position and prospects. At the same time, the essence of the study is traditionally not to establish some absolute truth, but to reduce the level of uncertainty of the market situation, especially in the long-term forecast. On the basis of well-conducted research, the company is able to reduce business risks and possible losses. A special demand for such research arises where the market is in surplus and the advantage has the buyer not the seller.

During conducting the marketing research, several groups of tasks are solved at once: search: collecting, filtering and sorting information for further study; descriptive: identifying the essence of the problem, structuring it and identifying all the factors involved; casual: finding the connection between certain factors and the problem identified; test: approbation of the found ways or mechanisms for solving a marketing problem; predictive: prediction of the future market situation [2].

The marketing analysis provides important and relevant information about current market situation, how effectively the company promotes its products, helps to choose the right promotion strategy, possible directions of business development.

The marketing research is necessary in the following situations: to make key marketing decisions. First of all, research is needed to collect objective information about the market situation when the company launches new large-scale projects, in case of entering a new market (geographical or commodity), if a large advertising campaign is to be launched. When owners and managers decide to make huge investments they must be fully confident in the effectiveness of investments. In the framework of such research, market assessment, competitor analysis, and the study of channels and methods of promotion are carried out. This kind of research also may include the development of a new product or service. In this case, the research task will be to find new ideas, insights, market niches and unsatisfied needs of the customers.

This type of research is used to assess the effectiveness of activities. During the research it is possible to assess the dynamics of sales, the level of brand awareness, loyalty and customer satisfaction, competitive positions, the perception of the company's image. Also it is used to solve the problem. Very often, companies conduct marketing research when there are some problems in business such as sales level are falling, consumers are leaving, competitors are attacking - in order to create an anti-crisis strategy of activity.

To understand whether a company requires market research 5 key questions need to be answered. If the answer to 3 of them is positive, the need for research is obvious. Is there a serious problem that requires information about the market, consumers and competitors? Is there a shortage of information for making a risky marketing decision? Is information needed to assess the effectiveness of decisions that have been already made (in addition to internal information)? Is the company willing and able to change its marketing policy based on the results of the research? Is there enough time for research? [3].

Results. The manager or owner should initially understand that the result of the research is not material values that can be immediately credited to the company's assets, but this information, which can give a real economic effect from the use of assets in the future.

The choice of a particular variant of the marketing research depends on the goals and objectives of a particular company: the market research in general, the study of consumer behavior, product research, study of the competitive environment, the study of suppliers and partners, the study of prices, the study of channels and methods of sales promotion, sales research and audit of retail trade, advertising research. The global market for the market research is growing rapidly. According to the European Society of Marketing Research Professionals (ESOMAR), it has grown almost 150 times in the last 20 years of the last century. This growth continues today. In 2017 the market increased by 26% compared to 2010 reaching 43 billion dollars [4].

At the end of 2013, there was conducted a survey of the market research participants by GRIT. During the survey respondents were asked what a new research methods they were using in their practice and what a new methods they were considering. As a result, the most popular methods of the marketing research were identified, such as:

1. An online community
2. A mobile surveys
3. A social network analysis
4. A text analysis
5. A big data analysis

This list has remained almost unchanged over the past few GRIT studies. The online communities, mobile surveys, social media analysis and text analysis have already reached the level of "universal" approval, and most market participants in their market research report they have been seriously considering their application or they have been already using them in practice.

Ethnographic and high-quality mobile research is also steadily developing after mobile surveys, indicating that more and more researchers are choosing a mobile channel for the research, and this is an encouraging factor, given the increasing technological and socially-oriented trends due to large-scale population growth worldwide mobile networks [5].

The gamification studies remain the category that researchers consider to use more often than they are used in practice. They have among other reasons a lack of simplicity in scaling up relevant survey design and data acquisition systems. If any software provider can launch a platform that allows creating “research games” with the same ease with which even the most complex of surveys are developed, then it can be expected that the actual usage of such methods will start to grow.

The whole range of methods used in research with the measurement of the subconscious reactions of respondents: face scan, analysis of biometric data and neuromarketing - still remains at the bottom of the list with rare references to use or viewing. Particularly surprising are the indicators for face scanning, which are given in the many different projects outside the scope of marketing research, such technology is used by companies like as Apple, Google, Intel and Dell (and others) announcing the beginning of the era of introducing face scanning technology into the learning process of opinions and wishes of consumers.

The volume of sales of goods depends not only on the quality of the goods and the intensity of its market promotion. To a large extent, this is also influenced by the quality of service of a potential consumer in a specific outlet. A person (a man) is often more susceptible to the negative. And because of this - illiteracy, inattention, and ruder salesperson in terms of their impact on the buyer are fully capable of outweighing all previous advertising efforts. As a result a lost client is both a lost profit and a worsening in the company's image. To identify such cases, the “secret customer” method is used. The essence of the method lies in the fact that the inspector comes to the supervised store under the guise of an ordinary buyer. He/she can make a purchase, use the service, or simply ask the seller to advise him/her on a particular product. In some cases, the work of a “mysterious buyer” may consist in actions according to standard or specially prepared scenarios - “capricious buyer”, “conflicted client”. According to the visit of the mysterious buyer results there is made an assessment of the quality of the staff’s work with clients. If necessary such factors as the layout and availability of the product, its availability in the required quantity and so on are also evaluated. Thus, this method allows the market researcher quickly identify shortcomings, to analyze them and take timely measures to eliminate them.

Apart from the fact that the “mysterious buyer” campaign is a convenient marketing research tool it also serves to increase the level of working motivation of sellers, consultants, and managers. The fact of the possibility of anonymous verification is a good incentive for the staff to be constantly “in good shape”. The method is also used to collect information about the activities of competitors and to solve other more less significant tasks [6].

No matter how the marketing technologies change its essence always remains the same: to make as many consumers as possible see the seller's goods. However, new technologies and strategies can significantly increase the effectiveness of marketing, especially if sellers start using them before their competitors.

The main modern trend of the marketing research is of course internetization and digitalization. The marketing research is increasingly going on the Internet. This main trend is associated with the emergence of the big data. The big data is a huge amount of data that is accumulated by marketing agencies, for example, in the course of panel studies, as well as range of data about the consumer, which are available to Internet providers, mobile operators, etc. On the agenda is how to organize work with this big data to obtain information about the consumer and his behavior. In connection with these trends, the structure of marketing agencies is changing. More and more specialists in the field of digital technologies are required. Large Internet companies are entering the field of marketing research, creating a new kind of competition. A lot of information requires new approaches to their processing and analysis. On the one hand, it requires the synthesis, integration and integration of disparate data, so-called data fusion. On the other hand, data from one source or single source is of great interest when we receive different streams of information from one respondent. On the one side, clients demand from us more and more volumes of information, with the other – simplifications, i.e. more simple and visual forms of its representation. In general, customer requirements are tightened. They want more, faster and for less money. First of all, customers want to see a business partner, consultant, and not just a data provider in an agency. In this regard, modern market research institutions are developing fact-based consulting, i.e., to some extent they are entering the field of business consultants. To do this, the market researchers need to know the customer's industry and market better. In this sense, the role of marketing research for customers is growing. In addition, clients want to receive from not just the results of individual research methods, but a comprehensive solution to their problems.

Today, customers are increasingly asking for our forecasts: how sales will change, whether the launch of a new product will be successful. In addition, they increasingly seek direct communication with respondents.

Another trend in the development of the marketing research is the glocalization and development of the new markets. This trend is contradictory as follows from its definition. On the one hand, more and more decisions about marketing research are being made globally at our clients' headquarters. Digitalization of the marketing research reinforces this trend. Online surveys for example are conducted by passing a local research company. On the other hand, consulting cannot but be conducted at the local level, but rather can only be carried out at the local level.

In this regard, despite the global development of digital technology, there will always be niches for traditional research methods such as face-to-face, telephone surveys, in-depth interviews and focus groups.

The latest trend is "hypertrophied" concern for the preservation of personal data. Today, no large project starts without a detailed study of the issue of preserving personal data. This trend is also caused by the digitalization of our lives and will greatly influence our market. Every year mass production is increasingly trying to individualize products - from Coca-Cola to shoes. For many companies, this means that customers must interact with them through channels that are specifically set up for them: for example, to receive personalized emails or to communicate with the chat bot of the company [7].

In accordance with the main trend, the key methods of the marketing research today are developing in the field of digital technologies. First of all, these are online polls, which, however, have already turned from innovative to everyday use. Today the share of online surveys in the world is more than double the proportion of personal interviews. In Kazakhstan there are more personal interviews but the trend is the same. Anyway this is the end of a great era of personal interviews.

Today each large company has its own online panel of respondents who have agreed to participate in online surveys. Online surveys are ideal for surveys of target groups for advertising tests, advertising tracking, product testing, loyalty research and price research.

It is known that the main disadvantage of online surveys is the lack of representativeness. Today there is a question about creating representative online panels with off-line recruit in accordance with the structure of the population.

Speaking about digital technologies, it should be said about such a method of data collection as CAPI. Today tablets are mainly used for this purpose. They do not only allow the researchers to conduct surveys that are impossible to conduct without a computer, but also make it possible to collect data at the time of commission by the respondent of certain actions, are important to the research, for example, at the time of purchase, communication with staff, product selection, etc.

A relatively new direction in the field of digital technologies is high-quality online research in blogs and forums. Companies today use social media as a source for a stream of boring and monotonous content that most users simply ignore. Social networks need to be personalized, too, and new tools from Facebook and other popular networks will make the process easier next year. Content is still the main weapon of the marketer on the Internet, but the type of content that is most popular among users is changing. While traditional text forms of content, such as blogs, reviews, social media posts and e-books, will continue to be relevant, the hottest content trend will be video in 2019[8].

A number of new research methods are related to the study of consumer behavior on the Internet, both on stationary and mobile devices. Such programs as Leo trace, allow the researcher to track all the behavior of the Respondent on the Internet.

Chat bots and artificial intelligence will enter the mainstream. Chat bots today offer users standardized answers to frequently asked questions, but very soon they will be able to pick out information for each specific user who accesses them more precisely. Imagine if your client will be able to communicate with artificial intelligence that will know all about his preferences and strive to please the buyer [9].

Another new direction in the field of digital technology is the study of user experience. This method will become more important and today lies at the heart of marketing in almost any industry. This aspect has always been important for business, but this year and especially next year, more and more entrepreneurs will focus on customers to create unique marketing strategies and transformations in their digital advertising campaigns.

Today the consumer is faced with numerous gadgets, ranging from a computer and a mobile phone to a washing machine. The main requirement of the consumer becomes the functionality and ease of use of the device. User Experience is a qualitative study in which the respondent uses this or that gadget, and the seller technically captures his/her behavior, watching his/her actions and interrogating him/her. In brand studies, more and more attention is paid to identifying the brand Respondent which is so-called “me brand”. For this purpose, for example, associative methods are used to study consumer relations with the brand so-called “metaphor of the relationship with the brand”.

The methods of research of direct reaction of the Respondent to these or those events, including so-called "body answers" are actively applied today.

With the help of eye trackers, the visual reaction of the Respondent to the product or its location in the store is monitored. In advertising research is monitored galvanic skin reaction. There is used more and more in practice applied research of emotions.

Conclusion. In recent years, marketers have mainly sought to overtake each other: to quickly suggest the consumer a special offering, to respond quickly to the trend or to be the first to use a new popular song in advertising. However, in the future, marketing campaigns will need to focus not on speed, but on choosing the right time to send certain messages to customer groups.

Many analysts believe that today there is not an evolution, but a revolution in the marketing research. First of all, it is associated with the rapid development of digital technologies, but not only. The attitude towards understanding of consumers is changing. From individual studies, we are increasingly moving to a comprehensive solution. Marketing researcher becomes not just an information provider for a client, but a consulting partner.

The methods of data collection and analysis are changing in a revolutionary way. There has been changing interaction with respondents. From simple respondents they are increasingly becoming participants in the study.

Therefore, our Kazakhstan businessmen need to master digital technologies, understand the client’s tasks and better understand the consumer. In order to get the most out of many trends of the last years and correctly integrate new marketing technologies, marketing managers should be well versed in data and computer technologies or at least have reliable advisers in this area. Studies show that 4 out of 5 companies today are hiring or are planning to hire marketing technology specialists.

Converting analog business to digital will now be as much a marketing task as IT task. The task of marketing will be to clearly show customers how exactly your company is changing and what a new digital projects it is starting.

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НОВЫЕ ТРЕНДЫ В ТЕХНОЛОГИИ МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ

Аннотация. Современные организации, функционируя в сложной общественно-экономической среде, должны постоянно создавать и внедрять различного рода инновации, обеспечивающие их эффективность в рыночной экономике. Развитие организаций происходит путем освоения разнообразных инноваций. Основными из которых являются прежде всего – поиск и сбор необходимой для конкурентной среды информации. Именно поэтому организациям требуется выявлять инновационные методы сбора маркетинговой информации. От качества, скорости и репрезентативности исследований зависит правильность принятия решений и функционирование организации, поэтому очень важно при их проведении использовать наиболее эффективные методы при их проведении.

В данной научной статье рассматриваются новые методы используемые при проведении маркетинговых исследований. В работе проанализированы и описаны наиболее популярные современные методы маркетинговых исследований по мнению маркетологов, такие как исследования в онлайн-сообществах, исследование социальных сетей, анализ больших данных.

Ключевые слова: маркетинг, маркетинговая информация, методы сбора, организации, маркетинговые исследования, онлайн-сообщества, анализ социальных сетей, анализ больших данных

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HARMONIZATION ISSUES OF LEGISLATION OF THE REPUBLIC OF KAZAKHSTAN IN CONFORMITY WITH THE NORMS OF THE WORLD TRADE ORGANIZATION IN THE FIELD OF PHYTOSANITARY SECURITY

Abstract. Each new member joining the World Trade Organization should follow the established principles on unification and harmonization of national legislation. Due to the accession of Kazakhstan to the World Trade Organization, a large-scale modernization of the legal framework in the field of food products quality and safety regulation began in order to harmonize with the laws of the world community, as well as taking into account new scientific data in the field of its safety. Due to the entry of Kazakhstan into the World Trade Organization, the question of protecting the territory of the republic from the penetration of pests that are missing from us has become acute. The probability of penetration into the territory of the republic of quarantine objects and their distribution is quite high.

Noting the contribution of scientific developments of domestic scientists in the field of legal agrarian science, we can say that there is still no comprehensive work devoted to legal problems in the field of phytosanitary support of the Republic of Kazakhstan. Many of the conceptual problems of the country's phytosanitary security in the context of the entry of the World Trade Organization have not received sufficient reflection and practical solutions. In this regard, the relevance of the study, both from the standpoint of theory and based on the needs of practical application, is obvious.

The purpose of the article is to conduct a comprehensive study of the legal problems of harmonizing the legislation of the Republic of Kazakhstan in accordance with the standards of the World Trade Organization in the field of phytosanitary security and developing scientific and practical recommendations aimed at improving legislation.

Keywords: World Trade Organization, SPS, phytosanitary security, phytosanitary measures, harmonization.

Introduction

As part of a market economy, Kazakhstan continues to improve the regulatory legal framework in order to eliminate barriers in the world's trade space. The Republic of Kazakhstan continues to bring legislation in compliance with the World Trade Organization standards, including in the areas of technical regulation of sanitary and phytosanitary measures.

There are concerns about the import of imported goods that pose a danger to the life and health of consumers. In this regard, it is necessary to strengthen customs control, including the problems of phytosanitary control that we are affecting.

As is known, the main regulatory and legal acts in the field of ensuring the harmonization of legal acts in the field of sanitary and phytosanitary security in Kazakhstan are:

-Treaty on the Eurasian Economic Union of May 29, 2014;

- Decision of the Commission of the Customs Union of April 7, 2011 No. 625 “On ensuring the harmonization of the legal acts of the Customs Union in the application of sanitary, veterinary and phytosanitary measures with international standards”;

- Decision of the Commission of the Customs Union dated June 22, 2011 No. 721 “On the application of international standards, recommendations and guidelines”;
- Decision of the Board of the Eurasian Economic Commission dated November 6, 2012 No. 212 "On the Regulations on a single procedure for the examination of the legal acts of the Customs Union in the implementation of sanitary, veterinary and phytosanitary measures"
- Decision of the Board of the Eurasian Economic Commission of March 5, 2013 No. 31 “On ensuring transparency in the process of adopting acts of the Eurasian Economic Commission in the field of sanitary, phytosanitary quarantine and veterinary-sanitary measures” [1].

Methods

Structural analysis method, analysis of the method of analysis, the analysis of the historical method, etc.

Results

On May 29, 2014, the Treaty on the Eurasian Economic Union, which is the basic document of all Eurasian integration, was signed and entered into force in Kazakhstan. This legislative base requires that products that circulate in the territory of the Eurasian Economic Union comply with the established technical regulations, as well as sanitary and phytosanitary (SPS) requirements established as technical regulations.

Taking into account the factors of a single customs territory and economic space, further unification and harmonization of Eurasian and national legislation, including sanitary and phytosanitary standards, is required.

Legal regulation includes instruments of prohibition or restriction on the import (export) of goods that do not meet the established requirements. In particular, trade (including importation and turnover in the domestic market) of products in the territory of the Republic of Kazakhstan may be restricted or prohibited if the products in question do not meet these requirements.

The member states of the Eurasian Economic Union agreed to harmonize the policy and regulatory system in the field of phytosanitary regulation and express their desire to intensify cooperation in this area within the Eurasian Economic Union. Harmonization should become an instrument to ensure uniform requirements for the circulation of goods in the territories of the member states of the Eurasian Economic Union in the field of phytosanitary regulation, through the general regulations of the Eurasian Economic Union. These regulations are applied directly on the territory of Kazakhstan without the need to apply separate national legislation [2].

The agreement on sanitary and phytosanitary measures of the World Trade Organization is aimed at protecting the life and health of humans, animals or plants [3].

This agreement on the application of sanitary and phytosanitary measures entered into force on January 1, 1995. The agreement regulates the basic rules of food safety and standards of animal health, as well as plants.

The legislative bodies of the republic are conducting research to achieve safe trade regulation. The World Trade Organization to achieve a balance between free trade and human rights, to take domestic measures to protect the life or health of people, animals or plants is governed by the Agreement on the Application of Sanitary and Phytosanitary Measures [4].

The parties to the Eurasian Economic Union should, in accordance with Article 5 of the WTO SPS Agreement, ensure the implementation of sanitary, veterinary and phytosanitary measures based on risk assessment (as appropriate) to human, animal or plant health and in accordance with international standards.

In accordance with the WTO SPS Agreement, “member countries should base their sanitary or phytosanitary measures on international standards, guidelines or recommendations”.

SPS measures should be based on a scientific basis of risk analysis [5]. For example, in the countries of the European Union phytosanitary legislation increasingly relies on science [6].

In order to create equivalent systems of official food control in all member countries, the WTO considered it necessary to introduce a harmonized system of general rules at the international level governing such control. To ensure a global and uniform approach to official control, the global trading system must raise food standards so that consumers around the world are served.

Sanitary, veterinary, sanitary and phytosanitary requirements and procedures applied in order to:

1. Protecting life and health of humans and animals from the risks arising from the addition of pollutants, toxins or pathogens in food, beverages, feed and other products;

2. Protecting the life and health of animals and plants from the risks arising from the penetration, rooting (fixing) or spread of quarantine importance for States Parties of pests of plants, pathogens of plants and animals, plants (weeds), disease-causing or pathogens organisms;

3. Protecting life and human health from the risks arising from diseases carried by animals, plants, or products from them; preventing or limiting other damage caused by the penetration, rooting (fixing) or spread of quarantine significance for States Parties of pests of plants, pathogens of diseases of plants and animals, plants (weeds), pathogens, including in the case of transfer or spread by animals and (or) plants, with products, goods, materials, vehicles.

The main purpose of the SPS is to provide access to markets, this can be an obstacle to domestic policies that manipulate the terms of trade of the country [7].

Parties harmonize national (state) standards and ensure compliance with the following principles:

a) voluntary application of standards;

b) openness and publicity of standards development processes;

c) availability of national (state) standards, information on the procedure for their development, adoption (approval) and publication;

d) the use of international standards as a basis for the development of draft national (state) standards, except in cases where such documents do not meet the objectives of technical regulation, including due to climatic, geographical factors or technological problems;

e) the inadmissibility of the adoption (approval) of standards that contradict the technical regulations of the Eurasian Economic Union [8].

SPS measures include all relevant laws, decrees, regulations, requirements, and procedures governing inter alia: 1) end product criteria; 2) processes and production methods; 3) testing, inspection, certification, and approval procedures; 4) quarantine requirements including relevant requirements associated with the transport of animals or plants, or with the materials necessary for their survival during transport; 5)provisions on relevant statistical methods, sampling procedures, and methods of risk assessment; and 6) packaging and labeling requirements directly related to food safety [9].

The fundamental principles of the SPS Agreement is the introduction of SPS measures based on scientific principles and to prevent the introduction without sufficient scientific justification [10].

Kazakhstan has demonstrated a progressive approach to phytosanitary measures [11]. Currently, the main laws in the field of sanitary and phytosanitary measures in Kazakhstan - the laws of the Republic of Kazakhstan “On sanitary-epidemiological welfare of the population”, “On plant quarantine” - comply with the rules of the Agreement on the application of sanitary and phytosanitary measures. Accordingly, the achievement of a high level is a necessary attribute for the further development of the state [12]. Improving the legal framework of phytosanitary security is aimed for ensuring food security of the Republic of Kazakhstan. therefore

for the grain, Kazakhstan has already begun to face overproduction, similar can happen to other types of agricultural products. Farmers should provide Kazakhstani with quality products and supply competitive products to the markets. In his annual message, the President of the Republic noted that the domestic market of the country for a number of positions begins to lose the increasing expansion of grocery imports. It has a lot of cheap imported sausage, in a "beautiful" package, which is much inferior in quality to the domestic one. An analysis of dairy products was also conducted. It turned out that Kazakhstan is delivered to forty-five per cent of the butter, powdered and condensed milk - up to eighty percent. In the meantime, Kazakhstani producers fully provide the country's population with raw milk and meat. But the country is lagging behind processing, which has proved to be uncompetitive [13].

Conclusion

The issues of harmonization with the provisions of the Agreement on the Application of Sanitary and Phytosanitary Law Enforcement Practices in the Field of Veterinary Medicine and Plant Quarantine remain the most problematic aspect. In particular, the modernization of the material and technical base of the laboratories, the harmonization of sanitary-epidemiological, veterinary and quarantine rules and norms with international standards are being carried out in order to fulfill the requirements of the Agreement on the application of sanitary and phytosanitary measures.

Based on the study, it is possible to formulate the following suggestions and recommendations:

1. The issues of ensuring the harmonization of legal acts in the application of sanitary, veterinary and phytosanitary measures with international standards are still not resolved, therefore a comprehensive analysis of legislation in the field of phytosanitary security is necessary.

2. It is necessary to strengthen the control function of the Eurasian Economic Commission.

3. Requires synchronized activities of customs and phytosanitary control bodies in the states of the Eurasian Economic Union.

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ДҮНИЕЖҮЗІЛІК САУДА ҰЙЫМЫНЫҢ НОРМАЛАРЫНА СӘЙКЕС ФИТОСАНИТАРЛЫҚ ҚАУІПСІЗДІК САЛАСЫНДАҒЫ ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЗАҢНАМАСЫН ГАРМОНИЗАЦИЯЛАУ МӘСЕЛЕЛЕРІ

Аннотация. Дүниежүзілік сауда ұйымына мүше болып кіретін әрбір жаңа мемлекет ұлттық заңнаманы унификациялау мен гармонизациялау кезінде онымен бекітілген қағидаттарды сақтауы міндетті. Қазақстанның Дүниежүзілік сауда ұйымы құрамына енуімен бүкіл әлемдік заңдармен гармонизациялау мақсатымен, сондай-ақ оның қауіпсіздігін қамтамасыз ету саласындағы жаңа ғылыми деректердің есебімен азық түлік, өнімінің қауіпсіздігі мен сапасын реттеу саласындағы заңнамалық базасын көлемді модернизациялау басталды. Қазақстанның Дүниежүзілік сауда ұйымына мүше болып кіруіне орай республикада жоқ қауіпті ағзалардың өтуінен ҚР-ң аумағын қорғау мәселесі пайда болды. Қазақстанаумағына карантинді объектілердің енуі мен олардың таралу ықтималдығы өте жоғары.

Заманауи аграрлы-құқықтық ғалымының көптеген тұжырымдамалық мәселелері жеткілікті дәрежеде негізделмеген және тәжірибелік шешімін таппаған. Еліміздің Дүниежүзілік сауда ұйымына мен Еуразиялық Экономикалық Одаққа кіру жағдайындағы фитосанитарлық қауіпсіздікті қамтамасыз етудің құқықтық мәселесіне арналған кешенді жұмыстың жоқ екендігін айтып өту қажет. Дүниежүзілік сауда ұйымына мүше болуы жағдайындағы фитосанитарлық қауіпсіздіктің көптеген тұжырымдамалық мәселелері жеткілікті түрде зертелмеді және тәжрбиелік шешімін таппады. Осыған байланысты зерттеудің өзектілігі теория тұрғысынан да, тәжірбиеде қолдану қажеттілігіне негізделгені анық.

Мақаланың мақсаты Дүниежүзілік сауда ұйымының фитосанитариялық қауіпсіздік саласындағы стандарттарына сәйкес Қазақстан Республикасының заңнамасын горманизациялаудың құқықтық мәселелерін жан-жақты зерделеу және заңнаманы жетілдіруге бағытталған ғылыми-тәжірибелік ұсыныстарды әзірлеу болып табылады.

Түйін сөздер: Дүниежүзілік сауда ұйымы, СФК, фитосанитарлық қауіпсіздік, фитосанитарлық шаралар, гармонизация.

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ВОПРОСЫ ГАРМОНИЗАЦИИ ЗАКОНОДАТЕЛЬСТВА РЕСПУБЛИКИ КАЗАХСТАН В СООТВЕТСТВИЕ С НОРМАМИ ВСЕМИРНОЙ ТОРГОВОЙ ОРГАНИЗАЦИИ В СФЕРЕ ФИТОСАНИТАРНОЙ БЕЗОПАСНОСТИ

Аннотация. Каждый новый член вступивщий в Всемирную Торговую Организацию должны соблюдать установленные принципы при унификации и гармонизации национального законодательства. В связи с вступлением Казахстана в Всемирную Торговую Организацию началась масштабная модернизация

законодательной базы в области регулирования качества и безопасности пищевой продукции с целью гармонизации с законами мирового сообщества, а также с учетом новых научных данных в области обеспечения ее безопасности. В связи со вступлением Казахстана в ВТО остро встал вопрос охраны территории республику от проникновения отсутствующих у нас вредных организмов. Вероятность проникновения на территорию республики карантинных объектов и их распространение достаточно велика.

Отмечая вклад научных разработок отечественных ученых в области аграрно-правовой науки, можно констатировать отсутствие до сих пор комплексной работы, посвященной правовым проблемам в области фитосанитарного обеспечения Республики Казахстан. Многие концептуальные проблемы фитосанитарной безопасности страны в условиях вхождение Всемирную Торговую Организация не получили достаточного осмысления и практического решения. В этой связи актуальность проведенного исследования, как с позиции теории, так и исходя из потребностей практического применения, очевидна.

Целью статьи заключается в комплексном исследовании правовых проблем гармонизации законодательства Республики Казахстан в соответствие с нормами Всемирной Торговой Организации в сфере фитосанитарной безопасности и выработка научно-практических рекомендаций, направленных на совершенствование законодательства.

Ключевые слова: Всемирная Торговая Организация, СФС, фитосанитарная безопасность, фитосанитарные меры, гармонизация.

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INSTITUTE OF PATERNITY AS COMPONENT OF THE INSTITUTION OF THE FAMILY: HISTORICAL AND LEGAL ASPECT

Abstract. Modern understanding of a phenomenon of paternity is caused by social, political, information influences that makes direct impact on styles and forms of family as public institute, predetermines social practicians of education, and, therefore, designs new understanding of paternity.

The modern understanding of the phenomenon of paternity due to social, political, informational influences, which has a direct impact on the styles and forms of the family as a public institution, predetermines the social practices of education, and, therefore, constructs a new understanding of fatherhood.

The Institute of Paternity in its modern sense has come a long way of becoming and developing. In order to understand its modern essence and content, it is necessary to trace the causal relationships of its formation. Therefore, it seems objectively necessary to consider the formation of this institution in the historical and legal aspect at different stages.

The analysis of various historical and legal monuments of human thought allows us to conclude that paternity as a separate element of family relationships is not specifically highlighted anywhere, about the father and his functions of maintenance, family support, parenting is not specifically fixed. For the most part, in ancient legal acts, the family was considered as a whole. The father’s role was meant as a matter of course, the conscious state of the man - the breadwinner and the caregiver. Such a man’s role was determined not only by his social position, customs and traditions, upbringing, but also religious dogmas.

Keywords: paternity, legal status of the father, family constitutional law, equality.

Introduction

Kazakhs throughout the history of existence and development of the basic social relations were regulated by the rules of customary law. Sources of customary law of the Kazakhs were:

- oral custom (adat or zan);
- the practice of a biy court or a judicial predecessor;
- the position of the congress biys (erezhe).

It should be noted that attempts were made repeatedly to codify customary law, namely, the Establishment of Kasym Khan in the first half of the 16th century and Yesim Khan in the 17th century. Better known is the codification of customary law undertaken during the reign of Tauke Khan at the end of the seventeenth century, known as “Zhety Zhargy” (seven rules). In all codifications, an important place was given to family and marriage relations. The codes governed marriage and divorce, the rights and duties of spouses, and the property rights of family members.

The customary law of the Kazakhs was the object of study by Russian scientists, since “Kazakh lands were rather early in the sphere of interests of Russia and already in the XVIII century partly as part of the empire, so the study of the culture of the Kazakhs began relatively early. As a consequence, by the beginning of the 20th century Russian researchers and representatives of the local intelligents have accumulated and summarized considerable factual material covering various aspects of the nomadic life and ritual life of the Kazakhs" [1]. Nazarov F., Bronevsky N., Levanevsky M., Arandarenko G. A., Zavatsky A., Plotnikov V., Dobromyslov A., Grodekov are among such pre-revolutionary Russian scientists who made a significant contribution to the study of the customs and traditions of the Kazakh people. N., Makovetsky P.E., Samokvassov D.Ya.

After the revolution, the customary law of the Kazakhs was studied by a group of talented Soviet scientists, such as S.L. Fuchs, L.F. Balluzek, T.M. Kulteleev, S.Z. Zimanov, A.N. Taukelev, Z.ZH. Kenzhaliev, K.A. Zhirenchin and others.

It should be noted that all researchers, both pre-revolutionary and Soviet, considered the Kazakh family mainly from the point of view of its general characteristics, as well as property issues and problems of inheritance of family property.

Methods

Structural analysis method, analysis of the method of analysis, the analysis of the historical method, etc.

Results

"In her domestic situation, a Kazakh woman was freed from many degrading issues that fell on the shoulders of women among sedentary peoples in Central Asia, for example, from the burqa, seclusion, and haggling in the harem. However, this slight softening of the slave, disenfranchised position of a woman, caused by the Kazakhs to the conditions of a cattle breeding farm, does not mainly change her position as an object of property. Daughters - the wealth of their parents. Being sold for a slaughter husband, they constitute the property of the husband, which after his death is inherited by his brothers" [2, p. 185-187].

According to the famous researcher and the expert on the Kazakh common law S.Z. Zimanov "… rules of exogamic family were followed, … in general was forbidden to take in the wife of girls from families some kind of up to the seventh knee … With crushing and a shrinking of childbirth and their resettlement in parts among other childbirth observance of rules of exogamic family was not difficult business" [3, p. 69-70]. This rule remains to this day at the conclusion of marriages that is, in our opinion, absolutely true.

According to tradition, marriage was considered not just as a union of two people, but as a long-term union of two family-related groups, continuing even in the event of divorce or death of one of the spouses. Therefore, during marriage, the determining factors were social and national-religious affiliation of the bride and groom families.

Traditional Kazakh customs that have a clear pre-Islamic origin include marriages by the right of levirate («amengerlic») and sororat («baldyz alu»).

Amengerlic is the marriage custom of the Kazakhs, according to which the widow had the right or was obliged to remarry only with the closest relatives of her deceased husband, first of all with his brother. Amengerlic was one of the means of continuing the lineage of the deceased by close relatives.

The right of amengerlic in relation to even the bride passed to the brother or closest relative in the event of the death of the groom [4, p. 356].

"The meaning of Amengerlic was as follows: ... In the steppe, as you know, living conditions were extremely harsh, and it was almost impossible for a widow to live alone with young children. Kazakhs lived by cattle breeding, constantly migrating from one locality to another, and male power played a primary role here. Without a strong male shoulder, without a breadwinner and a defender it was simply not possible to survive. A woman without a husband could not return to her relatives either - she was already considered an integral part of her husband's family" [5].

The purpose of this custom was:

1. Preservation of property in the family;

2. The arrangement of the widow (she is not with strangers, the financial situation has not changed much).

3. Full adaptation of the widow's child with other children of the new husband (he or she is among her own, they are all blood brothers, sisters, they have a common ancestor, there is no tearing away of children in the family),

4. When orphans grow within a kind of (tribe), the likelihood of incest between blood relatives decreases (if a representative of one kind can marry only with a representative of another kind, there is no risk in the other kind to meet their blood relatives) [6, p. 83].

In contrast to the levirate marriage, marriage according to the custom of sororate was not always obligatory. After the death of his bride or wife, the man had the right to declare his father-in-law that he would like to marry the unassigned younger sister of the deceased. But the father-in-law, without giving reasons, could refuse the request to his son-in-law. In modern Kazakhstan society, in our opinion, in the conditions of the changed economic, political, cultural and mental reality, the revival of levirate and sororate institutions is not possible, despite their positive assessment, mainly in the past.

As notes in his scientific works S.L. Fuchs, exploring the property relations within the family in the XVIII-XIX centuries. “The wife’s dowry is inviolable; the husband cannot encroach upon him even during a divorce; his wife’s parents also have no rights to dowry. The dowry goes only to children from this wife, they inherit it after death. From the dowry they get a portion of the sons that they donated”. [7, p. 40]. However, by the end of the XIX century the family is characterized by a gradual absorption of the property rights of the wife where they are still preserved, the rights of the husband as the sole individual owner of all family property ... The materials of Kazakh law leave no doubt that in the patriarchal Kazakh family the wife, being generally deprived, did not use during her husband’s life no property rights that such rights belonged only to individual wives of the rich and that the further development of private ownership did not weaken, but even more strengthened the powerlessness wives and despotism of husbands. [7, p.40-41].

The revolutionary events of the early twentieth century could not but affect the political and legal views of the Kazakh intelligentsia, which led to the creation of the Alash Party in 1917, in the Program of which questions were raised: a) liberating the country from colonial enslavement; b) the withdrawal of the Kazakh society from the medieval state and the entry into the community of civilized countries; c) implementation of fundamental changes in the socio-economic and socio-political life of the Kazakh society; d) improving the situation of a Kazakh woman.

The program of the Alash Party had a significant impact on the formation of the civic position of the progressive representatives of the Kazakh people.

In the Soviet period, the issues of family development, upbringing of the younger generation, the formation of patriotism and devotion to their homeland were of great importance. However, priorities in matters of family development and attitudes toward motherhood and fatherhood in this period are distinguished by certain specifics at each of the stages of development of the Soviet state.

The social institution of the family on the territory of the former Russian Empire in the post-revolutionary period underwent significant changes, which was determined by the ideological attitude of a fundamental change in all the foundations of social life, including the family. “First of all, family policy was based on the ideas of class and gender equality and the rejection of bourgeois forms of marriage and family, it focused on the regulation of marriage and family relations of working women, issues of protection and material support for motherhood and childhood. The Bolshevik government, which came to power in October 1917, condemned the family as a bourgeois institution and promised to free women from marriage, regarding it as the main obstacle to women's emancipation” [8]. So, in 1923 the Soviet statesman and diplomat A.M. Kollontai declared that the Soviet government “would remove the burden of motherhood from the women's shoulders and transfer it to the state”. She also added that “the family in its bourgeois sense will die out” [9, 162 p.]. This point of view, of course, was very specific and did not find support from the leaders of the Soviet state. Since the first decrees, the Soviet state more and more consistently put into practice the idea of F. Engels “The family is the cell of society”[10].

Based on the idea of the socialization of the means of production and the fundamental reform of all state functions on this basis, the state in the early years of Soviet power assumed the “primary responsibility for raising children” [11, p. 303], which was also caused by the socio-economic situation in the country, the consequences of the First World War, civil war, devastation, famine, the death of many parents, etc.

In contrast to such harsh statements of some revolutionary figures, such as A. Kollontai, representatives of the traditional pedagogical school, really assessing the process of upbringing and the role of the family in it, emphasized that “modern children are future parents, and sometime they will educate their children therefore, the foundations of paternity are laid in childhood. One of the foundations for this is the behavior of their father and mother, who daily, hourly set the example for their children and an example of how to be parents [12, p. 3-15].

A well-known Russian teacher and writer V. Sukhomlinsky adhered to the same opinion about the role of the family in the process of educating the younger generation. not all parents are ready to perform parental duties [13].

An analysis of these points of view leads to the conclusion that in the early years of Soviet power there was no single position on the role of the family in the development of society, while in practice the main task was to raise the country from the ruins and feed the hungry.

The ideas of ensuring the interests of children, both married and non-married, were reflected in one of the first acts of Soviet power in the Decree of the CEC and the Council of People's Commissars of December 31 (18), 1917 “On civil marriage, on children and on maintaining state books” where it is emphasized that the Russian Republic henceforth recognizes only civil marriages, and children born out of wedlock are equalized with marriages with respect to the rights and duties of both parents to children and children to parents. (SU 1917, No. 11, Art. 160). We note here one of the characteristics of the first decrees of the Soviet government and subsequent Soviet legislation: the institution of paternity as a special institution was not distinguished at all, the entire emphasis was shifted to the protection of the interests of motherhood and childhood.

The Constitution (Basic Law) of the RSFSR, adopted by the All-Russian Congress by the Council on July 10, 1918, did not say anything about family and marriage, these issues were settled by a special act.

The Code of Acts on Civil Status Acts, Marriage, Family and Custodial Law of October 22, 1918, proclaiming the absolute equality of spouses in the family, their complete independence, enshrined the equal rights of mother and father in relation to children and the joint exercise of parental rights. Thus, the centuries-old tradition of the sole authority of the father in family-marriage relations was put an end. The code also established a simple way to establish paternity by filing a simple statement to the mother, which was enough for the legal recognition of the named man as the father of the child. This method of determining paternity was due to the actual difficulties in establishing the paternity of a particular man. In addition, the Family Code in Art. 144 secured the new institution of family law, the so-called “collective paternity”, securing the possibility of recognition not only by the person who is called the mother the father of the child, but also by other persons who were in relations with the child’s mother. The court ruled to bring the latter as defendants and imposed on all of them the “duty to participate” in the necessary expenses, thereby ensuring the material security of the mother and child. But this, ultimately, entailed a violation of the rights of the child, since the child, according to the law, had several fathers (collective paternity), who were hardly engaged in his upbringing. This situation also infringed upon the rights of male fathers, as it obliged them to educate and sometimes provide other people's children. Draft, notes that as a result of this provision, family relations were not protected from the encroachments of another woman, since the recognition of an illegitimate child in a voluntary or judicial process could lead to the destruction of an existing marriage, deterioration of the financial situation of the family because of the need to pay child support, to support the child and his mother [14, P. 105-113., P. 146].

In Kazakhstan, on October 6, 1920, the Constituent Congress of the Soviets of the Kyrgyz ASSR adopted the Declaration of the Rights of the Workers of the Kyrgyz (Kazakh) ASSR, in which, in paragraph II) clause 4 of Article V, it was fixed that the First Congress of Soviets that a society cannot consider itself liberated as long as a woman remains enslaved, a Kyrgyz woman who is still a slave in public and family life and at the same time an uncomplaining female worker in the household, is now considered an equal member of society with all their civil rights, which are the conquest and property of the whole mass of working people ” [15, p. 235-236]. This provision was later fully reflected in the Draft Constitution (Basic Law) of the Kyrgyz Soviet Socialist Republic, adopted by the First All-Kyrgyz Congress of Soviets in 1926.

The Basic Law (Constitution) of the USSR, adopted by the II Congress of Councils of the USSR on January 31, 1924, the main task of which was to secure the formation of the first Soviet federal state consisting of four previously independent states, to specialize in family, maternity and paternity issues.

At the same time, the Family Code on Marriage, Family and Guardianship of the RSFSR of 1926, which was adopted to develop the provisions of the USSR Constitution of 1924 and the Constitution of the RSFSR of 1925, proclaimed the family equality of women and their independent status: a common marriage regime was established relationship equated to a registered marriage.

As a result of the recognition of the legal meaning of the actual marriage, the establishment of paternity was simplified. So, L.N. Zavadskaya notes that “the ease with which a woman could prove the existence of actual marital relations with all the ensuing consequences made men completely defenseless against unscrupulous partners claiming both the area and part of the property of their“ spouse ” that often required paternity in relation to children to whom these men had nothing to do. With time in practice, this led to the fact that men became generally wary of women and were afraid to enter into any intimate relations with them [16, p. 104].

With the strengthening of the Soviet state, with the development of the economic and political foundations of society, the subject of constitutional regulation is expanding. The Constitution (Basic Law) of the USSR, approved by the Extraordinary VIII Congress of the Soviets of the USSR on December 5, 1936, Chapter X of Article 122 confirmed that “women in the USSR are granted equal rights with a man in all areas of economic, state, cultural and socio-political life. The possibility of exercising these rights of women is ensured by providing women with equal rights to work, pay, rest, social insurance and education, state protection of the interests of the mother and child, state assistance to mothers of many children and single mothers, providing women with pregnancy during holidays with maintenance, a wide network maternity homes, nurseries and kindergartens” [17, p.88].

