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ziyda@mail.ru, dejanvasic70@gmail.com**RESTORATIVE JUSTICE: THE COMPARATIVE REVIEW
OF SERBIA, TURKEY AND GERMANY**

Abstract. 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 2018 the number of juveniles was 5102 according to the children's ombudsman Saule Aytpayeva. Three thousand one hundred fifty-six minors committed serious and most serious crimes. 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. 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. Mediation as a method is a part of the concept "Restorative Justice." Recovery approach to justice means involvement and support of all straight lines and indirect participants of an illegal act, including criminals, the victims and a more extensive range of persons from among their relatives and relatives. In our study we compare three different RJ/VOM systems in Serbia, Turkey and Germany.

Keywords: mediation, school, parties, ADR, restorative justice.

Introduction

According to UNICEF (Saliyeva, 2019), about 75% of adults support physical punishments to control the behavior of children in the family, and 67% of parents use violent forms in children's upbringing. The study (Sahova, 2019) showed that nearly one-third of children of one-year-old children faced some forms of abusive behavior. In general, across Kazakhstan, 62-79% of children suffer from violence in the family, most often from parents and trustees.

In an attempt to change the settled social norms of UNICEF conducts communication campaigns in many regions of Kazakhstan. Recently Unicef announced a new campaign " The positive parenthood."

According to Elzhas Ertayuly (Mustaphina, 2019), the main reasons for adolescent's violent behavior is the distance between parents and kids, when adults do not want to spend time with their children. That is why teenagers prefer to spend all their time in virtual reality with their smartphones and computer games.

The deputy of Mazhilis Irina Smirnova made a deputy inquiry to the prime minister where she suggested to find reserves and to increase the availability of mass sport and physical culture for kids. In her interview with Time.kz she mentioned that problems with violence among teenagers are the result of the lack in moral education. The responsibility of child spiritual and mental development is part of school and parents duties where they should work together (Akulova, 2019).

Svetlana Bogatyreva is the founder of "Teens" NGO which works in suicide prevention area. According to Bogatyreva (2018), the fights between teenagers are ferocious, and aggression which thus arises is often causeless and has no borders. The school in many aspects lost educational functions which

were assigned to it earlier. Therefore now it is necessary to develop the general document, a particular protocol of actions, accurate algorithm, and leaning on which it will be possible to work. Bogatyreva created a Facebook group "Stop Bullying" where parents and kids could get some recommendations if they faced bullying.

In 2018 the number of juveniles was 5102 according to the children's ombudsman Saule Aytpayeva. Three thousand one hundred fifty-six minors committed serious and most serious crimes. In comparison with 2017 growth of the crimes committed by minors in Atyrau - for 39,6 percent, by Almaty - for 33,5 percent, in Kyzylorda, Mangistau and Astana - for 18 percent, Akmola and Aktyube - for 11 percent, Turkestan - for 7,8 percent (committee on legal statistics and the special accounting of the State Office of Public Prosecutor) is observed.

Among school students at the age of 13-15 years daily smoke 14,8 percent, 18,1 percent of teenagers of 12-15 years, 15-17 years - 37 percent consume alcohol. About 90 percent of youth do not know or do not understand the detrimental consequences of drug addiction, smoking, and alcohol intake (children's ombudsman S. Aytpayeva).

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.

Problem Statement

"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. Mediation is the meeting face to face the victims of the crime and the person who committed a crime organized in the presence of specially trained mediator (intermediary). Mediation as a method is a part of the concept "Restorative Justice." Tony Marshall offered often quoted and still actively used the definition of recovery justice in 1999: "RJ is a process utilizing which the parties involved in concrete crime in common decide how to cope with its serious consequences in the present and the future."

Restorative justice is based on the desire to cure the relations damaged as a result of illegal acts. At the same time, the emphasis is placed on the damage caused to the victim and her requirements, but not on the offender.

Restorative justice is a fast-growing state, national, and international social movement and set of practices that aim to redirect society's retributive response to crime. It attends to the broken relationships between three players: the offender, the victim, and the community. Accordingly, restorative justice seeks to elevate the role of crime victims and community members; hold offenders directly accountable to the

people they have harmed; and restore, to the extent possible, the emotional and material losses of victims by providing a range of opportunities for dialogue, negotiation, and problem solving. Moreover it views criminal acts more comprehensively than our judicial system because it recognizes how offenders harm victims, communities, and even themselves by their actions (Figure 1).

Types and Degrees of Restorative Justice Practice

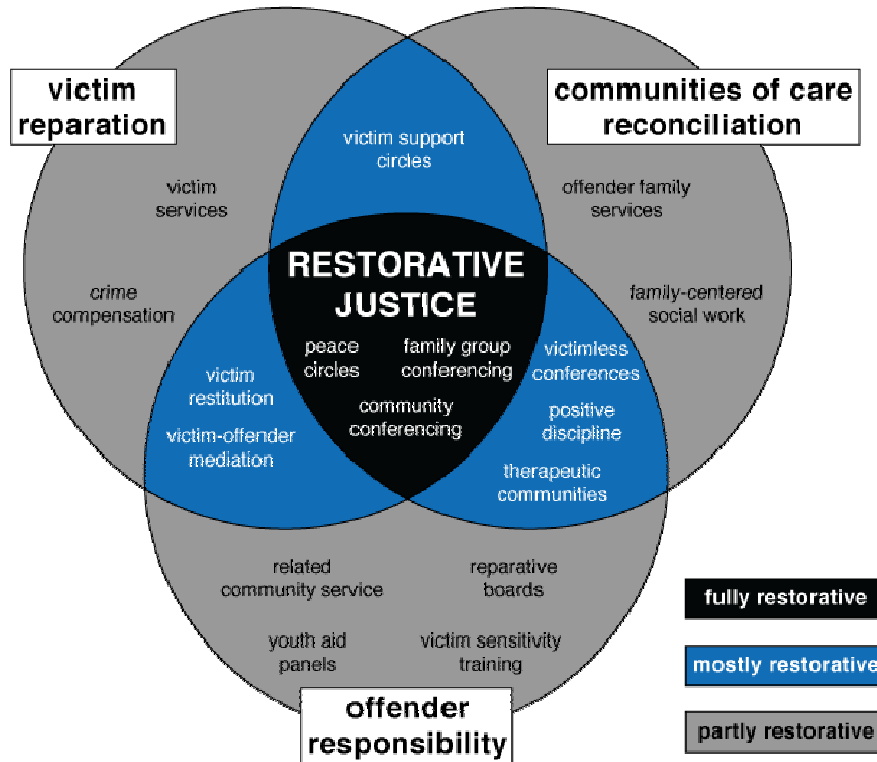


Figure 1 - RJ Practice

The ultimate aim of restorative justice is one of healing. If survivors of crimes receive appropriate emotional and material reparation, the harm can be redressed; by seeking to repair the damage caused, the offender can be reconciled with the victim and reintegrated back into his or her social and familial networks; and through such reconciliation and reintegration, community harmony has a chance to be restored. This manner of healing gives the actual victims and the community, as well as the offenders, the opportunity to take an active part in the justice process instead of a traditionally passive role.

Restorative justice is a young field that emerged during the 1970s as alternative approaches to the court process, such as alternative dispute resolution, were becoming a national trend. It emerged alongside the victims’ rights movement, which argued for greater involvement of crime victims in the criminal justice process, as well as for the use of restitution as compensation for losses. Although many of the values, principles, and practices of restorative justice hearken back to indigenous cultures, a 1974 case in Kitchener, Ontario, is considered the beginning point of today’s restorative justice movement. This “Kitchener experiment” required two teenagers to meet with and pay restitution to every one of the twenty-two people whose property they had vandalized.

From the late 1970s to the early 1980s, a number of experimental programs, modeled after the Kitchener program, were initiated in several jurisdictions in North America and Europe. These initiatives, however, remained small in size and number, having little impact on the larger system.

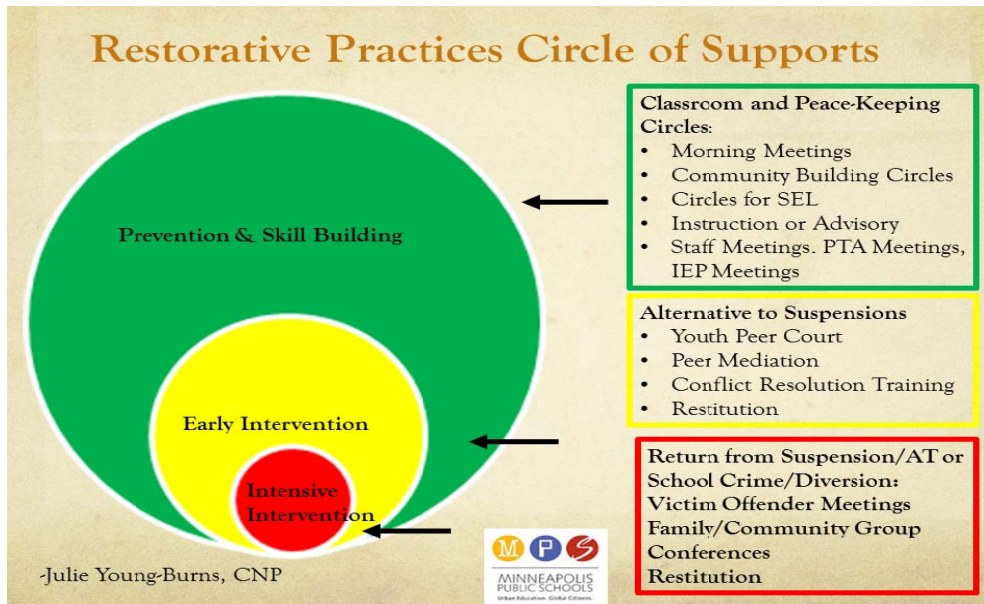


Figure 2 - Restorative Approach in Education and Justice

Today, thirty states either have restorative justice principles in their mission statements and policy plans or legislation promoting a more balanced and restorative juvenile justice system. This institutionalization is further buttressed by the American Bar Association, which began offering grants in 2008 to develop restorative justice initiatives in criminal law settings.