The Constitution (Basic Law) of the Kazakh SSR, adopted at the 10th All-Kazakh Congress of Soviets on March 26, 1936 in Chapter VIII Art. 100 enshrined the same provisions, supplementing the article with part 3: “resistance to the actual emancipation of women (marriage of minors and marriage with them, pensions, polygamy, organization of resistance to the involvement of women in school, agricultural and industrial production, public administration, social and political life) - punishable by law. As can be seen, the constitutional legislator emphasizes the equality of men and women, considers only motherhood and childhood, establishes guarantees for their normal development, but does not pay any attention to the institution of paternity. Objectively, there is a situation when the legal status of the father as an equal member of the family is not considered at all.

But the development of family and marriage relations in practice, the irresponsible attitude of fathers to their duties, and the need to improve the demographic situation in the country necessitated a reform of the legal regulation of the family, strengthening motherhood, childhood and the legal status of the father. So, in 1936, the Resolution of the CEC and the Council of People’s Commissars of the USSR banned abortion. The decree of the Presidium of the Supreme Soviet of the USSR of July 8, 1944 on state assistance to mothers fixed the fundamental need for the official registration of marital relations between spouses. It was established that “only a registered marriage gives rise to the rights and duties of spouses. Actual marital relations were no longer equal to a registered marriage”. [18]. Article 20 of this Decree completely abolished “the right of a mother to go to court with a claim to establish paternity and collect alimony for the maintenance of a child born of a person with whom she was not in a registered marriage”. Thus, a man living with a woman in a civil marriage and having children from her could not directly acquire parental rights and duties in relation to his own common children.

Unfortunately, in practice, these acts had negative consequences. So, according to Zarapayeva Z.P. and Novoselova V.M. “As a result, polygamy and the irresponsibility of husbands became one of the central problems of family relations in Soviet society, men were given almost complete freedom in sexual relations - they did not fear that women who had given birth to a child would require paternity. The next problem of this period was that women, having no means to support a child, the opportunity to have a medical abortion, as well as to go to court with a claim to establish paternity, were forced to transfer children to the state for upbringing. Negative social consequences of this kind of “state support of the family” have affected entire generations of Soviet citizens [19].

In addition to the above mentioned circumstances, it is impossible not to take into account the fact that during the Great Patriotic War in the USSR, a significant number of men died, which led to some idealization of their role and image in the family. Also, the number of orphans who got into state maintenance has increased immeasurably. All these circumstances, as well as the consequences of family policy in the country, had a negative impact on the worldview of several generations of Soviet citizens, both men and women.

Since the mid-1950s, mainly to improve the demographic situation and strengthen the institution of the family, the state’s policy in the area of marriage and family is aligned: in 1955, abortion was legalized again, in 1965 alimony obligations.

In the Constitution (Basic Law) of the USSR, adopted at the extraordinary seventh session of the Supreme Soviet of the SSR of the ninth convocation on October 7, 1977 for the first time in Art. 53 is fixed that the family is under state protection. Marriage is based on the free consent of a woman and a man; spouses are completely equal in family relationships. As a guarantee, this article provides for the state's care of the family through the creation and development of a wide network of childcare facilities, the organization and improvement of consumer services and catering, the payment of benefits on the occasion of the birth of a child, the provision of benefits and benefits to large families, as well as other types of benefits and family assistance . In addition to these constitutional provisions in Chapter 6 "Citizenship of the USSR. Equality of citizens" in Article 35 enshrined: "Women and men in the USSR have equal rights". The exercise of these rights is ensured by providing women with equal opportunities in education and vocational training, in work, in remuneration and advancement in work, in socio-political and cultural activities, as well as by special measures for the protection of women's work and health; the creation of conditions that allow women to combine work with motherhood; legal protection, material and moral support of motherhood and childhood, including the provision of paid holidays and other benefits to pregnant women and mothers, a gradual reduction in the working time of women with young children [20].

The Constitution (Basic Law) of the Kazakh SSR adopted at the extraordinary seventh session of the Supreme Council of the Kazakh SSR of the ninth convocation on April 20, 1978, reflects the same provisions as in the Federal Constitution, however, the article on equality of men and women is supplemented by the provision that violation of equality of women related to the infringement of their rights to education, choice of profession, participation in state, public and cultural life, as well as in family and everyday life, is punishable by law [21].

The Fundamentals of Legislation of the USSR and Union Republics on Marriage and Family, adopted by the Supreme Soviet of the USSR on June 27, 1968, with amendments and additions introduced by the Decree of the Presidium of the Supreme Soviet of the USSR on October 9, 1979, secure equal personal and property rights of women and men in family relations (Article 3). In Article 5 The foundations are particularly secured by the protection of the family of the state, the protection and promotion of motherhood. Maternity in the USSR is surrounded by national honor and respect, protected and encouraged by the state. The protection of the interests of mother and child is ensured by special measures for the protection of women's labor and health, and the creation of the necessary conditions. Again, one can observe the emphasis on the special importance of motherhood for family development and ignoring the institution of paternity, which reflects the position of the legislator on this issue and, in our opinion, did not have a positive impact on the real development of the family institution and the worldview of all family members. It was during this period, according to researchers, that the so-called institute of "hidden fatherlessness" flourishes, which means "that fathers, living in a family, do not or hardly take part in the upbringing of their children" [22, p. 317]. In fact, there was a situation when the father self-excluded from the process of raising children. Behind him, only the function of the formal breadwinner was preserved, which did not help to strengthen the institution of paternity. A negative image of the father was formed - not engaged in raising children, abandoned his family, evading payment of alimony. "From this period began the tradition of paternity alienation, which was supported by state policy" [22].

Zh.V. Chernova, believed that in the USSR a model of a special type of parenting was formed - "Soviet" paternity, involving mainly "the fulfillment by a man of economic obligations to his wife and children: giving them wages, and also paying alimony and dividing property in case of divorce" [23, p. 166].

Sectoral regulations adopted in the Union republics, in particular, the Code of the Kazakh SSR of August 6, 1969 No. 4276 "On Marriage and Family" changed or completely abolished most of the normative acts of the Stalin period. Thus, he restored the possibility of establishing paternity, the resolution of maintenance obligations, the resolution of family property disputes and disputes about the upbringing of children in a voluntary and judicial manner.

Article 4 of the Code establishes the principle of equality in family relations, which means the inadmissibility of any direct or indirect limitation of rights, establishment of direct or indirect benefits in joining marriage and family relations depending on the origin, social and property status, and the national dimension, education, language, attitude to religion, the nature and nature of employment, place of residence and other circumstances.

Article 64 of the Code establishes that parents have the right and the obligation to raise their children, take care of their health, physical, spiritual, and legal development, education, prepare them for socially useful work, and put them on worthy members of society. All activities concerning children are carried out jointly by the parents.

Consequently, it can be concluded that the policy pursued in the USSR in relation to family and marriage at different stages of development of the state and society was not stable and at certain periods looked one-sided. The emphasis in the law was placed on protecting and guaranteeing the rights of mother and child, which was explained by objective factors of the need to improve the demographic situation, the emancipation of the woman and her involvement in the economic, political and cultural life of the country. However, having directed all efforts to safeguard the interests of a woman and a child, the legislator relegated his father to the background, having diminished his role in the family as an educator, custodian of tradition, chief authority and teacher.

In our opinion, it is necessary to agree on the conclusions of Zarapayeva Z.P. and Novoselova V.M. about the consequences of family policy in the USSR:

1) at the beginning of all transformations, the Soviet government, on the one hand, equalized mothers and fathers in parental rights, on the other hand, significantly restricted the rights of male fathers, leaving them only the family breadwinner function and thus changing the relations of men themselves for the worse to parenting, understanding the role of the father;

2) family policy of the 1940s - mid-1950s. (the abolition of the right to establish paternity, not the recognition of de facto marital relations, the prohibition of abortion) further removed men from the family, raising children, and contributed to the distortion of moral ideas about the parental duty not only of fathers, but also of mothers;

3) the liberalization of family policy, the abolition of the Stalinist norms (mid-1950s -1980s), in general, increased the social significance of the institution of paternity, but negative stereotypes and ideas about the role of the father, which were previously formed in Soviet society, remained [19].

It should be noted that this policy has had a significant impact on the development of post-Soviet and modern family legislation in sovereign republics and in Kazakhstan, including the functioning of the paternity institution at present. Problems in the development of the institution of paternity, which are taking place now are largely formed, conditioned and have roots from the Soviet past.

The problems of paternity have received even more acute resonance in connection with the general family policy of the USSR. So according to A.R. Mikheeva “men’s reassessment of their paternal and marital roles, orientations, and ideas took place in Russia (and in the USSR) as a result of specific historical conditions. First of all, this is the abolition of the right to inherit property, which largely affected the weakening of the “fundamental” male interest in relatives, beloved heirs. Secondly, it is the legal non-recognition of biological paternity outside a registered marriage, which operates in the USSR in 1944-1968. Third, the feminization of the upbringing and education of boys, which, in turn, is due both to Soviet ideological stereotypes (division of labor) and to objective situations — post-war disparities in the numbers of men and women” [24].

Before the collapse of the USSR in the early 90s, in the conditions of economic stagnation, political, social and spiritual crisis, deputies, scientists, public figures raised the problems of social and economic development of society, including the crisis of the institution of family and marriage, upbringing and lack of security of the child. As a deputy to the Congress of People’s Deputies of the USSR in his speech at a meeting of the Security Committee in October 1990, G.S. Sapargaliev emphasized: “The number of divorce proceedings and incomplete, dysfunctional families is growing in the country. A significant part of parents are unable or unwilling to raise children, for example, in Chimkent, only one percent of the 500 surveyed families include children in work. Women mothers and only 20 minutes a day have the opportunity to communicate with children. The family loses its main function - parenting. Many parents believe that education is the business of the state. A new social phenomenon has arisen - parental cruelty. The teaching community began to say that the child must be protected from the evil parent. The root of evil is in our reality ... It is necessary to radically change the attitude towards children. Apparently, it is necessary to begin in the development of the Concept on State Policy in the USSR on the Protection of the Rights of Children. The concept must proceed from the fact that, first of all, the special activity of the state is to create the necessary social, material, legal and organizational conditions and guarantees for the healthy growth and development of children, allowing them to develop physically, mentally, morally, and spiritually. In this Concept, secondly, it is necessary to emphasize that almost all directions of state activity are related to children, their rights, destinies” [25, P. 18-21].

In the process of the collapse of the Soviet Union, of course, the first acts, which consolidated the sovereignty and independence of Kazakhstan, did not mention the family and marriage directly. However, in the Declaration of State Sovereignty of the Kazakh SSR of October 25, 1990, it was fixed that citizens living in the territory of the Republic are guaranteed all rights and freedoms ... without regard to their ... gender and religion, occupation, and place of residence [26]

The Constitution of the Republic of Kazakhstan, adopted at the ninth session of the Supreme Council of the Republic of Kazakhstan of the twelfth convocation on January 28, 1993, is, in our opinion, a historical document, the first Constitution of the sovereign state of Kazakhstan. In matters of family and marriage, it can be considered as a breakthrough and of historical significance, since for the first time in Section II "Society, the foundations of its structure", Chapter 9 "The Family" is highlighted, which consists of only three articles, but lays the foundations for the development of the family institution many years to come. For the first time, the term "paternity" is enshrined in this Constitution at a high constitutional level. For the first time in the rank of the principle of family law in Art. 52 of the Constitution of the Republic of Kazakhstan stipulated that the family, motherhood, fatherhood and childhood are under the protection of society and the state [27]. Whereas in previous constitutions in force in our country it was proclaimed that the family is under the protection of the state, and legal protection, material and moral support are guaranteed for motherhood and childhood. The term "fatherhood" in these constitutions was not used at all.

Allocation of a special chapter in the Constitution was the result of the fact that Kazakhstan was recognized as a sovereign, democratic, secular and social state, built on the principle of separation of powers, taking the direction of the deployment of democratic processes in all spheres of the state and society. In the preamble, the 1993 Constitution of the Republic of Kazakhstan proclaimed the Foundations of the Constitutional System. Furthering these provisions, based on adherence to major international legal acts on human rights, such as the UN Universal Declaration of Human Rights of 1948, the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights, adopted by the UN General Assembly in 1966 year, realizing the role and place of the family in upbringing the patriotic, civil convictions of the younger generation, the legislator consciously singled out the chapter on family and marriage, laying the foundations for legal regulation and state policy in the field of family and marriage relations. The inclusion of the institution of paternity in the subject of constitutional regulation meant giving this issue extremely important importance and raising it to the level of specific political and state objectives. Accordingly, the guarantee mechanism of the institute of paternity automatically includes the whole range of constitutional guarantees, guarantees enshrined in the current legislation, as well as political and economic guarantees.

According to the national constitutionalist V.A. Malinovsky The Constitution of the Republic of Kazakhstan of 1993 played the role of a stabilizing factor in the formation of Kazakhstan's statehood and is characterized as "a significant milestone in the way of Kazakhstan's constitutional construction and laid down the basic structures of statehood, representing one main direction for all subsequent stages of the country's evolution" [28].

The ideas embodied in the 1993 Constitution on family, marriage, motherhood, fatherhood and childhood were developed in the provisions of the 1995 Constitution of the Republic of Kazakhstan.

Conclusion

Summarizing the above, it can be noted that the institution of the family throughout its development was subject to state influence from different perspectives, which did not always have a positive impact on its practical development. Various authors have offered their own positions on the question of the staging of the development of this institution over the centuries.

In this matter, you should rely on the methodological foundations proposed by the Head of State, President of the Republic of Kazakhstan N.A. Nazarbayev said that "we are talking about the history of Kazakhstan, which is common to many ethnic groups living on our territory for a long time. This is our common history, the contribution to which was made by many prominent figures of different ethnicity. Today we need a positive view on our own history" [29].

I period - the ancient era of the Steppe civilization - the birth of the family institution, in which the paternity institute was given a special role in accordance with the Kazakh customary law;

II period - the Soviet period, when the state, on the one hand, proclaimed support for the family, parents and children, and on the other - its policy was mainly aimed at ensuring the interests of motherhood and childhood, resulting in a violation of the integrity and autonomy of the family, giving priority to the public institutions of education and the devaluation of the role of the father in the family;

III period - the transition period from the moment Kazakhstan gained independence and the operation of the 1993 Constitution, which is characterized by securing for the first time at the constitutional level the institution of paternity on an equal basis with the institutions of motherhood and childhood;

IV period - the modern period of family development, motherhood, fatherhood and childhood is characterized by the reflection of global tendencies to strengthen the role of the family and father in raising the younger generation, in implementing Kazakhstan's state policy on spiritual revival, self-development, strengthening patriotism and assessing the role of Kazakhstan's society in the world history of humanity.

Summarizing the above, we can conclude that the institution of paternity went through different periods during the history of its development, was subjected to state influence, which did not always give a positive result. However, in recent times there is a revaluation of values, the paternity institution in the literature is evaluated positively and prospectively, but, unfortunately, not always the legislation is duly reflected and guaranteed.

In our opinion, fatherhood is the natural state and the basic function of an adult man, aimed at continuing his own kind, bringing up the next generation of worthy citizens of his homeland.

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ОТБАСЫ ИНСТИТУТЫ ӘКЕЛІК ИНСТИТУТЫНЫҢ ҚҰРАМЫ РЕТІНДЕ: ТАРИХИ-ҚҰҚЫҚТЫҚ КӨЗҚАРАС

Аннотация. Қазіргі заманда әке болу институтының қалыптасуы мен дамуды ұзақ болды. Қазіргі заманғы әке болу инситутының мазмұны мен мәнін түсіну үшін оның қалыптасуның себеп-салдарын талдау қажет. Сондықтан да осы институттың тарихи-құқықтық аспектісін әртүрлі деңгейде қарастыру объективті түрде қажет.

Адам ойының әртүрлі тарихи-құқықтық ескерткіштерін талдау отбасылық қарым-қатынастың жеке элементі ретінде әке болуды ешбір жерде қамтымайды және ол ата-ана мен оның функцияларын қолдау, отбасын қолдау, бала тәрбиесі мәселелері нақты белгіленбейді деген тұжырым жасауға мүмкіндік береді.

Негізі ежелгі құқықтық актілерде отбасы бір бүтін ретінде қаралды. Әке орны оз бетінше асыраушы және қамқоршы ретінде түсіндірілді.

Мұндай адамның ролі тек қана әлеуметтік қарым-қатынас пен дәстүрлі, тәрбиелеу емес сондай-ақ діни догмаларменде анықталған.

Түйін сөздер: әке болу, әке болудың құқықтық мәртебесі, отбаслық конституциялық құқық, тендік

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ИНСТИТУТ ОТЦОВСТВА КАК СОСТАВЛЯЮЩАЯ ИНСТИТУТА СЕМЬИ: ИСТОРИКО-ПРАВОВОЙ АСПЕКТ

Аннотация. Современное понимание феномена отцовства из-за социальных, политических, информационных влияний, которое оказывает непосредственное влияние на стили и формы семьи как публичного института, предопределяет социальные практики воспитания и, следовательно, создает новое понимание отцовства.

Институт отцовства в его современном понимании прошел долгий путь становления и развития. Чтобы понять его современную сущность и содержание, необходимо проследить причинно-следственные связи его формирования. Поэтому представляется объективно необходимым рассмотреть становление этого института в историко-правовом аспекте на разных этапах.

Анализ различных исторических и правовых памятников человеческой мысли позволяет сделать вывод о том, что отцовство как отдельный элемент семейных отношений нигде конкретно не освещено, об отце и его функциях по содержанию, поддержке семьи, воспитании детей конкретно не закреплено. По большей части в древних правовых актах семья рассматривалась как единое целое. Роль отца подразумевалась как само собой разумеющееся состояние человека - кормильца и опекуна. Роль такого человека определялась не только его социальным положением, обычаями и традициями, воспитанием, но и религиозными догмами.

Ключевые слова: отцовство, правовой статус отца, семейное конституционное право, равенство.

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THE IMPORTANCE OF AGROMARKETING IN THE SYSTEM OF AGRICULTURAL PRODUCTION INFRASTRUCTURE

Abstract. The only way to improve market relations in the marketplace is to achieve a successful marketing process, the only way to improve marketing and productivity of agricultural products on the market, and the formation of marketing concepts with the introduction of scientific and technical processes. The key concept in production management is the concept of "marketing", which, in the market, analyzes the methods of marketing research as needed. Everyone explains marketing, but in reality the market is market-oriented (product, place of sale). And the reason for it is that it depends on the issues that can be solved in the production process (production, production), marketing, advertising, technical service, and more. Therefore, the term "marketing" has two meanings. One of them is the power and the circle, and the second one is the concept of management in the conditions of market relations. Scientists say this is philosophy of useful business.

Key words: agromarketing, administrative structure, advertising, technical service, innovation, strategy, tourist product, market, domestic market, modern marketing.

Agromarketing - formation and management of demand for goods, services, ideas in exchange for agribusiness. The main function of agromarket is to organize an integrated production and marketing of agricultural products and to conduct business with the highest profitability, taking into account innovative policy aimed at the creation of products that meet the needs of consumers.

Underlying marketing requirements: When deciding whether to engage in business operations, the market needs, needs, circumstances and needs should be closely monitored. Consumers sometimes do not know what they need, but they think that their problems will be better. Another requirement is that it will create conditions for normal production in the long term. In the meantime it is necessary to take into account that the current concept of marketing (enterprise or institution's activity) is based on consumer demand and its future change. Marketing is not only a center for market-mindedness, but also a source of production, science, technology and financial policies of the enterprise. When designing marketing programs it is necessary to solve the problem of growth of demand, necessity of increase or decrease of types of goods on the basis of thorough analysis of business forecasts, and in future profitability in production. The marketing requirement is to influence the market, all the tools available to the buyer, and above all with the ads. These cases have not been widespread in Kazakhstan, but those who understand marketing requirements and apply their business have begun to see themselves [1].

Agromarketing is a process of organizing and managing the production of agricultural products, raw materials and food to meet the needs of individuals, the industrial sector and the whole society as an independent way of modern marketing.The subject of agroindustrial marketing is engaged not only in the movement of foodstuffs based on agricultural products and producers for customers, but also on organization of production and marketing activities of agricultural enterprises.In principle, agro-market is the study and forecasting of the conditions for the development of production and sale of agricultural products in order to maximum satisfy the effective demand in the market[2].

The current organizational and administrative structure of the agricultural production infrastructure system is based on many types and forms of production activities.It includes these: repair and technical maintenance of agricultural machinery and equipment of livestock farms, material technical supply (logistics), transport services, agrochemical and veterinary services in the village, working with various moving mechanized groups in agricultural work, providing productional services for agrostructure. At present, there are quantitative and qualitative changes in given structures, namely, a large-scale machine-technological station (MTS) is being established on the commercial basis on the basis of mechanical engineering divisions of technical enterprises and industrial production units of the agro-industrial complex. New and Leading Agroindustrial Production Center MTS is a widely used group of agricultural product producers.

In the conditions of market economy, the strategic directions of development of agricultural production infrastructure enterprises can be systematically and economically determined as follows:

a) entering to the market or full development of service. The choice of this strategic direction is to carry out marketing activities to the necessary infrastructure enterprise in order to increase the share of services in the market, namely:

- attracting new users of services, promoting advertising, making better qualitative services, providing effective terms, granting trade privileges, taking into account the shortcomings in the activities of competitors. This trend requires considerable financial costs, because, "investment in technology adds relatively high costs than competitors' prices" [4];
- integration with competing enterprises or their destruction.

b) development of services market. This strategy is to develop small business activities aimed at finding new segments in the service market.If the service provider enterprise provides services in its core business, through this strategy, it may extend the range of services they provide.At the same time, the enterprises may come up with their own offers to farms, priority directions of activity for enterprises providing services in other areas and regions are purchase and restoration of degraded agricultural machinery and re-sale of rural producers at higher prices.In this case, the service provider enterprise will be one part of the new agricultural market, which is produced by producer-factories, and the farms themselves will affect, at relatively technical level,to repaired and restored the volume of technical services in the agricultural sector andmake them faster[3].

c) selection of new products (services).This strategy aims to create new types of services, improve the services and increase their volume.In this case, businesses are looking for an additional market, taking into account the existing and existing needs of consumers on the market.For example, Mechanical Technology Stations (MTS) can simultaneously introduce new high-tech technologies in crop production, land reclamation, agricultural cultivation.

d) An important strategic priority is - the diversification associated with the development of new products, in conjunction with the development of new services in the market."... diversification is - the distribution of economic services to new industries (expansion of types of services provided to use, industries of territorial spheres, etc.). In a narrow sense, diversification is understood as the entry of industry-specific enterprises that do not have functional dependence on the main business or product production into the market"[5]. In the event of excessive filling of the market of services and the need to reduce the demand, to increase competition, and to have a well-stocked financial resources available to invest in sectors that are higher than current, it is necessary to make a decision on diversification.

The diversification strategy of services is a chain of important features of services, which is related to specific services from competitors' services. In order to successfully implement this strategy, the enterprise determines the availability of services to identify potential customer needs and what changes need to be made to make consumers' consuming edge is satisfied. Such diversification allows the enterprise to increase profits, so in this case, the determinant factor for consumers is not the price of the service, but their peculiarities and differences in competitors' activity. The sources of these differences are as follows:

- high quality of offered services and a wide range of services, including complex high-performance equipment and demand for qualified specialists;

- with service making enterprises, the use of new and more efficient technologies, especially with regard to agricultural enterprises and agricultural products processing;
- useful location of the service provider due to service providing, serviceability of advanced transport communications, fast place changing ability of equipment and service providers;
- timely responsiveness of management's and technical staff's knowledge, ability and experience, customer inquiries and comments;
- pledging customers with warranty obligations, giving various discounts, and delaying postpaid repayments as a loan.

In performing the early market access to the services market, the service provider will be able to provide competitive advantages that will increase its profit, reach the fastest economic growth.Depending on the specifications of the goods market, it is necessary to enter the market of new goods on the basis of innovation news.The competitive advantage will make it possible to become a leader enterprise in the long run[6].

Speaking about the features of agromarket in the system of agricultural production infrastructure, it is worth mentioning marketing services in the service delivery system.The new MTSs need to be developed and implemented in accordance with the requirements of the law on supply, demand reduction and reduction of production activity between service companies.In this case, agricultural structures spend on repairs of used equipment, i.e. prolongation of their useful life, timely and high-quality maintenance, due to the fact that they are unable to purchase new agricultural machinery due to their financial resources.In this case, there will exist a flexible demand curve to keep agricultural equipment and production services available to the village in a ready-to-operate working environment over its normalized depreciation period. This is not always justified at economical side. This is because the cost of overhauling of the agricultural machinery or combine harvester, together with the costs of their operation, is often higher than the cost of the new equipment[7].

In these cases, the following should be considered when organizing marketing activities in the service delivery system:

1) The production facilities and the natural climatic conditions of production are closely linked with each other.In this regard, service providers should be provided with production capacities that will have access to high agricultural productivity.This will allow you to provide high-quality service, with spending of less losses on strictly defined terms. At the same time, the presence of excessive production capacities in the service companies can lead to additional costs and damage to individual production services, and the incomplete loading of agricultural equipment.

2) Features of production services provided.The presence of intersections in smaller land areas, the share of soil resistance during the treatment, stoneware and other characteristics are justified by an increase in the costs of field services in the field of agriculture.

3) Description of the local natural and climatic conditions that have a significant impact on the results of joint economic activities and the territorial location of service consumers.Consumers of the service differs from each other by having access to various high-quality roads, railways availability, absence of fuel and lubricants, etc. The accounting of these factors and the effects of natural and climatic factors affecting the duration of vaccination, harvesting and other work will allow the service provider to reduce the time and costs of promoting the technique for optimal scheduling of their service, in the service area.For example, the promotion of grain-collecting mechanical groups from one natural-climatic zone to another will depend on the timing of agricultural crops.

4) The peculiarity of the production activity of modern service enterprises is the constant need for their services during the period of rapid sowing, harvesting and other fieldwork.This is determined by the creation and processing of stable and guaranteed products in key domestic and foreign markets for the agricultural industry.Such an economic situation allows predicting demand for production services in the short and long term in the marketing research process.The following marketing conclusions can be made to manage the demand for industrial services to increase the efficiency of the service and the efficiency of the service enterprises:

a) seasonal changes in the type, nature and volumes of activities of the separate service companies.In this regard, the complex and long-term maintenance of their operation should be planned so that technical work is performed in autumn or winter.And at the time of field works, ie, at the highest level of demand for industrial services, all resources of the service companies should be aimed at ensuring the breakdown of machine-technological stations on the basis of immediate removal of equipment stoplights;

b) The use of a regulated and flexible price system for promotion of production services to the beginning or end of the mid-stage of rapidly growing field work.Thus, unified and steady shipment of the production capacity of the service provider is achieved, and overloading of its activity is eliminated.In some cases, there may be looked issues raised for accelerated execution of services that can not be postponed;

c) mixing services of technical technicians and technical staff with the specialists at the enterprise when performing high-demand services at high demand.For this purpose, it is planned to involve qualified specialists from the outside, including the involvement of qualified specialists from nearby districts, villages and cities;

d) active organization in activities aimed at increasing demand for industrial services. These new types of services provide discounts for regular customers, the introduction of new high-performance technologies, and the promotion of new promotional models of agricultural machines.Particularly difficult and expensive special equipment: excavators, graders, bulldozers, auto cranes and more. Regularly work with customers to identify unsatisfied needs.

5) Formation of a competitive environment.For the success of the service provider, it is necessary to systematically analyze information about competitors, main types of services, customers, quality and level of service.Such information enables you to identify your own strengths and weaknesses, to take account of others' mistakes, and to identify your competitive advantages.Such services, such as in the modern competitive service system, performing rapid field works, high-performance equipment use differs by low-level intensities.This situation is characterized by monopoly position of the service enterprises in relation to agricultural producers and other agricultural entities.Along with the expansion of production activities, the first signs of service among the service providers have been observed and intensified.In this connection, agricultural and other enterprises will have a clear choice of service providers, taking into account their price and quality and terms of performance[8].

Thus, the development of the efficiency of production services for agricultural enterprises in the transition to market relations is an important factor of sustainable growth and stabilization of agricultural production based on marketing and mutually beneficial economic relations, and the transfer of the agricultural sector to a modern industrialized basis.

In addition to the functioning of economic mechanisms of agricultural production infrastructure enterprises, it is necessary to consider organizational mechanisms that include a set of interrelated economic activities between the enterprises, suppliers of external resources and consumers of production activity[9].

After the market classification, who will get the products of the firm, who wants to, what they are currently using, how much they buy, what they like, where to buy, and what to know. Features of socio-economic, demographic and natural-climatic aspects in identifying and selecting consumers: if consumers are natural individuals, it is a very difficult event to carry out research and analyze consumers under these circumstances[10].

Measures taken by the state within the framework of WTO accession should be urgent and systematic. All of this requires the support of the country's agricultural sector and its specialized agencies. In future, it is planned not only to solve the food problem of our country, but also to market Kazakh grain in the world market. And in this context, agromarket is a special place. At the same time, Kazakhstan needs to upgrade its material and technical base, advanced technologies.

Agriculture is one of the key sectors of Kazakhstan's economy. The level of development of the agro-industrial complex will always remain a crucial factor in the economic and social-political stability of the Kazakh society. One of the priority directions of economic development of the country is the huge potential of agriculture and large reserves, each of which climatic conditions in Kazakhstan allows the normal thermal belt to grow all crops and develop cattle breeding.

Table 1 - Structure and dynamics of gross domestic product of Kazakhstan,%

Indicators	2013	2014	2015	2016	2017	2017 2013 (+,-)
Grossdomesticproduct	100,0	100,0	100,0	100,0	100,0	×
Agriculture	4,5	4,4	4,4	4,8	4,4	-0,1
Industry	15,2	13,2	10,2	10,1	26,5	11,3
Construction	6,0	6,0	5,9	6,1	5,6	-0,4
Transport and storage	7,6	7,8	7,9	8,6	8,0	0,4
Trade	15,0	15,6	16,0	17,0	16,4	1,4
Other industries	51,7	53	55,6	53,4	39,1	-12,6

However, as we can see from the table, only 4.4 percent of GDP is in the country's agricultural output. The share of agricultural production is used in the country as raw material source.

The main problem of agriculture in Kazakhstan is low productivity. According to independent sources, productivity of agricultural workers in Kazakhstan is low among agricultural partners in Eastern Europe. The problem solving will be possible only through enhancement of production technology and progressive management and increasing the importance of agromarket marketing. At present, it is important to export foodstuffs and develop relevant infrastructure, improve logistics infrastructure and agromarket, and regulate and stabilize the country's domestic food market. In addition, it is recommended to stimulate the development of the insurance system in agriculture, taking into account the foreign experience of competitive agriculture, it is necessary to ensure wide accessibility of exhibitions and fairs of agricultural producers, creation of information and advisory points in rural areas. It is proposed to implement the projects on cotton, fruit and vegetable production, processing of poultry and clusters, as well as the implementation of strategic state programs in the agro-industrial complex of the country. The state programs were commissioned to diversify and expand export of agricultural products to the country's agro-industrial complex, including support for the development of a network of vegetable storehouses, greenhouses, poultry farms, grain and cotton processing plants with the participation of private investors. This will allow us to take advantage of agriculture in the period of expanding demand for high-quality food in the world market.

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АУЫЛ ШАРУАШЫЛЫҒЫ ӨНДІРІСТІК ИНФРАҚҰРЫЛЫМ ЖҮЙЕСІНДЕГІ АГРОМАРКЕТИНГТІҢ МАҢЫЗЫ

Аннотация. Нарықтық жағдайда экономикалық қатынастарды жетілдіруге, ауыл шаруашылығы өнімдерін нарыққа тиімді орнықтыруға және ғылыми –техникалық үрдістерді енгізе отырып маркетинг тұжырымдамасының қалыптасуына қол жеткізудің бірден-бір жолы маркетингтік зерттемені ойдағыдай жүргізе білу. Өндірісті басқарудағы тұжырымдамалардың негізгісі "маркетинг" тұжырымдамасы, яғни нарықтағы қажеттілігіне қарай, маркетингтік зерттеме жүргізу әдістері талданып отырады. Маркетингті әркім әрқалай түсіндіреді, ал шын мәнінде маркет деген - нарық (өнімді, затты сататын жер) деген ұғымға сәйкес келеді. Ал оған әртүрлі анықтама берілу себебі өндіріс үрдісінде (өнімді шығару, жасау кезінде), өнім өткізуде, жарнамада, техникалық қызметте, тағы басқа жағдайларда шешілетін мәселелерге байланысты. Сондықтан мамандар маркетинг деген терминге екі мағынаны қосады. Оның бірі - басқару күші мен шеңбері болса, екіншісі - нарықтық қатынас жағдайындағы басқарудың мақсатты тұжырымдамасы. Мұны шетел ғалымдары пайдалы істер философиясы дейді.Нарықтық экономикаға өту және оған үйрену жағдайында қызмет көрсететін және ауыл шаруашылығы кәсіпорындары агромаркетинг негізінде басқаруды жедел жүргізуге мұқтаж екеін ажыратады. Атап айтқанда, аграрлық маркетингте жалпы сипаттамалар көрініс тапқан оны арнайы қызметтік сала ретінде қарастыруға болады.

Түйін сөздер: агромаркетинг, әкімшілік құрылым, жарнама, техникалық қызмет, инновация, стратегия, туристік өнімдер, нарық, ішкі нарық, заманауи маркетинг.

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ВАЖНОСТЬ АГРОМАРЕТИНГА В СИСТЕМЕ ИНФРАСТРУКТУРЫ СЕЛЬСКОХОЗЯЙСТВЕННОГО ПРОИЗВОДСТВА

Аннотация. Рыночные условия улучшения экономических отношений, создание эффективного рынка сельскохозяйственной продукции и развитие научно-технических процессов с внедрением концепции маркетинга является единственным способом для достижения способности успешно проводить исследование рынка. Ключевой концепцией управления производством является концепция «маркетинга», которая на рынке анализирует методы маркетинговых исследований по мере необходимости. Все объясняют маркетинг, но на самом деле рынок ориентирован на рынок (продукт, место продажи). Поэтому термин «маркетинг» имеет два значения. Одна из них - сила и круг, а вторая - концепция управления в условиях рыночных отношений. Иностранные ученые говорят, что это философия полезного бизнеса. Она отличает потребность в скорейшем управлении, основанном на агрокультуре, которая служит при переходе к экономике и обучении. Повышение активности маркетинговой инфраструктуры агробизнеса (агромаркетинга) является важнейшим фактором преодоления спада сельскохозяйственного производства. Агромаркетинговая стратегия представляет собой раздел общего плана агромаркетинга, широкомасштабную программу действий, направленную на достижение основных целей агромаркетинга. В частности, аграрный маркетинг можно рассматривать как особую зону обслуживания, которая характеризуется общими характеристиками.

Ключевые слова:агромаркетинг, административная структура, реклама, технический сервис, инновация, стратегия, туристский продукт, рынок, внутренний рынок, современный маркетинг.

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CONTEMPORARYMETHODICAL APPROACHES TO THE DESIGN OF ECONOMIC MECHANISMS FOR THE DEVELOPMENT OF MACROLOGISTICAL SYSTEMS IN ACCORDANCE TO INTERNATIONAL INTEGRATION FACTORS

Abstract. The article studies and systematizes modern methodological approaches to the design of economic mechanisms for the development of macrologistical systems, taking into account the factors of international integration. Methodological approaches were considered in two priority areas - the development of macrologistical systems at the national and international levels. Taking into account the designated methodological techniques for building and developing macrologistical systems, attention was focused on that in modern logistic systems both material flows and resource flows that are of an intangible nature should receive intensive development. At the same time, the scientific postulate was advanced that the development of macrologistical systems directly implies the minimization of material flows and the maximization of intangible flows. Also, special scientific attention was focused on the design of mechanisms for the development of international macrologistical systems, which makes it possible in theory and practice for specialists participating in international integration relations to intensify economic growth and increase the competitiveness of economic systems.

Keywords: logistics, macrologistical system, material and non-material flows, international integration, economic mechanism of development.

Introduction

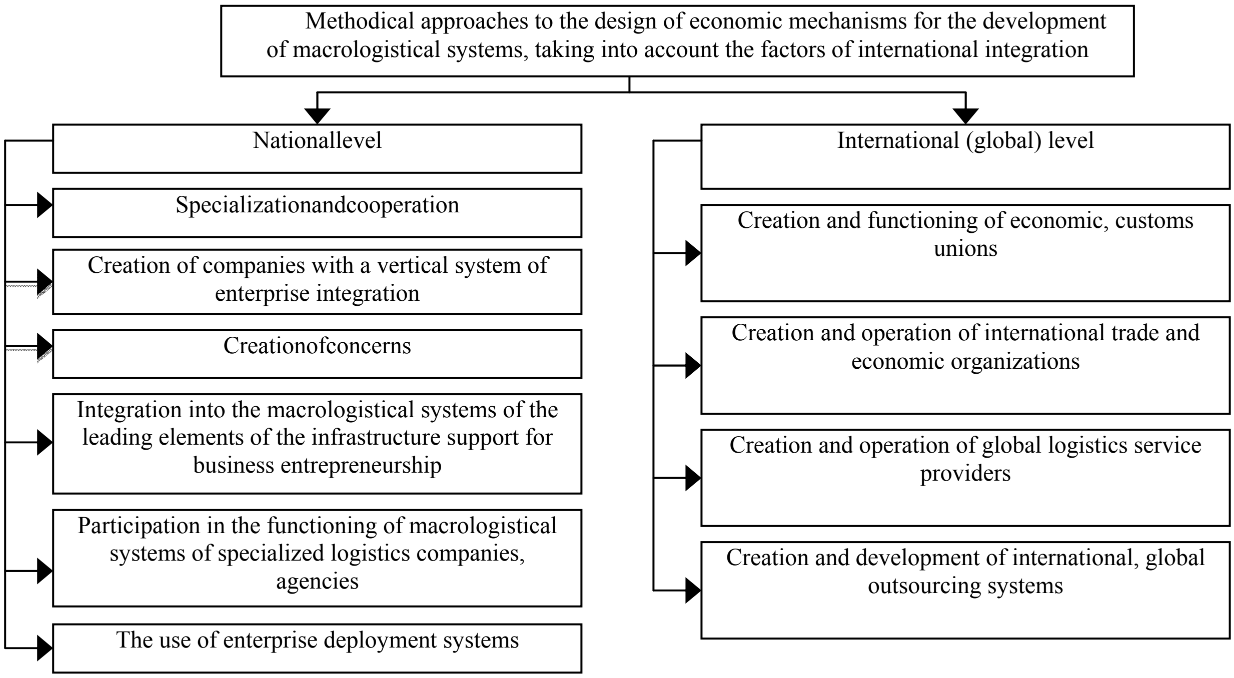
Logistics and logistics systems on a global international scale are an integral part and an important economic tool for ensuring the economic development of both individual enterprises and national production and economic systems as a whole. Methodical approaches to the design of economic mechanisms for the development of macrologistical systems take place at the national and international (global) levels, and it is important to take into account the complex factors of international integration.

Methods

In general, methodological approaches to the design of economic mechanisms for the development of macrologistical systems, taking into account the factors of international integration, are presented in accordance with Figure 1.

In our opinion, the initial basic methodological method of building macrologistical systems at the national level is the specialization of production. This fact is due to the fact that each element of the macrologistical system performs a specific, specialized role.

In an integrated analytical format, specialization is the concentration of activity of enterprises in special production areas, individual technological operations or types of products [1, 2]. These special directions form a logical sequence of functioning of macrologistical systems.



Note – this was developed by the author

Figure 1 - Methodical approaches to the design of economic mechanisms for the development of macrologistical systems, taking into account the factors of international integration

As the theory shows, the derivatives of the specialization are:
- higher forms of labor development and production organization;
- diversification of production processes;
- the concentration of production in certain areas and territories [3].

Economic aspects, potential benefits, parameters of the economic effect of specialization, are:
- high level of optimal application of technologies for computerization, automation and digitalization of production processes;
- a significant improvement in the quality of products and organizational and management systems of enterprises, including through standardization and unification;
- improving the efficiency and intensity of the use of basic production capital, ensuring a high level of progressivity of technical and economic indicators;
- reduction of production costs due to the output of production on economic capacity [3].

In the construction and economic development of macrologistical systems, the processes of cooperation are built on the basis of the construction of specialization.

In modern science, cooperation is considered as an organizational process of interaction between a number of specialized enterprises involved in the production process, divided into systematic interconnected logistic operations [4, 5].

Within the framework of the interaction of logistics chains, industrial cooperation is of two types:
- production and technology cooperation - cooperation ties are built on the principles of integration of elements of the production process;
- patent-technological cooperation - cooperation ties are built on the principles of the integration of intellectual property rights (patent integration, know-how) [4, 5].

In macrologistical systems, specialization and cooperation can take place within the framework of the creation of large firms with a vertical system of enterprise integration, as well as the creation of concerns. In this aspect, firms and concerns, in theory and practice, are the organizational beginning of the functioning of the macrologistical system.

As the organizational beginning of a macrologistical system, a vertically integrated company is an organization that owns and manages the activities of technologically interconnected enterprises located in various territorial districts of the national economy[6].

In the system of creation and functioning of macrologistical systems, concerns represent the logistic interaction of enterprises of different sectoral affiliations, as well as various sectors of the economy. Like firms, concerns may be vertically integrated [7].