Results of Study

Recovery approach to justice means involvement and support of all straight lines and indirect participants of an illegal act, including criminals, the victims and a more extensive range of persons from among their relatives and relatives. Thus, answers to four key questions are the focus of attention of the recovery approach:

- Who was suffered? What was a reason for damage?
- What are their requirements?
- What is necessary to indemnify the caused loss (to improve a situation as far as it is possible?) and
- Who bears responsibility or an obligation for participation in the correction of a situation?

During our study, we analyze different approaches to Restorative Justice in three European Countries. The first country was a Germany where VOM has a long history. Serbia integrated to Restorative Concept recently and made significant progress.

Restorative justice is an alternate method of disciplining students that seeks to balance the process between being too permissive and being too punitive. The goal of restorative justice is to work with students (the victims and the accused) to come to a solution rather than simply handing down punishment. Restorative justice seeks to fix the problem, impose fair punishment, foster understanding, and adjust student behavior.

The current generation of schoolchildren has a high level of conflict, as evidenced by numerous studies of teachers and psychologists. However, conflicts in the adolescent environment pose a great danger. Solving conflict situations, children show aggression, confrontation, illegal actions. All this develops into redistribution and the conquest of power and status, the struggle for their place in the team and the desire to act with impunity, become a way of self-affirmation. At the same time, conflicts are a kind of business for some adolescents who provoke the shooters, video them and blackmail them, and even organize bets on the participants of the fight, in the modern school environment this is called bullying or school prosecution. Psychologists are unanimous that conflicts of this period and their resolution or non-resolution have a significant impact on the formation of a personality and its socialization.

Table 1 - The Restorative Justice in Germany, Serbia and Turkey

Country	Germany	Serbia	Turkey
Legal Document	Communication on Crime Victims in the European Union: Reflections on Standards and Action Recommendation No. R (99)19 of the Council of Europe Concerning Mediation in Penal Matters Youth Courts Law (Jugendgerichtsgesetz) (JGG)	Law on Mediation and Dispute Resolution (Official Gazette of RS no 55/2014) National Judicial Reform Strategy 2013-2018	Mediation Legislation, Law 6325, in 2013. The Law on Initiating Proceedings Against Monetary Receivables Arising Out of Subscription Agreements ("Law no 7155") in the Official Gazette on 19 December 2018.
Support	Juvenile Court	All Basic, Higher and Commercial courts will establish Info-service with the goal to support alternative dispute resolutions methods within court (hereinafter "Infoservice to support ADR") and to provide notification of the ADR possibilities.	National Judiciary Information System ("UYAP")
Age of Criminal Liability	14	14	13
Applicability	Centered around bodily injury, criminal damage, insults, offences against personal freedom, property and asset related crimes and also robbery.	Violent behavior, fighting,	Limited crimes, crimes prosecutable upon a complaint by victim (e.g. insult, bodily) harm, and some other listed crimes including threat, theft and fraud of medium seriousness (no robbery or blackmailing)
Content of process	focusing on hearing the victim	focusing on hearing the victim	focusing on restitution of damages
CRC	Accepted	Accepted	Accepted

Meanwhile, practice shows that interpersonal interaction in conflict situations causes difficulties for adolescents; destructive tendencies prevail in their relationships. Often, instead of analyzing the problem and finding the best ways to solve it, a teenager tries to influence the object of contradiction intensively and produces actions that lead to an escalation of the conflict. It is primarily due to the lack of communicative and social competence of adolescents.

"The reconciliation service is a new technology for solving conflict situations in school with the involvement of child mediators." It creates conditions for "not punitive, but the constructive resolution of conflicts." "This is a form of socio-psychological assistance to all participants of the educational process in conflicts, difficult life situations, cases of student offenses."

Creating such a model can help not only in the prevention and correction of students' deviant behavior but also in creating a favorable psychological climate for an educational organization. "It is the school mediation that today can competently help in resolving national and other sociocultural conflicts with the help of an independent mediator - the school mediator."

According to Kononov, school mediation services and School services of reconciliation have major differences (Table 2).

Table 2 - Comparative analysis of two major types of Mediation in Russia

	SCHOOL SERVICE MEDIATION	SCHOOL SERVICES OF RECONCILIATION
Model of Mediation	ADR	Restorative Mediation
Basic Idea	The western theories of conflicts.	Russian product on base restoration justice.
Programms	✓ Mediation	<ul style="list-style-type: none"> ✓ Reconciliation program ✓ Harm reduction program ✓ Preventive recovery programs ✓ Community circle ✓ School conference ✓ Family conference (in territorial reconciliation services).
Start in Russia	2005	December 2001
Mediator Positions	Voluntariness, openness, confidentiality, trust, respect, impartiality, equality of all parties; impartiality and independence of a mediator.	Equally supports the parties in realization of the restoration principles: victim healing, harm reduction, restoration of a constructive parental position, termination of hostility, restoration of ability to understanding and others.
Type of Situation	✓ Conflict	<ul style="list-style-type: none"> ✓ Conflict between peers. ✓ Conflict between parents and teachers. ✓ Bullying ✓ Juveniles' Crime

Conclusions

In school, restorative justice look more like cooperative discussions, and less like the traditional handing down of punishment we have known. Restorative justice in practice will include all involved parties discussing the incident in question. The victim will be given the opportunity to share their feelings, as will the accused. Restorative practices must provide equal time to each party as the primary goal is not punishment, but restoration. One way that restorative justice looks different from our more archaic forms of punishment is in the role of the teacher/administrator. Restorative practices use teachers/administrators as facilitators as opposed to the judge and jury. The facilitators' job is to ask opened ended questions in an effort to foster reflection, not lecture students on behavior. Questions like; what can you do to fix this? How would you feel if the same thing happened to you? And how did your behavior impact your fellow students?

The restorative justice discussion is by no means an alternative to punishment. Students who break the rules should be punished. That being said, when restorative justice is carried out correctly, students will be more likely to accept the punishment without harboring any resentment as they were a part of the process and understand what they did. Furthermore, because the discussion was carried out with the facilitator involved, punishments tend to be more reasonable as they were not made in the heat of the moment.

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ҚАЙТА ҚАЛПЫНА КЕЛТІРУ МЕДИАЦИЯСЫ

Аннотация. Медиация жанжал мен дауды шешудің баламалы бейбіт тәсілі ретінде, сондай-ақ Қазақстанда кәсіби қызмет түрі ретінде танымалдыққа ие болады. Қалпына келтіру медиациясы барысында тараптардың келеңсіз жағдайлардан босату және қалыптасқан жағдайдан шығуды бірлесіп іздеу үшін ресурс табу мүмкіндігі болуы маңызды. Тарихи қалпына келтіру медиациясы өткен 80 жылдары АҚШ-та қалыптасты және Еуропада кеңінен таралған. Біздің мақалада біз Сербия, Түркия және Германияда қолданылатын түрлі тәсілдерді салыстыру туралы тоқтадық.

Түйін сөздер: қалпына келтіру медиациясы, құқық бұзушылық, Құрбан, айыпталушы.

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ВОССТАНОВИТЕЛЬНАЯ МЕДИАЦИЯ

Аннотация. Медиация как альтернативный мирный способ разрешения конфликта и спора, а также как профессиональный вид деятельности приобретает в Казахстане растущую популярность и узнаваемость. В ходе восстановительной медиации важно, чтобы стороны имели возможность освободиться от негативных состояний и обрести ресурс для совместного поиска выхода из сложившейся ситуации. Исторически восстановительная медиация сформировалась в США в 80 годах прошлого и получила широкое распространение в Европе. В нашей статье мы остановились на сравнение различных подходов, используемых в Сербии, Турции и Германии.

Ключевые слова: восстановительная медиация, правонарушение, жертва, обвиняемый.