In the organizational elements of the macrologistical system - firms and concerns, enterprises unite on the principles of accumulating economic potential and strategic orientations [7].

In the macrologistical systems, at the national level, various economic models of the location of enterprises are used and used.

To determine the optimal economic effect when placing enterprises in the framework of the functioning of the logistics system, the following models of their placement can be applied:

- Sheffle gravity model;
- Weber model;
- Tinbergen model[8].

The above methodological techniques for building and developing macrologistical systems are focused to the greatest extent on the coordination of processes in the field of organization and optimization of material flows. It should be noted that in this aspect a specific and especially important role for the economic and organizational coordination and logical centralization of the functioning of macrologistical systems is assigned to two market economic entities - logistics companies and logistics centers.

The target landmark of logistics companies focused on the development of optimal time and cost trajectories of the movement of material flows from one destination to another [22].

In theory and practice, logistics companies solve the following problems:

- delivery of raw materials, materials, commercial products on the best routes;
- minimization and optimization of cargo transportation over time;
- loading, unloading, warehousing of goods;
- ensuring the safety of material flows [9].

Logistics centers - organizations that provide technological platforms for the storage of goods and transport services for all types of transport, transport systems [10].

Also, in our opinion, logistics centers at the macroeconomic level can play a higher meaningful role, namely, to coordinate the activities and interaction of all elements of the macrologistical system with the latter's orientation to the medium-term, strategic and long-term effects..

The dynamic development of macrologistical systems within the framework of their consideration from the standpoint of material flows is ensured by the economic effect, which takes place by minimizing all types of inventories in enterprises, which can be represented by an economic expression:

$$\begin{cases} \downarrow I(N)_{I.I.}^{W.C.} = R_{M.R.}^{O.E.} \times \downarrow N_{days} \\ N_{days} \to min \\ I(N)_{I.I.}^{W.C.} \to min \end{cases}$$

in which$I(N)_{I.I.}^{W.C.}$ – investments in industrial inventories of enterprises (standards of inventories); $R_{M.R.}^{O.E.}$ – one-day expenses of material resources in enterprises; N_{days} – inventory standards in days.

Note – this was developed by the author in accordance to source [11]

In modern scientific theory, the methodological aspects of designing the economic mechanisms for the development of macrologistical systems are the integration tools into the macrologistical systems of the leading elements of the infrastructure support of enterprises, business and entrepreneurship. In our opinion, the target task of the infrastructure support of business and entrepreneurship within the framework of the macrologistical system is the formation of intangible logistic flows.

In macrologistical systems, the leading elements of infrastructure support for enterprises include:

- research institutes (SRI);
- science and technology parks (technology parks);
- engineering centers, companies;
- recruitment agencies and universities of entrepreneurial type;

- consulting organizations.

Research institutes as an element of macrologistical systems are focused on research and development [12]. As part of these functions, all issues of designing technology for production processes are being worked out, the composition of the main production capital, norms and standards of revolving funds are specified.

Research institutes in the process of accumulation and development of intangible flows in the macrologistical system are integrated with the activities of science and technology parks (technoparks).

Scientists consider technopark as a territorial, scientific, technological and technical base for the implementation of innovative projects in specific priority sectors of the economy. Technopark is a territorial (regional) property complex, which combines research laboratories equipped with high-tech equipment, experimental production facilities of the industry, business business centers, exhibition grounds, educational institutions, and service facilities (means of transport logistics, access roads, mini - residential areas, security system, other elements) [13, 14].

In the system of intangible logistic flows, the activity of technoparks is concentrated in the following areas:

- creation of effective bases for the commercialization of research and development;
- comprehensive in-depth development and technological tests;
- approbation of technologies, norms and standards, carrying out comprehensive technological tests;
- obtaining patents, licenses;
- consumer tests of prototypes of goods focused on commercialization.

Along with the functioning of research institutes and technoparks, a higher division of the formation of intangible flows is concentrated in the system of functioning of engineering centers.

Modern engineering centers are focused on providing a wide range of technical consulting services directly related to the development and preparation of the production process and ensuring a normal balanced prospective course of the production process [15, 16].

Intangible logistic flows in the activities of engineering centers are concentrated in the following areas:

- comprehensive marketing research of the market from the position of optimal technical, technological and resource support for production;
- performance of technical and economic calculations (feasibility studies);
- conducting engineering surveys;
- preparation of documentation for construction and installation works, test work of equipment and technology;
- special engineering services [15, 16].

A specific intangible flow in macrologistical systems is the flow of human resources (HR resources). These streams are formed by two types of organizations:

- recruitment agencies;
- universities of business type.

The activity of recruitment agencies is a business process focused on the selection and placement of personnel on behalf of and order of enterprises, firms, companies. The strategic target of recruitment agencies is to recruit for vacancies of enterprises in accordance with the initial attributes set - knowledge, skills and competencies [17].

The university of entrepreneurial type is a special type of higher education institution that is focused on the training of personnel in entrepreneurial formations and provides comprehensive conditions that direct the faculty and students to engage in entrepreneurial activities based on the commercialization of academic and scientific achievements [18].

Under the cadre of an entrepreneurial formation, we mean human resources capable of performing not only labor functions in accordance with professional knowledge, skills and competencies, but also putting into practice - entrepreneurial ability that allows to combine all types of investment resources into a single production process of a product or service [19, 20].

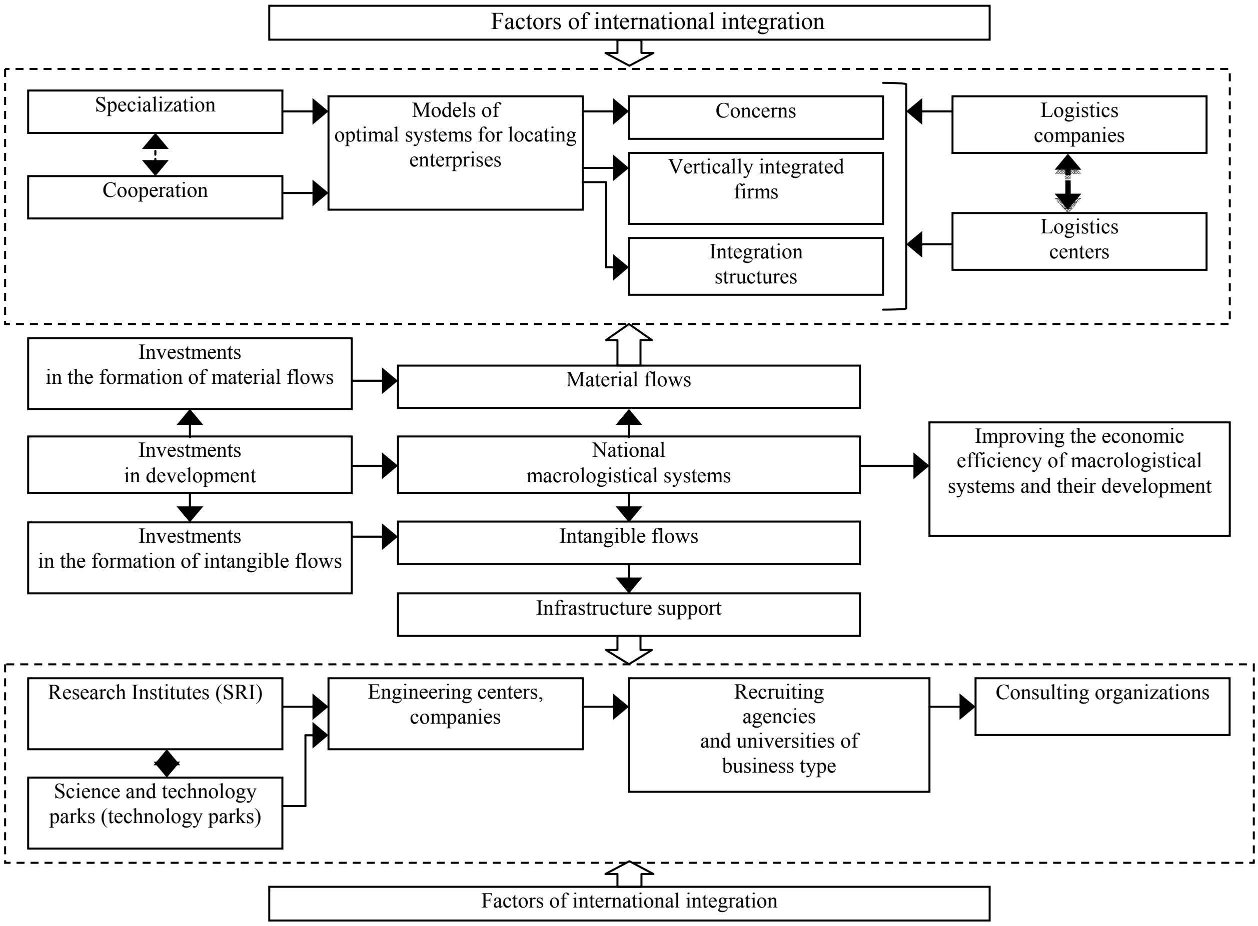
By forming optimal flows of HR resources and ensuring the need for them by enterprises, recruiting agencies and business-type universities ensure the effective functioning of macrologistical systems and their ongoing development.

The systemic and dynamic development of HR-resources in macrologistical systems is aimed at the activities of consulting organizations.

In the system of logistic flows, the activities of consulting organizations are focused on providing advice and recommendations on solving a wide range of organizational and economic aspects of production and business activities, including solving problems of enterprises in the field of entrepreneurship and business [21].

Intangible logistic flows are most sensitive to the factors of international integration and they determine the competitiveness of macrologistical systems and enterprises, both at the national and international levels.

Taking into account the reviewed methodological approaches to the design of economic mechanisms for the development of macrologistical systems, the very economic mechanism itself for the functioning of the macrological system at the national level can be represented in accordance with the figure 2.



Note – The figure was developed by the author

Figure 2 – The economic mechanism of the functioning of the macrologistical system at the national level

As studies show, the ultimate strategic priority of the functioning and development of the macrologistical system is the minimization of material flows and the maximization of intangible flows. This economic postulate can be represented by the expression:

$$\begin{cases} \sum I_{M.F.} < \sum I_{I.F.} \\ I(N)_{I.I.}^{W.C.} \rightarrow min \\ I_{RD,PP} \rightarrow max \\ I_{HR} \rightarrow max \end{cases}$$

in which $\sum I_{M.П.}$ – total investments in the formation of material flows; $\sum I_{H.M.П.}$ – total investments in the formation of intangible flows; $I(N)_{I.I.}^{W.C.}$ – investments in industrial inventories of enterprises (standards of inventories); $I_{RD,PP}$ – investment in research and development, pre-production; I_{HR} – investment in human resource development.

Note – this was developed by the author

In the formation of macrologistical systems at the international level, methodological approaches to their development become global.

The initial methodological approach to the formation and development of global (international) macrologistical systems is the creation and functioning of economic, including customs unions.

The economic union in theory and in practice is a complex integration of the economies of two or more countries [22].

The functioning of economic alliances and economic integration of the economies of several countries is determined by the following attributes:

- complex elimination at the system level of customs duties and the introduction of special customs duties to increase the competitiveness of economies and their protection in relation to the economic systems of other (third) countries (customs union);
- free and dynamic movement of all variable factors of production (production capital, revolving funds, HR resources, entrepreneurial ability) [22].

The highest level of creation and development of economic unions is the creation of a single currency, monetary and credit and fiscal policy [22].

Taking into account the above, it is clear that economic unions have a direct impact on the accumulation of all conditions aimed at creating and improving the functioning of global (international) macrologistical systems. First of all, these are favorable conditions for the movement of material and non-material flows.

In global (international) macrologistical systems operating in conditions of economic unions, one of the postulates of their development is the integration of production potentials, educational, scientific potentials.

Global (international) macrologistical systems can be formed and developed taking into account the creation and influence of the activities of international economic organizations whose activities comprehensively and comprehensively regulate the liberalization of both material and non-material flows [23].

Liberalization of material and non-material flows in global (international) macrologistical systems takes place in the following areas:

- liberalization of trade systems, trade policy (international trade organizations);
- liberalization of the systems of movement and interpenetration of intellectual property (international organizations of intellectual property, international organizations for industrial, industrial and innovative development);
- liberalization of transport communication systems (international transport organizations of the industry-specific direction by type of transport);
- liberalization of the movement of HR resources (international organizations that directly and indirectly regulate and facilitate the free movement of human resources);
- liberalization of the movement of monetary and financial flows (international banks, international financial funds) [23].

In international (global) macrologistical systems, global operators (providers) of logistics services are involved in activating and increasing the efficiency of the movement of material flows.

Operators (providers) of global logistics services may correspond to different status, the characteristics of which are presented in accordance with the table 1.

Table 1 – Characteristics of the statuses and functions of operators (providers) of global logistics services

The status of the global operator (provider) of logistics services	Characteristics of the main activities	ResourceRequirements
3PL-provider	- organization of transportation; - Inventory Management; - preparation of documentation (export-import, freight); - warehousing of goods; - cargo handling; - delivery of goods to the final consumer.	- vehicle fleet of a high level of quality in terms of positions for transportation of variable tonnage cargo; - regional-territorial warehouses of multifunctional use for goods of various nomenclature and assortment positions; - availability and use of a centralized computer database.
4 PL-provider	- planning of material flows; - coordination and regulation of material flows; - control of material flows; - formation of special guarantees to minimize the risks of increasing value added in the system of material flows.	- a single and integral system of all organizational elements involved in the organization of the material flow; - the presence of a special organizational and management platform (procurement department, inventory management department, brand management department, other special functional units).
5 PL-provider	- planning of material flows based on integrated marketing research; - improving the quality and availability of logistics information.	- availability and use of a single digital IT-platform based on the Internet; - Dynamic investments in digital IT-technologies.

Note – Developed by the author in accordance with the source [24]

In shaping the economic mechanisms for the development of international (global) macrologistical systems, in theory and in practice international outsourcing systems are widely used.

To improve the efficiency of the movement of material flows, the systems of production outsourcing are applied (contract manufacturing, operators of production processes).

The American scientist-economist Griffin R. defines contract manufacturing as a process of attracting other companies in order to reduce the amount of financial and labor resources necessary for production. Other scientists introduce the term “co-production” to refer to the manufacture of a complete product or its components by one of the foreign partners [25].

Potential participants of international (global) macrologistical systems, resorting to the services of industrial outsourcing achieve a positive effect and benefits in the following areas:

- the embodiment in reality and the materialization of innovation, business ideas;
- reduction, optimization of production costs;
- focus on promoting products and increasing sales [25].

To improve the efficiency of the movement of intangible logistic flows in international macrologistical systems, the following business actors will be involved:

- international scientific centers and science and technology parks, engineering centers;
- international recruitment agencies and international universities of business type;
- international consulting and accounting organizations.

Taking into account the considered methodological approaches, the economic mechanism of functioning of macrologistical systems at the international level can be directly represented in accordance with the figure 3.

When considering the mechanisms for the development of global (international) macrologistical systems, it is necessary to emphasize the scientific view of the economic effect that is the result of their functioning.

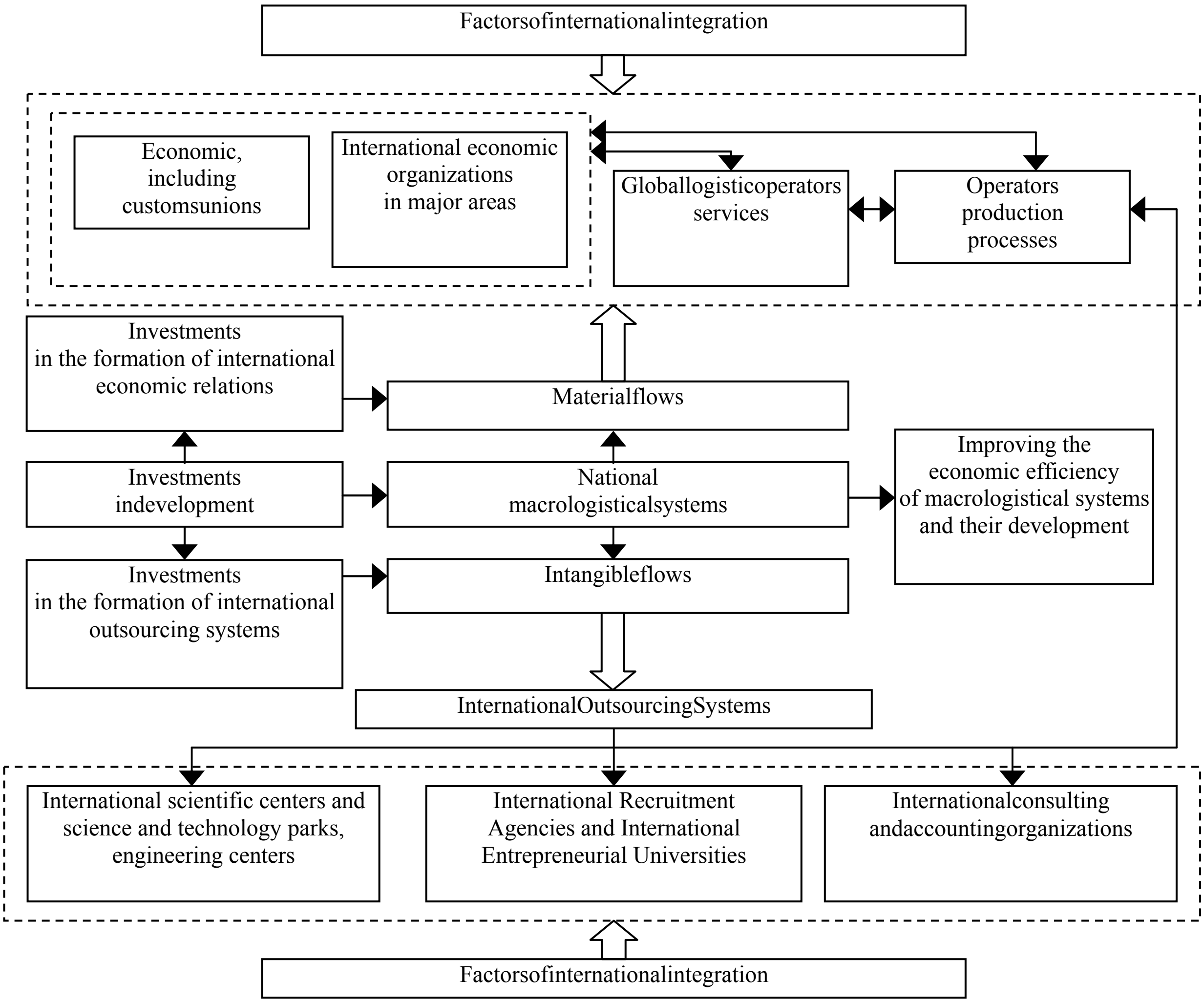
While considering the development mechanisms of macrologistical systems at the national level, the main focus was on the economic effect resulting from minimizing material flows and maximizing intangible flows, while developing international (global) macrologistical systems, the main emphasis should be focused on the growth dynamics of gross domestic product -participants forming logistic flows.

Theoretical studies allow us to advance the postulate that the countries participating in international (global) macrologistical systems experience an increase in gross domestic product and an acceleration in its growth rates. Thispostulatemayberepresentedbytheexpression:

$$\begin{cases} \mathrm{GDP_j} > \mathrm{GDP_i} \\ \mathrm{GDP_j} = \mathrm{GDP_i} \times M \end{cases}$$

in which $\mathrm{GDP_i}$ – gross domestic product before state (country) participation in global (international) macrologistical systems; $\mathrm{GDP_j}$ – gross domestic product in the process of participation of the state (country) in the global (international) macrologistical systems; M – multiplier that takes into account the coefficient of growth of gross domestic product due to the integration of economic systems and the interpenetration of production factors.

Note – This was developed by the author



Note – The scheme was developed by the author

Figure 3 – The economic mechanism of the functioning of the macrologistical system at the international level

Conclusion

The study of methodological approaches to the design of economic mechanisms for the development of macrologistical systems, taking into account the factors of international integration in the complex, shows that there is a wide range of scientific approaches to the design of macrologistical systems at both the national and international levels. In order to dynamically ensure the development of macrologistical systems, methodological approaches should be comprehensive. The use and application of a set of methodological approaches to the development of macrologistical systems at the national level create the basis for the integration of macrologistical systems into the global (international) economy, which is an important fact of increasing the competitiveness of both specific economic entities and national economic systems.

The application of methodological approaches to the design of economic mechanisms for the development of macrologistical systems can be widely developed in practice, in relation to existing trends and factors in the dynamics of economic systems. At the same time, the direct economic mechanisms of building and developing macrologistical systems can be specified for the intended purpose of solving and eliminating economic problems.

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ХАЛЫҚАРАЛЫҚ ИНТЕГРАЦИЯНЫҢ ФАКТОРЛАРЫ ЕСЕБІМЕН МАКРОЛОГИСТИКАЛЫҚ ЖҮЙЕЛЕРДІ ДАМЫТУДЫҢ ЭКОНОМИКАЛЫҚ МЕХАНИЗМДЕРІН ЖОБАЛАУДЫҢ ЗАМАНАУИ ӘДІСТЕМЕЛІК ЖОЛДАРЫ

Аннотация. Мақала халықаралық интеграцияның факторларын есепке ала отырып, макроэкономикалық жүйелерді дамытудың экономикалық механизмдерін жобалаудың заманауи әдістемелік тәсілдерін зерттелген және жүйеленген. Методологиялық тәсілдер екі басым бағыт бойынша - ұлттық және халықаралық деңгейлерде макроэкономикалық жүйелерді дамыту мәселелерінде қаралды. Зерттеудің макроэкономикалық жүйелерді құру мен дамытудың әдіснамалық әдістерін ескере отырып, материалдық емес материалдық ағындар мен материалдық ағындар қазіргі материалдық жүйелерде қарқынды дамуы керек екеніне назар аударылды. Осыған байланысты, ғылыми постулаттар макрологистикалық жүйелердің дамуы тікелей материалдық ағындарды барынша азайтуды және материалдық емес ағындарды максимизациялауды білдіреді. Сондай-ақ, халықаралық интеграциялық қатынастарға қатысушылардың экономикалық өсуін күшейтуге және экономикалық жүйелердің бәсекеге қабілеттілігін жоғарылатуына теориялық және практикалық мүмкіндік беретін халықаралық макрология жүйелерін дамыту тетіктерін әзірлеуге ерекше назар аударылды.

Түйін сөздер: логистика, макрологистикалық жүйе, материалдық және материалдық емес ағымдар, халықаралық интеграция, дамудың экономикалық механизмі.

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СОВРЕМЕННЫЕ МЕТОДИЧЕСКИЕ ПОДХОДЫ К ПРОЕКТИРОВАНИЮ ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ РАЗВИТИЯ МАКРОЛОГИСТИЧЕСКИХ СИСТЕМ С УЧЕТОМ ФАКТОРОВ МЕЖДУНАРОДНОЙ ИНТЕГРАЦИИ

Аннотация. В статье исследованы и систематизированы современные методологические подходы к проектированию экономических механизмов развития макрологистических систем с учетом факторов международной интеграции. Методологические подходы были рассмотрены по двум приоритетным направлениям – развитие макрологистических систем на национальном и международных уровнях. С учетом обозначенных методологических приемов построения и развития макрологистических систем было акцентировано внимание, что в современных логистических системах должны получать интенсивное развитие как материальные потоки, так и потоки ресурсов, которые имеют нематериальный характер. При этом был выдвинут научный постулат, что развитие макрологистических систем непосредственно

предполагает минимазацию материальных потоков и максимизацию нематериальных потков. Также особое научное внимание было сосредоточено на проектирвоании механизмов развития международных макрологистических систем, что позволяет в теории и практике старанам-участиникам международных интеграционных отношений интенсифицировать экономический рост и повысить конкурентоспосбность экономических систем.

Ключевые слова: логистика, макрологистическая система, материальные и нематериальные потоки, международная интеграция, экономический механизм развития.

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TECHNIQUE FOR CONDUCTING FINANCIAL ANALYSIS OF COMMERCIAL BANKS

Abstract. The method of conducting a financial analysis of second-tier banks is important for researching and analyzing the financial condition of commercial banks of the Republic of Kazakhstan as important as the globalization of the global economy today is the integration of national state economies into a single global economy, namely, it manifests itself in the field of credit relations, thereby affecting not only the sustainable economy of the country, but the state of development of national finance. The study used such methods of systematic, abstract-logical and comparative analysis based on statistical data characterizing the state and trends in the development of the object of study. Due to the fact that the banking sector of the economy is very sensitive to external factors, in particular, globalization significantly affects national banking systems.
Keywords: methodology, financial analysis, banking system, second-tier banks, globalization, trend.

INTRODUCTION

The functioning of the modern economy is based on cash flow, which is supported by a variety of tools, operations, financial processes. An individual creates his own cash flow, but the flow is supported by a special structure called a financial institution, an organization participating in the financial and credit system, for example: a bank, an insurance company, investment and pension funds and others. The most ancient structure among financial market participants is a commercial bank. At the same time, the bank deserves the title of the most popular supplier of financial resources, pursuing its commercial goal, making a profit. The theory of economics says: commodity-money relations are based on three schemes. In the first, the goods are changed for the goods, in the second, the goods are changed for the goods by means of money, in the third the money is transferred from one owner to another. Consequently, cash flow is a part of commodity-money relations, positioning the independent movement of money as such.

MAIN PART

A practical approach to the essence of monetary movements highlights the main forms of monetary relations: the budget - the formation of budgets and the expenditure of funds from them; taxes - payment (receipt) of taxes and fees; loan - the transfer of money and their return. The extreme form, credit, provide commercial credit organizations that perform certain functions that put banks in a special position. The fact is that banks, having the authority to issue and withdraw money from it, play the role of an initial link in the sphere of the financial market and regulator of the money supply in circulation. In addition, banks have full access to all financial instruments, including securities, and also, they are responsible for servicing non-bank credit organizations on a par with other customers. As an independent institution, only banks are capable of carrying out a full range of market money transactions. In a global sense, banks are by definition financial organizations focused on the universality of activities in their field, while other financial institutions (insurance companies, investment and pension funds, etc.) are fairly specialized organizations. Thus, the aggregate of banks on its scale forms the banking system, the development of which is influenced by the economic and political processes in the country, as well as social preferences in general.

Methodology - in the process of research and analysis of the financial condition of second-tier banks of the Republic of Kazakhstan, methods of systemic, abstract-logical and comparative analysis were used based on statistical data characterizing the state and trends of the research object. In the context of globalization of the modern world economy, the processes of integration of national-state economies into a single global economy are taking place. Global and regional integration is most actively manifested in the field of credit relations, thereby affecting the state of national finances.

Due to the fact that the banking sector of the economy is most sensitive to external factors, globalization has a significant impact on it. National banking systems, whose task is to accumulate and redistribute financial resources within the national economic system, are increasingly dependent on the international capital market, which in the era of globalization has become an independent factor in the development of the world economy. The process of financial globalization and the formation of the "global banking industry" contribute to the standardization of national banking systems and the emergence of a single, dominant bank model [1].

In this regard, there are potential problems that can cause negative consequences. A clear example of this is the financial and economic crisis that began in the second half of 2008 and changed the positive trends that existed before in the world and Kazakhstan economies. Due to the developed banking and financial systems, Kazakhstan was more prone to shocks of the global financial crisis than other countries of the Central Asian region [2].

The problems of financial institutions manifested themselves in the imperfection and inconsistency of risk management systems with current trends and the level of risks taken (both in degree and quality of risks), low corporate governance, lack of transparency and, as a result, inefficiency of business models that turned out to be sensitive to negative trends. In order to eliminate the effects of the crisis, the Concept of Development of the Financial Sector of the Republic of Kazakhstan in the post-crisis period was signed by Decree of the President of the Republic of Kazakhstan of February 1, 2010 [3].

The crisis has led to the realization of gaps, weaknesses both in the functioning of financial institutions, including banks, and in the regulation of their activities. The process of understanding the lessons learned and developing mechanisms will help avoid the recurrence of global crises and mitigate the effects of the crisis [4].

In order to create a modern, sustainable and competitive financial system of sovereign Kazakhstan, it is necessary to eliminate the identified problems of the financial sector, correct errors and ensure stable diversified growth. In this regard, banks face the challenge of choosing the right path of development, focused on ensuring the financial sustainability of the company through analyzing the financial condition of second-tier banks.

The ultimate goal of analyzing the financial condition of a bank is to identify possible problems at an early stage of their formation. As part of the analysis, it is possible to obtain reliable information about the current financial situation of the bank, its trends and make a forecast for the future of up to one year, including with a possible adverse change in external conditions.

Under the financial condition of any business entity, including the bank, refers to its ability to finance its activities. Financial condition is a complex concept, it is characterized by the security of financial resources necessary for the normal functioning of the bank, the appropriateness of their placement and efficient use, favorable financial relationships with other legal entities and individuals, solvency and financial stability [5].

The economic literature describes the hired approaches to the analysis of the financial condition of second-tier banks, which can be stable, unstable and crisis. The ability of the bank to make payments in a timely manner, to finance its activities on an expanded basis indicates its good financial condition.

A large number of factors affect the financial stability of a bank, such as:

- market position;
- potential in business cooperation;
- degree of dependence on external lenders and investors;
- the presence of insolvent debtors;
- efficiency of economic and financial operations of the bank, etc.

The higher the stability of the bank, the more it is independent of unexpected changes in market conditions and, consequently, the lower the risk of being on the edge of bankruptcy. The financial condition of the bank depends on the results of its industrial, commercial and financial activities. If the production and financial plans are successfully implemented, this will have a positive effect on the financial situation. A stable financial position has a positive effect on the fulfillment of production plans and meeting the needs of production with the necessary resources. Therefore, financial activity, as the main part of economic activity, is aimed at ensuring a steady flow and expenditure of monetary resources, the implementation of computational discipline, the achievement of rational proportions of equity and debt capital and the most efficient use of it.

classification can be supplemented by the following indicators:

1. Analysis of the volume of bank operations. For a developed credit institution is characterized by a gradual increase in the average volume of assets. Sharp changes in the currency of the balance sheet may indicate that the bank has large customers, or the bank conducts large-scale operations, which can significantly increase the level of risk. A decrease in the balance sheet currency indicates a loss of customers and a deterioration in financial activities.

2. Analysis of assets and liabilities of the bank. The degree of capital adequacy of the bank and the level of risks taken depend on how high-quality bank assets are. The analysis can be carried out to identify the factor of sufficiency of the level of diversification of banking operations, as well as the degree of dependence of the credit institution on the external situation in various segments of the banking products market, trends of general economic and regional patterns, etc. An important aspect of studying in this type of analysis is the share of working assets, the structure of the loan portfolio, the ratio of the bank's own and borrowed resources, the duration of the use of attracted resources.

3. Analysis of banking risks is carried out in order to reduce the risks of losses by a bank of a part of its income or to incur additional expenses as a result of certain financial transactions. At the same time, it is important not only to assess counterparty risks (credit risk, risk of passive operations), but also positional (currency risk, interest rate risk, liquidity risk).

4. Analysis of the effectiveness of the bank is used to determine the development of the organization, contributing to the optimization of profits and avoid unnecessary losses. The study may be based on an assessment of rates of return.

Another method for assessing the financial condition of a credit institution is to conduct a coefficient analysis. It allows you to determine the place of the bank in the financial market, the main directions of its activities (specialization) and assess the financial position of the credit institution. The indicators characterizing the financial condition of the bank include liquidity ratios, financial stability, profitability, quality of placement of funds. It is necessary to track changes in dynamics. The disadvantage of this technique is the lack of optimal values of indicators and the ability to unambiguously assess the activities of the bank.

From the point of view of determining the reliability of credit institutions as the main factor in the financial condition of banks, the rating, compiled by the experts of the Dengi magazine, based on the methodology of V. Kromonov, became widely known. The essence of the technique consists in its remote tracking by analytical coefficients [6].

The main goal of all methods is to identify problem banks, to compile bank ratings. The results of the analysis can be used both by customers of banks (individuals and legal entities) and by the banks themselves for making certain decisions. Protecting the interests of the depositor is always an actual problem.

To develop a comprehensive methodology that allows with a sufficient degree of reliability and taking into account the greatest number of indicators to evaluate the efficiency of a bank, it is necessary to conduct analytical work on studying the characteristic features of its activities, development patterns, and the experience of foreign commercial banks.

In the Republic of Kazakhstan, second-tier banks independently conduct a financial analysis on an annual basis. The analysis of the financial condition of second-tier banks is also carried out by the National Bank of the Republic of Kazakhstan as the main regulator and supervisory authority. The method of financial analysis provides for the detection of financially unstable, problem banks and is implemented on the basis of special rules and instructions for the implementation of banking activities and reasoned judgment. Independent experts, banking analysts, whose tools differ in their objectives and a set of indicators characterizing them, can also conduct financial analysis of banks in the republic.

In this regard, of particular importance is the development of a unified methodology for financial analysis of a commercial bank and an improved system of indicators. In the conditions of mass insolvency and the application of bankruptcy procedures to many banks, an objective and accurate assessment of the financial condition becomes paramount.

Consider the financial analysis on the example of three large second-tier banks - Kazkommertsbank JSC (KKB JSC), Halyk Bank JSC and Bank Center Credit JSC (BCC JSC).

The source of information is the consolidated statements of banks for the period in question. Financial analysis includes only some financial indicators that are the most important: analysis of the dynamics of the balance sheet (asset structure and liabilities structure), liquidity and profitability.

Analysis of the dynamics of the balance sheet (analysis of the structure of assets and the structure of liabilities) establishes the reliability and solvency of the bank, its ability to cover possible losses at its own expense. Bank balance is a means of advertising to attract potential customers and partners, as well as a means of bank management.

Liquidity analysis. The bank's liquidity lies in its ability and willingness to fulfill its obligations to customers and various counterparties in the analyzed periods. The balance sheet liquidity as the degree of coverage of liabilities with assets and the liquidity of assets are ensured by complying with mandatory economic standards. The analysis here is aimed at assessing the bank's liquidity with account of changes in the structure of own and borrowed funds, equity, deposit base, liquid assets [11].

Analysis of return on equity. This indicator characterizes the activities of the bank in terms of the effectiveness of asset management their ability to generate income. A sharp increase in the rate indicates that operations with a high level of credit risk are maintained, a decrease indicates that there may be a high level of asset immobilization and, consequently, the risk of loss of mobile asset management. Smooth changes in the indicator in any trend can speak of a rational structure of the active portfolio of the bank.

Return on equity is calculated according to the following formula (1):

Return on assets = profit / assets

Profitability of income generating assets. The coefficient of "return" of assets shows how the bank operates from a position of direct dependence on operating assets. It can be used to assess the balance of a portfolio of income-generating assets and the level of management of these operations: a smooth increase or a slight decrease indicates the proportions of the active portfolio that are dramatic, drastic changes may indicate a high portfolio risk or a high level of bad loans in the portfolio [11].

Return on assets is calculated using the formula (2):

Return on assets = profit assets (2)

An effective method of optimizing the integrated financial strategy of a credit institution is a regular analysis of the strategic results of competitors. To this end, it is proposed to combine benchmarking and statistical forecasting methods, the integration of which will allow you to track the trend of the real impact of changes in environmental conditions on commercial banks.

The term "benchmarking", which characterizes an independent type of activity, appeared in the 70s of our century, and includes the collection and analysis of information about the activities of the best enterprises of partners and competitors, and their management methods [13].

As a basis for comparison, the annual indicators of return on capital calculated in accordance with IFRS are considered. It is also possible to use other indicators of activity, such as net income, net loans to customers, the adequacy of total capital and others.

CONCLUSION

The main criterion for evaluation is the trend of development of these indicators. For comparison, all competitors are divided into 4 groups:

- unattainable competitors. They are characterized by tens of times exceeding the market share of the analyzed bank, and the probability of catching up with them within one year tends to zero;
- reachable competitors. They are characterized by a relatively small margin from the analyzed bank, the probability of catching up with them within one year is above 50%;

- direct competitors. They have a comparable market share with the analyzed bank;
- indirect competitors. The likelihood that they will increase the market share to a similar to the share of the analyzed bank - more than 50%.

Competitors are analyzed in two groups: direct and indirect. From each selected group are selected by 5 leaders.

With the help of statistical methods, the average indicators for a group are calculated and the rates of growth of profitability of capital are calculated for competitive groups. Then, in terms of competitive groups, weighted annual average of growth rates is calculated. The calculation of moving averages is as follows [14].

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КОММЕРЦИЯЛЫҚ БАНКТЕРДІ ҚАРЖЫЛЫҚ ТАЛДАУДЫ ЖҮРГІЗУ ТЕТІКТЕРІ

Аннотация. Екінші деңгейдегі банктердің қаржылық талдауларын жүргізу әдістемесі Қазақстан Республикасының коммерциялық банктерінің қаржылық жағдайын зерттеу және талдау үшін маңызды болып табылады, өйткені жаһандық экономиканың жаһандануы бүгінгі күні ұлттық мемлекеттік экономикаларды бірыңғай әлемдік экономикаға біріктіру болып табылады, атап айтқанда ол несие саласында көрінеді бұл елдегі тұрақты экономикаға ғана емес, ұлттық қаржы дамуының дамуына да әсер етеді. Зерттеу барысында зерттеу объектісінің дамуының жай-күйі мен үрдістерін сипаттайтын статистикалық деректерге негізделген жүйелі, дерексіз-логикалық және салыстырмалы талдау әдісі пайдаланылды. Экономиканың банк секторы сыртқы факторларға өте сезімтал болуына байланысты, атап айтқанда, жаһандану ұлттық банк жүйелеріне айтарлықтай әсер етеді.

Түйін сөздер: әдістеме, қаржылық талдау, банк жүйесі, екінші деңгейдегі банктер, жаһандану, тренд

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МЕТОДИКА ПРОВЕДЕНИЯ ФИНАНСОВОГО АНАЛИЗА КОММЕРЧЕСКИХ БАНКОВ

Аннотация. Методика проведения финансового анализа банков второго уровня, важна для исследования и анализа финансового состояния коммерческих банков Республики Казахстан важна так, как в условиях глобализации мировой экономики на сегодняшний день происходят процессы интеграции национально-государственных хозяйств в единую мировую экономику, а именно в проявляется в сфере кредитных отношений, тем самым влияя не только на устойчивое экономики страны, но на состояние развития национальных финансов. В исследование применялись такие методы системного, абстрактно-логического и сравнительного анализа на основе статистических данных, характеризующих состояние и тенденции развития объекта исследования. В связи с тем, что банковский сектор экономики весьма чувствителен к внешним факторам, в частности, глобализация существенно влияет на национальные банковские системы.

Ключевые слова: методика, финансовый анализ, банковская система, банки второго уровня, глобализация, тенденция

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CRISIS MANAGEMENT ECONOMY OF PROCESSING ENTERPRISES OF AGROINDUSTRIAL COMPLEX OF KAZAKHSTAN

Abstract. The article reveals the content of the concept of "crisis management", which is widespread in developed countries. It shows that every company should prepare an anti-crisis program. As well as the main goal of crisis management. The article analyzes the theory and summarizes the practical experience of processing enterprises of agriculture on the organization and management of material flows in the "raw materials - production - market". The methods and ways of organization of management of material flows of enterprises in the process of processing of agricultural raw materials using the new material and technical base. Established the conceptual basis for the organization of production and processing of agricultural raw materials on the basis of systematization and generalization of the theory and practice of formation of approaches to the management of the enterprise in the agricultural sector. Also, the article formulates effective forms of industrial and economic relations in the sphere of production and consumption of products of processing enterprises of agriculture, as well as the forecast of development of the food market and material and technical resources.

Key words: crisis management, management decisions, crisis prevention, agriculture, economy.

1. INTRODUCTION

Modern market relations necessitate a fundamental change in the approach to the management of reprocessing agricultural enterprises, since the requirements for expanding the range of products on the basis of a reasonable relationship between the costs and benefits should be reflected in the forms and methods of their interaction with other business entities, as well as in the ways of justifying and implementing the management decision [1]. This problem can be solved only in the conditions of developed agriculture, based on advanced economic, managerial, organizational and technical achievements in the field of production and processing of agricultural products. In this regard, the processing of agricultural products in the "raw materials-production-market", as well as the production of quality food is the main task of the processing industry of agriculture [2]. It should also be noted that modern industrial and commercial relations of enterprises are largely formed in conditions of uncertainty and instability of the market environment. These conditions require the use of new methods in the organization of production and management of processing enterprises of agriculture. The solution to this problem is possible through the use of a systematic approach that combines the provision of dynamism, rhythm and flexibility of production and processing of agricultural raw materials in the field of production and economic activities of anti-crisis management of processing enterprises of agriculture [3].

2. METHODOLOGY

In the process of the study were used General methods of research: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and other.

To explore the business environment and crisis management in Kazakhstan were used General scientific and special research methods:

- review of the regulatory framework;
- analytical method;
- economic-mathematical calculations.

The theoretical basis of the work is the fundamental works of domestic and foreign scientists in the field of economic theory, market relations and enterprise Economics. The study studied theories, concepts and approaches to the management of complex economic systems of agribusiness entities. The study is based on the economic laws and laws of the process of interaction of production systems. The study is based on the system analysis and synthesis of the processes of interaction of production processes in complex economic systems in an unstable environment. The paper investigates the materials of legislative, regulatory, instructive and methodological nature in the field of state regulation of economic and legislative relations of economic entities. As an empirical base we used statistical data obtained from official sources, published in domestic and foreign literature, information of operational and statistical reporting of economic entities.

3. RESULTS

Crisis management (hereinafter CM) - is to minimize the potential risk of normal operation of the organization. Thus, the CM is aimed at crisis prevention through organizational changes that ensure the unity of actions of the main stakeholders (groups of people interested in achieving the goals of the organization), members of the organization and its management to prevent the crisis, and in case of its occurrence – the exit from the crisis with minimal damage to the organization [4].

The systemic approach of crisis management requires the use of psychological, socio-political and structural-technological approaches to the crisis and the development of anti-crisis measures. Another aspect of consistency is the development of mechanisms that help to unite the efforts of key stakeholders, managers, staff to achieve common goals of crisis management to achieve common goals [5].

Success or failure of the CM is determined by organizational behavior at all stages of the crisis.

Advantages of the approach [6]:

- the possibility of a rational explanation of both the success and failure of crisis management.
- allows you to analyze individual components of the CM system, assessing the contribution of each of them [7].
- allows you to detect weaknesses of a particular program, to make a correction, without abandoning the program as a whole. CM is considered to be effective if the crisis is avoided, and key stakeholders believe that the threat of the crisis will not affect the income of the organization or there will be no significant deviations from the planned performance indicators [8].

The system approach can be schematically represented as follows:

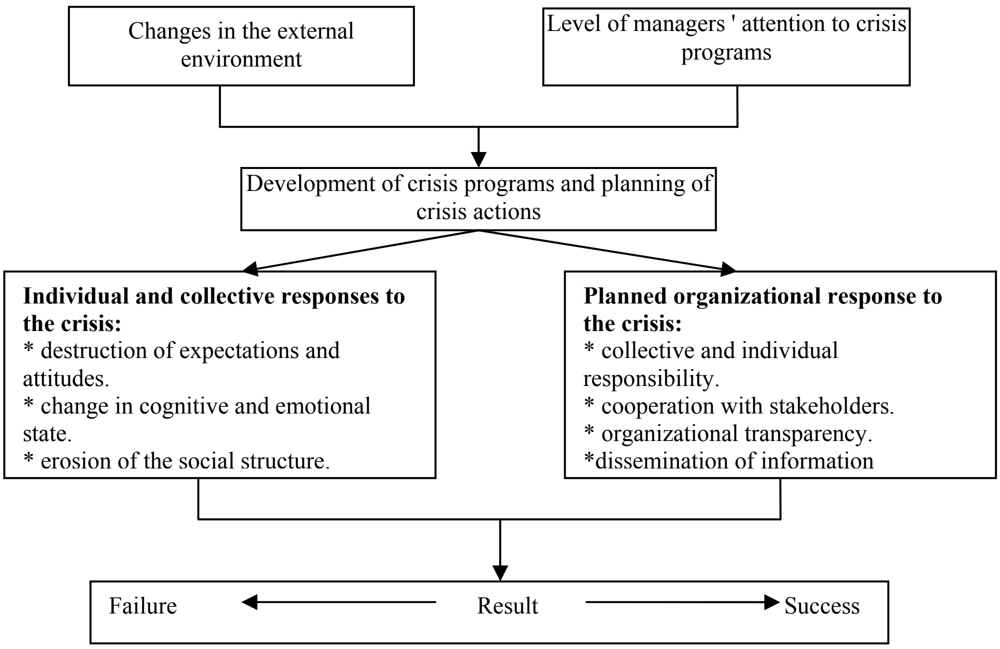

Figure 1 - System approach to crisis management

Note: compiled by the author on the basis of the studied material [9]

Table 1 presents an attempt to compare inefficient, partially effective and efficient CM at different stages of the crisis and their impact on stakeholders. The structure of the organization should be flexible enough to respond in a timely manner to external signals of approaching changes [10].

Table 1 - Comparison of inefficient and effective CM at different stages of the crisis

Aspects of the crisis	Inefficient management	Partially effective management	Effective management
Receiving signals of a possible crisis	Signals are ignored	Signals of a possible crisis cause the organization to be alarmed	Signals are detected early and appropriate action is taken
The border crisis and its impact on stakeholders[11]	The crisis is beyond the scope of the organization and to the detriment of all its stakeholders	The damage from the crisis for non-organizational stakeholders is insignificant	The crisis is localized within the organization and does not harm stakeholders[12]
Resumption of business activity	All organizational processes are terminated. The administration is trying to restore the processes	Some organizational processes have been suspended.	The organization functions as it did before the crisis. All its functions and obligations are fulfilled
The effect of learning from past mistakes	Absents. Organization allows the same mistakes in similar situations	Only selected elements of negative experiences are taken into account	Organizational policies and procedures have changed as a result of the crisis.
Impact of the crisis on the reputation of the organization	The organization is experiencing a long-term negative impact of the crisis	The negative impact of the crisis on the external evaluation of the organization is short-lived.	The image of the organization is improved due to effective behavior during the crisis.
Resource availability	The organization lacks resources to overcome the crisis	The organization has the ability to borrow external resources[13]	Sufficient organizational and external resources are available
Decision making	Implementation is slow due to internal conflicts	Implementation is slow due to problems in interaction with external stakeholders	Decisions are made on time and on the basis of reliable information.
Note: compiled by the author on the basis of the studied material			

Definition of objects of observation of the "crisis field", realizing the threat of bankruptcy of the enterprise. Experience shows that in modern economic conditions almost all aspects of financial activity of the enterprise can generate threat of its bankruptcy. Therefore, the system of monitoring the "crisis field" should be based on the degree of generation of this threat by identifying the most significant objects by this criterion. From these positions, the system of observation of the "crisis field" of the enterprise can be represented by the following main objects in the diagram (Fig. 2) [14].

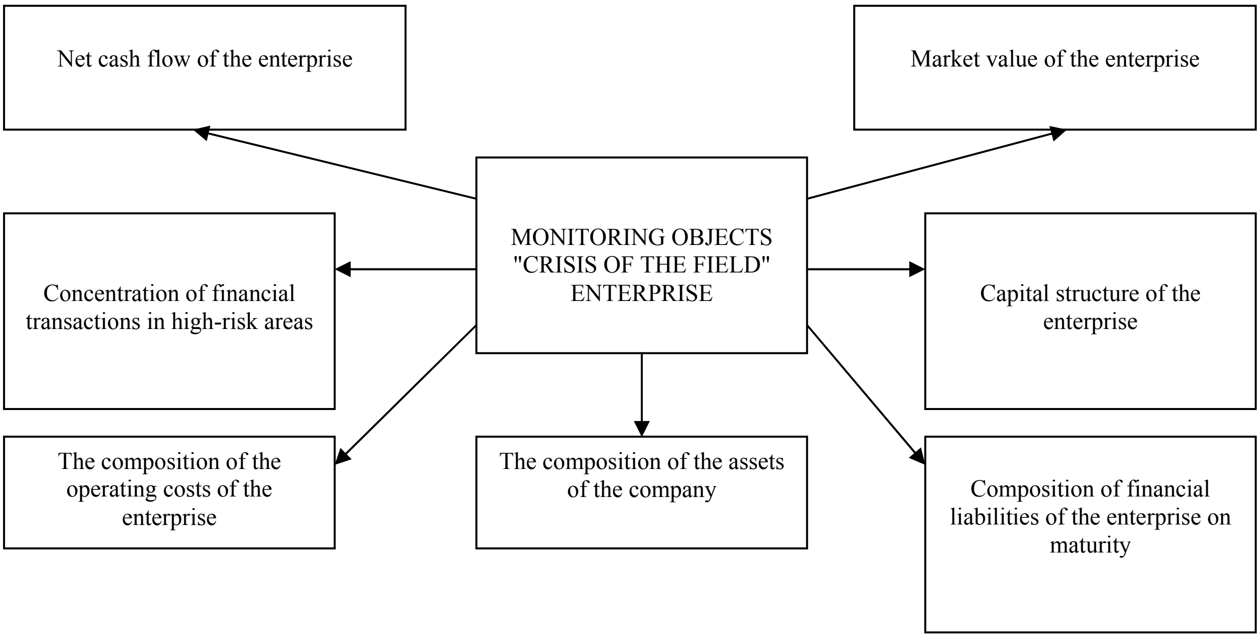

Figure 2 - The main objects of observation of the "crisis field" of the enterprise

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

4. CONCLUSIONS

Currently, most enterprises are experiencing financial difficulties associated with both external national problems (instability of the political situation, imperfection of the legal framework, non - payment, decline in production) and internal problems-inefficient marketing, inefficient use of funds, inefficient production management, imbalance of financial flows. The combination of these factors causes the need for continuous diagnosis of the financial situation of the enterprise for the purpose of early diagnosis of the crisis development of the enterprise and the development of protective mechanisms of crisis management, depending on the identified factors and the strength of their impact[15].

Crisis management is a process, the main content of which is the preparation, adoption and implementation of management decisions to prevent crises, overcome them and eliminate their negative consequences.

The main purpose of crisis management is to restore the financial balance of the enterprise.

For the purpose of early diagnostics of crisis development of the enterprise and development of protective mechanisms of anti-crisis management there is a need for continuous diagnostics of financial position of the enterprise which is carried out by means of the financial analysis.

Financial analysis is the process of researching and evaluating the financial performance and financial condition of an enterprise[16].

Financial analysis is carried out by means of horizontal and vertical analysis of financial statements of the enterprise, as well as by means of coefficient analysis.

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

1) the use of “risk-based” approach is very promising and effective to predict the risk (of the accident), including for the long term;

2) independently, and as a complement to this approach, effective application of method of expert estimations. The combined use of both methods will provide a positive synergistic effect in the prognosis and reduce the probability of occurrence of various contingencies[17];

3) technically and methodologically competent, the application of these approaches to “risk management” will allow to develop new effective methods and opportunities to improve business (production) security in the Republic of Kazakhstan

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ҚАЗАҚСТАННЫҢ АГРОӨНЕРКӘСІПТІК КЕШЕНІНІҢ ҚАЙТА ӨҢДЕУ КӘСІПОРЫНДАРЫНЫҢ ЭКОНОМИКАСЫН ДАҒДАРЫСҚА ҚАРСЫ БАСҚАРУ

Аннотация. Мақала дамыған елдерде кеңінен таралған "дағдарысқа қарсы басқару" ұғымының мазмұнын ашады. Әрбір кәсіпорын дағдарысқа қарсы бағдарлама әзірлеуі тиіс екенін көрсетеді. Сондай-ақ дағдарысқа қарсы басқарудың басты мақсаты қарастырылуда. Мақалада "шикізат - өндіріс - нарық" жүйесіндегі материалдық ағындарды ұйымдастыру және басқару мәселелері бойынша АӨК қайта өңдеу кәсіпорындарының практикалық тәжірибесі талданып, жинақталды. Жаңа материалдық - техникалық базаны пайдалана отырып, ауыл шаруашылығы шикізатын өңдеу процесінде кәсіпорындардың материалдық ағындарын басқаруды ұйымдастырудың әдістері мен жолдары негізделген. АӨК жүйесінде кәсіпорынды басқаруға көзқарасты қалыптастыру теориясы мен практикасын жүйелеу және жинақтау негізінде ауыл шаруашылығы шикізатын өндіру мен өңдеуді ұйымдастырудың тұжырымдамалық негіздері анықталды. Сонымен қатар, мақалада АӨК қайта өңдеу кәсіпорындарының өнімдерін өндіру және тұтыну саласындағы өндірістік-экономикалық қатынастардың тиімді нысандары тұжырымдалған, сондай-ақ азық-түлік және материалдық-техникалық ресурстар нарығының даму болжамы берілген.

Түйін сөздер: дағдарысқа қарсы басқару, басқару шешімдері, дағдарыстың алдын алу, ауыл шаруашылығы, экономика.

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АНТИКРИЗИСНОЕ УПРАВЛЕНИЕ ЭКОНОМИКОЙ ПЕРЕРАБАТЫВАЮЩИХ ПРЕДПРИЯТИЙ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА КАЗАХСТАНА

Аннотация. Статья раскрывает содержание понятия «антикризисное управление», которая широко распространена в развитых странах. Показывает, что каждое предприятие должен подготовить антикризисную программу. А также рассматривается главная цель антикризисного управления. В статье проанализирована теория и обобщен практический опыт перерабатывающих предприятий АПК по вопросам организации и управления материальными потоками в системе «сырье - производство - рынок». Обоснованы методы и пути организации управления материальными потоками предприятий в процессе переработки сельскохозяйственного сырья с использованием новой материально - технической базы. Определены концептуальные основы организации производства и переработки сельскохозяйственного сырья на основе систематизации и обобщения теории и практики формирования подходов к управлению предприятием в системе АПК. Также, в статье сформулированы эффективные формы производственно-экономических отношений в сфере производства и потребления продукций перерабатывающих предприятий АПК, а также дан прогноз развития рынка продовольствия и материально-технических ресурсов.

Ключевые слова: антикризисное управление, управленческие решения, предотвращение кризиса, сельское хозяйство, экономика.

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MANAGING THE DEVELOPMENT OF THE SECTOR OF ORGANIC AGRICULTURE OF KAZAKHSTAN TO THE WTO

Abstract. The article is devoted to the market of agricultural products and food. The basic methods of management and regulation of agro-industrial complex of the Republic of Kazakhstan are described. The main motivational components of consumption of organic products are indicated. The article considers the foreign experience of regulation of organic production and processing of food products. The basic aspects of management in agriculture are characterized. The main problems of development of AIC management system are revealed. The basic principles of management activities of the agricultural sector of Kazakhstan are described. The system of management of the organic agriculture sector of the Republic of Kazakhstan in the WTO system is structured. The study proposes methods of management of competitiveness and development of the sector of organic agriculture of Kazakhstan in the WTO.

Key words: agriculture, economic management, organic agriculture, globalization, World trade organization.

1. INTRODUCTION

Markets for organic agricultural products and food operate in many countries of the world, especially in the US and the EU, where an appropriate infrastructure for certification and sale of organic products has been created and is successfully functioning. The motivations for the consumption of organic products are:

- Ecological safety of food [1];
- High quality and freshness of products;
- the Best taste properties of organic products;
- Preservation of the natural environment in the production process;
- the Absence of genetically modified organisms.

Analyzing the foreign experience, typical consumers of organic products are identified-urban residents with high purchasing power, belonging to the middle and upper social class, caring for the health of the family and focusing on high-quality products. According to experts, the market of organic products in the world is constantly growing. Thus, in 1999 it was estimated at $ 15 billion. In 2006 it amounted to about 30 billion, and in 2017 it reached 110 billion dollars. USA. The turnover of organic products in comparison with 1999 increased more than 6 times. In the context of the economic crisis of 2008, its growth slowed in many countries.

Recently, the Government of the Republic of Kazakhstan pays great attention to the development of agriculture. The agricultural sector is one of the key sectors of the economy and the degree of its development depends not only on the level of food security of the country, but also on the socio-political stability of the state.

Kazakhstan is a country with historically strong agricultural traditions, which has a strong potential to become the world's leading producer in the era of global economic instability, climate change and unstable pricing system [2].

The Republic of Kazakhstan is a country located in the depths of the Eurasian continent, at the junction of two continents — Europe and Asia (Agribusiness-2020).

The agricultural sector of the Republic was in a deep economic crisis. The recent crisis in the world food markets and its negative consequences have more than ever raised the urgency of the food issue and brought it to the forefront of world economic policy. Having assessed the impending threat of the food crisis, almost all countries of the world are currently reviewing their agricultural policies, making appropriate adjustments to it. At the same time, the main focus is on strengthening the regulatory and supporting role of the state in increasing the volume of production and stabilizing the situation in the domestic market of food products.

1.1. Program for the development of agro-industrial complex

The program for the development of agro – industrial complex in the Republic of Kazakhstan for 2013-2020 "Agribusiness 2020" is aimed at improving the competitiveness of the agro-industrial complex in the country and the development of the agricultural sector of Kazakhstan as a whole. The purpose of the program: to create conditions for improving the competitiveness of the agro – industrial complex (hereinafter-agribusiness, AIC) of Kazakhstan (Agribusiness-2020) [3].

The program has 4 main directions:

1. Financial recovery of agribusiness entities.

2. Increase of economic availability of goods, works and services for agribusiness entities:

1) increase of economic availability of goods, works and services in crop production;

2) increasing physical availability of grain storage services;

3) improving the economic availability of water for agricultural;

4) increase of economic availability of goods, works and services in animal husbandry and commercial fish farming;

5) increasing the economic availability of goods, works and services for the production of deep processing of agricultural raw materials;

6) improving the economic accessibility of financial services;

7) increasing the availability of goods, works and services within the framework of priority investment projects;

8) increase of economic accessibility of educational services, results of agricultural science and consulting services.

3. The development of state systems to ensure subjects of AIC:

1) development of phytosanitary safety system;

2) development of veterinary safety system.

4. Improving the efficiency of state regulation of agriculture:

1) improving the efficiency of agricultural chemical services;

2) development of information support systems for agribusiness entities;

3) improving the efficiency of state variety testing of agricultural crops;

4) development of system of rendering of the state services for the agribusiness entities;

5) development of the system of technical regulation in agriculture;

6) improving the efficiency of the system of state control and supervision in agriculture;

7) creation of conditions for the development of production and turnover of organic agricultural products.

Terms and stages of implementation of the program on development of agro-industrial complex in the Republic of Kazakhstan for 2013-2020 "Agribusiness-2020 »:

Stage 1: 2013-2015 (formation of a solid Foundation for the development of agriculture);

Stage 2: 2016-2020 (increase in agricultural production, reduction of import dependence of the country and realization of export potential).

By 2020, it is planned to achieve the following results:

* increase in the volume of state support of agriculture by subsidizing agribusiness entities by 4.5 times;

* extension of debt obligations of agribusiness entities through refinancing and restructuring of loans for at least 8 years for a total of 300 billion tenge;

* increase in the volume of non-state loans attracted to agriculture by increasing the availability of loans and leasing to 2 trillion tenge for 2013-2020;

* reduction of the threat factor of quarantine and especially dangerous harmful organisms to 0.88 (Agribusiness-2020);

* increase in the proportion of food products subject to laboratory monitoring to 0.4 %;

* increase in the share of public services transferred to electronic format to 62% in 2015 [4].

The total costs provided in the national and local budgets for the implementation of the Program in 2013-2020 will amount to a total of 3 122.2 billion tenge.

In connection with the development of competitiveness, the main priorities of the agricultural policy of the most developed countries are: the formation and functioning of innovative processes; the formation of favorable conditions for attracting investment; the development of agricultural infrastructure; the concentration of agricultural production; the creation of conditions for continuous training of rural workers.

2. METHODOLOGY

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

The following methods were used to study the management of agro-industrial complex and agriculture of the Republic of Kazakhstan:

- review of the legal and regulatory framework;
- analytical method;
- study of foreign experience;
- collection and processing of statistical data;
- economic and mathematical calculations.

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 Tajik and foreign scientists in the field of the theory of organic agriculture, as well as the work of leading domestic and foreign scientists in the field of agriculture 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 the decrees and decrees of the President of the Republic of Kazakhstan.

Information base of the study: statistical data of the Committee on statistics of the Ministry of national economy, development program of the Republic for the period up to 2020. Also, materials posted on the websites of the global Internet were attracted.

Methodological foundations of the study of economic theory and General scientific principles of the system approach, modern analytical, statistical and graphical methods of research using the methods of expert assessments, empirical and calculated data obtained by the author in the process and as a result of the study.

2.1. Foreign experience

USA

In the United States to regulate organic production and food processing in 1990 was adopted the Law on production of organic food (Organic Foods Production Act, OFPA). From the early 1970s to 1990, organic standards developed at the state level. The involvement of the Federal government helped to legitimize the organic movement and raise this issue to a higher level. The organic food production act defined requirements for the production, processing and certification of food products that can be labeled as "organic products" [5].

There are two types of certification: for "those who grow" (farmers) and" those who process " (processors, sales organizations). The U.S. Department of agriculture also has representatives in several other countries, which allows the import of organic products for subsequent sale in the United States (Sadykov, 2018).

Canada

The Canadian inspection food Agency (Canadian Food Inspection Agency, CFIA) is the Federal authorized body in the sphere of regulation of the organic sector. The bodies on confirmation of conformity (Conformity Verification Bodies, the CVB) have agreements with the Canadian inspection food Agency in accordance with article 14 of the Law on the evaluation, provide recommendations for further accreditation and monitor certification bodies. Twenty private regulatory authorities have been accredited in Canada for certification and inspection (Wilier, Helga and Julia Lernoud, 2018).

All organic food, beverages and animal feed sold in Canada must be certified to canadian standards and all certification bodies must be accredited by a conformity assessment body recognized by the Canadian food inspection Agency. This also applies to all imported products, except those covered by the equivalence agreement [6].

Germany

Given that Germany has a Federal structure, there are 16 Federal länder Supervisory bodies that are responsible for 23 Supervisory bodies that currently operate in the German organic market. Private certification bodies monitor and monitor compliance with EU legislation on organic agriculture.

In addition, in Germany there are a number of private organic labels and standards, which are mainly owned by farmers ' associations (Bioland, Demeter, Naturland, Gaa, Biopark). These associations have strict rules and monitoring system compared to the requirements of the EU Regulation and they consider themselves organic "premium brands". In Germany, the Law on organic agriculture (OkoLandbaugesetz, OLG), which was adopted on 15 July 2002 and adapted to the requirements of the new EU legislation on the issues of organic agriculture in 2009.

Analogy in Kazakhstan

Transition to organic agriculture the Concept of transition of the Republic of Kazakhstan to "green economy" for 2013 – 2020 Approved in 2013 by the decree of the President opened opportunities for the development of environmentally friendly production. The government in its implementation activities provided for the development of standards for organic (ecological) agricultural products in accordance with international requirements. However, the standards themselves were of little importance without an integrated system of production and turnover of organic products. Therefore, during the subsequent period, the Government worked on the creation of the law on environmental production and institutional norms for its implementation. At the end of 2015, the Parliament of Kazakhstan adopted the law" on organic production " and signed by the President of the Republic of Kazakhstan [7].

The law contains 4 chapters and 18 articles laying the foundations for the regulation of organic production. The law regulates:

- Principles, objectives and tasks of legal regulation in the field of organic production;
- Distribution of powers between the relevant state bodies and local executive bodies, state support and stimulation;
- Basic conditions and procedure for the production of organic products: duties of organic producers, conditions of transition and production of organic products, conformity assessment and inspection control, maintenance of the register of producers, mandatory requirements for the labeling of organic products;
- State control, responsibility and dispute resolution procedure.

3. RESULTS

In Kazakhstan, there are about 300 thousand hectares of certified organic land. They are certified in accordance with international standards. In particular, they comply with the legislation of the European Union, the Codex Alimentarius and American standards of organic production (Fig.1).

In Kazakhstan, about 26 enterprises are engaged in the production of organic products.

That is, an average of about 11,600 hectares per enterprise. If we compare, for example, with India, the number of manufacturers in India is 600 thousand. Of the products that are produced, it is mainly cereals and oilseeds. From the finished product can be called a variety of cereals, Kazakhstan also exports organic vodka, there is the production of organic wine for consumption in the domestic market.

According to the Kazakhstan Federation of organic agriculture movement, the world area of land certified as organic is now 43 million hectares. In 170 countries certified organic products are produced, in the world there are 2 million producers of organic products. The volume of the organic market is $ 72 billion. Legislative norms regulating organic agriculture exist in 88 countries, including the CIS countries: Tajikistan, Georgia, Ukraine, Moldova, Azerbaijan [8].

In the framework of the nation address "Strategy "Kazakhstan – 2050": New political course" and "Third modernization of Kazakhstan: global competitiveness," the Head of state noted that we need large scale modernization of agriculture, especially in the conditions of growing global demand for agricultural products and agro-industrial complex of Kazakhstan has a promising future in many positions and can be one of the world's largest producers of agricultural export products, especially for the production of organic food.

Today, organic agriculture is practiced in 160 countries. 84 countries have their Own laws on organic farming, and dozens of countries are developing such laws. According to economists, if now the turnover in the field of organic agriculture is 85-90 billion dollars a year, by 2020 this figure will reach 200-250 billion dollars.

On November 27, 2015, the Republic of Kazakhstan adopted the Law "on production of organic products", which defined the legal, economic, social and organizational basis for the production of organic products, aimed at ensuring the rational use of soils, assistance in the formation of healthy nutrition and environmental protection.

The coalition for "green "economy and development of G-Global", as a public organization promoting the principles of transition to a" green "economy, has been paying special attention to the development of organic agriculture in Kazakhstan for the last 3 years [9].

The coalition on the basis of the center of green technologies "Arnasay" on a regular basis conducts training of farmers and farmers in the basics of organic agriculture through acquaintance with the work of green technologies (biohumus, agrofibre, drip irrigation, etc.), as well as solar biovegetarium and phytodiode greenhouse.

On the basis of CST "Arnasay" together with the akimat of Astana city has set up its centre of agro company the heart of the "green" technologies. Currently, "Organic Center" is being created together with the Ministry of agriculture.

Standards of the non-governmental organization "GreenFood" (for environmentally friendly vegetable products) are developed and implemented.

For the development of organic agriculture, the Coalition cooperates with international and national organizations.

The main area of activity of the Federation of organic movement of Ukraine invited to the round table is the promotion of organic production and organic products; familiarization of interested legal entities and individuals with the basics, methods and specifics of production and sale of certified organic products; support and development of a network of producers-suppliers of organic products for domestic and export [10].

Among the tasks that KazFOAM sets Itself is the formation of demand and supply for organic products in Kazakhstan, the formation of a culture of consumption of such products, the creation of an appropriate legislative and technical base.

One of the main partners of the Coalition is the OSCE programme Office in Astana.

According to the mandate, the Office is charged with supporting Kazakhstan in the implementation of OSCE principles and commitments in all three dimensions within the framework of the OSCE common approach to cooperation-based security and in the regional context.

The office maintains contacts with Central and local authorities, universities, research institutes, representatives of civil society and non-governmental organizations [11].

The office helps organize OSCE regional events, including regional seminars and visits by OSCE delegations. It assists the government of Kazakhstan by developing the capacity of national stakeholders and facilitating the exchange of information on OSCE activities between OSCE institutions and relevant state bodies. The office also promotes awareness of the values, principles and activities of OSCE field missions, among state and non-governmental institutions.

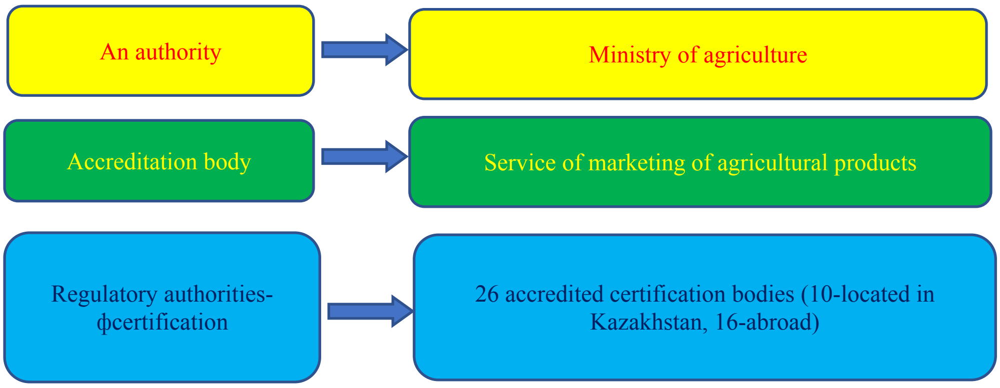

Figure 1 - Organizations involved in the control and supervision of organic production in the Republic of Kazakhstan

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

3.1. Analytical aspect

Over the past five years, there has been an increase in the interest of Kazakh agricultural producers to the transition to organic farming methods, as evidenced by both surveys of agricultural producers and an increase in the number of their appeals to organizations that advise on the development of the organic sector.

In Table 1 the factors contributing to the transition to organic methods of management and the main difficulties are presented [12].

Table 1 - Factors contributing to the transition to organic management and the main difficulties

Motives	Hardship
• Ability to sell products at higher prices; • Improving the competitiveness of products by improving quality; • Increased export potential due to increased demand for organic products in foreign markets; • Use of a wide variety of legumes in crop rotations, which allows to solve the problem of feed and maintain the level of nitrogen in the soil; • The ability to rationally use the labor force and increase the profit of the enterprise through the organization of on-farm processing and direct sales of products; • Care for the environment and health, is also one of the factors, even for small groups of farmers; • High cost of fertilizers and pesticides	• Psychological complexity of the transition to new methods of management after many years of practice of traditional agriculture; • Due to the fact that the organic method of farming is more complex than the traditional one, the probability of making mistakes by the manufacturer increases, which can significantly reduce the yield, increase the incidence of disease, weed infestation and pest infestation of plants; • Low level of information and knowledge about organic management methods and approaches; • Additional certification costs; • The ban on the use of synthetic preservatives in products can significantly reduce the period of its implementation

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

Currently, there is no official statistics of organic production in Kazakhstan, and there is no state register of organic producers and processing companies. Despite this, the study identified 29 producers and 19 processors of certified organic products (Tab.2).

Table 2 - Production of certified organic products in Kazakhstan

№	**Product**	**Tons**
1	Grain crop	161427
2	Oil crop	84872
3	Leguminous crop	47845
4	Fodder crop	8700
5	Medicinal herb	300
Subtotal:		**302844**

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

Currently, there are about 100 manufacturers with the sign "Environmental products". In addition to agricultural producers, this sign is also used by manufacturers of non-food products, including sanitary ware, concrete, building materials, gypsum mixtures, rubber coatings, etc.among food producers that have the "Environmentally friendly product" sign, there are all product groups: bread and cereals, meat and meat products, fish and seafood, milk and dairy products, eggs, oils and fats, fruits, vegetables, sugar, jam, honey, chocolate and confectionery. Interesting is the fact that almost all large poultry farms have this sign. This is due to the fact that the requirements for producers to subsidize engaged in the production of poultry meat, Turkey meat and food eggs, is the presence of the sign "Environmental products" (government Decree of the Republic of Kazakhstan dated February 18, 2014 № 103 on approval of the rules of subsidies from the local budgets for the development of livestock breeding, improving the productivity and quality of livestock products) (Wilier, Helga and Julia Lernoud, 2018) [13].

Kazakhstan does not maintain official statistics on imports of organic products. As the observations show, in the framework of this study, mainly long-term storage products are imported to Kazakhstan. In commercial networks is widely represented by products such as nuts, cereals, coffee, chocolate, dry foods, beverages, syrups, etc., the Total volume of imported organic products in the assortments of less than 0.1%.

Products are mostly imported from the European Union and the United States.

There are no official statistics on exports either. According to the data received from the exporting companies, Kazakhstan certified organic products are exported to Russia, Ukraine, Germany, Poland, the Netherlands and Italy.

Below in table 3 the list of exported products in 2018 is presented [14].

The total volume of exports of certified organic products from Kazakhstan in 2018 amounted to about $ 10 million USA.

Table 3 - The export of certified organic products

Crop	Tons
Soft wheat	14804,5
Soy	2060,8
Soybean meal	4848,6
Linum	2500
Millet	42
Pea	300
Rape	900
Medicinal herb	300

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

Sales channels for organic products

As international experience shows, the market infrastructure through which organic products pass includes such sales channels as:

1. Wholesale:

- wholesale market;
- auctions;
- markets;
- export.

2. Retailer:

- commercial network (often with the creation of specialist departments, shelves);
- specialty stores;
- markets;
- specialized weekend markets;
- direct sales in the market, or directly from the farmstead, with production sites (often combined with agrotourism);
- online store;

- postage [15].

3. Public procurement.

SWOT analysis of organic products market

The conducted SWOT analysis showed that the possible points of growth of organic production in Kazakhstan can be (Tab.4):

1. Transition from conventional intensive farming systems to organic production;
2. Organic agriculture in protected areas;
3. The growth of domestic demand for organic food;
4. The development and establishment of market for organic products;
5. Access of domestic producers to the world markets of organic products;
6. The growing social interest in a healthy lifestyle, the protection of the natural environment, the conservation of biodiversity [16].

Table 4 - SWOT analysis of organic products market in Kazakhstan

Strengths	Weaknesses
• Low chemicalization of agriculture; • A significant area of agricultural lands, including wasteland; • Productive work of scientific institutes on the development of new resource-saving technologies and their successful implementation in production; • Fashion for healthy eating among certain population groups; • Positive trend of demand for organic products in Kazakhstan and abroad	• Contamination of soils in some areas with radionuclides; • Lack of technology and practical experience in organic production and processing; • High cost of organic products with low shelf life; • No of enterprises engaged in the processing of organic products; • Lack of advertising of organic products and promotion of healthy nutrition; • Low level of logistics development; • Difficulty of entering the markets of agricultural products; • Poor storage conditions of products; • Lack of Advisory centers for organic producers; • The unwillingness of the majority of the population to take care of the quality of food; • Insufficient level of well-being of the population
Opportunities	**Threats**
• Low competition in the domestic organic market; • Increased media interest; • Dissemination of the experience of Western organic producers after WTO accession; • Demand for organic products in the international market	• Imperfection of the legal framework for organic producers; • Lack of any state support for the development of organic products market (information, financial, marketing); • Toughening competition in the domestic market after Kazakhstan's accession to the WTO; • Difficulties in interaction with public authorities; • Lack of support for research on the production, processing and marketing of organic products; • Instability of the economic situation in the agricultural sector due to the economic crisis; • Low availability of financial resources; • Poor development of traditional agriculture; • Protectionist policies of foreign States

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

4. CONCLUSIONS

It can be concluded that in the conditions of modern growth of prices for oil products, we should expect another technological shift in agricultural production. Most likely, it will be associated with the wider introduction of genetically modified plant varieties, energy-saving equipment and technologies that will achieve even greater reduction in energy consumption per unit of production.

With population growth and food shortages, the prices of basic crops may rise faster than the prices of petroleum products. Such a scenario is possible with the wide spread of alternative energy sources.

Innovative development of agriculture will be associated with the introduction of selection and genetic development, production technologies, organization and management of agricultural enterprises and the principles of sustainable development. In the next decade, selection and genetic innovations necessary for the production of varieties and hybrids resistant to adverse conditions, diseases and pests, the creation of breeds of beef cattle, poultry crosses of high productivity will be of particular importance for Kazakhstan.

Development of agribusiness infrastructure is also a promising task and is associated with the creation of technological systems for storage and processing of agricultural organic raw materials in the production of environmentally friendly, competitive food products for General and special purposes on the basis of modern achievements of nano-, biotechnology.

The solution to the problems of organic agriculture development is due to the level of funding, mainly from the state budget, which should be carried out on the basis of the principles of strategic planning, based on the concentration on the essential and priority areas of improving the competitiveness of agriculture and food security.

4.1. Brief description

Thus, based on the data obtained, it is obvious that the means of biologization in crop rotations are economically and environmentally justified.

However, for the successful development of organic production in Kazakhstan it is necessary to develop and approve:

- technical regulations for the production of organic products and raw materials;
- the procedure for assessing the suitability of soils for organic production;
- procedure and requirements for the marking of organic products;
- national system of certification, accreditation of state control over the activities of subjects of production, transportation, storage, sale of organic products;
- to deepen scientific research in the field of production of organic products and raw materials;
- to organize the training of qualified personnel in the field of organic farming, etc.

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ДСҰ-ДАҒЫ ҚАЗАҚСТАННЫҢ ОРГАНИКАЛЫҚ АУЫЛ ШАРУАШЫЛЫҒЫ СЕКТОРЫНЫҢ ДАМУЫН БАСҚАРУ

Аннотация. Мақала ауыл шаруашылығы өнімдері мен азық-түлік нарығына арналған. Қазақстан Республикасының агроөнеркәсіптік кешенін басқарудың және реттеудің негізгі әдістері сипатталған. Органикалық өнімді тұтынудың негізгі мотивациялық компоненттері көрсетілген. Мақалада тағам өнімдерін органикалық өндіру мен қайта өңдеуді реттеудің шетелдік тәжірибесі қарастырылған. Ауыл шаруашылығындағы менеджменттің негізгі аспектілері сипатталған. АӨК басқару жүйесін дамытудың негізгі проблемалары анықталды. ҚР Ауыл шаруашылығы саласының басқару қызметінің негізгі принциптері сипатталған. ДСҰ жүйесінде Қазақстан Республикасының органикалық ауыл шаруашылығы секторының дамуын басқару жүйесі құрылымдалды. Зерттеуде Қазақстанның ДСҰ-дағы Органикалық ауыл шаруашылығы секторының бәсекеге қабілеттілігін және дамуын басқару әдістері ұсынылған.

Түйін сөздер: ауыл шаруашылығы, экономиканы басқару, Органикалық ауыл шаруашылығы, жаһандану, Дүниежүзілік сауда ұйымы.

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УПРАВЛЕНИЕ РАЗВИТИЕМ СЕКТОРА ОРГАНИЧЕСКОГО СЕЛЬСКОГО ХОЗЯЙСТВА КАЗАХСТАНА В ВТО

Аннотация. Статья посвящена рынку сельскохозяйственной продукции и продовольствия. Описаны основные методы управления и регулирования агропромышленного комплекса Республики Казахстан. Указаны основные мотивационные компоненты потребления органической продукции. В статье рассмотрен зарубежный опыт регулирования органического производства и переработки пищевой продукции. Охарактеризованы основополагающие аспекты менеджмента в сельском хозяйстве. Выявлены основные проблемы развития системы управления АПК. Описаны основные принципы управленческой деятельности отрасли сельского хозяйства РК. Структурирована система управления развитием сектора органического сельского хозяйства Республики Казахстан в системе ВТО. В исследовании предложены методы управления конкурентоспособностью и развитием сектора органического сельского хозяйства Казахстана в ВТО.

Ключевые слова: сельское хозяйство, управление экономикой, органическое сельское хозяйство, глобализация, Всемирная торговая организация.

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THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITIES UNDER THE FOURTH INDUSTRIAL REVOLUTION

Abstract. The article deals with the features of foreign economic activity management. One of the issues discussed and insufficiently studied in the scientific literature on the management of foreign economic activity. The article attempts to study the essence of this type of activity. Based on the system-process approach, the authors describe the main elements of foreign economic activity management and clarify the content of its stages. The article reveals the features of foreign economic development strategy formation. The idea of the fourth industrial revolution and its features are characterized. The influence of the fourth industrial revolution on the economy of the Republic of Kazakhstan, especially on the foreign economic activity of the country. The main ways to improve the management system of foreign economic activity of the Republic are proposed.

Key words: foreign economic activity, economic management, fourth industrial revolution, innovative development, economic potential.

1. INTRODUCTION

In the years that have passed since the beginning of the reforms, many enterprises have become more adapted in terms of understanding the work in the new conditions, managed to withstand the confrontation with foreign and domestic competitors, began to buy new equipment and update the range.

Very often, Kazakh enterprises, having a sufficiently good competitiveness of products and the potential for further development, cannot compete adequately in foreign markets or even in the Russian market with imported products. On the one hand, this is influenced by the peculiarities, the difference in activities in foreign markets compared to the domestic market, which include [1]:

- special requirements of consumers and working conditions in these markets (especially in the markets of developed countries with a high culture of consumption);
- requirements for product quality and service level;
- more time-consuming study of these markets (often the company cannot afford to conduct comprehensive studies, which creates even greater uncertainty in the sale of products);
- difficulties with the organization of the sales network (usually it takes quite a lot of time and resources);
- specific environmental conditions: national legislation, rules and methods of payment, business customs, etc.

Other reasons are the extreme isolation, rigidity and backwardness of management systems in enterprises, primarily the management system of foreign economic activity (FEA) as a direct and main force of the enterprise when working with foreign markets. To this can be added the lack of specialists with international experience and lack of experience in the markets of other countries and with foreign contractors. As a result, the company is faced with a set of complexes, often unsolvable problems in the organization of its foreign trade. That is why it is important how the FEA control system operates, interacts with other subsystems and is included in the overall enterprise management system.

The role of the FEA management system in modern conditions is to reorganize and streamline the activities of enterprise subsystems that support and implement FEA functions in such a way that the enterprise effectively functions and develops in the conditions of work in foreign markets.

The enterprise FEA management system can be distinguished on the basis of five fundamental provisions, such as:

1) the strategy of foreign economic activity and long-term goals;

2) internal organizational structure;

3) financial, material, temporary and other resources that ensure its functioning [2];

4) the external environment, forming the limitations of the system;

5) center for management decision-making and evaluation.

There are three levels of evaluation of the effectiveness of foreign trade:

1) on the basis of the current official financial statements. Efficiency of foreign trade is characterized by profitability of all divisions of the enterprise focused on export (total profit per unit of export turnover; net profit per unit of export turnover, etc.);

2) on the basis of additional information in the framework of management accounting, which allows to determine the marginal profitability of foreign trade, break-even point for each export position and other indicators that more accurately reflect the effectiveness of foreign trade;

3) on the basis of internal and external information of the enterprise on the state of foreign trade processes for each export product, which compares not only the results and costs of foreign trade for each product, each country and other, but also evaluates other factors of efficiency, including the value of the goods for the client, the level of service, flexible response to any wishes of the client in terms of changes in certain characteristics of the product.

So, it can assess the capacity of the entire system of management of foreign trade activities, its ability to perform the primary function for the formulation and justification of strategy of the enterprise on foreign markets, its long-term and short-term goals and objectives, as well as ways and means of achieving them.

To improve efficiency, it is necessary that the entire management system operates on the basis of a single organizational and economic mechanism.

Organizational and economic mechanism is a system of methods, methods and techniques formation and regulation of relations between objects and the internal and external environment.

Features of organizational and economic mechanisms are determined by the nature of actions for the organization of management. The latter are:

- actions for the formation, creation, formation of the whole as a set of interrelated and interacting parts, the Association of which is due to the objectives of the structure of the whole-the control system;
- actions on formation, creation of elements (parts) of the whole as subsystems of the control system;
- actions to ensure internal order, consistency, interaction of more or less differentiated and Autonomous parts of the control system;
- actions to bring the management system and its elements in line with the strategic mission, objectives and nature of the management object;
- actions to adapt the control system to the external environment.