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A.A. Tasbulatova, A.E. Zhatkanbayeva, Mariya Riekkinen¹ Al-Farabi Kazakh National University, Almaty, Kazakhstan;² Al-Farabi Kazakh National University, Almaty, Kazakhstan;³ Åbo Akademi University (Finland)Tasbulatova.Aliya@kaznu.kz, Zhatkanbaeva.Ayzhan@kaznu.kz, maria.riekkinen@abo.fi**REVISITING THE ISSUE “POLITICAL RIGHTS
OF THE CHILD” IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The modern understanding of the phenomenon of “political rights” of a child is one of the most debated and controversial in the theory of modern constitutional law. The right of a child to participate in making decisions about the conditions of his life activity is, on the one hand, an important condition for making the right decisions, but on the other hand, causes a negative reaction from parents as legal representatives.

Analysis of the practice of countries with a developed system of protection of the rights of the child is of deep interest in domestic science and practice.

The presented research is aimed at analyzing the feasibility of introducing the phenomenon of “political rights” of a child into domestic practice. The concept and structure of this law is analyzed, the possibility of introducing into the national legislation and possible positive and negative consequences are investigated.

An analysis of various historical and legal sources suggests that certain elements of “political rights” existed and exist as types of administrative rights of children. At the same time, Kazakhstani children do not have full scope of political rights, like children of developed countries of the world. This should find its reasonable resolution in the current legislation of Kazakhstan.

Keywords: child, children, children's rights, political rights.

Introduction

The Constitution of the Republic of Kazakhstan defines the republic as a democratic, secular, legal and social state where the rights and freedoms of every human being are the supreme value. (Art.1 The Constitution of the Republic of Kazakhstan dated 1995). Proclamation and demonstrative realization of political rights and freedoms is one of the most important ways and guarantees of implementing major principles declared in the constitution.

Institution of political rights and freedoms achieved high levels of development. Political rights and freedoms at their full variety of forms and richness are undisputable in any modern and developed country. Though establishment of institution faced problems that were mainly created by the system of public relationships. Kazakhstan lived through feudal system, socialist regime and was recognized as having modern democratic principles. It means living through total absence of political rights, complete disregard and substitution afterwards to acknowledgment of it in full. Our country's experience in relations connected with political rights is driven by later than in other countries implementation... and by soviet period in country's history that interrupted its implementation as well” [1].

The Constitution of the Republic of Kazakhstan provides for a full range of political rights and freedoms. From a theoretical perspective it can be divided into:

- political rights that provides citizen a means of participation in formation and exercising state powers. Such as voting rights, right to participate in a referendum, right to equal access to public service, delivery of justice;

- political rights that promotes expression of political stance, beliefs, allow to impact activities of public authorities, adoption and development of their decisions.

Methods

Structural analysis method, analysis of the method of analysis, the analysis of the historical method, etc.

Results

Both groups are represented in special normative acts. Though it shall be pointed out that they cover only the citizens who reach 18. Almost full range of political rights and freedoms become available at this age, so called political legal capacity. Meanwhile those who are below 18 are deprived of that capacity.

Along with over the last years the theory of children political rights has actively been promoting which means a child (under 18) as any other citizen possesses full range of rights and freedoms.

Historically theory starts from a suit Sederberg I.-Lappalainenvs Sweden dated 1987 concerning child's political rights. At that suit the Committee on human rights considered the case within the international human rights protection body. Despite the fact that the Committee expressed decisive opinion on psychological maturity of a certain aged child this legal incident generated so called institution of children political rights.

Subsequently adoption by the UN a Convention on children rights of 1989 signaled formation of new international legal standards of limited rights of minors despite the fact some countries signed it with the caveats of nonrecognition of the norms related to political rights.

Today the issue is not solved precisely yet.

It is worth joining the opinion of the Finnish scientist Riekkinen M.A. that "Despite the formation of a new standard of the international law, today there is no common consent related to children rights existence neither in judicial science nor in practice of any country. Taking into consideration the opinion of scientists who deny to enable children with political rights and of those who supports existence of political rights of the children it is proposed that children have limited political rights"[2].

In fact, if the child has political rights or he/she completely abandoned in expressing any interest towards state's powers. Actually even before being born the child interacts with the state: is under its protection (restriction of abortion); receives certain medical services (by mother is being served); his birth is being planned in a vicarious manner by records in financial and other documents (payments, reservation of place in a kindergarten, reservation of medical treatment etc.); also he/she gets a right to a living space and etc. Specifically, almost every direction of state policy directly or indirectly involves children (education, healthcare or social benefits affects children). So, children are beneficiaries of state aid and protection.

The abovementioned set of rights have socially provisional character, meanwhile the nature of political rights is determined by its direct relationship to regime as it is and state's regime in particular.

Analysis of political rights features showed that they are: a) mostly connected with citizenship, i.e. set of constitutional rights – right to elect and be elected, participate in referendum, right to justice, access to civil service – belongs to the citizens only; b) is intended for active and full participation of citizens in administration of state's and society affairs, so by using that rights citizens are able to exercise power directly or via representatives, formation and realization of state's policy, control state's activities; c) can be exercised personally (petition to the state's and local authorities in person) and in groups as well, via associations with other citizens (right to gather peacefully, freedom of assembly, associations, etc.) d) doesn't belong to absolute rights – certain categories of citizens are restrained of voting rights – right to elect and be elected; e)political rights security, implementation of them depends on the level of democracy in the state, political traditions, political culture, quality of political culture and system (presence or absence authoritative political party, developed institutions of civil society, etc.)" [3].

Abovementioned specific features of political rights can be attributed to adults and children as well and the key point is citizenship "as stable political and legal conjunction of a person with a state that express the set of mutual rights and obligations." [4]. The age matters but not for all political rights and freedoms and this fact is regulated by the current legislation.

National literature did not spot any works dedicated to political rights of the children. At the same time some rights of the children mentioned in the legislation are of obvious politically legal character. The survey of that rights nature is proposed.

The Law of the Republic of Kazakhstan dated 8 August 2002 #345 “On children’s rights in the Republic of Kazakhstan” supports aspiration of Kazakhstan to realize international obligations undertaken by signing the UN Convention on children’s rights adopted by the General Assembly #44/45 dated 20 November 1989.

The Convention set requirements for countries that signed it and it became the basic requirements for any legislation concerning the child’s rights.

The article 13 of the Convention sets that: “1. The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child’s choice. 2. The exercise of this right may be subject to certain restrictions, but these shall only be such as are provided by law and are: a) For respect of the rights or reputations of others; or; b) For the protection of national security or of public order (ordre public), or of public health or morals.” [5].

The article 62 of the Code of the Republic of Kazakhstan dated 26 December 2011 #518-IV “On the marriage and family” by setting the right of the child to express opinion understands it as right to express opinion during solving any issues in the family, connected to child’s interests and been heard during any court or administrative trial. At the same time the article sets that opinion of a child of age 10 is obligatory unless it contradicts child’s interests. Authorities that carry out functions of custody and guardianship or a court may undertake any decision only upon the consent of the child who reached the age of 10 and in the presence of legal representatives. Regulatory statute of the Supreme of Court of the Republic of Kazakhstan dated 28 April 2000 #4 “On usage by the courts of legislation during resolution of disputes connected to child rearing” determines the principle list of the cases that shall be settled such as: on place of residence of the child of separated parents (clause 2 of Article 73 of the Code); on practicing parental rights by a non-custodial parent (clause 3 of Article 73 of the Code); on the return to the parents of a child not held on the basis of the Code or a court decision (clause 1 of Article 73 of the Code);

on the return to guardians (Trustees) of the ward from any persons who keep the child without legal grounds (clause 2 of Article 126 of the Code);

on the return to the foster carer of a child held by other persons not on the basis of the Code or a court decision (clause 1 of Article 135 of the Code); deprivation of parental rights (clause 1 of Article 75 of the Code); about the restoration of parental rights (Article 78 of the Code); on the restriction of parental rights (Article 79 of the Code); on the abolition of restrictions on parental rights (Article 81 of the Code), on the abolition of the adoption (adoption) and its invalidation (Articles 103, 107 of the Code) and others. [6]

An analysis of the list of such cases shows that these are matters that mainly affect the vital aspects of a child’s life and his relationship with his family. While other issues of his life activity remain all fields of legal regulation of domestic legislation. For example, on various issues of the educational process, on certain events taking place in the country, relating to issues of childhood, or the problem of juvenile justice. The range of such issues, in our opinion, is quite wide, since the issues of protecting and ensuring a decent standard of living for children directly depend on the ongoing political, social and economic reforms and phenomena. For example, the reform of juvenile justice directly affecting the rights and legitimate interests of children proceeds almost without the participation of children, whose opinions are allegedly expressed by various human rights organizations. Why “ostensibly” - because a legitimate question arises - which of the children or which children’s organizations have entrusted this right to them?

There is no answer to this question. Adults take this responsibility on their own, while not paying due attention directly to the child’s right to an opinion. Currently, various non-governmental organizations are conducting various studies in the field of the protection of children’s rights, including on the issues of ensuring their rights and freedoms. The sociological surveys conducted by them are mainly aimed at determining the point of view of adult parents or their substitutes, whereas the survey of children themselves is extremely rare. Just as, and extremely rarely, children themselves turn to state bodies or non-governmental institutions to express their own position.

Thus, the only resonant appeal was a letter of 2nd grade school student Alikhan Zhumanov to the Republic of Kazakhstan Education Minister in 2010 about the quality of textbooks for secondary educational schools (textbook “Rules of the Road”), which was left without consideration, which subsequently grew into a civil suit.

But in the end, the lawsuit was withdrawn by the father of the child at the insistence of the leaders of the Ministry of Education and Science of the Republic of Kazakhstan. This example is quite indicative. Since then, all questions about the quality of education, the quality of textbooks, etc., have been discussed on the basis of the appeal of parents or human rights organizations. That is, in fact, children are excluded from their right to express their own opinion on certain issues that interest him or directly affect his rights, freedoms and legitimate interests.

At the same time, children and adolescents, in some way, are experts in matters of their own lives, and in order to have the opportunity to solve some problems, they must enjoy all their rights. In the most ideal variant, it is necessary to create conditions, so that they could really participate in the development of laws and plans of the state through polls, conversations, etc. It would be ideal if they had the right to vote at home, at school, in various communities and associations and in making other decisions that affect them (for example, regarding health care).

Thus, at the 70th session of the UN Committee on the Rights of the Child, the next country report of Kazakhstan (September 2015) was presented, based on the analysis of which and analysis of the Consolidated Report of the National Preventive Mechanism for 2014, substantial recommendations were given to improve the mechanism for the protection of children's rights among which it was pointed out the low level of taking into account the views of children in the development of legislation and programs, in making decisions regarding them. To this end, it is recommended to harmonize the legislation on ensuring the participation of children in decisions that affect them. This rule remains to this day at the conclusion of marriages that is, in our opinion, absolutely true. The role of parents in the creation «of conditions and stimulation of certain skills development which helping children to succeed is significant. Child will defiantly have some difficulties at school if student comes from abusive or toxic family (criminal pattern); one of his parents has mental health problems; family has poor housing conditions; when he has to live in foster family (Sameroff, Seifer, Baldwin & Baldwin, 1993). If we look at the parents of the children differing in achievements in school, we will find types of parental behavior which can realize practically any the father and mother irrespective of economic conditions» [7, p. 59].

Conclusion

Promoting children's participation in such decisions at the local, national and international levels is one of the goals of the Council of Europe's Strategy for the Protection of Children's Rights for 2016–2021, according to which it is recommended to “strengthen the child’s participation in practice on a systematic basis and in all contexts, important for children. Based on the Recommendation on the participation of children and young people under the age of 18, the Council of Europe will support member states in using this Council of Europe tool to assess child participation as a means of measuring progress towards respecting children's right to participate in matters related to. Actions will be taken to promote the exchange of experience in the field of child participation, on the basis of respect for the rights of the child, in cooperation with the youth sector of the Council of Europe, children's and youth organizations authorized for children's rights and advisory bodies on children's issues, based on the principles of independence, representativeness, competencies, information and acceptability. “At the same time, it is indicated that it is necessary to give due respect to their views when developing, implementing and evaluating standards, policies and activities related to children, observing the principles outlined above.

Special attention will be paid to the participation of children in vulnerable situations, such as children with disabilities, children living in poverty, children in institutions, Roma children, children travelling or otherwise affected by migration, and children from minority groups. Efforts will be increased to reach children and those who deal with them and work with them through websites, apps, social media, games, publications and other tools adapted for children.” [8].

Preparing children and adolescents for independent living, forming a civic position among them is one of the priorities of modern education and upbringing. Traditionally, this method is to involve children in various children's movements. They contribute to the solution of such issues as “the presence in the organization of effective self-government; creating relationships in which interaction takes place within a single group of children of different ages; success in the activities of children, interest in this activity, positive emotions accompanying this activity; the account of age psychological features of children and

teenagers; the nature of the relationship between team members [9, p.319]. Today in the republic there are such children's associations as: "Bolashak", "Atameken", "Murager", etc. At the same time, they do not resolve the issue of real consideration of the views of children in solving social, social or political issues.

Kazakhstan still has much to do in this direction. Much effort is being made by various community organizations led by UNICEF. But it should also take into account the fact that public opinion among adults is not prepared for this. It is adults who most resist the introduction and direct implementation of this public law of children. In this regard, we believe that the initial task is to prepare the consciousness of parents, who should be aware of the importance of this objective right of the child and create conditions for the realization.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ БАЛАНЫҢ «САЯСИ ҚҰҚЫҒЫ» ТҮСІНІГІНІҢ МӘСЕЛЕЛЕРІ

Аннотация. Қазіргі заманғы баланың «саяси құқықтары» феноменін түсіну қазіргі конституциялық құқық теориясындағы даулы мәселелердің бірі болып табылады. Баланың өз өмірінің жағдайлары туралы шешім қабылдауға қатысуы, бір жағынан, дұрыс шешімдер қабылдаудың маңызды шарты болып табылады, екінші жағынан, ата-аналардан заңды өкілдер ретінде теріс реакция тудырады.

Дамыған елдердің бала құқықтарын қорғау жүйесіне жасалған талдау отандық ғылым мен тәжірибеге терең қызығушылық тудырады.

Ұсынылған зерттеу баланың «саяси құқықтарының» отандық тәжірибеге енгізілуінің орындылығын талдауға бағытталған. Осы құқықтың түсінігі мен құрылымына талдау жасалып, отандық заңнамаға енгізу мүмкіндігі және ықтимал оң және теріс салдары зерттелді.

Әртүрлі тарихи-құқықтық дереккөздерді талдау «саяси құқықтардың» кейбір элементтері балалардың әкімшілік құқығының түрлерінің бірі ретінде бар екенін көрсетеді. Сонымен қатар қазақстандық балалардың әлемнің дамыған елдерінің балаларымен салыстырғанда саяси құқықтары жоқ. Бұл мәселе Қазақстан Республикасының қолданыстағы заңнамасында тиімді шешім табу керек.

Түйін сөздер: балалар, балалар құқығы, саяси құқықтар.

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К ВОПРОСУ О ПОНЯТИИ «ПОЛИТИЧЕСКИЕ ПРАВА» РЕБЕНКА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Современное понимание феномен «политические права» ребенка являются одним из наиболее обсуждаемых и спорных в теории современного конституционного права. Право ребенка на участия в принятии решений об условиях своей жизнедеятельности является с одной стороны важным условием принятия правильных решений, но с другой стороны вызывает негативную реакцию со стороны родителей как законных представителей.

Анализ практики стран с развитой системой защиты прав ребенка вызывает глубокий интерес в отечественной науке и практике.

Представленное исследование направлено на анализ целесообразности внедрения феномена «политические права» ребенка в отечественную практику. Анализируется понятие и структура данного права, исследуется возможность введения в отечественном законодательстве и возможные позитивные и негативные последствия.

Анализ различных исторических и правовых источников позволяет сделать вывод о том, что отдельные элементы «политических прав» существовали и существуют как виды административных прав детей. Вместе с тем, казахстанские дети не обладают полным объемом политических прав, как дети развитых стран мира. Это должно найти свое разумное разрешение в действующем законодательстве Казахстана.

Ключевые слова: ребенок, дети, права детей, политические права.

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S.A. Filin¹, K.B. Satymbekova², G.Y. Kerimbek³, M.U. Daurbaeva², S.S. Ibraimova²¹Plekhanov Russian University of Economics. Moscow, Russian Federation;²South-Kazakhstan State University named after M. Auezov, Shymkent, Kazakhstan;³L.N. Gumilyov Eurasian National University, Astana, Kazakhstansafilin@mail.ru, satymbekova72@mail.ru, kerimbek2009@mail.ru,daurbaeva71@mail.ru, sibraimova@mail.ru**MODERN TECHNOLOGIES IN ACCOUNTING
AND TAX ACCOUNTING**

Abstract. The goal - to identify the main advantages and features of the use of modern information technology in accounting. The article analyzes the concept of "cloud" technology and technology blockchain with their practical use in accounting and tax accounting; advantages, disadvantages and features of accounting in the use of these technologies, including related online services for outsourcing firms and budget organizations, as a promising working environment for an accountant.

It is concluded that the use of cloud technologies and blockchain technology in accounting provides new opportunities for all business entities, regardless of their organizational form and scope of activities, due to the advantages of online accounting in the form of unlimited or limited availability of information, flexibility of connected services, reduced maintenance costs and high security.

Keywords: cloud, blockchain and information technology, accounting, online accounting, accountant, investor

Introduction

Although information technology (IT) in the application aspect develops much faster than accounting practice, their development is sooner or later reflected in accounting practice: from simple classes of single-user programs without a window interface to complex integrated ERP systems (enterprise planning system) of enterprise management, allowing to solve as problems of accounting and tax accounting (transition from traditional paper, manual document management to electronic (automated)), and automated resource management of the organization as a whole, providing analysis and planning of its activities. The development of IT allows: 1) to increase: a) efficiency, timeliness and relevance of accounting data, providing the opportunity in a mode close to online, b) qualitatively analytical accounting capabilities, providing the possibility of parallel accounting in several standards; c) the quality of the calculations and information in the accounting and tax accounting by reducing the influence of the "human factor", the number of arithmetic errors, creating a single information base; 2) to reduce the time and labor costs for processing accounting operations, to increase the speed of collecting, transmitting, processing information, compiling reports and maintaining documentation, thereby increasing the productivity of all employees of the organization, not just those involved in accounting; 3) to assess the current and forecast financial condition of the company; 4) to carry out the delimitation of access to information, separation of functions, to ensure the possibility for rapid assessment and control of activities by the management of the organization; 5) large-scale implementation of electronic document management of organizations with relevant subjects of the tax system, the pension system, social and medical insurance, providing the opportunity to minimize the time of preparation and analysis of reporting documents and their submission to the tax service. Automated accounting has its own characteristics as compared with manual accounting in terms of the technology of registration, accumulation and processing

of accounting data and the formation of accounting reports, in addition with the development of IT, new opportunities for automating accounting are emerging. Let's analyze them.