Actions on the organization of management can be represented as forming, ordering and regulating. It is the nature of actions that determines the methodological approaches, methods and techniques that are tools of organizational mechanisms. These are first of all methods of division (dismemberment) of the whole into elements and methods of connection (combination), Association. The first ones are widely represented in organizational mechanisms by graphic methods, structuring methods, heuristic methods, optimization methods, matrices of relationships and dependencies and others, the second-by the network method of planning and management, functional cost analysis, methods of optimization of solutions, graphic and heuristic methods, etc.

The principles of development of the organizational and economic mechanism of foreign trade can be formulated as follows:

* specification of FEA strategy;

* definition of functional subsystems necessary for implementation of FEA processes;

* determination of the blocks of tasks for each subsystem;

* integration of all functional subsystems into a single whole through the organizational and economic mechanism of foreign economic activity.

Thus, each functional subsystem corresponds to a certain group of goals and objectives, processes that are detailed to specific activities. Because of this, FEA management is carried out through existing functional subsystems, where additional elements may be organized. All this allows you to greatly improve the efficiency of foreign trade. Due to the fact that the goals of foreign trade are within the organization, they are interrelated with the processes taking place in the enterprise, and will be with them in mutual development. In this regard, the organizational and economic mechanism of foreign trade is understood as a single process of ensuring the interrelated activities of functional units within the established organizational structure of foreign trade management, effective planning and optimal allocation of resources in accordance with the selected criterion of optimality in order to achieve the goals and implement the strategy in foreign markets [3].

It is possible to form a system of the mechanism as a whole and present it with eight subsystems-blocks, such as:

1) selection of FEA development strategies;

2) to achieve management synergy in the framework of the corporate management;

3) improve the planning of foreign trade activities in the enterprise system and the determination of prices of production;

4) development of marketing research of sales and procurement markets, development of advertising and commercial prices;

5) information support in the system of corporate management and foreign trade monitoring;

6) development of personnel adaptation and development system;

7) the organization, maintenance and development of dealer network;

8) development of financial management and settlement system with contractors.

Each of these blocks contributes to the strengthening, implementation of the company's positions in foreign markets, its greater adaptability to environmental conditions and the use of competitive advantages.

1.1. The fourth industrial revolution or industry 4.0

In General, the organizational-economic mechanism of management system of foreign trade is a complex, multifactorial system of organizational, economic, management activities that carry out the functions of implementation of foreign economic activity of the enterprise in the regions and the country as a whole, and this includes the Fourth industrial revolution or industry 4.0 and digitalization in General.

The fourth industrial revolution or industry 4.0 today is one of the most advanced trends in global technological development. Information technologies have penetrated deeply into all spheres of human activity, including industry.

The essence of the Fourth industrial revolution is that the physical world is connected to the virtual, resulting in the birth of new cyber-physical complexes integrated into a single digital ecosystem.

Industry 4.0 means more and more automation and intellectualization of all processes of industrial production: from digital product design, digital copy creation, predictive maintenance in real time, automated system of components supplies to individualized approach in work with clients.

Digitalization increases the flexibility of production reduces the time of bringing new products to the market that allows you to implement new business models. All this significantly increases the efficiency and competitiveness of industrial enterprises:

- productivity is increased by an average of 10-20% due to the optimization of processes, the possibility of operational analysis of data in real time, reducing accidents and downtime, improving the interaction of employees and equipment;

- occupational safety is ensured by minimizing human work in particularly dangerous areas and in places with high levels of injury. For example, to check hazardous areas in the mine and data excluding personal injury. It also allows you to transfer operators of the underground environment in a safe and comfortable working environment in control rooms (Nazarbayev, 2018);

- time to market for new products is reduced by 20% thanks to digital engineering and rapid prototyping technologies.

In addition, enterprises can strengthen their market positions and develop new markets by better identifying customer needs and market forecasts, as well as production for specific needs [4].

The Address of the Head of state" the Third modernization of Kazakhstan: global competitiveness " spoke about the historical challenge that Kazakhstan faces the Fourth industrial revolution. Using the theses of the Address as a direct guide to action, the Government of the country within the framework of the state program "Digital Kazakhstan" proposed a number of initiatives for technological re-equipment of basic industries related to the enrichment of human capital, the development of digital infrastructure, its own technologies and competencies in industry 4.0, as well as improving regulatory, financial and other incentive measures.

Digitalization of production is a chance for domestic enterprises not only to increase their own profits, but also to reach a new technological level of development, to find new market niches.

In addition to the short – term economic benefits, industry 4.0 is an excellent opportunity to strengthen cooperation between business and applied science. Domestic development of universities and research institutes can offer the production of resource-saving, high-performance science-based technology.

History knows many revolutions throughout the existence of mankind. Currently, all over the world there are changes concerning different spheres of social life, initiated by high-tech improvement of production technologies.

2. METHODOLOGY

Methods of management of foreign economic activity are methods, methods of influence of the subject on object of management (not excluding the return influence of object on the subject), the head on collective and collective on the head. Management methods are classified according to numerous features. Thus, the methods of direct and indirect impact were used in the study. When using the former, the direct result of the impact is assumed, while the latter were aimed at creating certain conditions for achieving specific results. Methods of formal and informal influence can be distinguished. Their ratio reflects the characteristic features of the management style.

The most important was the classification of management methods on the basis of objective laws inherent in the management system, as well as the needs and interests of the person or persons to whom the impact is directed. On this basis, the following management methods are distinguished.

Organizational methods. These are management methods that are based on organizational laws and organizational relationships between people. In this group of management methods, the authors used: methods of organizational-stabilizing, administrative and disciplinary action.

Methods of management of organizational and stabilizing influence are intended for creation of an organizational basis of joint work. This is-the distribution of functions, responsibilities, responsibilities, powers, establishing the order of business relationships, which is achieved by structuring (the creation of a capable organization based on the analysis of goals and objectives, the synthesis of constituent elements, parts, units, as well as a combination of their functions and coordination of actions), regulation, regulation and instruction separately and their combination. Methods of management of administrative influence can compensate for the unaccounted moments of the organization and bring the system to new parameters by directives, orders, instructions, resolutions, regulations, etc. Particular importance in the study of organizational management methods were administrative, which are associated with the nature of power of public administration, and methods of management of legal management, the state means of legal impact on public relations.

The essence of economic methods is to use economic incentives to enhance activities in foreign markets in the right direction and to build economic capacity in General.

2.1. Foreign experience

For example, in the next 5-10 years, a significant number of companies will start to use "Industry 4.0", which will increase productivity in all industrial sectors in Germany from 90 to 150 billion euros. It is predicted that the productivity increase of marginal costs will be from 15 to 25 % (excluding the cost of materials). Another effect of Industry 4.0 should be revenue growth. Manufacturers ' demand for better equipment and new data applications, as well as consumer demand for a wide variety of more customized products, will contribute to an additional growth of about 30 billion euros per year, which is about 1% of Germany's GDP. The global market race of "Industry 4.0" is also led by the high-tech giants of the USA, who have invested billions of dollars in the core technologies of industry 4.0, products of R&d (Research and development), M&a (Mergers and acquisitions) and commercialization of innovations. The transformation of the economy caused by Industry 4.0 means that business processes such as production, supply, delivery and customer service will be linked through industrial IOT (Internet of things) systems. These highly flexible networks will require new forms of cooperation between companies, both nationally and globally. If we talk about Asia, in recent years, Chinese companies have increased investment in high-tech development around the world and, as a result, according to the International Federation of Robotics, since 2013, the Chinese market of industrial robots has become the largest in the world. At the same time, by 2020, China will have an average of 150 robots for 10 000 industrial jobs, which is three times more than in 2015 [5].

Developed countries like the US and Germany may find it very difficult to outrun the Eastern dragon. But the struggle for leadership continues. Thus, in the United States in 2014 created a non-profit consortium of industrial Internet (Industrial Internet). Japan is also trying to keep up, and discusses its own concepts Connected Factories (connecting to a network of factories) for the development of its industry. According to some sources, the introduction of innovative technologies in Kazakhstan was initiated at about the same time as in other countries. Nevertheless, taking into account the scale of the country, and the specifics of the bureaucratic system, the process of transition to the digitization of production as a national idea is not moving fast enough. Within the Framework of the" strategy of forced industrial - innovative development of the Republic of Kazakhstan for the period up to 2020 " many tasks have been set, the work on which is carried out to the present time. Among them are: increase in the share of industrial enterprises, introducing technological innovations; increase of internal costs for research and development.

For example, Russia's share of the world markets in high-tech goods and services increased to 5-10 percent in 5-7 and more sectors of the economy by 2020, as well as many others [6]. Although in recent years there has been a trend in Russia towards positive dynamics of domestic expenditures on research and development compared to the early 2000s, the share of science funding is still significantly lower than that of the leading countries in the NTP. For example, the US allocates 2.79% of its GDP for research activities, Germany-2.93 %. The leaders are Japan and Korea (3.29% and 4.23% respectively). If the government increases the share of domestic funding for research and development to 2.5–3% of GDP, as planned according to the "strategy of innovative development of the Russian Federation for the period up to 2020", it will be a significant step forward. The modern world is changing, and it is obvious that countries actively investing in the development of high technologies will have an advantage in the international market. Kazakhstan currently has a need to move to an innovative way of development. The main priority in the socio-economic development should be the transition of the Russian economy from export-raw materials to innovative socially-oriented type of development. This will expand the competitive potential of the Kazakhstan economy by increasing its advantages in science, education, and innovative technologies. We will not be able to withstand competition and achieve a strong position on the world stage, without properly developing science and high technology, as well as the practical application of the results achieved in business, production, and social sphere [7].

3. RESULTS

The mechanism of decision-making in the foreign economic sphere should be constantly improved. At the same time, the change in the model of state regulation of foreign economic activity requires the introduction of new tools and documents for the operational management of this sphere (Fig. 1).

First, short-term (from one to three years) export promotion programs will be developed, which determine the key areas of industrial exports and a set of tools to achieve the goals, taking into account the priority and specifics of specific foreign markets, the needs of industries and regional characteristics of production and sales of exported products.

Secondly, but the key partner countries of the Republic of Kazakhstan will be prepared bilateral plans of trade and economic cooperation (for up to three years), defining the main target parameters of mutual trade and investment and specific measures to achieve them [8].

Third, these programs and plans will be supplemented by annual directives to the trade missions of Kazakhstan in foreign countries, aimed at solving specific tasks to improve cooperation with the host country (Schwab, 2016).

Fourth, the "Main directions of customs and tariff policy" will be approved annually, which determine the priorities of the Republic of Kazakhstan in this area.

Fifth, the system of preparation (including outsourcing) of medium - and long-term market forecasts for the main sectors and geographical directions of foreign economic activity of Kazakhstan will be improved in order to identify opportunities and potential threats, followed by making the necessary adjustments to the foreign economic policy of the country.

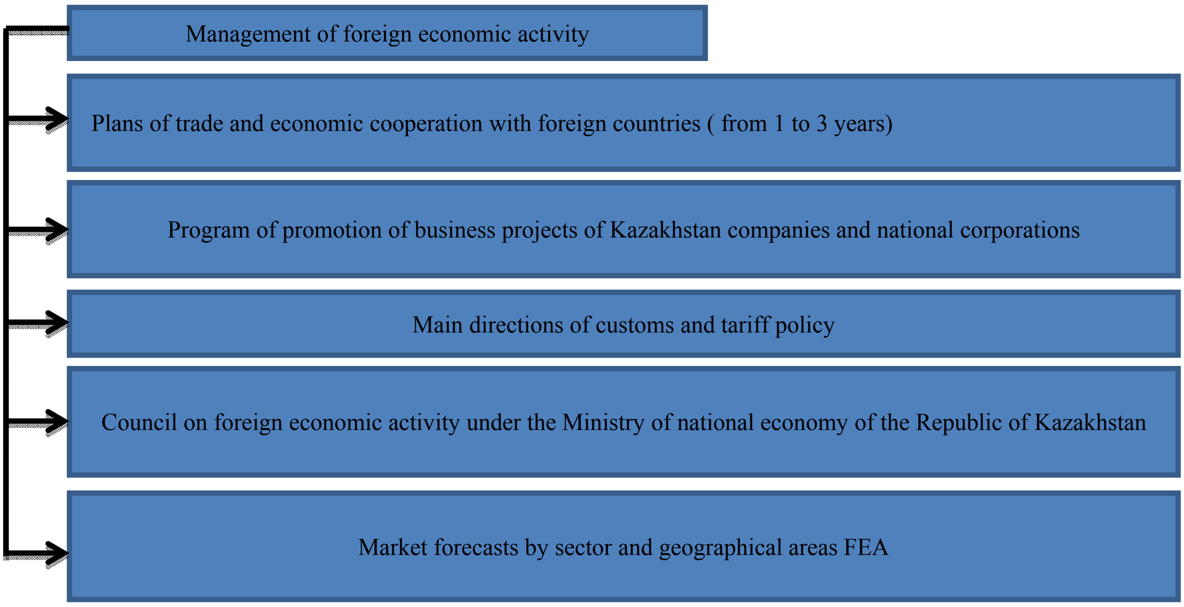

Figure 1 - Strategic management of foreign economic activity

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

Foreign economic activity is built in accordance with the" concept of development of foreign trade of the Republic of Kazakhstan", which determines the priorities of development in this area until 2020 and means to achieve the goals. This program document was developed by the government in cooperation with scientific and other organizations, regional departments of Executive authorities: customs administration, regional center of currency and export control service, etc. [9].

In accordance with this document, foreign economic activity is based on the following principles and approaches (Fig. 2):

1) implementation of sound structural industrial policy with the use of liberalization and protectionism, taking into account the level of development of enterprises of the region;

2) implementation of a consistent policy on the formation of the profile of international specialization, designed to use the opportunities of the world division of labor;

3) optimal combination of Republican regional and entrepreneurial interests in order to meet the needs of the region;

4) strengthening the position of the region in the system of international competitive relations.

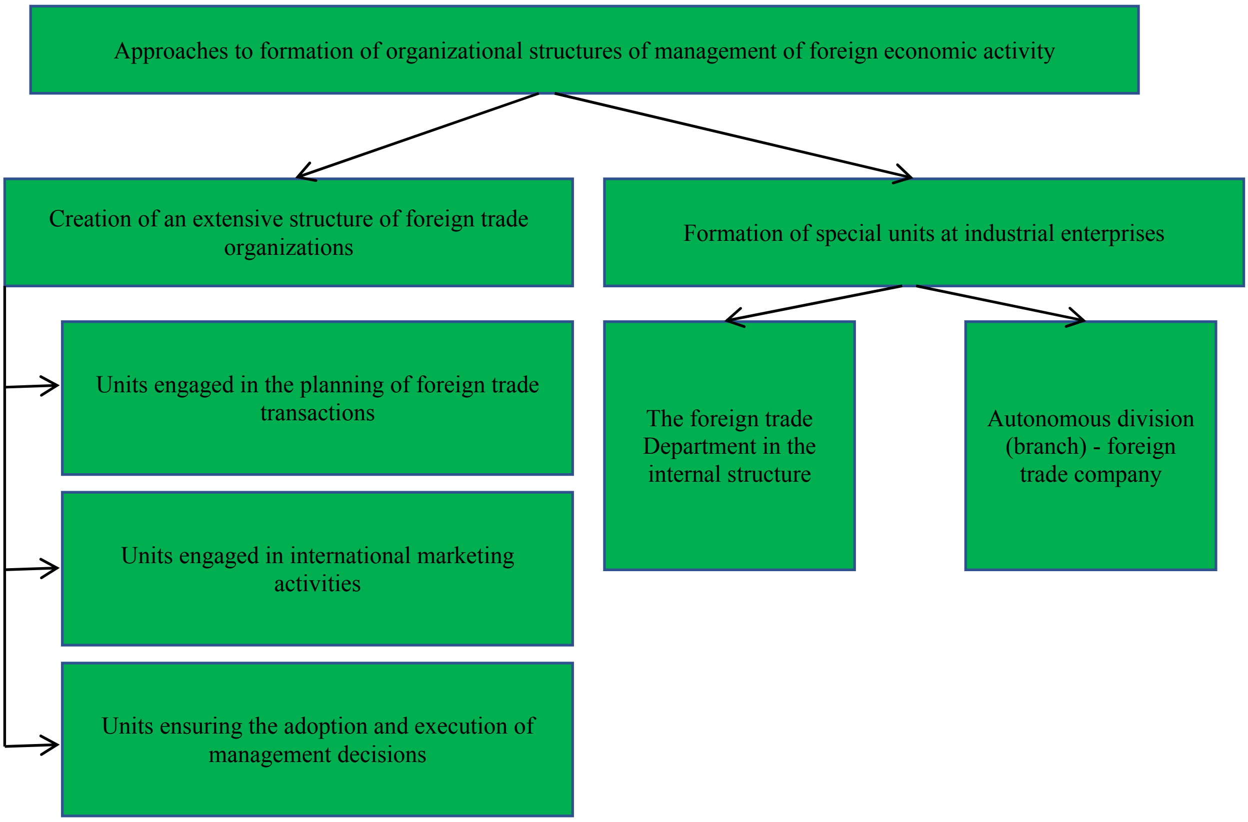

Figure 2 - Classifier of approaches to the formation and management of foreign economic activity

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

3.1. Directions of organization and management system of foreign economic activity

Export:

* sale of goods on the foreign market that have international technical and economic advantages [10];
* expansion of regional production and employment in the economic complex of the regions and the country as a whole;
* formation of foreign exchange resources necessary to ensure import supplies;
* creation of prerequisites for improving the competitiveness of products produced by enterprises of the regions and the country.

Import:

* saturation of the regional market with products that are not produced in the territory of the Republic, or produced in insufficient quantities (for example, food, raw materials for production in non-ferrous metallurgy, etc.);
* providing the region with goods that have technical and economic advantages over the products of domestic producers (except for the most important strategic goods, the production of which must be maintained under any conditions);
* modernization of production and technological potential of enterprises;
* formation of a competitive environment for domestic producers through the supply of imported goods;
* to provide, on the basis of reciprocity, favorable conditions for the export of enterprises.

Foreign investment:

* expansion of the scale of regional accumulation and implementation of advanced (in comparison with other regions) reconstruction and modernization of the production base of the economic complex of the region;

* creation of prerequisites for the merger of domestic and foreign capital in order to strengthen the position of enterprises in the region's foreign markets and the development of import-substituting industries;

* introduction of advanced technology and market management experience in the economic system of the region [11].

Own investment abroad:

* promotion of products with a high degree of processing to foreign markets, development of foreign export support infrastructure;

* development of foreign production facilities to ensure the provision of the regional market with the necessary goods or services or for profit;

* formation of stable cooperation ties for the overall strengthening of the region's position in the world economy;

* participation of the region in the conversion of foreign countries into investments.

Ensure economic security:

• creation of system of protection of regional markets from possible adverse effects of international market;

• diversification of foreign markets for the stabilization of export enterprises in the region;

* ensuring the guaranteed supply of the region with the necessary imported goods;

• maintaining production (possibilities of a rapid increase in production) of some of the most important products of strategic importance (of similar technology values) in terms of import competition;

* diplomatic provision of favorable conditions for foreign economic activity of enterprises in the region.

To achieve these goals, activities are planned, which can be grouped as follows [12].

Financial and economic measures to stimulate exports, development of export potential and import-substituting industries. Financial support for the export of enterprises (organizations) of the country, the promotion of export potential and import – substituting industries-one of the most effective means of strengthening foreign economic potential.

Taking into account the current state of the economy of Kazakhstan and the urgent problems of development of the foreign economic complex, the priorities in the field of financial assistance to the development of foreign trade are as follows (Fig. 3) [13]:

* provision by the government of guarantee obligations on credit resources attracted by authorized banks to ensure working capital of industries and organizations-subjects of foreign economic activity;

* provision of guarantees and insurance of export credits against commercial and political risks to ensure the protection of exporters;

* study of the possibilities of lending with the participation of the national budget for export-oriented R & d, development of science-intensive and high-tech products, including the use of the potential of defense enterprises, the purchase of equipment for the development of export and import-substituting industries, lending to the production of export products with a long production cycle, including the purchase of raw materials and components not produced in Kazakhstan [14];

* formation of a system of tax incentives using mechanisms, free economic zones, offshore zones, special sectors of the economy, adapted to the conditions and priorities of foreign economic activity;

* expansion of production cooperation by expanding the scale of effective use of customs regimes of processing by traders in accordance with the Customs code of the Republic of Kazakhstan;

* determination of the procedure for calculation and payment of income tax in terms of the share of the Republican budget of enterprises – exporters of finished, primarily machine-technical products, identical to the procedure established for small enterprises.

Financial support for exports and assistance in the development of import-substituting industries within the framework of the policy under consideration are carried out, as a rule, from the regional budget, extra-budgetary funds, borrowed funds on a refundable basis for payment through the authorized banks of the government [15].

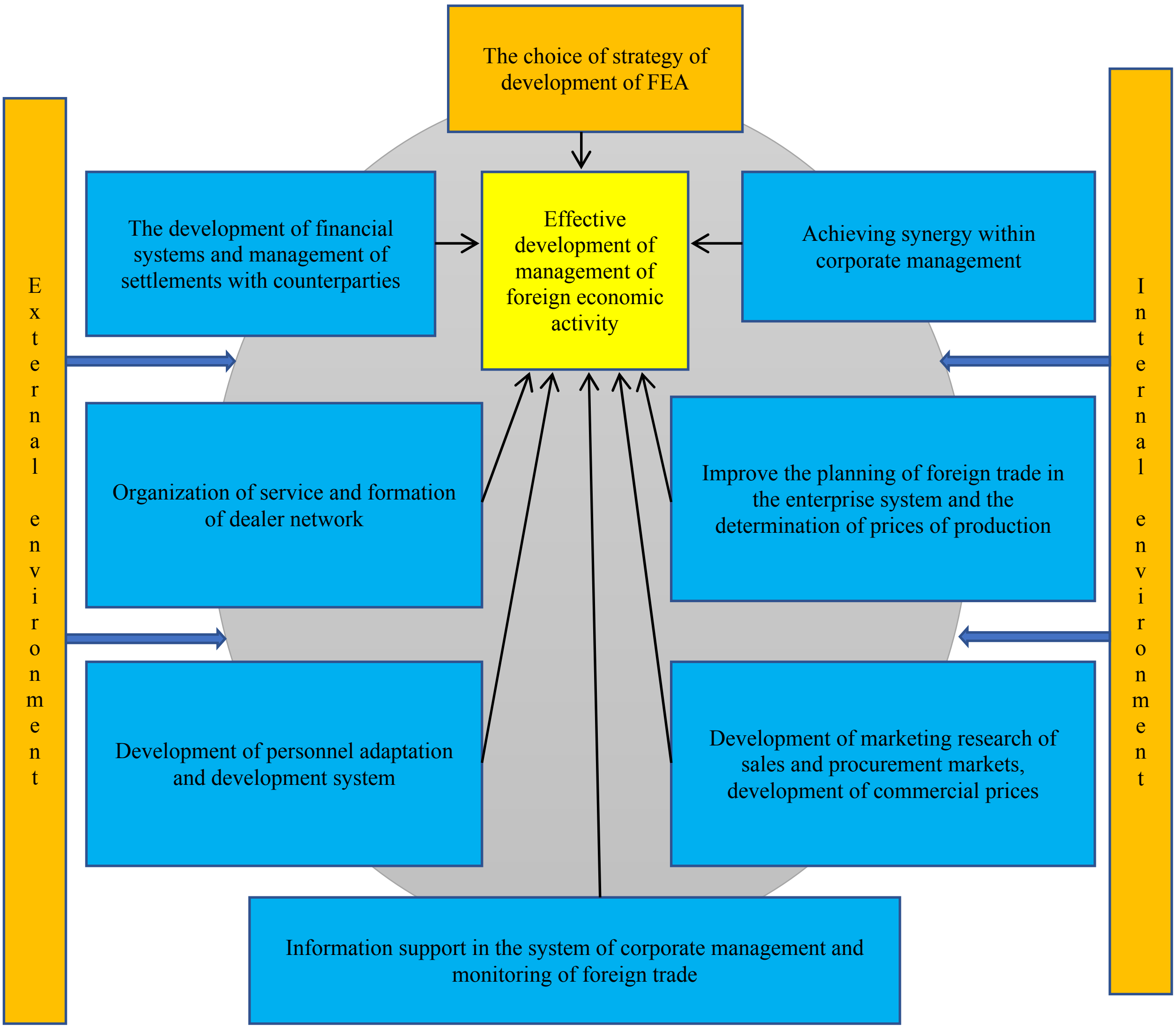

Figure 3 - Financial and marketing aspects of foreign economic activity management.

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

4. Conclusions

Thus, the management of foreign economic activity is presented from the point of view of the system-process approach. At the same time, the system approach includes the organizational and structural approach, since it involves the identification of the subject of foreign economic activity management as one of the elements of the system.

Management of foreign economic activity in the framework of the system-structural approach involves the allocation of interacting elements, among which can be called the external environment, the internal environment, the subject of management, the object of management and management methods.

Priorities of management of foreign economic activity within the framework of the 4th industrial revolution are defined in accordance with the strategic documents of the concept of development of foreign economic activity of the Republic of Kazakhstan in the context of regions until 2020, presented in the attached list, and include:

- formation (through institutions, mechanisms and instruments of international economic cooperation) of necessary and sufficient conditions for achieving the strategic goals of Kazakhstan in the world economy and increasing the contribution of the foreign economic sphere in solving the problems of innovation - oriented modernization of the national economy and regions of the country;

- development of the integrated Eurasian economic space (common market) of the member States of the Eurasian economic Union, ensuring the free movement of goods, services, capital and labor;

- creation of a national system of institutions and mechanisms for the development of foreign economic activity that is competitive (in comparison with the best foreign practice) and accessible to a wide mass of entrepreneurs;

- creation of effective for the participants of foreign trade, ensuring the interests of Kazakhstan and the Customs Union as a whole in the field of economy and security systems of customs administration and crossing the state border of the Republic of Kazakhstan. The rapid development of globalization processes in the framework of the fourth industrial revolution in the world exacerbates the challenge of Kazakhstan – as an economically independent state in General, and Kazakhstan's economic system in particular. The strategy of catch-up development should be replaced by a strategy of advanced development in certain areas and industries.

4.1. Brief description

As a result of the analysis of literary and electronic sources devoted to this problem, we can say that foreign economic activity is implemented both at the state level and at the level of individual economic entities.

An enterprise is an economic entity that produces and sells goods, performs works and provides services on the basis of the use of economic resources. Foreign economic activity is a sphere of economic activity related to international production integration and cooperation, export and import of goods and services, access to the foreign market.

The main forms of foreign economic activity is foreign trade and international cooperation of production.

The current stage of development of the world economy and business is characterized by the processes of globalization. The global market is dominated by international companies. All this requires new approaches to business management. Now the field of activity of the company is not a single country or region, but almost the whole world. It is obvious that management principles are also changing. Management becomes international.

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ТӨРТІНШІ ӨНЕРКӘСІПТІК РЕВОЛЮЦИЯ ЖАҒДАЙЫНДА СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІ ДАМЫТУ

Аннотация. Мақалада сыртқы экономикалық қызметті басқару ерекшеліктері қарастырылады. Сыртқы экономикалық қызметті басқару жөніндегі ғылыми әдебиетте талқыланатын және жеткілікті зерттелмеген мәселелердің бірі. Мақалада осы Қызмет түрінің мәнін зерттеуге әрекет жасалған. Жүйелі-үдерістік тәсіл негізінде авторлар сыртқы экономикалық қызметті басқарудың негізгі элементтерін сипаттайды және оның кезеңдерінің мазмұнын нақтылайды. Мақалада сыртқы экономикалық даму стратегиясын қалыптастыру ерекшеліктері ашылады. Төртінші өнеркәсіптік революция, оның ерекшеліктері туралы түсінік сипатталған. Төртінші өнеркәсіптік революцияның Қазақстан Республикасының экономикасына, әсіресе елдің сыртқы экономикалық қызметіне әсері сипатталған. Республиканың сыртқы экономикалық қызметін басқару жүйесін жетілдірудің негізгі жолдары ұсынылды.

Түйін сөздер: сыртқы экономикалық қызмет, экономиканы басқару, Төртінші өнеркәсіптік революция, инновациялық даму, экономикалық әлеует

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РАЗВИТИЕ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ ЧЕТВЕРТОЙ ПРОМЫШЛЕННОЙ РЕВОЛЮЦИИ

Аннотация. В статье рассматриваются особенности управления внешнеэкономической деятельностью. Одним из вопросов, обсуждаемых и недостаточно изученных в научной литературе по управлению внешнеэкономической деятельности. В статье предпринята попытка изучения сущности данного вида деятельности. На основе системно-процессного подхода авторы описывают основные элементы управления внешнеэкономической деятельностью и уточняют содержание ее этапов. В статье раскрываются особенности формирования стратегии внешнеэкономического развития. Охарактеризовано представление о четвертой промышленной революции, ее особенностях. Описано влияние четвертой промышленной революции на экономику Республики Казахстан, особенно на внешнеэкономическую деятельностью страны. Предложены основные пути совершенствования системы управления внешнеэкономической деятельностью республики.

Ключевые слова: внешнеэкономическая деятельность, управление экономикой, четвертая промышленная революция, инновационное развитие, экономический потенциал.

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MANAGEMENT ACCOUNTING AS A TOOL TO ENHANCE THE INFORMATION BASE FOR MAKING MANAGEMENT DECISIONS AT THE ENTERPRISE

Abstract. The article deals with the emergence of management and tax accounting, 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. The article describes the methods and tools of formation of information base of management decision-making in the enterprise. The main aspects of the impact of globalization processes on management decision-making are indicated. Described and proposed ways to improve the information components of the management decision - making process in organizations.

Key words: management, optimization, accounting, management decisions, financial control.

INTRODUCTION

Decision-making at the enterprise is always a choice between options of actions with different forecasts of results. Current management decisions are rarely so global that valuable information for them can be obtained from the final figures of the financial statements reflecting the state of the company as a whole. The management accounting system is, first of all, the working tool of the Manager and only then – the accountant [1].

Management accounting usually contains additional data on all operations necessary for the effective management of the enterprise. This allows you to quickly analyze certain aspects of the enterprise to make management decisions. A simple operational and formalized system for assessing the actions of the management staff (which is the system of management accounting) allows owners to understand what is happening in their company and participate in the control of its activities without huge costs of time and effort [2].

The relevance of the topic is due to the fact that in modern conditions, when enterprises independently make and implement management decisions, bear the most important economic and legal responsibility for the results of economic activity, objectively increases the importance of the use of accounting data in management decisions [3].

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

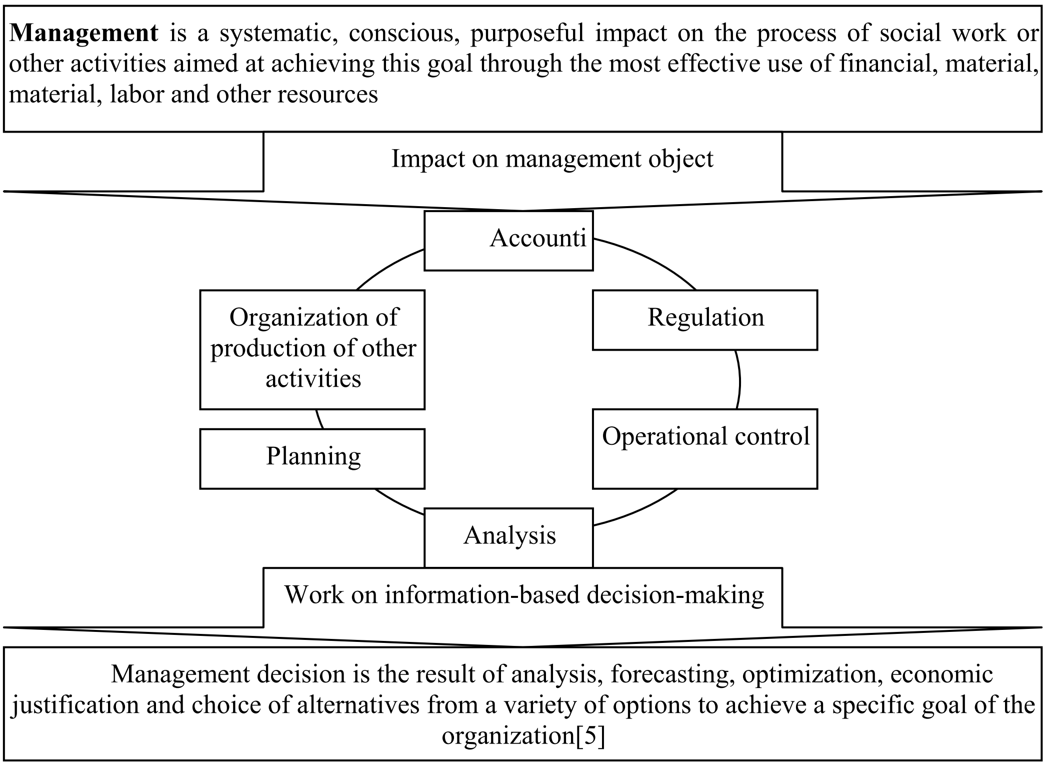

Figure 1 - Management accounting and management decision-making

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

Table 1 - Classification of management decisions

Classification feature	Type of management decision
1. Content	Social, economic, technical, political, military, etc.
2.Content-functional	Decisions regarding Finance, production, supply, personnel, marketing, etc.
3. Decision maker	Individual Team [7]
4. Management situation	Decision making as a process, decision Making as a choice
5. The degree of uncertainty (the completeness of the information)	Decisions under certainty, Decisions under risk (probabilistic certainty), Decisions under uncertainty (partial or complete)
6. Direction	On the solution of external problems, On the solution of domestic problems
7. Number of targets	Single-Purpose, Multi-Purpose
8. Extent of coverage and impact (duration)	Strategic (long-term), Tactical (medium-term), Operational (current) [8]
9. Possible programming	Programmable, Non-Programmable
10. Possibility of formalization	Fully formalized, Partially formalized, Informal
11. The enforceability of	Policy, Recommendation
12. Importance	Important, Unimportant
13. Level of management	State, Regional, decisions at the level of individual organizations, Decisions within organizations
14. Level of creativity	Routine, Creative [9]
15. Degree of repeatability	Periodically repeated, not periodic, Unique
16. Control function	Planned, Organizational, Motivational, Control
17. Form	Written, Oral, electronic
18. Urgency	Urgent, Non-Urgent
19. Approach to decision-making	Intuitive, judgment-Based, Rational
20. Period for which the decision is made	Short-Term, Long-Term

Note: compiled by the authors on the basis of the studied material [10]

The control process is implemented in the form of a sequence of decisions, the effectiveness of which can be checked only on the basis of information about the intermediate and final results, reliably and in a timely manner reflecting the state and behavior of the controlled parameters. Such information is provided by the accounting system, which identifies and systematizes data on the economic activity of the enterprise. Part of the accounting system that meets the information needs of management is called management accounting. Management accounting is the information basis for management decision-making within the enterprise, both operational and current and prospective [6].

Management decisions can be classified according to different classification criteria (table. 1).

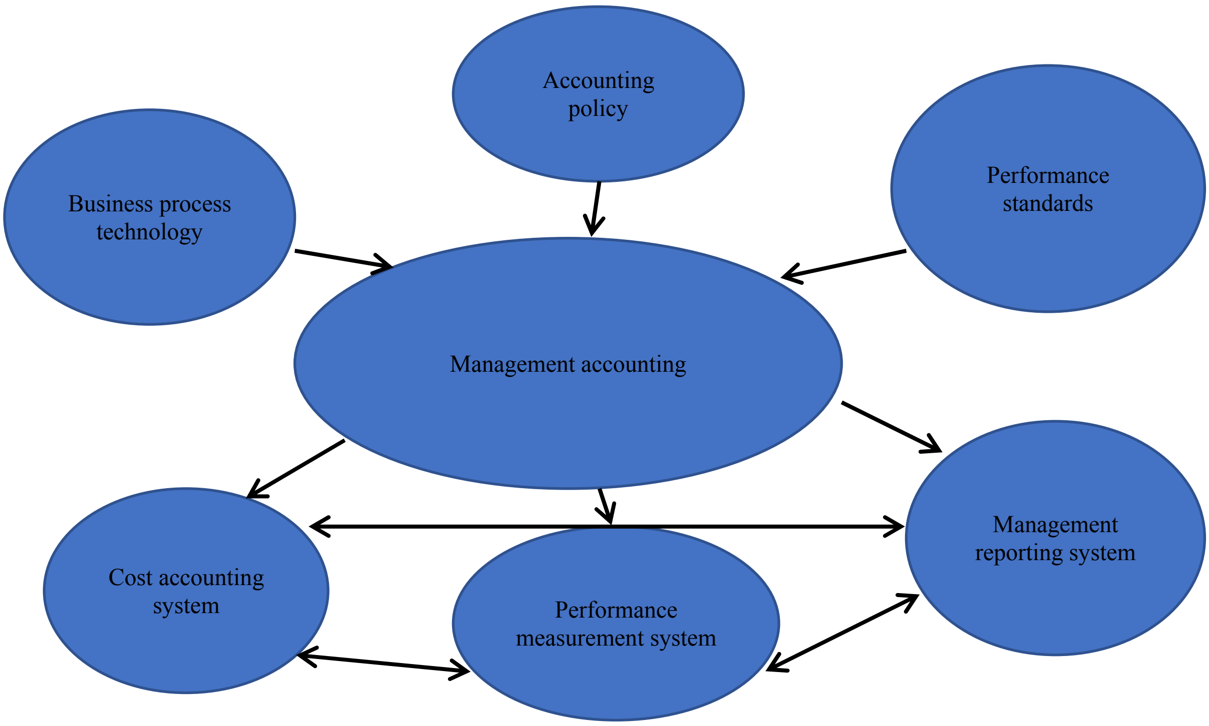

Figure 2 - The generation of management accounting

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

At the same time, the creation of the enterprise management accounting system is almost impossible without the correct classification of processes and technologies in accordance with the system of management accounting, which will allow to develop the correct methodology for cost accounting, determining the results of the unit, and finally, simply determining the management reporting unit. In General, the scheme of management accounting generation is presented in figure 2 [11].

The figure shows that the basis of management accounting are three sources: business technology in General and a particular activity in particular; accounting policies and accounting rules of a particular activity; regulatory framework of a particular business [13].

On their basis, formed the actual management accounting, which is a system of organization, collection and aggregation of data on a specific management task. After completion of the process of formation of management accounting is formed "external interface of management accounting", consisting of three closely related systems (three components):

* cost accounting (financial interface);
* performance indicators (interface with regular management);
* management reports (interface with decision-making system) [14].

METHODOLOGY

The study used modern methods: abstraction, systematic, 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 generalization).

The information support of the research was provided by the legislative and regulatory acts of the President and the Government of the Republic of Kazakhstan, data of periodicals related to the reform and integration of accounting and tax accounting systems, data of primary accounting documents, and registers of analytical and synthetic accounting, accounting, and internal documents of the organization.

The theoretical and methodological basis of the study was the main provisions contained in the scientific works of domestic and foreign economists on the problems and prospects of creating an integrated system of accounting and tax information support; legislative and regulatory acts on the subject of research; Kazakhstan and international regulations (standards) on accounting and reporting; scientific and methodological literature; periodicals; materials of scientific conferences and seminars.

RESULTS

The administration process is carried out by means of an orderly management decision-making, to analyze the effectiveness of which is possible only according to the information received about the intermediate and final results, accurately and timely expressing the position and nature of the managed parameters. Such information is provided by the management accounting system, which is an integral part of the enterprise management, objectively reflecting and grouping information about the economic activities of the organization [15].

Management accounting is an information base for management decision-making in the organization of both operational and strategic nature.

Economists around the world have not come to a single conclusion about the nature and functions of management accounting, as well as its role and place in the business management process, which, in turn, complicates its implementation and development in the economic practice of organizations [16].

To date, two important issues have arisen in the field of cost management and financial results of the company's economic activities:

1. Reorientation of domestic theory and practice to solve new problems associated with adaptation to constantly changing market conditions [17].
2. Development of non-traditional, effective methods of obtaining cost data, introduction of improved methods of cost calculation, calculation of financial results, which, in turn, will lead to the creation of new methods of analysis, control of the collected information, as well as making management decisions based on them [18].

Management accounting is poorly developed at the overwhelming number of enterprises of the Republic of Kazakhstan. Managers do not clearly understand the role, goals and objectives of management accounting. The reason for this is the lack of a unified methodological framework, systematic innovative proposals for the organization and implementation of management accounting in various sectors of the economy, as well as the degree of development in Kazakhstan. Due to the fact that domestic companies operate in a competitive environment, they are in dire need of an effective management accounting system.

Kondrakov N. P. stressed that in the conditions of functioning of transnational companies, strengthening of external and internal competition, increasing the concentration of capital, cooperation and combination of production, as well as a large number of other processes significantly modified the requirements for the management and organization of accounting and calculation of the enterprise.

V. Ivashkevich drew attention to the fact that the responsibility of all levels of management of the enterprise for the efficiency of production and financial activities has increased significantly in the conditions of the modern market. The role of planning, forecasting, full economic analysis of production and financial activities is increasing. Significant changes are taking place in the methodology of planning, accounting, control, analysis, as well as in the system of collecting and using the necessary economic information for management decision-making.

In this regard, the role of management accounting is growing immensely, as it is an important tool in attracting and using the reserves and resources of the enterprise to improve the efficiency of its production and economic activities.

Thus, the problem of organization and implementation of management accounting in the domestic practice attracts special attention; there is a need for research of the essence, content, role, as well as the theoretical basis of management accounting.