Methods. Automation of accounting using cloud technologies. The idea of this technology is to provide network access on demand to a common pool of computing resources (for example, modern data networks, servers, data storage devices, applications and services for creating, storing, processing and searching data) from any device (computer, tablet, smartphone, etc.), regardless of the location of the user with minimal cost [1]. "Cloud" servers no matter what software platform the user uses, what geographic region he is in, only the standard workplace and a reliable and fast channel of communication with the Internet are needed.

Data centers (specialized protected building to accommodate (hosting) server and network equipment in which the cloud is deployed) operate in the 24/7 format (this ensures reliable, round-the-clock service), are provided with fault tolerance and redundancy systems, which allows you to get round-the-clock guaranteed access to services in the "cloud". The most commonly used are independent European (Baltic states, Germany, the Netherlands) and Russian (St. Petersburg, Moscow) data centers [2].

According to the magazine Byte, during the period 2014-2018. the volume of calculations performed in public (accessible to an unlimited circle of users) "clouds" is growing at a rate of 44% per year.

The developers moved the ERP system to "the cloud" - "1C: Accounting" (service "1C: Fresh", launched into commercial operation on May 17, 2012). This software product is provided on the principle of SaaS (software as a service): the customer pays only for the rental of software for the actual time of using the service, there is no need to acquire ownership of the product¹. For the accountant, there are few differences in the operation of the system compared to the traditional version built on the client-server architecture. For the 1C administrator, it is also possible to gain access to the configuration and administration of the used configuration.

The principle of working with "1C: Fresh" is similar to how the user usually works with e-mail or visits websites: you need to open a supported browser program, enter the website address, personal login and password. Using the functions of the personal account, you can create the necessary database configurations, add and delete users. The databases themselves are stored on the cloud server "1C", the company "1C" updates and stores the software complex [3].

A user can download a copy of the database to his computer. Thus, compatibility between all products of the 1C: Enterprise series is maintained. Similarly, the local version of the database can be uploaded to the site and continue working there in the online service mode [2]. There is an option for joint mixed work in the database using a program on a computer without access to the Internet or using a web browser, for which you need to set up an autonomous workplace to get started. The technology of the latter assumes that: 1) the user can work with the base via the Internet or locally on the computer; 2) the configuration update on the computer is carried out on the basis of the current version available on the Internet; 3) the data in the offline workplace is always up to date. Synchronization in the service and on the computer is carried out automatically on a schedule or at the request of the user [2].

The main advantages of using "cloud" technologies in relation to accounting:

1) cost reduction for: a) technical support due to the lack of need for a specialist in technical support, installation of updates and software on a user's computer, b) acquisition of licensed software provided as a service, c) hardware and software infrastructure. The problem of using unlicensed software is eliminated (1C, or its official partner that provides this service, provides updates, backups, data synchronization, load balancing on computing resources of servers [2];

2) scaling and flexibility: you can increase / decrease the number of users, add new services, connect / disconnect services with minimal time and financial costs. Fast connection of external users (partners, clients) is provided, since software installation is not required, and access is possible from any place and software platform. Often, simultaneously with the accounting services, the services "Garant", "Consultant Plus" are connected; reporting through the Internet, electronic document circulation, platforms for participation in public procurement and tenders, they operate in the "one window" mode [2];

¹Rakhimberdiev A. Cloud accounting on the basis of "1C". URL: <http://www.audit-it.ru/>

3) high security and safety of information due to the fact that it is located on a remote server; when connected via the Internet, the "https" secure protocol is used to encrypt the communication channel; data stored on servers is encrypted with crypto-resistant algorithms; To control all operations, a log of user actions is provided, which can be viewed online and it is impossible to delete records from it; if necessary, it is possible to establish who performed the relevant operations to the nearest second²;

4) mobility: employees can move within the organization and between offices, work on a business trip and vacation, and have access to software from any device (computer, tablet, phone) connected to the Internet;

5) high data exchange rate allows you to work with their large arrays and instantly get results, for example, open documents or view generated reports.

Results. Disadvantages of cloud technologies:

1) the service requires constant Internet access and fairly high connection speeds, which incurs additional costs. Currently, to work in the "cloud" you need to have a connection using xDSL equipment, modern fiber-optic connections or mobile Internet with a connection speed $\geq 3G^3$;

2) online accounting supports work mainly with standard configurations only. Although the administrator has the ability to customize a specific "1C" configuration to the needs of a specific business entity, these possibilities are quite limited, especially if an organization uses configurations written for it or its activity is far from standard typical solutions [3]. The user also has limitations in the software being used and sometimes does not have the ability to completely customize it for his own goals and objectives;

3) confidentiality. Security in storing and transferring data largely depends on the service provider, while financial liability for data loss and unauthorized access often does not exceed the monthly cost of the services provided, i.e. in fact, the client chamber of subscribers. Its value cannot be comparable with real risks. One of the possible solutions to the problem may be insurance for data loss. It is also possible that the servers on which the working "cloud" is located can be hacked, and the databases and personal information of users are stolen. Normative legal acts and technologies that guarantee 100% confidentiality of data are not developed. Therefore, the most valuable data is not recommended to be stored in the "cloud" accessible to an unlimited or wide range of users. It is necessary to provide data with limited access to individual employee references;

4) in order to receive "cloud" services, a permanent connection to the Internet is necessary, which may cause problems of preserving the integrity of data, correct and timely updating of information in data warehouses.

In addition to the end user, online accounting is useful for firms providing accounting services on the terms of an outsourcing contract to a small business, when accounting is transferred to the 3rd organization [1]. Finished documents are transferred to specialists for processing and entered into the "1C: Fresh" database in the office of the corresponding outsourcing company. Accounting reports and tax returns are compiled based on the results of entering information provided by the client. The functions of the chief accountant are carried out by a professional accountant of an outsourcing company engaged in the management of operational data of the client, tax planning, preparation of financial statements and tax returns. At the same time, there is no transfer of documents from departments to accounting, re-entry into the computer of already created documents. For the manager, round-the-clock online access to the accounting database and control of the organization's performance indicators is possible [3].

Online accounting for budgetary institutions and large companies. Due to the fact that in such institutions accounting can be carried out centrally, and funding, especially in times of crisis, is very limited, this allows you to:

1) centralized accounting of a group of institutions in the same database, using common state classifiers, lists of contractors, nomenclature of non-financial assets, expenditure items, etc. All accounting is standardized and unified, but flexibility remains in the program, for example, reporting can be formed both separately and consolidated for the whole group of institutions;

² Cloud Accounting "1C". Should I go to the cloud? Materials online conference from 04.19.2013. URL: <http://www.klerk.ru/buh/>

³ Cloud Accounting "1C". Should I go to the cloud? Materials online conference from 04.19.2013. URL: <http://www.klerk.ru/buh/>

2) separate accounting for sources of financial security in one base. An accountant may receive separate reporting within a specific institution. The structure of accounts for each source of financial security may be different;

3) accounting in full compliance with Russian legislation. The program uses a single chart of accounts for the accounting of public institutions and the budget classification of the Russian Federation [4].

Centralization in this case implies a reduction in operating costs, since the head structure specialists set up a high-performance server, and all other workplaces are formed remotely. From the user (accountant) of the budget institution there is no need to install the platform and configuration of the accounting information system: all maintenance, updates and configuration operations are performed on the main, virtual server via remote access⁵. All you need is a computer and internet access. For example, the company “RZDstroy”, which has 16 divisions, is registered in 190 tax inspectorates, while participating in tenders, which obliges it to constantly monitor the status of settlements with the state. Assistance in conducting such a large number of reconciliations with tax authorities is provided by a taxpayer information service (ION), through which 190 requests pass, each ≤ 5 minutes of employee’s working time. The processed data is automatically uploaded to Excel spreadsheets, which eliminates errors due to human factors. A large state carrier, TransContainer, with 250 subdivisions throughout Russia, needs to ensure the required regional coverage and quick system setup when changing tax inspections: about 100 reporting forms and > 100 ION / month requests pass at the same time for reporting. only on the head office. This work is handled by a staff of 5 employees⁶.

With the development of IT, it will be possible to change the methodological principles of accounting, for example, the principle of “double entry”.

Technology blockchain in accounting. This technology is a decentralized (independent), open, distributed database (decentralized application) that is simultaneously stored on multiple data storage devices (for example, computers) connected to each other on the Internet but not connected to a common server.

Its main advantage is a secure way of storing information consisting of separate blocks and protected from unauthorized access (it is difficult to hack, forge transactions, or quietly change information recorded in the database, and only add new blocks), while all participants of the blockchain can see the whole chain of blocks [five].

The blockchain concept⁷ is the distribution of the database, expressed in its architecture as chained blocks (each block contains a link to the previous block), and all this is «hashed»⁸. As a result, it is impossible to fake a block so that no one will see it. Regardless of the number of users, 1 block is generated every 10 minutes. As a result, the block consists of standard hash transactions in 256-bit increments (nonce).

A joint project of Sberbank of the Russian Federation and the Federal Antimonopoly Service of the Russian Federation “Digital interaction of the FAS Russia with banks and business entities based on the blockchain technology” was launched in Russia at the pilot production stage. Sberbank of the Russian Federation using blockchain technology and cryptographic tools certified in Russia⁹.

The blockchain technology in accounting is a kind of decentralized distributed registries that form a new type of “triple-entry” accounting system aimed at simplifying the accounting of production and

⁴ Go to the clouds. Online accounting in 2014. URL: <http://www.klerk.ru/buh/articles/356357/>

⁵ Piskunov I.V. Accounting in the cloud: modern automation technology. 05/07/2015. URL: <http://xn---7sbbaj7auwnffhk.xn--p1ai/article/2718>

⁶ How “clouds” facilitate working with the state // According to Forbes. URL: <http://www.buhonline.ru/pub/press/2015/1/9447>

⁷ Basic concepts. 01/25/2018 URL: <http://a-erp.com/articles/23>

⁸ Lun Hans Peter (in German Luhn Hans Peter) in January 1953 put forward a systematic idea of "hashing" and proposed "hash coding". Arnold Dumey (Eng. Arnold Dumey) in 1956 in the “Computers and automation” work described the idea of “hashing” in the modern understanding of it by most programmers, considering “hashing” as a solution to the “dictionary problem”. Thanks to the work of Academician of the Academy of Sciences of the USSR A.P. Ershov (the creator of the Siberian School of Informatics) in the USSR as the equivalent of the term "hashing" since 1956, the term "arrangement" was used. A hash function is a mathematical transformation of information into a short, defined length string.

⁹ Russia officially used blockchain for the first time. RIA News. 12/19/2018 URL: <https://news.mail.ru/economics/32015073/?frommail=1>

economic processes, while all information is open and transparent to interested users. This technology is similar to a decentralized ledger in which every transaction of the interested party is recorded and ensures that the records will not be forged. When a transaction occurs, the blockchain registers goods in the general ledger as a transaction status and confirms information related to the production and management of goods: place and date of production, price, quality, etc. The opacity of the transaction process is a big problem for e-commerce now, and technology blockchain can improve its transparency.

Discussion.

1. The methodology of the automated form of accounting requires an increase in: a) the comparability of accounting information systems of different subjects, optimization of the amount of information in these systems without loss of quality and b) high qualification of users of such information systems, as well as improvements in: a) accounting automation systems part of the streamlining and optimization of its practical management, reducing the number of errors in accounting due to the use of embedded algorithms internally go automated control of accounting data; b) formalization of accounting procedures [6].

2. Accounting is the informational basis for the adoption of the most important management decisions by the management of the organization — internal users of information, and evaluation of the enterprise's activities by external users: state regulatory bodies, shareholders, investors, creditors, etc. [6]. However, up to the present, these users, primarily investors, in modern software for accounting automation have not worked out the possibilities of automated generation of accounting and analytical information, taking into account the time value of money, which is one of the main requirements of IFRS for accounting and analytical information on many accounting objects (revenues, investments, fixed assets, financial instruments, etc.). With the development of IT, it is necessary to introduce into the software products mathematical algorithms that allow to calculate the corresponding indicators taking into account the time value of money, while ensuring the possibility of accounting according to the standards of RAS and IFRS with minimum labor costs. To be able to apply the discounting procedure in accounting, you need to know the discount rate and the dates of the transaction and cash flow. The latter are defined as the dates of receipt of the asset and its payment¹⁰. The choice of the discount rate depends on the yield on three-month government securities or alternative investments and inflation levels (currencies of cash flow, region, state, input resources, output products and services, salary and a number of other factors) and risk (organization, asset, project, industry, region, general economic and a number of other factors), and also involves the professional judgment of the accountant. This indicator suggests the possibility of updating it in the accounting information system as needed when its value changes.

3. It is necessary to develop regulatory legal acts and “cloud” technologies that guarantee 100% confidentiality of data and exclude prerequisites for loss of information or access to it, if it is remotely accessible on servers that are not owned by the organization (in the “cloud”) [7-9].

4. Firms that develop software need to determine the optimal and acceptable levels of “cloudiness” and implementation of a “cloud” strategy in accordance with their requirements and customer requirements [10], including in terms of confidentiality and ensuring the security of their data.

5. As part of improving the automated accounting system, it is necessary to develop algorithms for building information systems of the type “artificial intelligence” or “expert systems” [11], which contain a knowledge base and are self-learning. Data in these systems is accumulated, their interconnection is ensured through the use of parallel distributed and neural networks, hybrid algorithms, evolutionary computations and other modern technologies, as a result of which data can be used to create new knowledge and solutions to various accounting and tax accounting tasks.

Conclusion.

1. The use of cloud technologies and blockchain technology in accounting provides new opportunities to all business entities, regardless of their organizational and legal form and scope of activities, including budget institutions, non-profit organizations and firms providing outsourcing services in terms of accounting. The main advantages of online accounting are wide availability, flexibility of connected services, reduced maintenance costs, high security.

¹⁰Pavlova A.N., Seryavina T.V. Use of information technologies in accounting. Prospects for automation. 04/27/2016. URL: <http://jurnal.org/articles/2016/ekon51.html>

2. The use of discounting in accounting will improve the quality of the relevant accounting information and financial reporting as a whole and the level of compliance with RAS and IFRS.

3. Although the development of IT in accounting significantly increases the efficiency and quality of the accountant's work, monitoring the financial and business activities of the organization, the accounting automation system cannot completely replace the accountant for problems that require professional judgment based on personal experience and professional knowledge of an accountant.

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БУХГАЛТЕРЛІК ЖӘНЕ САЛЫҚТЫҚ ЕСЕПТЕГІ ЖАҢА ТЕХНОЛОГИЯЛАР

Аннотация. Мақсаты – заманауи ақпараттық технологияларды бухгалтерлік есепте қолданудың негізгі артықшылықтары мен ерекшеліктерін анықтау. Мақалада бухгалтерлік және салықтық есепке алуда практикалық қолданумен «бұлт» технологиясы мен технологиялық блокчейн түсінігі талданады; бухгалтерлер үшін перспективалық жұмыс ортасы ретінде аутсорсинг фирмалары мен бюджеттік ұйымдарға арналған онлайн қызметтерін қоса алғанда, осы технологияларды пайдалану кезінде есепке алудың артықшылықтары, кемшіліктері мен ерекшеліктері.

Осылайша, бұлтты технологияларды және бухгалтерлік есепте блокчейн технологиясын қолдану, барлық ұйымдастырушылық нысандарға және қызметтің көлеміне қарамастан, онлайн-бухгалтерлік есептің артықшылықтары шектеулі немесе шектелген ақпараттың қол жетімділігі, кірістірілген қызметтердің икемділігі, техникалық қызмет көрсету шығындарын төмендету және жоғары қауіпсіздік қамтамасыз етіледі деген қорытынды жасалып отыр.

Түйін сөздер: «бұлтты», блокчейн және ақпараттық технологиялар, бухгалтерлік есеп, онлайн-бухгалтерия, бухгалтер, инвестор.

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СОВРЕМЕННЫЕ ТЕХНОЛОГИИ В БУХГАЛТЕРСКОМ И НАЛОГОВОМ УЧЕТЕ

Аннотация. Цель – выявить основные преимущества и особенности использования современных информационных технологий в бухгалтерском учёте. В статье проанализированы понятия «облачная» технология и технология блокчейн при их практическом использовании в бухгалтерском и налоговом учёте; преимущества, недостатки и особенности ведения бухгалтерского учёта при использовании данных технологий, в том числе сопутствующих онлайн-сервисов для аутсорсинговых фирм и бюджетных организаций, как перспективной рабочей среды для бухгалтера.

Сделан вывод, что использование «облачных» технологий и технологии блокчейн при ведении бухгалтерского учёта предоставляет новые возможности всем хозяйствующим субъектам независимо от их организационно-правовой формы и сферы деятельности за счёт преимуществ онлайн-бухгалтерии в виде неограниченной или ограниченной доступности информации, гибкости подключаемых сервисов, снижения затрат на обслуживание и высокой безопасности.

Ключевые слова: «облачная», блокчейн и информационная технологии, бухгалтерский учёт, онлайн-бухгалтерия, бухгалтер, инвестор.

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MODERN TENDENCIES OF STATE MANAGEMENT OF THE HEALTH CARE SYSTEM OF THE REPUBLIC OF KAZAKHSTAN

Abstract: The article is devoted to the study of issues of public administration of the health system of the Republic of Kazakhstan at the present stage of development. The authors have identified the features of state management of the health care system, conducted a comparative analysis of the indicators of the health care system. Based on the analysis made, the relevant conclusions were made.