Analysis of scientific research and points of view of both domestic and foreign authors on management accounting provides an opportunity to carry out the following conclusions:

1. The views of specialists coincided in the fact that the management accounting information is intended for:

* Internal use of the company's management and employees, which determines the trade secret of the data;

* Management decision-making, which is the ability to effectively influence the economic activity of the enterprise [19];

Also, the authors believe that part of the management accounting information is cost data.

2. One group of experts (A. Chmel, R. H. Parker, B. Needles, A. D. Sheremet, etc.) believes that:

* Management accounting is a direction of accounting that provides collection, registration and systematization of accounting information only;

* Objects of management accounting - it is only the costs and results of production activities of the enterprise;

* The information provided is used only for current management decisions;

* The information provided is used to manage the structural units of the company.

3. Another group of experts (maximum) (T. P. Karpova, T. V. Shishkova, V. E. Kerimov, V. B. Ivashkevich, N. P. Kondrakov, S. A. Nikolaev, M. A. Bakhrushin, etc.) believes that:

* Management accounting is an integrated system of accounting, planning, rationing, control and analysis [20];

* Management accounting provides data on costs and results, as well as on other objects, information on which is used to make management decisions;

* Management accounting data is used to make operational and strategic management decisions;

* Management accounting information is necessary for the management of individual structural units, as well as the enterprise as a whole [21].

In the scientific works of M. A. Bahrushina, V. B. Ivashkevich, T. P. Karpova, C. T. and J. Horngren. Foster, N. P. Kondrakova the main goals and objectives of management accounting are almost identical. For example, M. Vakhrushina notes that the objectives of management accounting are: to assist in the information support of management in making current management decisions; analysis, planning, forecasting and monitoring the economic efficiency of economic activity of the company and its centers of responsibility; presentation of information base for pricing; selection of the most effective ways to develop the organization. V. Ivashkevich pointed out that the main purpose of management accounting is to provide information for making management decisions on the management of the economy of the organization, as well as to assess the effectiveness of the implementation of decisions taken by management [22].

The functions of management accounting are determined by its main goals and objectives. Many experts have come to a consensus on this issue. Russian author O. D. Kaverina pays special attention to such functions as providing relevant information to managers at all levels in order to systematically manage the enterprise, collecting information for the management of its structural units. T. p. Karpova identifies the following functions of management accounting: presentation of necessary information of management at all levels, current control, strategic planning. V. B. Ivashkevich denotes such functions of modern management accounting as forecasting, rationing, planning, forecasting and control.

Preparation of management accounting policy is one of the important tasks to be solved during the reorganization of the enterprise. This policy may cause the following issues:

* Difficulty in establishing the qualifications and selection of personnel to be responsible for management accounting;

* Insufficient communication links between management and employees of a particular area of work;

* Time mismatch in other areas of work, namely a significant discrepancy between accounting and tax accounting, the lack of a clear structure of the organization [23];

* Lack of organizational culture in the organization that ensures the work of staff as a whole, including interpersonal relationships of mutual assistance, respect and acceptance of responsibility for the information received and provided;

* Difficulties in the technical maintenance of the management accounting system, namely insufficient supply of necessary computer equipment and software.

Another problem is the unclear understanding of the importance of management accounting in the enterprise. A large number of domestic companies are based on the rule that management accounting is cost accounting, and the management accounting system is referred to the cost accounting system and their division into financial responsibility centers, types of products, cost centers. The role of cost management in the enterprise is actually quite large, since only when significant changes are made to the cost system can have a significant impact on gross profit [24].

Comprehensive cost management implies that in the process of cost accounting and evaluation, it is necessary to control every stage of the product life cycle, starting from the moment of its design and finishing with the financial result and after-sales service. Most often, reducing the cost of products is feasible at the initial stage of its design and start-up. At the production stage of the product life cycle, which is mainly paid attention to; cost control allows you to adhere to the planned standards, preventing overspending. Targeted costing is closely linked to the use of a team approach in product development. This term assumes that at the design stage at the enterprise the group of experts of the different fields of activity which are directly or indirectly connected with processes of creation and advance of production is formed. Each member of a specially created group proposes measures to introduce or exclude additional properties of the designed products, thereby contributing to its improvement and reducing unnecessary costs. As a result, the company receives products with the planned target cost and the projected level of profit, as well as high-level consumer properties that ensure the interest of consumers. In addition to the functional and cost analysis of the product design process in the target costing system, there is another method-a layer - by-layer analysis of products. The use of this tool is based on the decomposition of products of competitive enterprises into its components, their detailed analysis to identify special functions that have allowed to interest the consumer, as well as the nature of production processes that directly affect the level of costs. After the product launch stage, the Kaizen-costing system is applied at the production stage of the life cycle. This term is defined as the process of implementation of gradual improvements in already used production technology. Thanks to this system, the reserve is investigated by analyzing the production operations by the personnel directly responsible for the technological process [25].

Despite all the above problems, the formation and implementation of the management accounting system contribute to the development of the enterprise, as well as a well-chosen set of management accounting provides information that is necessary for setting goals, prioritization, strategic planning, forecasting of economic activity of the enterprise, as well as provide data for the assessment and analysis of the prospects of development, opportunities for business and provide effective methods of control over the execution of management decisions [26].

CONCLUSIONS

The process of making management decisions is a special kind of activity that requires high qualification, practical experience, developed intuition, often akin to art. Many solutions are unique, and the process of developing them cannot be defined by strict rules, concrete steps and clear sequence. However, in the analysis of the management decision-making process can be identified the most common certain stages. At the first stage, based on the problem, the accountant should determine all possible actions that will help the management to solve this problem. After determining the alternatives, the management accountant prepares a complete analysis for each option under discussion, calculating the total costs, possible resource savings and the financial result of economic operations. Each type of solution requires different information.

When all information is collected and presented appropriately, management can choose the best course of action. After the implementation of the chosen solution, the accountant should analyze the situation and provide the management with an analysis of the implementation results. If there is no need for further action, the management process is terminated, otherwise the entire cycle resumes.

Since management expects the information to be accurate, timely, fully inclusive and in a well-understood form, the accountant should pay attention not only to the collection and processing of the necessary information, but also to the format of the reports to be submitted.

On the basis of the work done on the study of this topic, it can be concluded that in the course of the study were solved such tasks as disclosed the nature and features of management decision-making, studied management accounting and reporting as an element of the information management system of the organization, disclosed the concept and principles of management reporting in General.

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БАСҚАРУ ЕСЕБІ КӘСІПОРЫНДА БАСҚАРУ ШЕШІМДЕРІН ҚАБЫЛДАУДЫҢ АҚПАРАТТЫҚ БАЗАСЫН ҚАЛЫПТАСТЫРУ ҚҰРАЛЫ РЕТІНДЕ

Аннотация. Мақалада басқару және салық есебінің пайда болуы, пайда салығын есептеу тәртібі мәселелері қарастырылған,бұл екі параллельді есеп жүйесін жүргізу қажеттілігіне байланысты экономикалық қызметтерді ұстауға артық еңбек және қаржы шығындарына 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. Мақалада кәсіпорында басқару шешімдерін қабылдаудың ақпараттық базасын қалыптастыру әдістері мен құралдары сипатталған. Басқару шешімдерін қабылдауға глобализациялық процестердің әсер етуінің негізгі аспектілері көрсетілген. Ұйымдарда басқару шешімдерін қабылдау процесінің ақпараттық құрауыштарын жетілдіру жолдары сипатталған және ұсынылған.

Түйін сөздер: басқару, оңтайландыру, бухгалтерлік есеп, басқару шешімдері, қаржылық бақылау.

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УПРАВЛЕНЧЕСКИЙ УЧЕТ КАК ИНСТРУМЕНТ ФОРМИРОВАНИЯ ИНФОРМАЦИОННОЙ БАЗЫ ПРИНЯТИЯ УПРАВЛЕНЧЕСКИХ РЕШЕНИЙ НА ПРЕДПРИЯТИИ

Аннотация. В статье рассмотрены вопросы появление управленческого и налогового учета, 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. В статье охарактеризованы методы и инструменты формирования информационной базы принятия управленческих решений на предприятии. Указаны основные аспекты влияния глобализационных процессов на принятие управленческих решений. Описаны и предложены пути совершенствования информационных составляющих процесса принятия управленческих решений в организациях.

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

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CHANGES AND PROBLEMS IN BUDGETATY SYSTEM OF THE REPUBLIC OF KAZAKHSTAN

Abstract. At this moment the government budget plays an important role in political life of the countries. Practically there is no modern state in the w orld in which creation of the government budget and its forming aren't considered as obligatory. Thus, the State budget is one of the most significant signs of the state.The government budget means comparison of the planned revenues and expendituresfor a certain year. This budget gives the overview of the available public funds and their planned use. The budget is fundamentals of the state financial economy. In it plans or policy of the government are shown in an expense type and income.In the Republic of Kazakhstan the Budget code of April 24, 2004 was accepted. This code entered general functions of the budget system and the principles of the budget legislation RK. Therefore studying of the budget system, its mechanism and use in practice has special relevance.On January 1, 2018 the budget system of the Republic of Kazakhstan has considerable change. From the moment of adoption of law "About the budget system" in the Republic of Kazakhstan 4 levels of the government budget came into force.

Key words:political life**,** revenues and expenditures, Budget code, budget system,problems of the government budget and budget system.

There is no doubt that the most important and main function of the economic policy of Kazakhstan is defining goals, which is based on macroeconomic policies controlled by government action that is aimed at regulating the economy in order to maintain the pace of its full employment growth, curb inflation and solving the major problems of national policy. Budget financing is the way to help with the development of certain sectors of economy and creating preconditions for the emergence of new industries and modern technology. During the period of independent development the Kazakhstan budget system has undergone significant changes.

The first law “On the Budget System” stipulated the principles of the budget system, regulated the preparation procedures, budget reviewing and approving system, as well as implementation and its monitoring. New concepts were introduced: governmental grants, aid grants, transfers of authority, state guarantees, loans, borrowing and debts, government and local executive power stocks. Legally, public revenues are divided into national taxes, dues and fees, payments, local rates and charges [1].

The distribution of revenues between the government and local budgets by types of income was conducted; government functions, funded respectively from the government and local budgets, were distinguished. In 2005, The Budget Code was created and, nowadays, it is a single law governing all financial procedures, starting from budgeting processes and ending with implementation and control. In the budget code, the new principles of the budget system were laid down and pre-existing principles of budget planning and approach to build revenue and expenditure budgets of all levels were radically revised [2].

In the Republic of Kazakhstan the government budget plays an important role in life of the whole country.

This budget has 4 functions:

1) Administrative function which allows to learn the current situation of the subject which it treats and to plan future activities;

2) Political function - the instrument of control of activities of the executive authority;

3) Legal function is the legislative tool which legally connects activities of public administration in the sense that the legislature authorizes the executive authority to manage the state money, the amounts allocated in the budget designate limits in which administrative activities shall be performed; [3]

4) At last, the economic function is more important, the role of a public sector in a national economic system is more active (assignment does specific interventions and projects possible).

The budget of the State which is made of income - generally taxes - and expenses depends on work of Parliament and the Government.

The head department of financial accounting works in the Ministry of national economy of RK and in the Ministry of Finance of RK. There is a support and check from parliament and the government in policy, processes and the budget liabilities which they realize. The main institutional objective is "ensuring the correct planning and strict management of the state resources". Accounting of financial accounting is fixed, and eventually the report of just last year is published every year: records, exits, balance [4].

The calculation of the future financial results of performance of the segments is associated with solving of two problems. The first is to answer the question: whether or not overhead costs will be allocated between segments? If yes, then, in accordance with which procedure will this be? In our view the optimal and only true solution cannot be proposed here. Each distribution model is a compromise, effecting positively on the interests of one segment and infringing upon the rights of another one. In addition, the indirect cost allocation obscures the real results of the business segments operation. In this regard, we believe that overhead costs should not be distributed but covered with a total marginal income earned by the segments.

The second problem is a choice of methods for assessing the results of the segments that are at the beginning or in the middle of the process chain. It can be solved by the use of transfer pricing. In addition, the planned revenues and expenditures of segments, and therefore, the final plan of profits and losses depend on the order of recognition of expenses and income in the administrative account. All these issues should be dealt with in the accounting policy developed for the purposes of management accounting, and they, as it was noted earlier, do not always comply with the external accounting policies. Thus, the operating budget development allows anticipating financial results before the beginning of the activities of the organization's various segments. This is an important difference between the budgeting and business planning: while at the stage of business planning the responsibility for the results of the organization is on its management, budgeting involves the delegation of this responsibility to the heads of the individual entrepreneurship segments. This fact allows considering budgeting through the prism of planning segments of the commercial organization, defining it as a process of developing cost estimates for the individual business segments.

The budget can be developed on an annual basis (by month) and on the basis of continuous planning (when during the 1 quarter estimate for the 2 quarter revised, and the estimate of the 1 quarter of next yearis developed, i.e. all the time the budget is projected for the year ahead). Due to the unstable economic situation in the country the terms of budgeting in most of Kazakhstan's organizations are significantly lower than in the countries with developed market economies: maximum a year, most often a quarter or a month

The main problem of the government budget RK is Financial and economic function of the government budget. It consists in comparing planned costs and the planned revenues of the state. Each question shall be covered respectively with high income. At the same time, as a rule, there is no assignment of separate income to certain expenses. As a rule, all income is intended for a covering of all expenses.

In practice even compensation of the planned income and expenses is problematic because resource requirement considerably exceeds the tax revenues, charges, fees, the Profit of the state entities and also from the profit of National Bank. Equalization of the planned public expenditures on income can be performed only due to economy of means, i.e. due to reducing the planned expenses or increase in income (first of all, increases in taxes) and also due to increase in a national debt. Increase in taxes is possible only because of already high loadings of management. Expense reduction is, as a rule, unpopular and politically difficult. Therefore gaps in a covering are, as a rule, closed by borrowing [5].

Economic and socio-political function of the government budget is performed when the means necessary for goal achievement of economic and social policy are a part of the established budget. For example, the purposes of an income redistribution, policy of economic stimulus, environmental policy etc. concern them. Now in Kazakhstan it becomes more difficult to provide money for achievement of such purposes as means of the state are substantially connected among themselves because of a heavy public debt, the high cost of the state apparatus.

Administrative Function: the state budget is generally divided into different departments or ministries of the state (economy, environment, defence, labour, etc.). Detailed plans of the departments subordinated to ministries are based on this division. Thus, the budget serves financial management of our authorities, Departments and other public institutions. According to the solution of the budget each body receives the determined, fixed means. Use of means is, as a rule, strictly appointed. Thus, the funds allocated for particular purposes can't be used for accomplishment of other tasks. This system has that advantage that thus any use of means by the separate authorities and Departments is excluded. But at the same time it has a shortcoming that the separate authorities have no or have no flexibility. Thus, department can't just use the means saved in one place. This system often leads to the fact that once approved means will be spent completely even if it wouldn't be necessary. Besides, temporary use of the separate amounts substantially is offered. Thus, the adopted budget regulates nature, amount and terms of use of public funds [6].

From the moment of adoption of law "About the budget system" in the Republic of Kazakhstan 4 levels of the government budget came into forceon January 1 , 2018 :

1) Republican budget
2) Regional budget, City budget of republican value, Budget of the capital city
3) Budget of the area, Budget of the cities of regional value.
4) the Budget of the rural district, village, settlement, city of district value[7].

Last level implies 2 stages:

1) Servicing of devices head of rural districts with population more than 2000 people in bodies of treasury since January 1, 2018.
2) Since 2020 everywhere.

"Since January 1, 2018, the local government budget as the 4th level of the state budget has been introduced in 1062 rural districts with a population of more than 2 thousand people, and from January 1, 2020, it will be introduced everywhere," said the minister of national economy Timur Suleymenov [8].

The revenue sources of the LSG budget will consist of tax revenues (individual income tax from incomes not levied from sources of payment, personal property tax, transport tax from individuals and legal entities, land tax from individuals and legal entities to land settlements, etc.) and non-tax revenues (income from property lease (rent) of state property, income from the sale of communal property, voluntary fees of individuals and legal entities, fines, May of governors for administrative offenses provided for "On Administrative Offenses' Code of the Republic of Kazakhstan).

"Expenditures are determined at the level of spending in the Budget Code of 19 directions of the village akim's expenses: preschool education and training, landscaping and planting of settlements, construction, reconstruction, repair and maintenance of roads, organization of water supply to settlements and others," the minister said.

The main feature of the Law is the mandatory participation of the local community in the management of the budget process and the municipal property of local government.

The law provides for a mechanism for controlling the spending of budget funds by monitoring the implementation of the budget of the rural district by a commission of the local community from among the participants in a meeting of the local community.

Thus, mechanisms are provided for planning and controlling budget expenditures taking into account the interests of the local community.

As the Minister of Finance noted in his speech, the basic characteristics of the project are determined in accordance with the Concept of a new budget policy and the forecast of socio-economic development until 2022.

Thus, the structure of budget revenues has changed qualitatively in the context of conservative forecasts.

According to B. Sultanov, the volume of non-oil revenues in 2018 will amount to 5 271.4 billion tenge, which is 19.3% higher than the plan for the current year [9].

Modernization of the country's economy, stabilization of internal and external macroeconomic situation and improvement of tax administration were the main factors of growth.The volume of oil revenues to the budget was reduced compared to the current year by 1,901.3 billion tenge due to:

- A phased reduction of the guaranteed transfer and a refusal to attract a targeted transfer from the National Fund;
- Decrease in the amount of revenues from ETP due to the adjustment of the oil price from $50 to $45 per barrel.

In addition, the Minister noted that the cost optimization has been carried out, while the draft budget ensures the implementation of all tasks assigned to the Government:

- The development of human capital through the strengthening of the social orientation of expenditures and the fulfillment of all previous commitments;
- Technological modernization and digitization of the economy, development of the agricultural sector, transport and logistics infrastructure;
- Ensuring the defense capability and security of the state.

B. Sultanov said that the expenditures of the republican budget in 2018 will amount to 9 217.9 billion, which is also higher than the plan of the current year for 134.6 billion tenge.

"In the structure of expenditures, the social sector accounts for the largest share or 44.5%, which increased by more than 400 billion tenge, compared to the current year," B. Sultanov emphasized.

Thus, the main component of growth is the increase of pensions and aids for the birth of children, including as a result of the revision of the structure of the subsistence level and the procedure for assigning pensions.

The development of the real sector of the economy in 2018 provides 1.4 trillion tenge. The decrease in expenses in comparison with the current year is due to two main factors:

- Change in the sources of funding for programs from a targeted transfer from the National Fund to non-oil revenues;
- Forecasts of the development of budgetary funds of the current and next year by the subjects of the quasi-public sector.

Continue of the program "NurlyZhol", the expenditures in the amount of 512.6 billion tenge, of which for 2018 - 243.3 billion tenge were provided.

It is proposed to send 208.8 billion tenge to the Housing Construction Program "NurlyZher", of which 125.2 billion tenge - for 2018.

According to the program for the agro-industrial complex development for 2018, 195 billion tenge is provided for measures to increase the availability of financial services (subsidies), the development of water management and veterinary medicine, and the provision of phytosanitary security.

For the implementation of the second stage of the State program of Industrial and Innovative Development, expenditures in the total amount of 232.9 billion tenge, of which 76.1 billion for 2018 are provided.

In 2018, 292.6 billion tenge will be allocated for the development of transport infrastructure.

To ensure the defense capability and security of the state, protection of law and order and maintenance of internal stability, expenditures in 2018 will amount to 1 088.9 billion tenge.

As noted by B. Sultanov, the deficit of the republican budget has been reduced relative to GDP from 1.1% in 2018 to 1.0% in 2019-2020, which will allow keeping the volume of public debt at a moderate level.

It is necessary to improve the system of performance assessment for local authorities, since currently existing assessment systems are not intended to encourage an achievement of high results. The development of the budget process, in accordance with the emerging requirements in the methodology and practice of budget management, indicate the need for further improvements in the legislation of the Republic of Kazakhstan. Parallel to this are some issues which require further development. For example, up to the present moment, the common evaluation of budget use is based rather on the development of the budget than on the results achieved [10].

Significant amounts of non-targeted use of the budget suggest that they require improvement and amendment to the articles in the Budget Code, defining the concept of the budget offense article and key responsibilities for them, as well as the respect of the budget legislation requirements by all participants of the budget process.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ БЮДЖЕТТІК ЖҮЙЕСІНІҢ ӨЗГЕРІСТЕРІ МЕН МӘСЕЛЕЛЕРІ

Аннотация: Қазіргі уақытта мемлекеттік бюджет елдердің саяси өмірінде маңызды рөл атқарады. Әлемде бюджеттеу және оның қалыптасуы міндетті деп есептелмейтін дүние жүзінде қазіргі заманғы бірде-бір мемлекет жоқ. Осылайша, мемлекеттік бюджет – мемлекеттің маңызды белгілерінің бірі. Мемлекеттік бюджет жоспарланған кірістер мен шығыстарды белгілі бір жылға салыстыруды білдіреді. Бұл бюджет қолжетімді мемлекеттік қаражатқа шолуды және оларды мақсатты пайдалануды қамтамасыз етеді. Бюджет мемлекеттік қаржы экономикасының негізі болып табылады. Онда үкімет жоспарлары немесе саясаты шығындар мен кірістер түрінде көрініс табады. Қазақстан Республикасында Бюджет кодексі 2004 жылғы 24 сәуірде қабылданды. Бұл кодекс бюджет жүйесінің жалпы функцияларын және Қазақстан Республикасының бюджеттік заңнамасының қағидаларын енгізді. Сондықтан, бюджеттік жүйені зерделеу, оның механизмі және тәжірибеде пайдалану ерекше маңыздылық болып табылады. 2018 жылдың қаңтарында Қазақстан Республикасының бюджеттік жүйесі айтарлықтай өзгерді. Бюджет жүйесі туралы заң қабылданған сәттен бастап Қазақстан Республикасында мемлекеттік бюджеттің төрт деңгейі күшіне енді.

Түйінді сөздер: саяси өмір, кірістер мен шығыстар, Бюджет кодексі, бюджеттік жүйе, мемлекеттік бюджет және бюджеттік жүйе мәселелері.

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ИЗМЕНЕНИЯ И ПРОБЛЕМЫ В БЮДЖЕТНОЙ СИСТЕМЕ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация: В настоящее время государственный бюджет играет важную роль в политической жизни стран. Практически нет ни одного современного государства в мире, в котором составление государствен-ного Бюджета и его формирование не считаются обязательными. Таким образом, Госбюджет является одним из наиболее значимых признаков государства.Государственный бюджет означает сопоставление запланированных доходов и расходов на определенный год. Данный бюджет дает обзор имеющихся государственных средств и их планируемого использования. Бюджет является основой государственной финансовой экономики. В нем планы или политика правительства проявляются в виде расходов и доходов.В Республике Казахстан был принят Бюджетный кодекс от 24 апреля 2004 года. Данный кодекс ввел общие функции бюджетной системы и принципы бюджетного законодательства РК. Поэтому изучение бюджетной системы, её механизма и использования в практике имеет особую актуальность.В январе 2018 года бюджетная система Республики Казахстан значительно изменилась. С момента принятия закона «О бюджетной системе» в Республике Казахстан вступили в силу 4 уровня государственного бюджета.

Ключевые слова: политическая жизнь, доходы и расходы, Бюджетный кодекс, бюджетная система, проблемы государственного бюджета и бюджетной системы.

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IMPLEMENTATION OF PRINCIPLE OF PARTIES COMPETITIVENESS ON LABOR DISPUTESIN THE COURT

Abstract. The work deals with the problems of the implementation of the principle of competitiveness in civil procedure while considering labor disputes. Based on the research done, the authors state that evidentiary presumptions may be indirect. Despite the current rule of sharing the burden of proof between the parties, the authors justify the needto exclude from the general rule and apply general or special rules of evidence (evidentiary presumptions)to resolve labor disputes. Therefore, in labor disputes the distribution of the burden of proof must be based on the previously known rules, and not at the discretion of the parties.

Keywords: principle of competitiveness, civil procedure, labor disputes, burden of proof, negative facts, evidentiary presumptions.

The properresolution of the issue regarding the distribution of the burden of proof directly affects the effectiveness of judicial protection. This problem is complicated, since the distribution of burden ofproofis rarely directly defined in the law. Moreover, the parties choose their position, methods and means of defending it independently and regardless of the court and other persons involved in the case during the civil procedure. In this case, such form of exclusion from the general rule is required according toArticle 15 of the Civil Procedure Code of the Republic of Kazakhstan (CPC RK) [1]. Of course, there are laws where this issue is solved quite easily. For example, in China “the judge distributes the burden of proof at his own discretion according to the category of cases for which the rules of evidence do not regulate this distribution” [2, p.105].

In our opinion, in labor disputes the distribution of the burden of proof should be based on previously known rules, and not on the discretion of the parties. Therefore, there is a need to consider the issue concerning the fact whether general or special rules of evidence (evidentiary presumptions) are applied to solve various labor disputes. For this purpose, it is also important to determine how such exceptions to the general rule can be justified.

As it was already mentioned,Article 15 of CPC RK establishes a general rule which saysthat everyone proves what he refers to,unless otherwise provided by law. Therefore, first of all, it is necessary to refer to labor legislation.

Thus, in the literature there is a statement which says “in the legislation on labor disputes ... no presumptions are established” [3, p.117]. It should be noted that this judgment is too categorical. For example, in disputes about financial liability there is a guilt presumption of an employee, who an agreement on full financial liability is concluded with [4, p.65]. This thesis is based on part 3 of Article 123 of the Labor Code of the Republic of Kazakhstan [5], which states that an employee is obliged to compensate the direct actual damage caused to the employer. Therefore, laborlegislationstillprovidesforsomeevidentiarypresumptions.

In addition, M.K.Treushnikovnotes that, although the literature denied the availability of special rules on the allocation of evidentiary dutiesin labor legislation, the courts developed such rules based on the specific features of labor relations [4, p.70].

Therefore, the following question arises: can exceptions to the general rule be expressedindirectly in the law? To do this, let us turn to the literature devoted to the particular rules of allocation of the burden of proof - legal presumptions. As noted, there are direct presumptions (for example, the presumption that the consumer does not have special knowledge) and indirect prescriptions obtained when interpreting the norms) [6, p.73]. Before that,V.K. Babayev considered the presumptions derived from the meaning of the norms as indirect presumptions (cited on: [7, p.114]. Thus, the presumption does not have to be directly legislated and can be derived from the meaning of the law.

In this regard, the opinion of M.A. Fokinaseems quite reasonable, whonotes that evidentiary presumptions should be secured by “the rule of law or the legal position of the highest judicial bodies” [8, p.40].

It should be noted that there is a significant number of such legal positions on labor disputes. For example, in most cases of reinstatement, an employer must prove the legality of dismissal (paragraphs 13, 24, 26, 28, 30, 31 of the Decree of the Plenary session of the Supreme Court of the Republic of Kazakhstan No.9 of October 6, 2017 “On some issues of the application of legislation by courts while solving labor disputes "(hereinafter - DPSSC No.9) [9]), whereas the employeeprovesforced self-dismissal. In cases of recognition of the transfer as illegal, the employer is obliged to prove the existence of legal grounds for the transfer (paragraph 17 of DPSSC No.9). When challenging a disciplinary sanction, the employer proves compliance with the general principles of legal liability (paragraph 16 of DPSSC No.9). In cases of bringing to financial liability, the employer proves the availability of conditions for the occurrence of liability and the absence of grounds for excluding it.

At the same time, the courts of general jurisdiction and in other cases reallocate the burden of proof. For example, this can be found in disputes concerningsalary recovery, recognition of employment records as invalid, changes in the wording of the basis for dismissal, as well as in the cases regarding the determination of the fact of labor relations [9].

Does this mean that in these cases the courts have allocated the burden of proof in violation of Article 15 ofCPC RK?

Similar conclusion seems to be at least untimely, since if indirect evidentiary presumptions are derived from the meaning of the law, any court can formulate a special rule for the allocation of the burden of proof. Therefore, it is necessary to determine the basis of the supreme judicial authority when it established special rules for the allocation of the burden of proof. If this source is determined, it will be possible to conclude how the burden of proof is distributed in other labor disputes.

To do this, first of all we define the general rule, and then try to understand the possible causes of deviation from it.

The general rule of distribution of the burden of proofwhich is stated in Article 72 of the Civil Procedure Code of the Republic of Kazakhstan, confirms that the party proves the circumstances on which its claims or objections are based. Nevertheless, it is not obvious from this rule who (the plaintiff or the defendant), as a general rule, is obligated to prove, since both parties usually base their claims or objections on something. At the same time, the burden of proof is always placed on someone; otherwise the court will not be able to resolve the case essentially if the evidenceis insufficient.

This contradiction can be eliminated easily if we take into account the fact that the distribution of the burden of proof is of great importance if there is a shortage of evidence [4, p.51]. In such situation, the court determines the circumstances on the basis of evidentiary presumptions. Consequently, further consideration of the case is possible through the application of an evidentiary presumption of the groundlessness of the plaintiff’s claims. If the plaintiffdoes not contradict it, and the defendant does not use his right to prove, the claim will not be satisfied. The general rule sounds like this: the plaintiffis responsible for the burden of proof.

However, a person who hasthe evidence can send it to the court, and this person does not always coincide with the plaintiff. To solve this problem, let us turn to the theory of legal presumptionsagain. As V.M.Baranov, V.B.Pershin, I.V.Pershina reasonably state that the presumption is praxeological in nature [10, p.28]. They propose to consider the presumption as a technique used in a situation of lack of knowledge in order to achieve specific goals. As M.A.Fokinanotes,the purpose of proof is “correct and timely” determination of the circumstances included in the subject of proof [8, p.50]. Thus, evidentiary presumptions are introduced in order to determine the circumstances that are essential for the solution of the case, that is, to get evidence from the person who has it. So, O.S.Ioffe wrote that the presumption imposes the burden of proving exactly those circumstances that it may be known to it first of all (cited on: [11, p.112].

Therefore, for further discussion it is necessary to determine which of the parties has evidence. In labor relations, the employer draws up the personnel documentation, and the employee only gets acquainted with most documents and receives a small part in available (mainly the employment contract).

At the same time, the issue of collecting evidence by the employee is legally regulated. According to the request of the employee,the employer is obliged to give him certified copies of documents related to the work (Article 62 of the Labor Code of the Republic of Kazakhstan) [5].

However,the given norms do not solve the problem of providing an employee with evidence completely since the list of such documents is limited although it is not comprehensive.

Thus, the employer is not obliged to provide certified copies of the salary and collective agreement, since the employee only gets acquainted with them. Moreover, if the employer fails to fulfill his obligation, the employee will be forced to apply to the court with a request to issue copies of such documents. However, due to the fact that the non-receipt of copies of documents is a negative fact, it is difficult to prove, that is why the employee is often denied in satisfaction of requirements. Consequently, an employee is often unable to provide all the necessary evidence in a labor dispute.

The activity of the court in modern domestic legal proceedings should be taken into account. The court cannot require the party to provide evidence, and they can only propose to do it (part 3 of Article 73 of CPC RK). Also, a party cannot be fined if they avoid issuing evidence (part 7 and 8 of Article 73 of CPC RK). Thus, the full powers of the court do not imply sufficient evidentiary activity.

There is also no doubt that the employee should not be responsible for the improper conducting the personnel case by the employer.

Based on the above mentioned, in order to protect the rights of employees, it is necessary to establish a rule in which the employer will be interested in using his right to submit the necessary personnel documentation to the court, namely: to put the burden of evidence on the employer, that is, to establish a private rule of distribution of the burden of proof. The essence of such rules of evidence consists in the fact that they transfer evidentiary obligation to the opposite side from that one which this fact confirms [4, p.61]. As M.K. Treushnikov states, they are established in the interests of protecting the rights of the party that is placed in more difficult conditions in terms of evidence (ibid.).

In this regard, the following question arises: what is the general idea, in accordance with which specific rules for the distribution of the obligation to prove are determined.Let us considertwobasicassumptions.

1. For example, there is an opinion that negative facts are not subject to proof. The rule concerning the impossibility of proving negative facts was formulated in Ancient Rome, and was also used by the pre-revolutionary lawyerY.A.Nefedyevin the form of the presumption “the absence of negative facts in reality” [12, p.63].

For example, in cases of employment reinstatement, the application of this rule will result in the fact that it is not the employee who proves the illegality of the dismissal (a negative fact), but the employer proves his legality (positive facts). At the same time, the illegality of dismissal is a negative fact, as it is expressed in non-compliance with the order of dismissal (i.e. in the failure of certain actions) or in the absence of legal grounds for dismissal, and the legality of dismissal is characterized as a positive fact (i.e. for dismissal). In general, this corresponds to the legal regulations of the Supreme Court of the Republic of Kazakhstan, however, in our opinion, this assumption requires further research.

The special opinion of the judge N.V.Pavlova to this decree is also of great interest. According to this opinion,in this category of cases, proving a negative fact (absence of a contract) by the plaintiff must be transformed into proving a positive fact by the defendant. Otherwise, due to the objective impossibility to prove the absence of legal relations (especially in the case of the intentional withdrawal of assets), the plaintiff would be deprived of an adequate way to protect his rights. At the same time, such a redistribution of the evidentiary duty is feasible for the defendant and is balanced by the possibility of recovering court costs (including the costs of proof) if there were unsubstantiated claims.The judge N.V. Pavlova also referred to A.F. Kleinman, who noted that in claims concerning the non-performance of contracts, the creditor proves the existence of the contract, and the debtor makes it enforceable, since it is easier to do it for the defendant [13].

Based on the given position, some negative facts should be established by the presumption of their absence, i.e. by imposing the dutyto disprove this presumption on the defendant (to prove a positive fact).

At the same time, as I.M. Zaitsev and M.A. Fokina noted that despite the viewpoint that negative facts are not subject to proof, no exceptions are provided for them [14].

Based on the above mentioned, they conclude that negative facts of a substantive nature must be proved through indirect evidence, which can be used to establish a positive fact, just as an alibi is proved, for example. Therefore, as the authors continue to reason, not the transfer of property can be proved by the fact of acquiring a thing elsewhere. Therefore, according to the opinion of these scientists, the negative facts should be established logically on the basis of indirect evidence.

It should be noted that in Article 73 of Civil Procedure Code of the Republic of Kazakhstan [1] there are no exceptions for negative facts. As D.A. Shitikov stated, in this case the exclusion of negative facts from the subject of proof results in a direct violation of the rules that imperatively establish the burden of proof (for example, in cases of administrative and other public legal relations) [15, p.33-35].

Thus, on the one hand, one cannot agree that the proof of negative facts is often objectively difficult, but on the other hand, the rule “negative facts are not subject to proof” is not based on law. Thisconclusionmakesusturntoanotherassumption.

2. To do this, let us consider the distribution of responsibilities on the proof according to the “doctrine of pre-procedural interest” of S.V.Kurylev. He expressed the opinion that the parties should take care of the possible proof (cited on: [4, p.62]), on pain of not being able to defend their rights in the court in future. Such rule can be used for relations between commercial organizations, which must properly conduct document circulation and be ready to participate in a dispute because of their contracts concluded by them.

The documentary support of labor relations is carried out by the employer. Thus, in accordance with the law, he is obligated to hire an employee (Article 34 of the Labor Code of the Republic of Kazakhstan), bring to disciplinary responsibility (Article 64 of the Labor Code of the Republic of Kazakhstan), terminate the employment contract (Article 56 of the Labor Code of the Republic of Kazakhstan), determinethe damage and its causes before the employee is brought to the financial liability (Article 120 of LC RK), etc.

Therefore, regarding to labor disputes, it is the employer who has the opportunity to submit documentation to the court and, if he does not submit it, it means that it is not conducted properly, which may mean violation of labor laws. In such situationthe evasion of submitting the written evidence by the employertestifies to the illegality of his actions with a high degree of probability. Therefore, it seems logical to impose the burden of proving the legality of his actionson the employer.

The evidentiary presumption of the illegality of employer’s actions is derived from the legislation, and in accordance with it, the employer is obliged to document the movement of labor relations. It is important to note that in the given cases, when in the absence of an explanation from the Supreme Court of the Republic of Kazakhstan,the courts of general jurisdiction redistributed the obligation to prove, they most often referred to the “nature of labor relations”. It seems that the incomprehensible "nature" of such relations is expressed in the one-sided duty of the employer to conduct personnel workproperly.

This approach allows us to take into account the objective impossibility of proving some negative facts and at the same time, relying on the legally established basis, explain most of the evidentiary presumptions developed by judicial practice (illegality of dismissal on the initiative of the employer, innocence of an employee in disciplinary and in some cases of financial liability).

As M.K. Treushnikov noted, “the doctrine of pre-procedural interest” is applied only for those cases, where the law indicates the need to perform an action in the prescribed written form, and the general rule should be applied in other cases [4, p.62]. Thus, due to the practically unlimited number of labor disputes within the jurisdiction of the courts, this reasoning remains a hypothesis that requires further verification.

Based on the above, it appears that when resolving most labor disputes, special rulesshould be applied for the distribution of the burden of proof, which may be in the form of direct or indirect evidentiary presumptions. Moreover, the latter are based on the clauses of the labor legislation, which establish the employee’s obligation to keep personnel recordsproperly.

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ЕҢБЕК ДАУЛАРЫ БОЙЫНША ТАРАПТАРДЫҢ ЖАРЫСПАЛЫЛЫҒЫ ҚАҒИДАСЫН СОТТА ІС АСЫРУ

Аннотация. Жұмыста еңбек дауларын қарау кезінде азаматтық процестегі жарыспалылық қағидатын іске асыру мәселелері зерттеледі. Жүргізілген зерттеу негізінде авторлар дәлелдемелік презумпцияның жанама сипаты болуы мүмкін екендігін көрсетеді. Тараптар арасындағы дәлелдеу уақытын бөлудің қазргі ережесіне қарамастан, авторлар еңбек дауларын шешу кезінде жалпы ережеден алып тастау және дәлелдеудің жалпы немесе арнайы ережелерін (дәлелді презумпциялар) қолдану қажеттілігін негіздейді. Бұл еңбек даулары тараптардың қалауы бойынша емес, дәлелдеу уақытын бөлу алдын ала белгіленген ережелеріге негізделуі тиіс.

Түйін сөздер: жарыспалылық қағидасы, азаматтық процесс, еңбек даулары, дәлелдеу уақыты, отрицательные факты, дәлелдемелер презумпциясы.

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РЕАЛИЗАЦИЯ В СУДЕ ПРИНЦИПА СОСТЯЗАТЕЛЬНОСТИ СТОРОН ПО ТРУДОВЫМ СПОРАМ

Аннотация. В работе исследуются проблемы реализации принципа состязательности в гражданском процессе при рассмотрении трудовых споров. На основании проведенного исследования авторами указывается, что доказательственные презумпции могут иметь косвенный характер. Не смотря на существующее правило распределения времени доказывания между сторонами, авторами обосновывается необходимость при разрешении трудовых споров исключения из общего правила и применение общих или специальных правил доказывания (доказательственные презумпции). В силу этого в трудовых спорах распределение бремени доказывания должно быть основано на заранее известных правилах, а не на усмотрение сторон.

Ключевые слова: принцип состязательности, гражданский процесс, трудовые споры, бремя доказывания, отрицательные факты, доказательственные презумпции.

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FEATURES OF RURAL YOUTH EMPLOYMENT IN THE MODERN ECONOMY

Abstract. The future of our country is youth. However, the youth market, especially rural youth, is a vulnerable group in the labor market. Young people have limited job opportunities. To regulate this segment it is necessary to develop regulatory measures taking into account the requirements for youth labor market.

In order to increase the effectiveness of the rural population's labor perspective, the specificity of targeted and implemented target programs is that rural youth, as a target group, has enormous potential. General strategic programs are considered by the rural population, including youth, as a major social issue that should be addressed.

Thus, modern requirements for graduates of educational institutions in the labor market are high. According to the author, the quality of vocational education is an essential condition for graduates' demand in the labor market.

Keywords: youth employment, labor market, vocational preparation, vocational education, unemployment.

Special attention is paid to young people information of future economic, social, political image of the country. Therefore, state-run regulatory measures should be aimed at adapting young people to the labor market requirements. So, it begins when it comes to school, continues during vocational training, and becomes more urgent when it comes to the labor market.

Nowadays, it is necessary to ensure the qualitative education of technical and service personnel according to the Annual Address of the President of the Republic of Kazakhstan N.A. Nazarbayev. Through the system of vocational and higher education institutions, the national vocational training program has brought positive changes.

At the same time, according to the opinion of A.A. Alimbayev and S.B. Uteshov, S.N. Akhmetov, A.A. Taubayev, «...the features of youth employment in the modern economy: the decline in the average entry age to the labor market and decrease of youth education level (especially in rural areas); regulation of employment through non-flexible forms of employment, along with active forms of employment that promote youth employment; preparation and implementation of state and regional programs that promote employment of youth; the use of new forms of employment in the world practice in our domestic market» [1, p. 507].

The state employment policy is an important part of the state's socio-economic policy directed to improve the employment programs, organizational and economic mechanisms of employment on the basis of employment programs efficiency rise, a social partnership system development, public works organization, stimulation of economically active population, and the labor market flexibility’s increase.

State employment policy can be attributed to the following key areas:

- regulation of labor migration in the labor market and protection of domestic labor market;
- providing citizens with the opportunity to work and self-employment;
- socio-economic and organizational conditions creation that ensure free human development and a healthy lifestyle;
- support of labor and entrepreneurship activity of citizens;
- social protection in the field of employment;
- prevention of mass unemployment and reducing unemployment;
- stimulation of employers who retain their previous jobs and create new jobs;
- coordination of state bodies and local executive bodies on employment;
- regulation of population income increase and distribution, prevention of inflation;

- creation, implementation and monitoring of the population employment;
- ensuring sustainable employment and coordination of labor migration, taking into account regional and sectoral aspects;
- creating flexible system for vocational training and retraining of the unemployed, considering the regional and sectoral labor market needs;
- carrying out the policy on transferring foreign specialists to Kazakh personnel, with a special focus on vocational training and retraining of local specialists.