Institutional transformations of the health system in the conditions of social and economic development of the state covered its various spheres: legislative base, management and financing, personnel training, medical education, quality assurance of medical services, development of the health information system, etc. During the study, the authors used statistical techniques and methods (data collection, analysis and comparison).

According to the study, the health care system can be described as centralized, state-controlled. It should be noted that government agencies are taking measures aimed at introducing new management approaches in order to improve the accessibility and quality of medical services to the population.

Keywords: public administration, health care, health care system, financing, compulsory social health insurance.

Introduction - According to global trends, the success of the functioning of the health care system depends on well-developed state policy. In the annual Messages to the people of Kazakhstan, the President of the Republic N.A. Nazarbayev notes the importance of preserving and strengthening the health of Kazakhstan, stressing that "The health of the nation is the basis of our successful future." The fundamental role of protecting public health as an essential condition of society's life is recognized in Article 29 of the Constitution of the Republic of Kazakhstan [1]. At the present stage of economic and social development of the state, the state of the health care system can be described as follows: the regulatory framework is being improved, government programs have been implemented, strategic planning is being carried out, etc.

The Strategic Plan of the Ministry of Health of the Republic of Kazakhstan for 2017–2021 defines specific strategic goals [2]. Also from 2016, the state continued the practice of implementing the state program in the health sector for 2016–2020 [3], aimed at strengthening the health of the population to ensure sustainable socio-economic development of the country.

However, despite the measures taken, today there are a number of unresolved problems in the health care system, which include: lack of staffing; low amounts of budgetary funding for the provision of free medical care to citizens, barriers to the implementation of the system of compulsory social health insurance, etc.

Thus, the increasing urgency of solving objective problems in health care necessitated a comprehensive study of the public administration of the health care system, which would ensure a dynamic and stable development of health care in Kazakhstan.

The aim of the study is to analyze the public administration of the health system of the Republic of Kazakhstan at the present stage of development.

Methodology - At the beginning of the article the institutional and organizational features of the public administration of the health care system are revealed. The analysis of the main indicators of the health care system. Reflects the main directions of improvement of public administration of the health system.

The methodological basis of the study was the provisions and concepts of public administration of the health care system.

In the process of research, the following statistical methods and methods were used - economic and statistical, comparative analysis of data, etc. The information base of the study consists of legislative and regulatory legal acts in the field of health care, as well as statistical compendia on the activities of health organizations and health indicators of the population of the Republic of Kazakhstan.

Literature review - The problems of the functioning and development of the public sector as a whole, an important component of which is the health care sector, are revealed in the works of many well-known foreign scientists. A deep study of financing and state regulation of medical services, incompatibility of medical services markets with competitive markets, the introduction of health insurance and the implementation of health care reforms is presented in the well-known public-sector economy book by J. Stiglitz [4]. The specific properties of medical care as an object of the normative economy, a comparative characteristic of the health care industry with welfare economics norms, analysis of the inefficiency of the medical services market caused by information asymmetry, demand uncertainty, external effects in the health sector are reflected in the studies of K. Arrow [5]. T. Gettsen described in detail the main problems of production and economic analysis of health services; described the means of stimulating and developing the organizational structure of the health system based on an analysis of the relevant financial flows; highlighted the determinants of changes in public spending on health, and also analyzed the influence of the government on public and private health [6]. A fundamental study of the implications and implications of the economic crisis for reforming the European health care system was published in 2015 by experts from the WHO Regional Office for Europe and the European Observatory on Health Systems and Policies [7]. The problems of the specificity of competition in the field of healthcare, the degree of its influence on the quality of medical care, social welfare and consumer choice were examined in their works by T. Rice [8], D. Dranov and M. Satterthwaite [9], A. Enthoven [10], M Porter and E. Theisberg [11] et al.

Problems of the organization of the health care system in Kazakhstan are the subject of scientific analysis of many famous scientists. A theoretical study of the essence of public health management, the development of scientifically-based proposals and recommendations for improving legislation at the initial stage of the formation of the Republic of Kazakhstan were proposed by G. Utibaev [12]. Issues of state regulation and management of the health care system of the Republic of Kazakhstan at the present stage of development have been studied by A. Rakhimbekova [13] and Ryskulova M. [14]. Evaluation of the current state and substantiation of the main directions of reforming the health care system in Kazakhstan are reflected in the works of S. Orynbasarova [15].

Results of a research - According to the results of the study, the authors identified the institutional and organizational features of public administration of the health care system:

Kazakhstan belongs to the state of the unitary type, the health care system can be characterized as centralized, state-controlled.

The state health administration is carried out by the President of the Republic of Kazakhstan, the Government of the Republic of Kazakhstan, and the Ministry of Health of the Republic of Kazakhstan. At the regional level, health management is carried out by local executive bodies, in the person of a state institution, the oblast health department.

Regarding the regulatory framework, the main legislative act regulating this industry is the Code on Health and the Healthcare System. The Code of the Republic of Kazakhstan "On the health of the people and the health care system" formed 18 principles of state policy [16]. From the basic principles of public policy and healthcare management, we can single out the most significant ones: classifying public health, safety, efficacy, and quality of medicines as factors of national security; ensuring equal rights of citizens to receive safe, effective and high-quality medical care; prioritization of preventive focus in the activities of the health system:

The first principle is a priority, since the protection of public health is one of the main factors of national security.

The second management principle contains not only the proclamation of the rights of citizens in the field of health protection, but also the obligation to provide them with guarantees from the state.

The third principle of accessibility of medical care to the population follows from the social nature of the Republic of Kazakhstan and is the legal ability of every citizen to receive medical care regardless of their social and property status.

The fourth principle - the preventive direction of health care should be the main priority of health care management.

Strategic planning is critical in a management system. Strategic planning is carried out through strategic development plans developed by the Ministry of Health of the Republic of Kazakhstan. The last strategic plan identifies the following priority areas of health development for 2017-2021: improving the health of citizens through the creation of a modern and effective health care system.

The key instrument of public administration is the state program for the development of health care in Kazakhstan “Densaulyk” for 2016-2019. This program is aimed at consolidating and developing the achieved results and solving problems in the field of health care in accordance with the new challenges, and will also become the basis for the planned development of the industry until 2050. The main objective of the program was determined to promote public health to ensure sustainable socio-economic development of the country. Based on this, the main tasks are:

- Development of the public health system.
- Improving disease prevention and management.
- Improving management and financing of the system health care.
- Ensuring the rational use of resources and infrastructure optimization [3].

Application functionality - We will analyze the main indicators of the health care system for 2013-2017.

Analysis of the natural movement of the population allows to assess the basic characteristics of the current state of the health care system, as well as to identify the key problems of its functioning. In turn, an organized system of management of the healthcare sector allows reducing the mortality rate of the population and increasing the key indicator of the efficiency of the healthcare system for the population’s expected life expectancy. Figure 1 presents a graph characterizing the vital statistics.

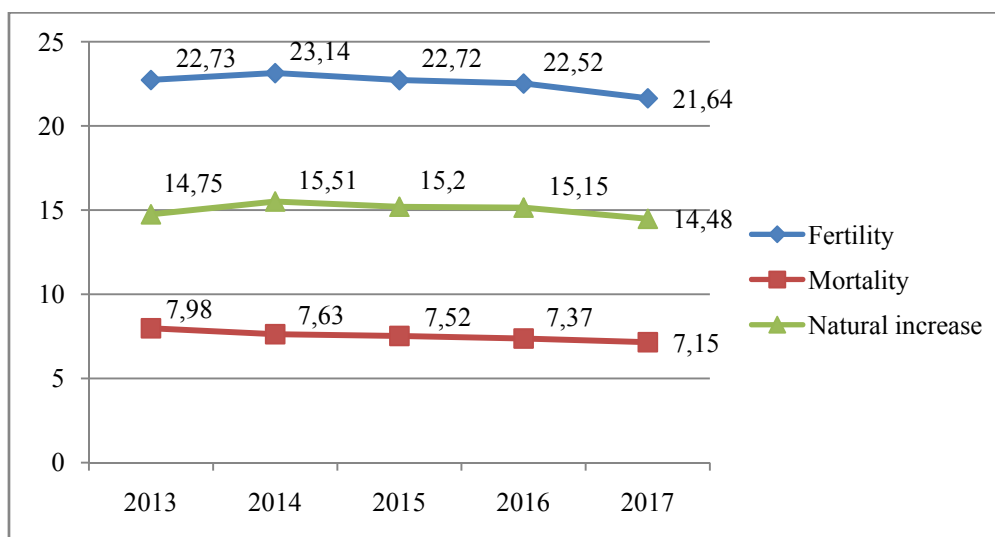


Figure 1 - Indicators of the natural movement of the population of the Republic of Kazakhstan for 2013-2017

In 2017, the birth rate was 21,64 per 1000 population, which is (4.7%) lower compared to 2013. The death rate of the population at the end of the analyzed period decreased by 10.4% and amounted to 7.15

per 1,000 people in 2017. According to the World Health Organization, on a scale of indicative indicators for estimating birth and death rates (Table 1), Kazakhstan has a low mortality rate of 7.15 and an average birth rate of 21.64 per 1000 population [17].