Professional training of the population is an important direction of the state policy and social protection of the unemployed on the labor market.

Implementation of various training activities will improve the quality of professional education of the employees, and in accordance with the situation in the labor market, the training and retraining of unemployed population for new specialties will increase their competitiveness.

According to Article 14 of the Law of the Republic of Kazakhstan "On Population Employment" one of the measures of social protection against unemployment is an organization of public works [2].

Public works are organized through the creation of temporary jobs, allowing unemployed people to have jobs that are socially oriented, which does not require temporary special training and qualifications.

In the organization of public works, their economic relevance and effectiveness should be taken into account. The choice of public works types is based on the priority types of employment for the unemployed.

On the other hand, there is a possibility of temporary employment of unemployed people without special education. Social work is a social support of the unemployed ones.

New stage of development and strategic goals seta number of new, most important tasks for the agro-industrial complex of the country. The main reason for this is that after planned economy collective farms broke up and replaced by small-scale private farms that have a negative image for young people on the choice of agrarian professions.

The Head of State emphasized the importance of vocational and technical education in his Annual Address to the people of Kazakhstan and highlighted the need for a new approach.

At the same time, the well-known scientist O.Sabden said: «The most important factor of ensuring competitiveness of the country is the high level of education of the population. Implementation of the Concept of Continuous Education for further development of the education system will contribute to the restructuring of the vocational education system and training of personnel in accordance with international educational standards, improving the quality of knowledge at each stage of the education system»[3, 6 p.].

In candidate's dissertation on the theme «Ways of improving the management of youth employment», K.S. Apiev noted: «A small proportion of young people are employed in agrarian sector, because their wages are low. Employment of young people shows a set of organizational and economic relationships, which guarantees employment, focused on social and economic development of the object and subject of management»[4, p. 8].

According to the author, it is possible to present the following directions, which let to employ rural youth:

Firstly, preparing young people for the labor market. For this reason, it is necessary to determine the reasons of unemployment for unemployed youth, the value of the labor flows for the students, the competitiveness of the labor market, the optimal professional growth factors, and the social coordination of the issues of social and psychological orientation and professionalism in the labor market.

Secondly, it is necessary to solve the problem of educational institutions graduates employment. Graduates of higher education institutions often seek for job after graduation.

Thirdly, it is necessary to adopt youth support programs frequently. Regional organizations in the social sphere are actively involved in forming a system of state support for the youth and their programs include the peculiarities of the youth problem. But young people are not only age-related to social groups, but also their social services.

Fourthly, the promotion of youth professional training. According to the decision of regional akimat and maslikhat the state labor and social protection sciences should work actively on the basis of a youth program. The areas that ensure the sustainability of the youth employment situation are general education and professional training of young people. Employment of youth will be supported by the creation of jobs, permanent jobs, youth employment institutions, infrastructure and other measures.

We believe that rural youth should be encouraged to self-employment and to increase their motivation to work in solving some of the most challenging employment issues in rural areas. In our opinion, the mechanism of rural employment regulation should be based on the following conceptual approaches:

First, the main programme goals of employment regulation are: increasing the level of employment and income of rural people, reducing poverty; preventing and minimizing rural unemployment; mitigating the burden of seasonal work in agriculture; increased rural flexibility.

Second, the tactical tasks of reforming the employment in the agrarian sector are: alternative forms of employment in rural areas development, restoration and development of rural infrastructure through investment, rural information and consulting services development; agricultural business and entrepreneurship development; creating conditions for the stabilization of young professionals in the village; implementation of measures aimed at raising the prestige of rural labor.

Third, the following state regulation directions of social and labor sphere are: improvement of working conditions in rural areas; Formation of incentive measures in the agricultural sector; stabilization of the rural demographic situation, mitigation of the consequences of unemployment, increasing social protection of the personnel; Creation of new jobs in the agro-industrial sector; it is necessary to create conditions for self-employment of rural population.

It is highly important to increase the effectiveness of the organs involved in the agrarian labor market regulation. It is necessary to have an effective system of the employment agency, which is targeted to the consumer, that determines their requirements and assesses the degree of compliance with the quality of service. Based on the systematic approach to managing and implementing such system, it is essential to improve the training process of young qualified labor force in agriculture to achieve a new level of training of young professionals through quality assurance, as well as the availability of human resources, material, technical, informational and financial potential [6].

Employment services are defined by the responsibility of professionals to increase their capacity in the community and to upgrade them.

Thus, one of the key tasks of the employment agencies is organization and targeted improvement of the employment system in order to meet the employment needs of different citizen categories in Kazakhstan.

Employment was carried out in the conditions of constant change and increase of requirements for professionalism and competence of specialists of all levels. Hence, it is important to create an example of employment services effectiveness in the agrarian labor market and to apply it in practice.

Qualified young professionals are essential for the sustainable development of the agrarian sector. Therefore, it is clear that today it is necessary to increase the effectiveness of labor force in rural areas with a new focus on the training of highly skilled human resources (Figure 1).

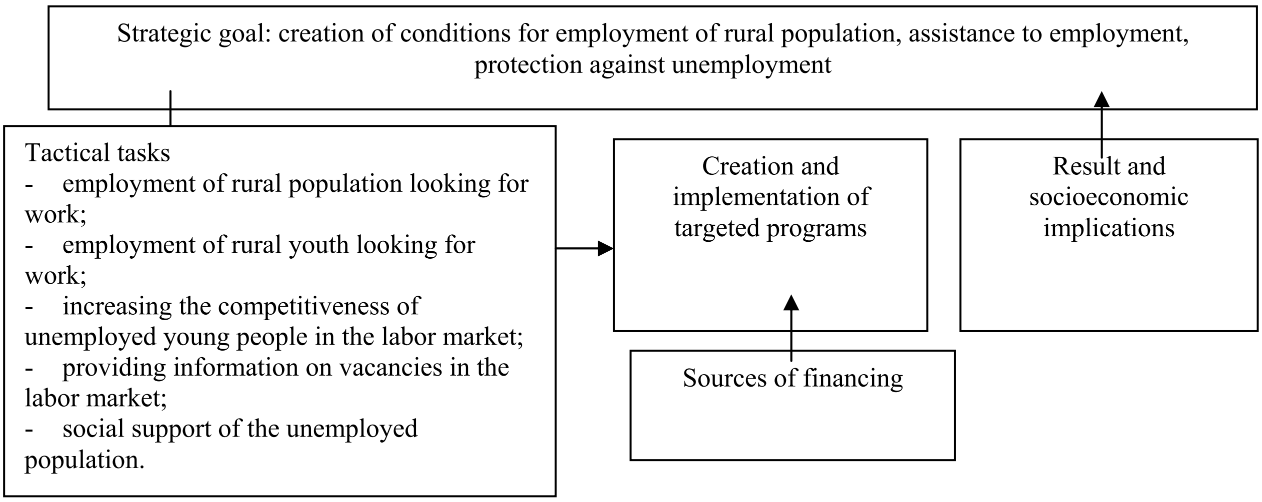

Figure 1 – An example of the effectiveness of employment services in the agrarian market

Note – complied by the author

Finally, taking into consideration these issues, the following conclusions about the article can be made:

1. The current state of the labor market in rural areas requires an active policy of development of the labor market. The key components of this policy include measures for effective coordination of the implementation of targeted programs aimed at increasing the employment and employment relationships among rural entrepreneurs.

2. Increasing the effectiveness of labor potential in rural areas should be addressed through the creation of alternative forms of employment and normal working conditions for individual farms.

4. One of the mechanisms for the regulation of employment in rural areas is the development of alternative employment services for rural youth.

5. It is essential to provide state support for the effective functioning of entrepreneurship, to specialize in entrepreneurship and to attract investment in it.

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ҚАЗІРГІ ЭКОНОМИКАДАҒЫ АУЫЛ ЖАСТАРЫН ЖҰМЫСПЕН ҚАМТУДЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Елдің болашағы жастар. Дегенмен жастар нарығы, әсіресе ауыл жастары еңбек нарығында қорғансыз топқа жатады. Жастардың өз бетінше жұмысқа орналасу мүмкіндіктері төмен. Еңбек нарығының бұл сегментін мемлекет тарапынан реттеу үшін еңбек нарығындағы жастарға қойылатын талаптарды ескере отырып, реттеу шараларын қалыптастыру қажет.

Ауыл тұрғындарының еңбек әлеуетінің тиімділігін арттыру мақсатында жасалған және жүзеге асырылып отырған мақсатты бағдарламаларының ерекшеліктері орасан әлеуетке ие ауыл жастарын нысаналы топ ретінде қарастыруында болып отыр. Жалпы стратегиялық бағдарламалар ауыл тұрғындары, соның ішінде жастарды жұмыспен қамту мәселесін шешімін табуы тиіс маңызды әлеуметтік мәселелер құрамында қарастырады.

Сондықтан еңбек нарығы мен техникалық және кәсіптік білім беру жүйесіндегі оқу орындарының түлектеріне қойылатын заманауи талаптар жоғары. Ал, біздің пікірімізше, кәсіптік білім берудің сапасы түлектің еңбек нарығындағы сұранысының маңызды шарты болып табылады.

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ОСОБЕННОСТИ СЕЛЬСКОЙ МОЛОДЕЖНОЙ ЗАНЯТОСТИ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

Аннотация. Будущее страны - это молодежь. Однако молодежный рынок, особенно сельская молодежь, является уязвимой группой на рынке труда. У молодых людей ограниченные возможности трудоустройства. Чтобы регулировать этот сегмент рынка труда, необходимо разработать регламентационные меры с учетом требований к рынку труда молодежи.

В целях повышения эффективности трудового потенциала сельского населения специфика целевых и реализованных целевых программ заключается в том, что сельская молодежь как целевая группа обладает огромным потенциалом. Сельское население, в том числе молодежь, рассматривает общие стратегические программы в качестве одной из основных социальных проблем, которые необходимо решать.

Поэтому современные требования к выпускникам образовательных учреждений на рынке труда, к техническому и профессиональному образованию высоки. На наш взгляд, качество профессионального образования является необходимым условием для спроса выпускников на рынке труда.

Ключевые слова: занятость молодежи, рынок труда, профессиональная подготовка, техническое и профессиональное образование, безработица.

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ROLE AND PLACE OF THE STATE AUDIT IN THE MANAGEMENT OF THE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract: This article describes the role and place of state audit in the management of the economy, with the specification of their terminology: state audit, state financial control, supervision. The definition of these terms is considered from the international standard of supreme audit institutions, the Law “On State Audit and Financial Control” with a view to determining their differential functions. The article also examines the results of performance audit directly related to the assessment of the executive branch's activity in the management of public funds, where the legislature shows a certain interest in performance audit.

Keywords: state audit, effective financial system, audit of efficiency, the Supervisory functions, the management of the economy.

In the context of modern globalization, the development of the economy of the Republic of Kazakhstan determines the need to use different mechanisms to influence socio-economic processes, including state control.

In his Address to the People of Kazakhstan "Kazakhstan-2050 Strategy: New Political Course of the Established State", the Head of State set the task to the state financial control bodies to create a comprehensive system of a state audit on the basis of the best world practice [1].

The state always strives to create an effective system of financial management and effective system of financial control, since it depends on the further development of the state.

In this relation, it is necessary to determine the forms, methods, and approaches of the state audit of the economy. The study of any issue should begin with an explanation of the terminology, so it is well known that the separation of certain concepts, such as "public audit", "state financial control", "supervision", is at the forefront.

The distribution of their functions and responsibilities is due to the fact that the system of state control and supervision bodies is created. The lack of a definitive system for defining concepts leads to disagreements, as well as to the inefficient separation of control and supervision services between the government and regulators.

Definition of the term can be called only when it is legally enshrined. In legal and economic sciences there are many opinions about a definition of these concepts, there are published works on this issue, as well as a number of normative legal acts that regulate different aspects of public service.

In addition to the legal provision of the concept of public financial control, its theoretical description should be emphasized. The concept of the state financial control is studied by a few domestic scientists. A.I. Khudyakov in his works describes financial control as general legal education: "The legal basis of financial control is a gross financial and legal institution, which sets out the system and authority of state financial control bodies, as well as the procedure for conducting financial audit" [2].

Later domestic jurists began to consider financial control as a state. S.S. Kapsulyamova is one of such scientists. She says: "Financial control is one of the main conditions for the advancement of the society and the welfare of the state, the economic and social development. Financial control is also an element of state control, an element of all economic management and planning [3].

Financial control is one of the key management functions aimed at detecting the deviations in accordance with the legitimacy, validity and management effectiveness of the adopted state standards and timely correctional measures when such deviations are identified.

The development of the Kazakhstani society and the new format of responsibilities before the state apparatus require the development of a strong public administration system.

According to the world practice, developed countries are the leading form of independent control of auditors. Always there is a need for an institution that evaluates the current public finance management system and determines its future development strategies. Such role is carried out by the state audit in the world practice.

The integral part of the state's financial activities, the main condition for the normal functioning of the economy and the financial system is the state audit.

The state audit of Kazakhstan looks like a whole and independent assessment of the effectiveness of audited entities' operations, not only on financial issues but also on defining deficiencies and offering risk management, covering all aspects of its implementation.

The state audit is "the analysis of the effectiveness of the management and use of budgetary funds, state and quasi-public sector assets, associated grants, state and state-guaranteed loans, as well as other activities, based on government guarantees, including those based on the risk management system, evaluation and verification" [4].

The purpose of the state audit is to increase the efficiency of budgetary funds management and utilization of assets of state and quasi-public sector entities.

The concept of audit effectiveness was announced in 1977 for the first time by the International Organization of Higher Public Audit (INTOSAI). Adopted at the IX Congress of INTOSAI. The Lim Declaration outlines the guidelines for the control, according to which the effectiveness audit is aimed at checking the effectiveness and utilization of public funds. Such control involves not only the specific aspects of governance but also all management activities, including organizational and administrative systems" [5].

The world experience of audit shows the quality of decision-making and performance of executive authorities in the public finance system. Moreover, it shows their responsibilities, transparency, and accountability.

The effectiveness audit of the international financial supervision authority (The International Standards of Audit Institutions 3000) provides the following definition.

Performance auditing is an independent review of the effectiveness and effectiveness of utilization of economic resources by state-owned enterprises or organizations in order to improve the performance of audit facilities.

The Law "On State Audit and Financial Control" defines efficiency audit as a control of efficiency that is an assessment and analysis of the effectiveness, efficiency itself, productivity and effectiveness of the public audit object.

An effective public audit and financial control system should be used by the Head of State, the Parliament, the Government of Kazakhstan and the public in accordance with the principles of legality, efficiency and effectiveness of the funds and assets allocated from the budget, as well as providing objective and reliable information on the effectiveness of government agencies [4].

In accordance with the Law of the Republic of Kazakhstan of November 12, 2015, № 392-V «On State Audit and Financial Control», the Accounts Committee conducts an audit of effectiveness in the directions indicated in table 1.

Table 1 - Effect audit of the Accounts Committee

Competence of the Accounts Committee	planning and execution of the republican budget in accordance with the principles of the budget system of the Republic of Kazakhstan with a report on the execution of the republican budget for the reporting fiscal year, which summarizes the relevant report of the Government of the Republic of Kazakhstan;
	activities of public audit facilities;
	implementation of the republican budget and use of the state assets, and implementation of the documents of the State Planning System of the Republic of Kazakhstan in other directions on the instructions of the President of the Republic of Kazakhstan;
	realization of development strategies and development plans of national managing holdings, national holdings, national companies, which are the shareholder state;
	the impact of quasi-public sector activities on the development of private sector of economy or economy, social and other public administration;
	state and state-guaranteed debt, the formation and management of debt under state guarantee;
	associated grants, budget investments, state-guaranteed and state-guaranteed loans, government borrowings and the use of state assets;
	the validity of the planning of public procurement and quasi-public sector entities procurement of goods, works, services, their effectiveness and effectiveness;
	pricing, including the assessment of the difference between the national financial resources allocated for purchased goods (works, services) and the market value of the purchased goods, works, services;
	quasi-public sector assets management;
	tax and customs administration;
	contracts;
	environmental protection;
	audits the efficiency of information technology.
Note: complied by the author	

Efficiency audit is the main type of public audit in the use of public funds and includes the following elements:

- analysis of its activity to increase the efficiency of the use of budgetary funds;
- defining shortcomings;
- helping to solve deficiencies.

Efficiency audit analyzes public authorities, evaluates their economics, efficiency, and develops proposals to improve the methods used in the work.

In conducting public audits, it is necessary to avoid duplication in order to optimize management processes and provide a unified system of public audits and financial controls on the basis of information received from the "electronic government" and government information systems.

Since the effectiveness audit results are related to the evaluation of the executive management of public finance, the legislature has become more interested in the effectiveness audit.

In the current state audit, one of the key institutions of effective public asset management is the state audit. In this regard, the role of public audit in the economy is growing.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЭКОНОМИКАСЫН БАСҚАРУДАҒЫ МЕМЛЕКЕТТІК АУДИТТІҢ РӨЛІ МЕН ОРНЫ

Аннотация. Бұл мақалада экономиканы басқарудағы мемлекеттік аудиттің: мемлекеттік аудит, мемлекеттік қаржылық бақылау, қадағалау сияқты терминологияларын нақтылай отырып, оның рөлі мен орны баяндалады. Берілген терминдердің анықтамасы олардың дифференциалды қызметтерін анықтау мақсатында жоғары қаржылық бақылау органдарының халықаралық стандарттарында, «Мемлекеттік аудит және қаржылық бақылау туралы» Заңында қарастырылған. Сондай-ақ мақалада заң шығарушы билік тиімділік аудитіне белгілі бір қызығушылық танытатын мемлекеттік қаражаттарды басқару жөніндегі атқарушы билік қызметін бағалаумен тікелей байланысты тиімділік аудитінің нәтижелері зерттеледі.

Түйін сөздер: мемлекеттік аудит, тиімді қаржылық жүйе, тиімділік аудиті, бақылау-қадағалау қызметтері, экономиканы басқару.

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РОЛЬ И МЕСТО ПРОВЕДЕНИЯ ГОСУДАРСТВЕННОГО АУДИТА В УПРАВЛЕНИИ ЭКОНОМИКОЙ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В настоящей статье описывается роль и место государственного аудита в управлении экономикой с уточнением их терминологий: государственный аудит, государственный финансовый контроль, надзор. Определение данных терминов рассматривается из международного стандарта высших органов финансового контроля, Закона «О государственном аудите и финансовом контроле» с целью определения их дифференциальных функций. Также в статье изучаются результаты аудита эффективности непосредственно связаные с оценкой деятельности исполнительной власти по управлению государственными средствами, где законодательная власть проявляет определенный интерес к аудиту эффективности.

Ключевые слова: государственный аудит, эффективная финансовая система, аудит эффективности, контрольно-надзорные функции, управление экономикой.

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MIGRATION IN THE CIS AND THE LABOR MARKET

Abstract. In the CIS countries migration flows have specific changes. They particularly effect to quantitative capacity of labor resources on the labor market of each country. In the conditions of the formation of market relations the outflow of labor population from this region was activated. These trends have had a negative impact on the quality potential of the labor market in each country of the CIS. At the present stage, there is a gradual stabilization in the movement of labor resources. The issues of regulating the flows of the working population are important in the formation of sustainable growth in the economies of countries. The qualitative potential of the labor market is the main factor in creating a competitive economy of states. In the scientific article the economic indicators of migration flows in the CIS countries have been studied. Comparative characteristics are given. The relationship between the migration outflow of high-level specialists and the reduction of the potential of the modern labor market in the CIS countries has been revealed. The conclusions are based on the results of the study of the main migration indicators in the CIS.

Key words: internal and external migration, labor population, economic factors of migration, labor market quality.

Introduction

The processes of globalization of the economy affect the migratory movements of the working population throughout the world. Migration of the population, generated in the period of economic crises, the emergence of social contradictions, has a decisive influence on the effective prospects of society, on the main factors raising the level of welfare of states.

To estimate migration flows in economic theory, it is possible to use a gravity model. The gravitational model of migration is based on the idea that with an increase in the economic, social and social significance of regions, the movement of people between them increases, and with increasing distance, other things being equal, it decreases. In the context of a sustainable directional development of the country's economy, characterized by an increase in production, the fact of outflow of the population plays a negative role, forcing the state to attract foreign specialists and foreign labor. During crisis periods, the external migration of a country's population, if it is characterized by a negative balance, turns into a positive factor reducing the level of unemployment and the severity of social antagonisms [1].

Research methods. Monographic methods of studying the theoretical and methodological foundations of the formation of population migration confirm the influence of the quantitative and qualitative potential of labor resources on raising the economic level of states. Statistical methods of studying the economic indicators of migration in the CIS countries made it possible to trace their trends at the present stage.

The results of the study. Migration of the population of the CIS countries influences the change in the number and structure of able-bodied citizens. These trends are not fully taken into account for various reasons. At the present stage, the processes of natural growth or slowing down of the natural population loss form the main quantity of the able-bodied contingent and predict the quality of the future labor market in the CIS countries.

In the migration turnover of the population of the CIS countries, in the aggregate of arrival and departure, internal migration within national borders prevails. External migration in most countries of the Commonwealth does not exceed on average 10% of the total migration turnover (slightly more in Armenia and Kyrgyzstan), but it is precisely its volumes that influence the size of migration increase or outflow of population in each country.

The discussion of the results. External migration exchange is formed mainly due to population movements within the CIS. Compared to the 2000s, in almost all the CIS member states, the departure of citizens in order to change their permanent place of residence in foreign countries has noticeably decreased. In many countries, there was also a tendency to reduce the number of people who changed their place of residence within the Commonwealth.

In 2014, the excess of the number of arrivals, for permanent residence in the country, over the number of those who left it abroad, was noted in Russia, Belarus, Ukraine and Azerbaijan. The positive balance of migration in these countries was mainly due to the migration exchange with the CIS countries, although in Ukraine the contribution of migration growth was quite significant due to the exchange with countries outside the Commonwealth. The most intensive migration increase was observed in Russia, although slightly lower than in 2005: 18.8 against 19.7 per 10,000 people, as well as in Belarus, where, by contrast, it increased markedly compared with 2005: 16 , 6 against 2.0 per 10,000 people. The balance of interstate migration per 10,000 people over the years is presented in Figure 1.

The migration decline in 2014 was especially intense in Armenia, having tripled compared with 2005 (from minus 72.3 to minus 24.8 per 10,000 people). At the same time, it decreased in Kyrgyzstan and Uzbekistan compared to 2005, as well as in Tajikistan and Moldova.

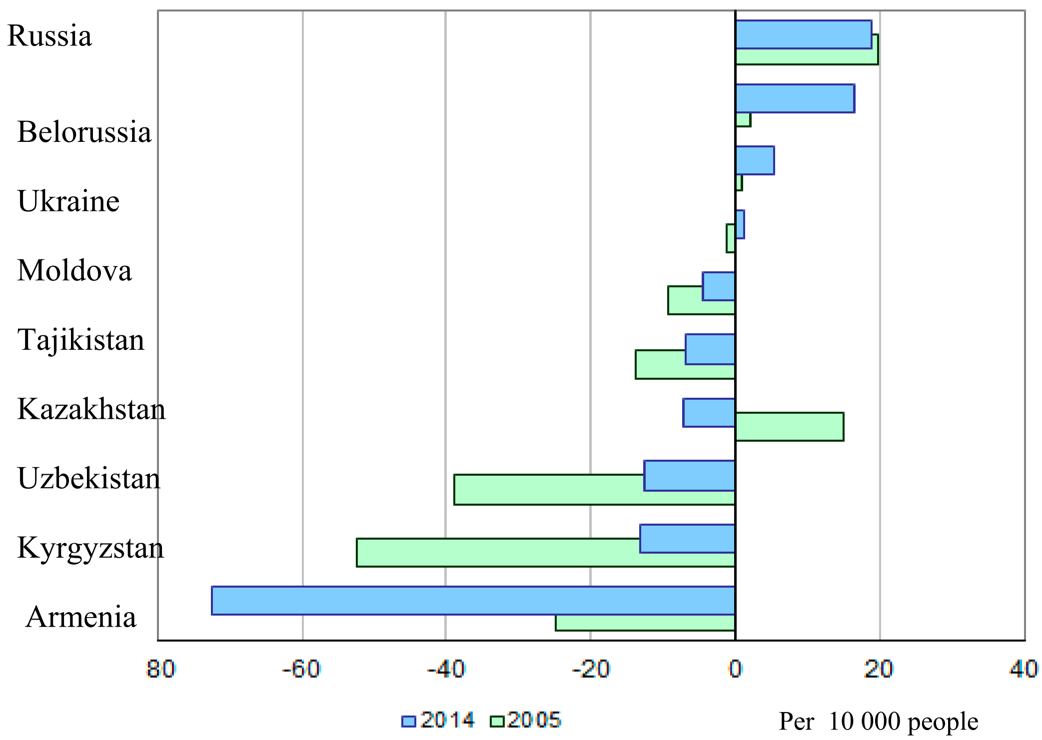

Figure 1 - Comparison of the intensity of interstate migration in the CIS countries in 2005, in 2014
Source: [2]

In Kazakhstan, the migration increase in the population, observed in 2005, was again replaced by the migration decline of the population, twice as low in intensity: from minus 7.1 per 10,000 people in 2014, it goes to plus 15 per 10,000 people in 2005. In Azerbaijan, by contrast, a slight migration decline in the population was replaced by a low migration increase in the population.

The study of migration flows separately for men and women has led to the fact that it does not coincide, both in foreign and in movement within national borders in the countries of Central Asia, Russia and Belarus. Men are active in Kazakhstan, Tajikistan, Kyrgyzstan, Uzbekistan, and the differences in this indicator for all the countries are not large.

In terms of economic activity among women, the most energetic are residents of Kazakhstan (68%), representatives of Uzbekistan were less active (48%), the difference reaches 20 percentage points. These results demonstrate a gender shift in household behavior in the labor market and the family sphere, reflecting cultural differences in the gender manifestations of the population of Kazakhstan and Uzbekistan (Figure 2).

In order to unambiguously determine the relationship between migration and the formation of quality indicators of the working population, it is necessary to analyze other factors of employment in these countries. Investigating the economic indicators of migration by the type of employment of the population that prevails in each of the countries we are considering, we observe that in Russia the overwhelming dominance of the sector remains for hire.

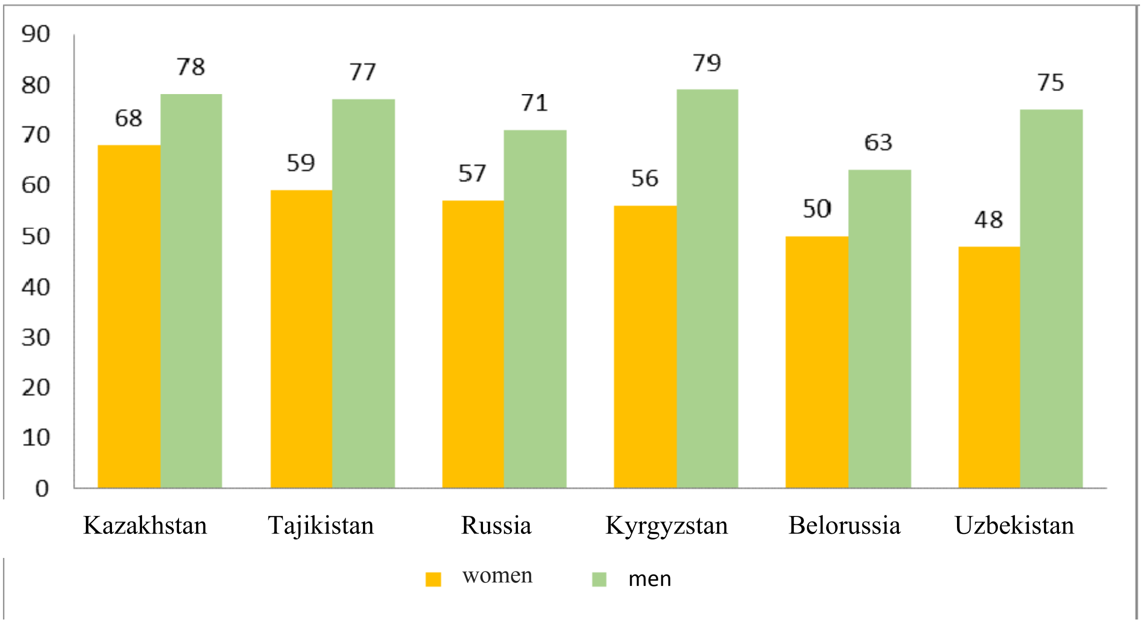

Figure 2 - The level of economic activity of men and women in 2012 in the CIS region
(% of the total population aged 15-64 years)

Source: [3]

According to experts, employment is associated with lower risks for earnings and employment itself, gives more guarantees and confidence in the future than self-employment and running your own business (Table 1). The share of self-employed in the CIS countries ranges from one third (26.5% in Kyrgyzstan), up to half of all employed (46.7% in Belarus), which indicates a high volatility of employment in the labor markets. The lack of protected jobs, due to the small share of employers in the Belarusian economy - 0.4%, Kyrgyzstan - 0.6%, stimulates their population to labor migration to Russia and Kazakhstan.

Table 1 - Distribution of employment in the economy by type of employment,%

Country	Year	Overall	From :				
			employed	employers	self-employed	production cooperative members	family helpers
Russia	2011	100	92.8	1.2	5.6	0.1	0.3
Kazakhstan	2011	100	67.2	2.1	29.6	0.3	0.8
Kyrgystan	2011	100	56.9	0.6	26.5	0.4	15.6
Belarus	2009	100	52.2	0.4	46.7	0.3	0.4
Источник: [4]							

A study of employment by sectors of the economy showed that in Kyrgyzstan, where the share of the agrarian sector dominates in the national economy, the working population employed in agriculture was 30.7% in 20115, in Kazakhstan the percentage of the employed population working in agriculture is about 26, 4% (table 2).Таблица 2 - Распределение численности занятых в экономике по отраслям, %

Country	Year	Overall in %	agriculture and forestry, fishing and hunting	industry	construction	Transport and connection	trade, hotels and restaurants	fin. activity, real estate transactions	education, health care,	other services
Russia	2015	100	7.9	20	7.2	9	18	8.6	17	12
Belarus	2015	100	10.4	26	8.6	7	16	8.4	16.7	7.5
Kazakhstan	2015	100	26.4	12	7.4	8	16	7.3	15	7.9
Kyrgyzstan	2015	100	30.7	10	11	7	19	3.3	11.2	8.4
Resourse: [4]										

The level of wages in agriculture, as a rule, is low. In addition, a very small percentage of those who were able to develop their farm in a profitable enterprise.

In Russia, other sectors of the economy are more developed, such as industry - 20%, trade - 18%, education and health care - 17%, where about two thirds of all people employed in the country work. Such differences in the areas of employment also explain the migration of labor from Kyrgyzstan in search of jobs in less labor-intensive, but more highly paid industries.

The economic damage caused by external migration is exacerbated by the pendulum migration of shuttle traders. These merchants, who run their small businesses, have largely been declassified. Shuttle traders take hard currency out of the country, filling it for the most part with low-quality consumer goods - both for goods and technical food.

According to experts, due to the opening of only the Russian market for sneakers and diapers, Western Europe has received about 4 million jobs. This means that the number of jobs in the CIS countries, which have now shifted mainly to imported consumer goods, has decreased by the same amount [1].

The official statistics of some republics of Central Asia and Belarus are characterized by an incomplete presentation of the facts, and on some issues are simply not collected. Therefore, to analyze labor markets, we use data from international organizations such as the World Bank [5], the UN [6], the World Fact Book [7], and the “World Values Study” to identify the characteristics of labor markets in the countries in question.

The economic indicator of the labor market is unemployment, characterized by the following trends: the official unemployment rate in 2014 was distributed across countries as follows: in Russia, 1.2%, in Belarus — 0.5%, in Kazakhstan — 0.4%, in Kyrgyzstan — 2 , 3% and the highest unemployment rate was recorded in Armenia - 5.9% (Table 3).

Table 3 - the Number of unemployed registered in public employment services (end of year)

	On average per year, thousand people.		In% of the economically active population	
	2013	2014	2013	2014
Russia	918	883	1,2	1,2
Belarus	21	24	0,5	0,5
Kazakhstan	30	33	0,3	0,4
Kyrgyzstan	58	58	2,3	2,3
Armenia	56	66	6,8	5,9
Resourse : [2]				

In general, in the regions of international scale, the economic indicators of the unemployment rate as of January 1, 2015 amounted to 5.3% in the EAEU; United States - 6.2%; the world - 8.4%; EU - 10.2% (Figure 3). The unemployment rate for the CIS countries is much lower than its international values, presented by economic and territorial regions. Labor migration of the population to economically developed countries, in times of economic crisis, turns into a positive factor for the CIS countries in comparison with the international unemployment background.

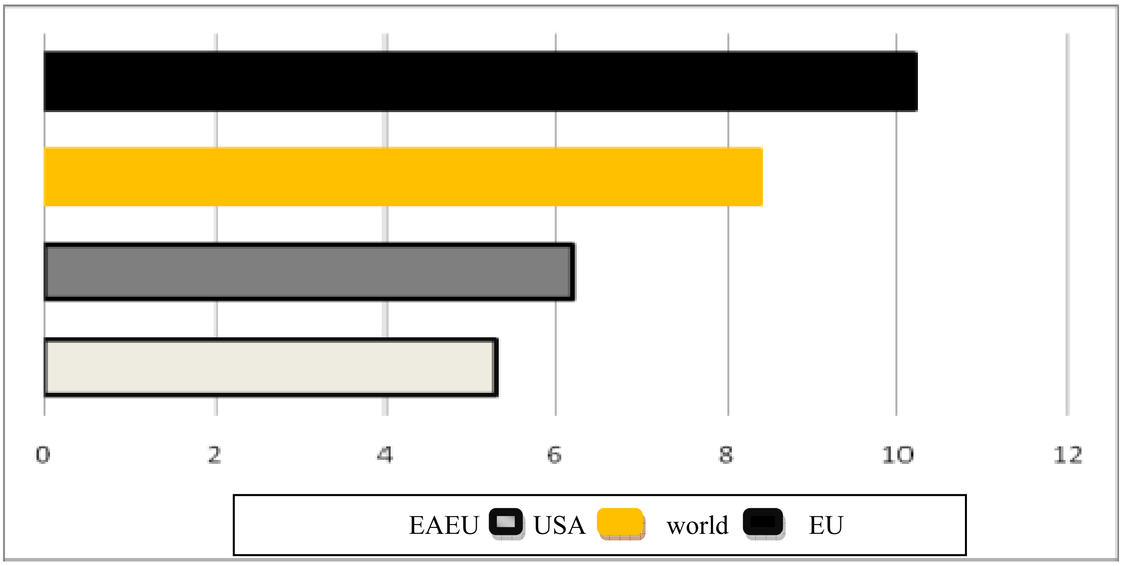

Figure 3 - Unemployment rate in the EAEU, in the USA, in the world, in the EU as of January 1, 2015, in%

Source: [8]

The economic and social laws of social development now require the strengthening of the migratory movement of labor resources, since the inequality of immigrants and indigenous people has become the determining factors in the development of the level of welfare of states. Effective labor migration management can be one of the largest public resources, especially with regard to the migration of intellectuals.

To determine the effects of migration of the working population of the CIS countries on the economy of the labor market, consider a combination of two types of factors of production - one for which immigration is a good substitute factor, and the other - a good complementary. Immigrants are not an absolute substitute for local labor. Most immigrants have low qualifications and therefore are, not so much a quality replacement, as an addition, but not a replacement. All developed countries seek to attract intelligence, the questions of "brain drain" do not leave the pages of serious economic publications and the media. In the practice of world business, already in the 70s of the last century, it took about 80 thousand US dollars to train one physicist, biologist, specialist in philosophy, sociology, political science, law, and 20 thousand to train a doctor, engineer, pilot. US dollars [9].

At that time, in 1994, 41329 specialists with higher education left Kazakhstan, including scientists with degrees, who now make up the qualitative and quantitative losses of the CIS labor market [1]. Repatriating Kazakhs did not block the loss of highly skilled specialists; in 1994, Kazakhs with higher education entered Kazakhstan, which is only 2.08% of the total number of those who left in this category. The rest of the arriving Kazakhs had the following indicators of the level of qualification: with an incomplete highest - 36; with the average special - 488; with a common average - 1091; with incomplete average - 322; with primary education and without education - 486.

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ТДМ-ДАҒЫ ЕҢБЕК НАРЫҒЫ МЕН КӨШІ-ҚОН

Аннотация. ТМД елдерінде, көші-қон ағындарының өзіндік өзгерістері бар. Олар әр елдің еңбек нарығындағы атап айтқанда жұмыс күшінің сапасы әлеуеті, әсер етуі туралы көрсетеді.Нарықтық қаты-настарды қалыптастыру жағдайында осы өңірдің еңбек халықы жанданды. Бұл үрдістер ТМД-дағы әр елде еңбек нарығының сапалы әлеуетіне теріс әсерін тигізді. Қазіргі кезеңде бірте-бірте еңбек ресурстарында тұрақтандыру қозғалысы жүруде. Жұмыс халықының ағындарын реттеу экономиканың тұрақты өсімін қалыптастыруда маңызды болып табылады. Еңбек нарығының сапалы әлеуеті мемлекеттің экономикалық бәсекеге қабілеттілігіне бірден-бір әісер етуші фактор болып табылады. Ғылыми мақалада ТМД елдерінің көші-қон ағынына экономикалық зерттеу жұмыстары жүргізілген.Салыстырмалы сипаттама жүргізілді. Қәзіргі кезеңдегі ТМД елдеріндегі еңбек нарығынның жоғарылау және төмендеуіне байланысты мамандармен өзара қатынас болды. Қорыты ндыда ТМД-дағы көші-қонның негізгі көрсеткіштерін зерттеу нәтижелері негізделген.

Түйін сөздер: ішкі және сыртқы көші-қон,еңбек халқы, экономикалық көші-қон факторлары, еңбек нарығының сапасы.

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МИГРАЦИЯ В СНГ И РЫНОК ТРУДА

Аннотация. В странах СНГ миграционные потоки имеют своеобразные изменения. Они оказывают особое влияние на качественный потенциал трудовых ресурсов на рынке труда каждой из стран. В условиях формирования рыночных отношений активизировался отток трудового населения из этого региона. Эти тенденции оказали отрицательное воздействие на качественный потенциал рынка труда в каждой стране СНГ. На современном этапе происходит постепенная стабилизация в передвижении трудовых ресурсов. Вопросы регулирования потоков трудового населения являются важными в формировании устойчивого роста экономики стран. Качественный потенциал рынка труда является основным фактором создания конкурентоспособной экономики государств. В научной статье проведены исследования экономических показателей миграционных потоков в странах СНГ. Проведены сравнительные характеристики. Выявлена взаимосвязь между миграционным оттоком специалистов высокой категории и снижением потенциала современного рынка труда в странах СНГ. Выводы обоснованы на результатах изучения основных показателей миграции в СНГ.

Ключевые слова: внутренняя и внешняя миграция, трудовое население, экономические факторы миграции, качество рынка труда.

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«ҚАЗАҚ ОРФОГРАФИЯСЫ ЕРЕЖЕЛЕРІНІҢ КОНЦЕПЦИЯСЫ» туралы

Қазақ әліпбиін латыннегізді графикаға көшіру туралы саяси-ұлттық мәселе басталғалы бері ұлт әліпбиін жаңарту мен жаңғырту жолында қыруар жұмыс атқарылып келеді. Атқарылған іс-шаралардың айрықша маңыздысы әрі бірегейі – Қазақстан Республикасының Президенті – Елбасы Н.Назарбаевтың Жарлығымен латынграфикалы қазақ әліпбиінің бекітілуі. Жарлық қоғам мүшелеріне де, ұлт тілінің күллі проблемаларымен шұғылданатын ғалымдарға да жаңа серпін әкелді және тың міндеттерді ілгері шығарды. Сан түрлі іс-жоспарларды рет-ретімен, кезең-кезеңімен жүзеге асырудың маңыздылығы айқын көрінді.

Жаңа әліпби негізінде іске асырылатын жұмыстардың негізгісі ретінде – қазақ орфографиясының ғылыми-практикалық мәселелерін нақтылаудың, қағидаларға негіз болатын ұстанымдар мен сүйеніштерді дәлелдеудің өзектілігі анықталды. Осыған байланысты ең алдымен, жаңа әліпби арқылы ұлттық болмысты сақтап қалудың қандай жолдары бар, тілдің табиғи заңдылықтарын орнықтыруға қалай қол жеткізуге болады, осы мақсаттар үшін қазақ тіліінің дыбыстық қорын, жазу дәстүрін, жазу-сызудағы тарихи сабақтастықты қалай пайдалану керек, сан түрлі ықпалмен күн сайын дерлік динамикалық өзгерістерге түсіп отырған қазақ тілінің қазіргі жағдайындағы ерекшеліктерді жаңа әліпби арқылы қалай таңбалауға болады тәрізді бір алуан мәселелерді айқындап алу үшін ғылыми-практикалық тұжырымдаманы (концепция) негіздеу қажет болды.

Қазақ орфографиясы ережелерінің концепциясы Қазақстан Республикасының Президенті Н.Ә.Назарбаевтың «Қазақ тілі әліпбиінің кириллицадан латын графикасына көшірілуін қамтамасыз ету мақсатындағы Жарлығына» сәйкес орындалып отыр. Аталмыш концепцияның бастапқы нұсқасы **«Латынграфикалы жаңа ұлттық әліпби негізінде қазақ жазуын жаңғыртудың ғылыми-лингвистикалық базасын әзірлеу»** атты бағдарламалық-нысаналы зерттеу жобасы (ғылыми жетекшісі – ҚР БҒМ А.Байтұрсынұлы атындағы Тіл білімі институтының директоры, ҒА корреспондент-мүшесі, профессор Е.З.Қажыбек) аясында әзірленді.

Қазақ орфографиясы ережелерінің концепциясы – (бұдан әрі қарай – Емле концепциясы) қазақ әліпбиі бойынша дұрыс жазу ережелерінің ғылыми негіздерін айқындайтын лингвистикалық нормативті құжат. Емле концепциясында ұсынылған қағидаларға сәйкес емле ережелері құрастырылады. Емле ережелерінің негізінде орфографиялық сөздік жасалады. Басқаша айтқанда, Емле концепциясында тұжырымдалған қағидалар қазақ жазуының емле ережелерін, орфографиялық сөздік, орфографиялық анықтағыш, басқа да ортологиялық құралдар жасауда негізге алынады.

Концепция жобасы Институт мамандарынан құрылған Орфографиялық шығармашылық топтың жетекшісі – филология ғылымдарының докторы, профессор Н.Уәлидің әзірлеуімен жасалды.

«Қазақ орфографиясы ережелерінің концепция» жобасы Институттың Ғылыми кеңесінде мақұлданып, Астана қаласы, Л.Н.Гумилев атындағы Еуразия ұлттық университетінде болған «Qazaq jazýynyń tarıhy jáne latyn álipbıine kóshýdiń ǵylymı-tájirıbelik negizderi»» атты республикалық конференцияда таныстырылымнан өтті (11 маусым, 2018 ж.).

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Тіл білімі институтының директоры
ҒА корреспондент-мүшесі
профессор Е.З.Қажыбек

ҚАЗАҚ ОРФОГРАФИЯСЫ ЕРЕЖЕЛЕРІНІҢ КОНЦЕПЦИЯСЫ

Қазақ орфографиясы ережелерінің концепциясының – (бұдан әрі қарай – Емле концепциясы) **мақсаты:** Латыннегізді жаңа әліпби бойынша қазақ тілінің орфографиялық нормаларын ұсынатын және тұрақтандыратын, жаңа әліпби бойынша дұрыс жазу мәдениетін қалыптастыратын ортологиялық еңбектердің ғылыми негіздері мен басты қағидаттарын айқындап беру.

Емле концепциясының міндеттері: а) латыннегізді әліпби бойынша кейбір әріптердің жазылу нормасын кодификациялау; ә) базалық норма бойынша сөздерді бірыңғай жуан немесе жіңішке жазу; б) соған сәйкес қосышалардың жуан немесе жіңішке жазылуы; в) сөздердің езубейімді үндестікпен жазылуы; г) қазақтың төл әдеби тіліндегі емлесі қиын сөздердің орфографиялану ерекшеліктерін ұсыну; ғ)латыннегізді әліпбиде жоқ ц, щ, ё, я, ю әріптерінің жазылу ережелерін негіздеу; д) күрделі сөздердің (біріккен, кіріккен, тіркесті сөздер, қос сөздер) орфографиясын кодификациялаудың тетіктерін көрсету; е) бас әріппен жазылатын сөздердің орфографиясын тұжырымдау.

Әліпби ауыстыру жазу-сызуға түбегейлі реформа жасау болып есептеледі. Ал жалпыхалықтық сипаттағы мұндай бетбұрыс қоғам мүшелерін бейжай қалдырмайтын мәдени-әлеуметтік күрмеуі қиын мәселе болғандықтан, әліпби таңдау мен саралауда селективті үрдіс басым сипат алып, қоғамдық санада екіұдайлық күшейе түседі: қолдау да, күмәндану да, қарсылық та болады. Кемшіліктің тасасында артықшылық, артықшылықтың тасасында кемшілік көрінбей жатады. Көшер-көшпестен бұрын қолданыстағы әліпбидің артықшылығы мен кемшілігіне жұртшылық назар аудармай қоймайды. «Көшсек пе, көшпесек пе?» деген сұрау толас тауып, жұртшылық латын әліпбиіне көшуге тоқталды. Ендігі жерде жазу-сызудың ұлттық сипатын сақтауда әлемдік тәжірибеде жиі кездесетін детерминатив нұсқаларының (*диакритикалық, диграфтық, апострофтық, акут тәрізділердің)* бірін таңдау әліпби объектісінің өзекті мәселесіне айналды.

Қазіргі жаһандану заманында қоғамдық өмірдің қай саласында болмасын «уақыт бюджеті» барған сайын шектеулі болып барады. Содан болар, өмірдің қай қырында болмасын, ұтқырлық (мобильность), жылдамдық, ықшамдылық, жинақылық, икемділік ерекше мән алып отыр. Бұндай талаптар, әрине, бұрыннан да бар, бірақ олар кезінде жай ғана қатардағы талаптардың бірі болды. Қазіргідей өткір мән ала қоймаған еді. Қоғам ендігі жерде, өмірдің қай саласында болмасын, цифрландыру мен IT технологиясы заманында шұбалаңқылықтан тез арылып, ықшамдылыққа, жинақылыққа бет бұрып, жинақы, жылдам, ықшам, икемді болудың ресурстарын іздей бастады. Осы тұрғыдан қарағанда, 42 әріптен құралған әліпбидің бірден көзге ұрып тұратыны – шұбалаңқылығы. Бұрын 30 әріптің айналасындағы әліпбимен де күнелткен қазақ жазуына ендігі тұста қысқартып, ықшам, жинақы сипат беру қажеттілігі туып отыр. Осы талапқа орай қоғами жұртшылық компьютерлік технологияға икемді 32 әріптен тұратын латын әліпбиінің *ноқатты* (акут) түріне тоқталды.

Қазіргі қазақ қоғамындағы латынға бетбұрыстың ұлттық рухты жаңғыртумен байланысты себептері бар. Жұртшылыққа белгілі, кирилше әліпби халықты еріктен тыс күштеумен әміршілдік жолмен сырттан таңылды. Ұлтты орыстандыру мақсатын көздеген бұл саяси-идеологиялық әрекет қазақтың жазу-сызуын кирилше әліпбиге көшіруден басталды. Ал XX ғасырдың 30-жылдардағы латын әліпбиі кирилшеге көшірудің «көпірі» болды. Сөйтіп, халық өзінің жиған-терген араб әліпбиіндегі жазба мұраларымен байланысты руханилықтан қол үзіп қалды. Осылайша тарихи сананың түкпірінен орын тепкен әліпби жөніндегі түйткілді жайт тәуелсіздікпен, ұлттық рухтың қайта жаңғыруымен байланысты қоғамдық ойға қозғау салды. Бұл айтылғандар, тұжыра келгенде, латынға бетбұрыстың негізгі себептерінің бірі болды. Қайсыбіріміздің ойлағанымыздай, кирилдегі 42 әріпті 32 етіп, жамап-жасқап, үйренген дағдымен жүре беруге де болар еді, бірақ санада қалған түйткілден арылмай рухани түлеу болмайтыны белгілі.

Бұдан кейінгі бір айтарлықтай себеп – жаһандану үрдісіне байланысты латын әліпбиі жарты әлемнің жазу-сызуына негіз болған әліпбиге айналды және ақпараттық жаңа технологияға сай, ең икемді, ақпараттық алыс-беріске ықшам әрі қолайлы екенін танытты. Осы айтылғандар латын әліпбиіне көшуге себеп болған жайттардың тілден тысқары, яғни тілдік емес жағы, сонымен қатар әліпбиді қалай да реформалауға қоғамды мәжбүр етіп отырған оның тілдік жағы. Әліпби ауыстыру – жай ғана харіп (шрифт) ауыстыру емес, қазақ жазу-сызуы өткен кезеңдерде де 29-32 әріптен тұратын әліпбиді де пайдаланған, бірақ ұлттық сипатынан айырылмаған еді. Жұртшылыққа мәлім, қазіргі кирилшедегі әліпби әріптерінің үштен бірі орыс тілінен енген сөздерді бұлжытпастан, орыс орфографиясының ауанымен таңбалауға мәжбүрледі. Сөйтіп, жазба тіліміз ұлттық сипатынан айырылған жартыкеш жазу болды.

Осының салдарынан мәдени қарым-қатынаспен байланысты өзге тілдерден енген атаулар мен сөздерді мағыналық-дыбыстық жақтан игерудің ана тіліміздегі *тілдік механизмі* жұмыс істемей қалды. Дегенмен, өткенге салауат. І.Кеңесбаев, С.Аманжолов, Н.Сауранбаев, М.Балақаев және олармен қанаттаса шыққан Р.Сыздық сынды аса көрнекті тілтанушы ғалымдарымыз Ахмет Байтұрсынұлы ғылыми негізін қалап кеткен қазақ жазуының ұлттық сипатын сақтауға, әліпби түзу мен емле ережелерінің нормалануы мен қалыптасуы аясында оң шешімдер тауып, жазба тілдің графика-орфографиялық жүйесін оңтайландыруға, емле ережелерін жасауға ерекше күш салды. Өткеннен алатын тағылым да, тәжірибе де жоқ емес.

Емле ережелерінде басшылыққа алатын ғылыми принциптер. Ұлттық жазу-сызу мәдениетінің жоғары деңгейде болуы оның әліпби жүйесімен, негізгі орфографиялық ережелерімен және осы ережелерді басшылыққа ала отырып жасалатын о р т о л о г и я л ы қ л е к с и к о г р а ф и я н ы ң *(орфографиялық, орфоэпиялық сөздіктердің)* түзілуіне, сонымен қатар о р т о л о г и я л ы қ құ р а л д а р д ы ң *(орфографиялық анықтағыштар, біріккен сөздердің емлесі, жалқы есімдердің емлесі т.б.)* ойдағыдай жасалуымен байланысты. Жазу мәдениетінің жақсара түсуін алдымен негізгі орфографиялық ереженің ұстанатын басты ғылыми принциптері айқындайды. Ал орфографиялық негізгі ереже өз бастауын әліпбиден алады. Әліпбидің ойдағыдай екені/емесі сөздің орфографиялануынан байқалады.

Сондықтан орфографиялық ережеде басшылыққа алынатын негізгі принципті айқындап алу керек. Өйткені осы кезге дейін бұл мәселенің басы ашылмай, бірде *морфологиялық*, бірде *фонетикалық,* бірде *аралас-құралас принцип* делініп келді. Соңғы кезеңдерде *фонематикалық принцип* деп атала бастады. Негізгі орфографиялық принципті айқындап, соған сай ереже түзуде, инструмент ретінде мына схеманы ұсынамыз.

Алдымен халық тілінің **дыбыстық қорындағы** мағына ажырататын тоғыз дауысты және он тоғыз дауыссыз дыбыстың инварианттарын негізге аламыз:

a (а), á (ә), e (е), o (о), ó (ө), y (ы), i (і), u (ұ), ú (ү);

б (б), g (г), ǵ (ғ), d (д), j (ж), z (з), ı (й), k (к), q (қ), l (л), m (м), n (н), ń (ң), p (п), r (р), s (с), t (т), ý (у), sh (ш).

Бұларға қоса ескі жазба тіл арқылы жазылымда орныққан f *(ф),h (һ, х)*дыбыстарын білдіретін әріптер бар.

Аталмыш инварианттар мағына ажырататын қызметіне орай, фонологияда *фонема*, жазуда *графема* деп аталады. Синтагматикалық қатарға түскенде, әрбір инварианттың 1) негізгі реңкі 2) түрі және 3) түрленімі болады.

Ай десек, ***а*** негізгі реңкі, ал *жай, шай* десек «*ә*» түрінде өзгеше жіңішке реңк алады да, *ән* дегендегі ***ә***-мен реңктес сипатта болады. Өйткені **а**-ның бұл реңкі «*ж*», «*ш*» мен «*й*»-ға тәуелді. Бірақ қосымшалар жуан болып, *жайлау, шайқа* түрінде қосылатындықтан және мағынаға әсер етпейтіндіктен, аталмыш реңк жазылымда ескерілмейді. Ал айтылымда инварианттың бұл реңкі (түрі) аса маңызды. Бұлай деп отырған себебіміз, жазылым мен айтылымның тепе-тең түсе бермейтін ерекшеліктері бар, сондықтан жазба сөзді ауызша кодқа, ал ауызша сөзді жазба кодқа салудың жүйесі басқа.

Инварианттар түрленімінің кейбір типтері **парадигмадағы дыбыстық бірліктерді қайталайды.** Мысалы, *ұшса* дегендегі *с* айтылымда парадигмадағы *ш*-ға сәйкес келеді. Өйткені сөз ішінде *ш* мен *с* синтагмалық бір қатарда тұра алмайды. Орфоэпиялық сөздікте *ұшша* түрінде берілетіні сондықтан. Синтагмада *с*-ның *ш*-ға бейімделуі ұлттық тілдің орфоэпиялық қалыптанған нормасы. Бірақ, мағынаға әсері болмағандықтан, жазу жүйесінде еленбей, «сыртта» қалып қояды.

Инварианттар түрленімінің тағы бір ерекше типі бар. **Инварианттар парадигмасында мүлде ұқсаспай, ал синтагматикада ерекше түрленімге жататын дыбыстық реңктер кездеседі.** Мысалы, *айтса* дегендегі *с*-мен *сана* дегендегі *с* тепе-тең емес. *Сана* дегендегі *с* парадигмадағы инварианттың негізгі реңкі болса, синтагматикада *айтса* дегендегі *с*-ның дыбыстық мәні, парадигмада мүлде жоқ *ц*-ға жуықтайды: *айт[ц]а.*Инвариант реңкінің дыбыстық қордағы бұл типі *с*-ның *т*-мен қатарласа, *м-дан кейін* тұруымен ғана байланысты. Айтылымда аса маңызды бірақ жазылымда ескерілмейді.

Тұжыра айтқанда, 19 дауыссыз бен 9 дауысты инварианттардың жазылымда негізгі реңктері бойынша орфографияланатыны, ал қосымша реңктердің ескерілмейтіні қазақ жазуының фонематикалық ерекшелігін танытады. Осы ерекшелікке сәйкес, орфографиямыздың негізгі принципі **фонематикалық принцип** болып саналады.

Графемалар ортологиясы. Дыбыстық жазудың типологиясында ұлттық тілдің дыбыстық ерекшеліктерін беруге сәйкес графикада детерминатив белгілерді (*апостроф, диграф, триграф, умляут, акут* т.б.) қолданатын нұсқалары бар. Флективті тілдерде, негізінен, диграфтық, триграфтық, апострофтық тәрізді графикалық белгілерді қолдану олардың типологиялық табиғатына жақын, әрі қолайлы, өйткені сөзжасамдық, сөзтүрленімдік, сөзжалғамдық мағыналық бірліктер түбір сөздің ішкі құрылымында жүзеге асады. Ал қазақ тілінде, сондай-ақ өзге де түркі тілдерінде, бұндай мағыналық бірліктер *түбір+туынды түбір+сөз түрленім+сөзжалғам* болып, жалғамалы жолмен жүзеге асатындықтан, апостроф, диграфқа қарағанда **акут** белгісіне негізделген әліпбидің тиімді екені байқалады.

Байырғы қазақ тілінде, өзге де түркі тілдеріндегідей, сегіз жұп дауысты дыбыс болды: **а – ä, о – ö; ұ – ү, ы – і.** Бұл ерекшелікті зерттеушілердің «куб» моделінен байқауға болады. Қазақ тілінде бірінші реттегі ä – нің қысаңдауы (ä > е) бұл жұптық қатынастың өзгеріп, тоғыз дауыстыдан құралған а-ә; е;

о – ö; ұ – ү; ы – і жүйесінің қалыптасуына себеп болды. Сөйтіп, халық тілінің вокализм жүйесінде жартылай ашық [**^{й}е**] дауыстысы пайда болды. Ал ä – нің бастапқы орнын халық тілінің дыбыстық қорындағы пайда болған жіңішке ашық дауысты басты. Мысалы, *аға+еке > әке; ажа+еке > әже; апа+еке > әпке* т.б. Осы қатар араб мәдениетінің ықпалы әсерінен *хәріп – әріп, хауа – әуе, әдет, әдебиет, әдеп* т.б. мәдени-әлеуметтік атаулардың енуіне байланысты толыға түсіп, екінші реттегі [ә]- нің вокализм жүйесіндегі орнын бекемдей түсті. Бұны айтып отырған себебіміз – араб тілінен енген едәуір сөздің дыбыстық ерекшеліктері халық тілінің дыбыстық қорындағы жуан дауыссыздардың, мысалы, [**қ**]-ның көмейге таяу айтылатын фонетикалық матрицада бар, бірақ фонологиялық қызметі жоқ жаңа бір вариацияларының пайда болуына әсер етті. Тілдің дыбыстық қорындағы бірліктердің әлеуеттік мүмкіндіктерін кеңейтті. Оларды орфографияда жүйелі, бірізді пайдалануға, жол ашу тиімді болмақ. Мысалы, *хазірет, хикмет, хакім, Хүт (жұлдыз), хұсни, хұснихат* т.б.

Қосар [ұу], [үу], [ый], [ій] дыбыс тіркестерінің орфограммасы. Жазылымда бір әріппен **у** және **и** түрінде таңбаланатын дауысты-дауыссыздардың тіркесі «қысқа дауыстылар», «шолақ дауыстылар», «тел әріптер», «жарты дауыстылар» деп әрқилы аталып келгені белгілі.

Кезінде А.Байтұрсынұлы қазақ тіліндегі [ы], [ұ] қысқа естілетін дыбыстар, ал [й], [у] дыбыстарын жарты дауысты деп, олардың жазылуын *азу, қару, жабу; қиын, киім т.б.* деп көрсеткен. Ғалымның бұл ережесі қазақ жазуының базасындағы құндылықтардың бірі ретінде танылып, кирилше жазу орфографиясында (1957) бұл үлгі қайта жаңғырды. 1957 ж. ережеге дейін бірде *қыйын,* бірде *қиын,* бірде *жабу,* бірде *жабұу* болып, әрі-сәрі жазылып жүрген сөздер *қиын, киім, жабу, азу* делініп бір ізге түсіріліп, өз шешімін тапқаны мәлім.

Қазақ тіліндегі [**у**] дыбысы дауыстылардан соң жалаң [**у**] болып, айтылымда [**тау**], [**дәу**] түрінде дыбысталады, жазылымы да солай. Ал дауыссыздан соң келсе, [**ұу**], [**үу**] түрінде [**тұу**], [**түзүу**] болып айтылады, *тұу* деп жазылса да, *ту* деп жазылса да әртүрлі оқылмайды, айтылымдарында айырма жоқ. Сондықтан кезінде А.Байтұрсынұлының төте жазуындағы бұл үлгі (1912 ж.) кирилше әліпбиде тиянақ тауып, дәстүрге айналды.

Өйткені қосарлап таңбаланса да, даралап таңбаланса да айтылымында, А.Байтұрсынұлы атап көрсеткендей, еш айырма жоқ. Екіншіден, жазу-сызуға қойылатын жинақылық, ықшамдылық талабына сай келетіндіктен, аталмыш дыбыс тіркестерінің дара түрде таңбалануы дәстүрге айналды. Ендігі жерде қазақ жазуының латын әліпбиіне көшуімен байланысты шұбаланқылыққа ұрынбау үшін А.Байтұрсынұлы көрсетіп берген үлгіге артықшылық берудің қажет дейтін дәстүрлі пікір бар.

Сондай-ақ жазудағы аталмыш дәстүрлі норманы қайта қарау керек, дыбыстар, морфемалардың буын жігі әріп тасасында бүркеленбей жазылуға тиіс дейтін де пікір жоқ емес. Мысалы, *қыйын, жабұу, кійім,* т.б.

Дәстүрлі бірінші пікір бойынша *ұйыту, киіну, тарихи, кейіту* тәрізді т.б. сөздер латын әліпбимен төмендегіше орфографияланады:

*uıytý (*5 таңба)	*saıasý(*6 таңба)	
*kıiný (*5 таңба)	*ıakı (*4 таңба)	
*tarıhı (*6 таңба)	*ıaǵnı (*5 таңба)	*ıkemdelý (*8 таңба)
*keıitý (*6 таңба)	*ýlanýy (*6 таңба)	

Ал екінші пікір бойынша бұл типтес сөздер латын әліпбиінде қосар әріппен төмендегіше орфографияланады:

uıytuý (6 таңба)	*saıasyı (7 таңба)*	
kıiinúý (7 таңба)	*iıákiı (6 таңба)*	
taryıhyı(8 таңба)	*yıaǵnyı (7 таңба)*	*iıkemdelúý (10 таңба)*
keıitúý (7 таңба)	*uýlanuýy(8 таңба)*	

Сондықтан екі тел дыбысты бір әріппен *жиын, суар* деп орфографиялауды дәстүрлі норма бойынша теріске шығарумен келісе қоюға болмайды. Ерін қатысы жағынан [**ұу**], сондай-ақ езу қатысы жағынан [**ый, ій**] түрінде бір-бірімен кірігіп кеткен тел дыбыстарды (қосар дыбыстарды) бір әріппен орфографиялау орынды деп танылады. Қосар дыбыстарды бұлайша орфографиялаудың тағы бір өзіндік артықшылығы – сөздегі әріп санының азды-көпті ықшамдалуына мүмкіндік береді.

Бұлайша бір-бірімен артикуляциялық, үн мен дауыс қатысы жағынан контаминацияланған екі дыбысты жазылымда бір әріппен берудің тиімді жағы бар. Бұндай үлгі интертерминдердің де, төлтума атаулардың да орфографиялануын біріздендіреді. Мысалы: а) төлтума атаулар: *tý, táý, dáý, taý.* ә) интертерминдер: *unıversıtet, ınstıtýt, ýran, últra.*

Түптеп келгенде*, и* де*, й* де бір ғана үнді дауыссыздың дыбыстық мағынасын білдіреді. Қазақ тілінің дыбыстық қорында мағыналық бірліктерді ажыратататын негізгі дыбыстардың құрамында бір ғана еріндік емес *и* бар. Қысқа [**й**] және [**и**] дейтін екі түрлі дыбыс жоқ. *Ай* деп жазылса да, *аи* деп жазылса да оқылуы – [**аи**]. Мысалы, *Айман, Иса* деген сөздер латын графикасы бойынша бір ғана «ı» әрпімен *Aıman, Isa* болып жазылады. Орыс тілінің орфографиясының ырқымен *магний, кальций, йога, йод, йота* деп жазылған халықаралық терминдер ендігі жерде латын әліпбиі бойынша *magnı, kalsı, ıoga, ıod, ıota* болып таңбаланады.

Тек шеттілдік қана емес, *кию, күю, ою, кею, қою; сия, жая, қия, оя, жоя, тұщы, ащы, кеще* сияқты қазақ тілінің төл сөздерінің жазылуында да қолданылылған [**йұу**], [**йүу**], [**йа**], [**шш**] сияқты бірнеше дыбысты бір әріппен берудің графемасы ретінде жұмсалған **ю, я, щ** әріптері *kıý, kúıý, oıý, keıý, qoıý; sıa, jaıa, qıa, oıa, joıa, tushshy, ashshy, keshshe* түрінде орфографияланады.

Нақтырақ айтсақ, сөз соңында және ортасында *ию*-мен берілетін сөздерде ю (йу) орнына у жазылады. Себебі екі и (ı) қатарлас келетіндіктен, екі *ı* -дің біреуі ғана жазылады. Мысалы, *кию – kıý (киу),* қию *– qıý (қиу), ию-ıý (иу)*. Қалған жағдайда және бірбуынды сөздерде ю орнына йу жазылады. Мысалы, *ою – oıý – ойу (о-йу), аю – aıý – айу (а-йу).*

Я әрпінің жазылуы. Жаңа әліпбиде бұл әріп жоқ. Сондықтан кирилше жазудағы я-ның орнына латыннегізді әліпбиде кейде *ıa* әріп тіркесі жазылады, кейде *a* жазылады. Сөз басында кездесетін *Ясауи, япыр-ау, яғни, ядро, яһуди*, т.б. сөздерде *ıa*-мен таңбаланады. Жаңа әліпбиде *и* мен *й* дыбысына бір ғана Iı әріптік таңбасы берілгендіктен және өзінен кейін *а* жалғасатын болғандықтан, оны дауыссыз *й* дыбысы деп танимыз, соған орай тасымалға бөлеміз. Мысалы, *Iasaýı* – Ia -sa -ýı*, ıaǵnı* – ıaǵ - nı.

Сөз ортасында және сөз соңында з*иятке*р*, қиямет, алдияр* сияқты сөздерде *и (ı)* соңынан *я (ıa)* жазылғанда екі «*ı*» қатар келеді. Сондықтан бір *ı (и)* түсіріліп жазылуы тиіс. Мысалы, *zıatker* (зиаткер), *qıamet* (қиамет), *aldıar* (алдиар) деп жазылады. Демек, бұрынғы *я* орнында *а* жазылады.

Сөз соңында кездесетін *я*-ға байланысты емле де нақ осындай болуы тиіс. Мысалы, *мия – mıa (миа), автономия – avtonomıa (автономиа), биология – bıologıa (биологиа), химия – hımıa (химиа), Әсия – Ásıa (Әсиа).*

Шетел сөздерінің орфографиялануы. Кирилл әліпбиі орыс тілі үшін, оның дыбыстық құрылымына, грамматикалық ерекшеліктеріне адъекватты ең озық фонологиялық әліпби болды. Оның ең негізгі дейтіндей басты жетістігі, біріншіден, мағыналық бірліктерді ажырататын 42 дыбыс (фонема), 32 әріппен берілді; ал дыбыстық біріліктердің санынан әріптің саны кем түсіп жататын болса, ондай әліпби жазу теориясында жақсы әліпбилер санатына жатады. Жазу теориясында әліпбиді бағалаудың бір өлшемі осы. Екіншіден, орыс тіліндегі дауыстылардың дауыссыз дыбыстардың билігінде болу заңдылығы графика, орфографиясында мықтап ескерілген.

Үшіншіден, екі-үш дыбысты (фонеманы) бір әріпке теліп беруі және әліпби құрамында дыбысталмайтын *өлі әріптердің* (*ь*,ъ) функциясының ерекше болуы орыс тілі графикасы мен орфографиясы үшін аса маңызды болды.

Алайда қазақ тілі үшін кирил әліпбиіндегі *өлі әрін* (ь,ъ), сондай-ақ екі-үш дыбысқа *ортақ теліме әріптердің* (ю, я) және *ц, щ, ё, э*-лардың ұлттық тіліміз үшін графемалық жүктемесі болған жоқ. Бұлар орыс тілінен енген сөздерді орыс тілінің орфографиясы бойынша жазу үшін қолданылды. Сөйтіп, кирилше қазақ әліпбиі гетрогенді сипатта, соған сәйкес қазақ тілінің орфографиясы қосамжар орфографияға айналды. Орфографиялық негізгі ереженің жартысына жуығы орыс тілі сөздерінің жазылуына қатысты болды.

Қазіргі кезде орфографиялануы қиын шетелдік терминдердің қатары жылдан-жылға көбейіп келеді. Әліпби ауыстырумен байланысты жазу-сызуға ұлттық сипат беру қауырт көтеріле бастағаны мәлім.

Ю әрпінің жазылуы. Жаңа әліпбиде бұл әріп жоқ. Дегенмен, осы әріппен таңбаланған сөздер өте көп. Ю латыннегізді әліпбиде *ıý*-мен немесе *ý*-мен таңбаланады.

Орыс тіліндегі жіңішке дауыссыз фонемадан кейін *ю*-мен келетін сөздерде *ý* жазылады. Мысалы *парашют – parashýt, абсолют – absolýt, полюс – pólýs, глюкоза – gilýkoza, люкс – lýks, дебют – debýt, салют – sálýt*, валюта – válýta, *бюджет – býdjet, бюрократия – býrokratıa, продюсер – prodýser, сюжет – sýjet, бюллетень – býleten.*

Орыс орфографиясы бойынша сөз басындағы **ю** әрпімен жазылып келген *Юпитер, юра* тәрізді терминдер латын әліпбиі негізінде *Iýpıter, ıýra* түрінде жазылады.

Сондай-ақ *ь* белгісінен кейін келетін *ю*-дың орнына *ıý* жазылады. Мысалы: компьютер – *kompıýter*, Кьюри – *kıýrı*.

Ё әрпінің жазылуы. Кирилше қазақ әліпбиіндегі графемалық мәні жоқ, басы артық әріптердің қатарына жататын **ё** әрпі ұшырасатын *дирижёр, манёвр, режиссёр, дублёр* т.б. тәрізді орыс орфографиясына бейімделген интертерминдер ендігі жерде латын әліпбиі бойынша *dırıjor, manevr, rejıssor, dýbler* түрінде таңбаланады. Яғни кейбір сөздерде ё орнына о немесе е жазылады. Оның емлелік ережелері анықтағышта нақтыланады.

Э әрпінің жазылуы. Кирилше әліпбидегі басы артық әріптердің қатарына **э** әрпі жатады. Түркі тілдерінде, оның ішінде қазақ тілінде де [**Э**] мен [**е**] дыбыстық мағынасы бірдей, сондықтан *аэроалаң, геоэкология, электр* сөздері латыннегізді әліпби бойынша *aeroalań, geoekologıa, elektr* түрінде орфографияланады.

Щ әрпінің жазылуы. *Ащы, тұщы* дегендегі қатар келген [**шш**] дыбысын білдіретін **щ** әрпі латын әліпбиі бойынша **шш** [*ashshy*], [*tushshy*], [*keshshe*] түрінде жазылады.

Сөз ортасында және сөз соңында келгенде **щ** әрпі айтылымда қазақ тіліндегі **ш** дыбысынан еш айырмасы жоқ. Сондықтан *училище, плащ, щи, прапорщик* сияқты сөздер жазылымда қазақша айтылымына сәйкес *ýchılıshe, plash, shı, praporshık* түрінде таңбаланады.

Ц әрпінің жазылуы. Орыс әліпбиіндегі **ц** әрпі шеттілдік сөздерді өз тілінің заңдылықтарына бейімдеу үшін алынған. Ал қазақ тілінің бірде-бір төл тума сөзі **ц** әрпімен жазылмайтыны белгілі. Яғни графемалық қызметі орыс тіліндегі шеттілдік терминдер қалай жазылса, қазақ әліпбиіндегі **ц** әрпі солай жазу үшін қолданылады. Ендігі жерде сөз басында **ц** әрпі келетін терминдер **s** әрпі арқылы жазылуға тиіс. Мысалы: *sıfr, seıtnot, sýnamı, sellofan*. Ал сөз ортасы мен аяғында келетін **ц** әрпі латыннегізді әліпби бойынша **ts** түрінде жазылмақ. Мысалы: *medıtsına, vıtse, konstıtýtsıa, abzats, kvarts.*

Бұл тұста *медисина, висе, конститусия, абзас, кварс, асетон* деп, «бір ғана типке жататын дыбысты екі түрлі позициялық графемамен белгілемей, бір ғана орфограммамен жазу тиімді» дейтін де пікір бар. Оның емлелік ережелері анықтағышта нақтыланады.

Ч әрпінің жазылуы. Орыс әліпбиіндегі **ч** әрпімен келетін *Сочи*, *Чехов, Чикаго* атаулары *Sochı, Chehov,Chıkago* түрінде орфографияланады.

Х және һ әрпінің жазылуы. Жаңа әліпби бойынша х мен һ қызметін бір ғана әріп **Hh** атқарады. Сондықтан х және һ дыбыстарының орнына **Hh** жазылады. Мысалы, *hat, jahan, horeograf, habar, gaýhar, qaharman*.

-ль дыбыстар тіркесі бар шетел сөздерінің орфографиясы. Шет тілінен енген *альт, альтернация т.б.* терминдердің дыбыстық құрамындағы ***-ль*** тәрізді жіңішке дауыссыздармен келеді. Қазақ тілі дауыссыздарының жуан/жіңішке инварианттары жоқ. Айтылымда дауыссыздар-дың жуан/жіңішкелігі дауыстылардың жуан/жіңішкелігіне байланысты. *Альт, альтернация, альфа, альтиметр, факультет, фольклор, вальс, ансамбль* тәрізді едәуір терминдік атауларда дауыссыз дыбыстардың жіңішкелік тұрпатын дауыстының билігімен жазу тиімді болып табылады. Мысалы: *ált, álternatsıa, álfa, áltımetr, fákýltet, fólklor, váls, ánsambl* т.б. Өйткені, А.Байтұрсынұлы айтқандай, дауыссыздардың жуан-жіңішкелігі дауыстылардың билігінде болады.

Ь белгісімен жазылған сөздердің емлесі жеке қарастырылады. Себебі ь белгісі әрдайым түсіріліп жазылмайды, кейде орнына қосымша и немес е дыбыстарының қажеттілігі байқалады. Мысалы, *барьер – barıer* (*barer* emes*), интерьер – ınterıer* (*ınterer* emes*), рельеф – relıef* (*relef* emes), *пьеса – pıesa* (*pesa* emes), *курьер – kýrıer (kýrer* emes).

Бильярд, коньяк, итальян, фортепьяно сияқты сөздерде «ь» белгісінен кейінгі *я* латыннегізді әліпбиде *ıa* әріп тіркесімен таңбаланады. Мысалы, *билиард – bılıard, италиан – ıtalıan, фортепиано – fortepıano.*

Ст дауыссыздарының сөз аяғында келуі қазақ тілінің дыбыстық заңымен үйлесе қоймайтыны белгілі. Мысалы, *анархист, социалист, журналист, коммунист, формалист, манифест* т.б. қоғамдық-саяси, ғылыми терминдер идеологиялық қысым бойынша орыс тілінің емле ережесімен жасалды. Бірақ қосымша жалғанғанда *анархиске, социалиске, журналиске, коммуниске, формалиске, манифеске* делініп, қазақ тіліне біршама икемделеді. Дегенмен бұндай терминдерді *anarhıs, sosıalıs, jýrnalıs, kommýnıs, formalıs, manıfes, ensıklopedıs, programmıs, separatıs, everes* деп, тіл заңдылығына толық икемдеп жазу тиімді болмақ.

лл, сс, мм дыбыстар тіркесіне біткен сөздердің бір сыңары түсіріліп жазылады. Сонымен қатар, *класс, металл, прогресс*, *грамм, берилл, масс-медиа, конгресс-холл, пресс-релиз* т.б. атаулардың да орфографиялануын ережеде қайта қарау керектігі – сөз аяғының «геминант» дыбыстарға аяқталуы қазақ тілінің дыбыстық заңымен сәйкеспейтіндіктен,болашақ ережеде бұндай терминдер *клас – klas, метал – metal, прогрес – progres, грам – gram,берил – berıl, мас-медиа – mas-medıa, конгрес-хол – kongres-hol, прес-релиз – pres-relız* түрінде орфографиялануы қажет, өйткені сөздің жазылуын «қызметсіз» тұрған басы артық әріптерден арылтуды орынды деп есептейміз.

Сөз аяғында [**б**] [**г**] дыбыстары қолданылмайды, сондықтан *штаб, клуб, педагог, демагог* т.б. атауларды *штап, клуп, педагок, демагок* деп орфографиялау қажет деген пікір орынды болып саналмайды. Дәстүр бойынша бұл типтес сөздер қосымшалармен түрленгенде: *штабы, клубы, педагогі, демагогі* т.б.түрінде жазылады.

Сонымен бірге, жарнамаларда, ресми қолданыстарда цитаталық принцип бойынша жазылатын шетелдік брендтердің атаулары (*тойота, нокиа, айфон, самсунг т.б.)* ортологиялық құралдар (сөздіктер, анықтағыштар) арқылы реттелуі керек. Сол сияқты, коммуникативтік қажеттіліктен туындаған *уик-энд, сэкондхэнд, респект, инстаграм, фейсбук, лайк, гугл, блогер, гаджет, веб-сайт, пиар, хостел, френд, шопинг,* сондай-ақ жеміс-жидек, тағам атаулары – *фаст-фуд, фишбургер, мангостин, маракуйя, артишок, питахайя, папайя), PhD докторант, VIP-зал, онлайн, офлайн, веб-сайт – Web-сайт, PR* (*пиар)* т.б. сөздердің жазылу нормасы да ортологиялық құралдар арқылы реттеліп отыруға тиіс.

Күрделі сөздердің орфографиясы. Бөлек және бірге жазылатын сөздер қазақ орфографиясындағы аса күрделі мәселелердің бірі болып отыр. Әуелден қалыптасқан дәстүр бойынша жеке түрде айтылатын, қолданылатын сөздер босаралықпен бөлек жазылады. Лексикографиялық еңбектердегі реестрлік қатар түзетін лексикалық бірліктер яғни түбір, туынды түбірлер бөлек жазылатын сөздердің ерекше тобына жатады. Жазылымда босаралықпен жазылатын сөздерге шылаулар жатады. Сондай-ақ тұрақты сөз тіркестерінің әр сыңары босаралықпен таңбаланады. Бұл дәстүр нормаға айналып, жазу тәжірибесінде тұрақтана түсті. Алайда сөздердің бірге не бөлек тұлғалануы бірте-бірте өз шешімін тауып келеді. Жазу тәжірибесінде сөздерді бірге жазу үрдісі күшейе түсті. Бұл үрдістің орфограммасының реттелуі белгілі модель арқылы жүзеге асқаны айқындалып отыр.

Атаулық мән алған және жұрнақ жалғану арқылы бір ұғымды білдіретін сөзге айналған тұрақты тіркестердің бірге жазылуы тұрақталды: *аққөңіл, аққөңілді, аққөңілділік; ержүрек, ержүректік; басбұзар, басбұзарлық; безбүйрек, безбүйректік; ақпейіл, ақпейілділік; аққұлақ, аққұлақтану т.б.; бас қатыру – басқатырушылық; тізе қосу – тізеқосушылық; көре алмау – көреалмаушылық* т.б.

-лық/-лік, -шылық/-шілік, -лы/-лі жұрнақтары арқылы бірге жазылатын сөздердің қатары молайды: *бұғышаруашылық, малшаруашылық; жантүршігерлік, жатжерлік, адамсүйгіштік; ашатұяқты, сүтқоректі, көпшіліккөлды, ауырдәулетті т.б.*

Сонымен қатар, *отқасалар, есікашар, бақанаттар, атқамінер, тұсаукесер* т.б. сөздер белгілі модель бойынша жүзеге асырылып келеді. Бұлар әуелдегі өзінің *отқа салу, есік ашу, тұсау кесу* деген денотаттық семантикасынан коннотативтік семантикаға көшу арқылы біріккен сөздердің типіне жатады. *Көңілшай, келіншай, шүкіршай, кеңесшай* дегендер де біріккен сөздердің осы аталған типін құрайды.

Бірге жазылатын сөздердің аталмыш типтері ережеде тиісінше қамтылмақ.

Ережеде бөлек жазылатын тіркесті атаулар, тіркесті терминдердің әр сыңары екпінмен айтылатындықтан, дәстүр бойынша бөлек жазылады.

Компоненттері грамматикалық, қатынаста яғни анықтауыштық, толықтауыштық, пысықтауыштық қатынаста айтылатындықтан, сөз тіркестерінің сыңарлары қалыптасқан дәстүрге сай бөлек жазылады: *ақ үй, боз үй, қара үй, ағаш үй т.б.* бірақ осыларға тұрпат межесі ұқсас, ал мазмұн межесі әр басқа *ақүй аманат, ақмал, аққоянның жұты, іріқара* тәрізді атаулар бірге жазылады.

Сөздердің тасымалдануы. Тасымал мен буын жігінің жазу тәртібінде сәйкес келетін және сәйкес келмейтін тұстары бар. Айталық, [**а-бай**] деп буындалғанымен, *А-бай* делініп тасымалданбайды. Себебі жолдың соңындағы [*а*] да, келесі жолға шығарылған [-бай] да мағыналық екіұштылық туғызады. *А, солай ма?* дегендегі [а] айтылымда жеке буын болғанымен, жазылымда ескерілмейді. Буын мен әріп тасымалының бір-бірімен қиылысатын тұстары бар да, бірін-бірі дәлме-дәл қайталамайтын тұстары бар. Мысалы, *емле* сөзі *е-мі-ле* түрінде буындалады, *ем-ле* деп тасымалданады. Сөздің дыбысталуы ауызша тілдің (орфоэпияның) объектісі болса, тасымал жазба тілдің (орфографияның) объектісі болып саналады. Тасымал тәртібі бұрынғы жазу дәстүрін сақтайды, кейбір тұстары анықтағыштар арқылы көрсетіледі.

Бас әріппен жазылатын сөздердің емлесі бұрынғы жазу дәстүрімен сәйкес болып келеді, ал кейбір тұстары анықтағыштар арқылы нақтыланады.

Қорытынды. Назарға ұсынылып отырған бұл Жобада:

- қазақ орфографиясының негізгі ережелерінің ұлттық тілдің ерекшеліктері мен заңдылықтарына сәйкес болуы;
- тәжірибеде сыннан өтіп, дәстүрге айналған базалық нормалардың сақталуы;
- техникалық жақтан қазақ орфографиясының қолдануға оңтайлы, мобильді, жинақы болуы;
- халық тілінің дыбыстық қор әлеуетінің кеңірек қамтыла түсуі;
- жаһандану үрдісінде жазу-сызудың ұлттық сипатының сақталып, космополиттік әсірелікке ұшырамауы, т.б.

Бұл айтылғандар, түптеп келгенде, орфографиялық ережелер түзудің негізгі ұстанымдары болмақ.

А.Байтұрсынұлы атындағы Тіл білімі институты мамандарынан құрылған
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МАЗМҰНЫ

СОДЕРЖАНИЕ

CONTENTS

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