Table 1 – Indicators for assessing the levels of natural movement (in %)

Estimated level	Fertility	Mortality
Low	below 15 ‰	below 9 ‰
Middle	15 – 25 ‰	9 – 15 ‰
High	over 25	over 15 ‰

Note - compiled by the authors according to the World Health Organization

The analyzed birth and death rates determined the following dynamics of natural increase. In 2017, the natural population growth rate was 14.48, which is (1.8%) less than in 2013 (Figure 1).

One of the main criteria characterizing the effectiveness of health care management are the indicators of maternal and infant mortality. Table 2 presents the dynamics of infant and maternal mortality rates for 2013–2017.

Table 2 – Maternal and infant mortality rates

Indicator	2013	2014	2015	2016	2017
Maternal mortality (per 100,000 live births)	13,1	11,7	12,5	12,7	12,7
Infant Mortality (per 1000 live births)	11,30	9,76	9,39	8,59	7,93

Note - compiled by the authors according to the statistical compilation "The health of the population of the Republic of Kazakhstan and the activities of health organizations"

In 2017, the maternal mortality rate decreased to us by 3.1% compared with 2013, and at the end of the analyzed period it amounted to 12.7 deaths per 1,000 live births. There are positive trends in the annual decline in infant mortality from 2013 to 2017, infant mortality has decreased by 29.8% [18].

According to the Ministry of Health of the Republic of Kazakhstan, the main causes of maternal and infant mortality are:

- insufficient integration of health services and continuity between the levels of medical care;
- low level of intersectoral and interdepartmental cooperation, especially in the issues of creating a healthy lifestyle and improving the quality of the social, psychological and ecological environment;
- ineffective implementation of informational, educational and preventive measures on joint responsibility of the population for their own health [19].

Table 3 – Key indicators of the health care system of the Republic of Kazakhstan

Indicator	2013	2014	2015	2016	2017	Rate of increase 2017/2013 (%)
Number of hospital organizations	1008	911	901	853	877	-12,9
Number of outpatient organizations	3796	3163	3149	3126	3273	-13,8
The incidence per 100,000 people of the relevant population	53954.5	52031,5	52410,7	56773.4	57896.9	7,3
Number of doctors	53809	52756	52398	53335	56570	5,1
Number of doctors per 10,000 population	31,4	30,3	29,7	29,8	31,2	-0,6
Number of nursing staff	135908	136273	138851	142734	152591	12,3
Number nursing staff per 10,000 population	79,2	78,2	78,6	79,7	84,0	6,1
Number of hospital beds per 10 thousand people	68,3	60,4	58,0	55,9	54,8	-19,8
The proportion of health care expenditures in GDP, in%	3,6	3,7	3,6	3,4	3,5	-

Note - compiled by the authors according to the data of the Statistical Compendium "The health of the population of the Republic of Kazakhstan and the activities of health organizations"

Over the period 2013-2017, both the number of hospital organizations (12.9%) and the number of outpatient organizations (13.8%) decreased, while the incidence rate per 100,000 people of the relevant population increased by 7.3%. With the reduction in the number of hospital organizations, there has been a decrease in the number of hospital beds by 10. thousand people (19.8%).

As for the staffing of the health care system: the number of doctors increased by 5.1%, but the number of doctors per 10,000 population remained almost unchanged, it should be noted that the number of nursing staff increased by 12.3% in absolute numbers and per 10,000 population by 6.1% .

The reduction in the number of medical institutions and the reduction in the number of medical beds did not lead to the optimization of human resources for health, in particular, there is a shortage of doctors per 10,000 population, the reason for which lies in the low wages. low level of social security of doctors, etc.

At the end of 2017, all expenditures on health care - both public and private sector, amounted to 3.5% of GDP. Since 2013, this figure has varied from 3.4% to 3.7%. For comparison, in the group of countries with income levels, to which Kazakhstan belongs, the same indicator is 6.3%, in OECD countries - 9.3% [18].

In order to improve the efficiency of the functioning of the health care system, government agencies have taken the following measures:

The concept of e-health development for 2013-2020 has been approved. This concept should help improve the quality of medical services and strengthen public health by providing all the necessary resources, artifacts, equipment and software, legislative and policy initiatives, training activities and other mechanisms to achieve the vision of E-Health in the Republic of Kazakhstan [20].

In order to improve the efficiency of financing medical services, medical reform is currently underway. Medical reform is based on enhancing the financial sustainability of the health system based on the joint responsibility of the state, the employer and every citizen. In this regard, in 2015, the Law “On Compulsory Social Health Insurance” was adopted. As an integral system, these changes will take effect in 2020.

Work is underway to develop a unified infrastructure of the health system based on the strategic goals of the industry, standards for design, construction, equipping of health facilities and ensuring the quality of medical services. Regional long-term plans for the development of health infrastructure for 2018–2025 were approved by level of medical care, taking into account the specifics on the ground and the population’s need for specific types of medical care.

In order to improve the personnel policy in the country, a National Policy on Human Resources for Health has been developed. The national policy of HRH management is the basis for the development of legislative, normative legal acts, tools and methods for the improvement and sustainable development of personnel policy, determining the effectiveness of the health system of the health care country.

Conclusions - Thus, according to the results of the conducted research, the current trends in the public administration of the health care system of the Republic of Kazakhstan can be characterized as follows:

Market relations in healthcare will open up prospects for developing the competitiveness of medical organizations and improving the level and quality of medical services provided, and will also give impetus to the development of medical services [21].

The general state of public administration in the health care system can be described as stable: the regulatory framework is being improved, strategic planning is being implemented, target-oriented management is being improved, and public administration bodies are taking measures to improve the efficiency of the health care system.

The analysis shows that the health care system in Kazakhstan is developing at a high rate, and health indicators are improving. However, there are indicators lagging behind internationally-established standards, in 2017, total spending on health care amounted to 3.5% of GDP, in the group of countries with income levels, which include Kazakhstan, the same figure is 6.3%, in OECD countries - 9.3%. In this regard, it is necessary to constantly improve the system of public administration in order to improve the quality of medical services and achieve world-class indicators of developed countries.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ДЕНСАУЛЫҚ САҚТАУ ЖҮЙЕСІН МЕМЛЕКЕТТІК БАСҚАРУДЫҢ ЗАМАНАУИ ҮРДІСТЕРІ

Аннотация. Мақала қазіргі даму кезеңінде Қазақстан Республикасының денсаулық сақтау жүйесінің мемлекеттік басқару сұрақтарын зерттеуге арналған. Авторлар денсаулық сақтау жүйесінің көрсеткіштеріне салыстырмалы-салғастырмалы талдау жүргізіліп, денсаулық сақтау жүйесінің мемлекеттік басқару ерекшеліктерін анықталды. Жасалған талдаудың негізінде сәйкес тұжырымдар жасалды.

Мемлекеттің әлеуметтік-экономикалық дамуы жағдайында денсаулық сақтау жүйесінің институционалдық өзгеруі оның әртүрлі салаларын: заңнамалық базаны, басқаруды және қаржыландыруды, кадрларды даярлауды, медициналық білім беруді, медициналық қызметтердің сапасын қамтамасыз етуді, денсаулық сақтаудың ақпараттық жүйесін дамытуды және т.б. қамтиды. Зерттеу барысында авторлармен статистикалық әдістер мен тәсілдер пайдаланылды (деректерді жинау, талдау және салыстыру).

Зерттеудің нәтижелеріне сәйкес денсаулық сақтау жүйесін орталықтандырылған, мемлекетпен бақыланатын деп сипаттауға болады. Мемлекеттік органдармен халыққа медициналық қызметтерді ұсынудың қолжетімділігін және сапасын арттыру мақсатында жаңа басқару әдістерін енгізуге бағытталған шаралар жүзеге асырылып жатқанын атап өткен жөн.

Түйін сөздер: сөздер: мемлекеттік басқару, денсаулық сақтау, денсаулық сақтау жүйесі, қаржыландыру, міндетті әлеуметтік медициналық сақтандыру.

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СОВРЕМЕННЫЕ ТЕНДЕНЦИИ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ СИСТЕМОЙ ЗДРАВООХРАНЕНИЯ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Статья посвящена исследованию вопросов государственного управления системой здравоохранения Республики Казахстан на современном этапе развития. Авторами выявлены особенности государственного управления системой здравоохранения, проведен сравнительно-сопоставительный анализ показателей системы здравоохранения. На основании проведенного анализа сделаны соответствующие выводы

Институциональные преобразования системы здравоохранения в условиях социального-экономического развития государства охватили ее различные сферы: законодательную базу, управление и финансирование, подготовку кадров, медицинское образование, обеспечение качества медицинских услуг, развитие информационной системы здравоохранения и т.д. При проведении исследования авторами были использованы статистические приемы и методы (сбор, анализ и сравнение данных).

Согласно результатам исследования систему здравоохранения можно охарактеризовать как централизованную, контролируруемую государством. Следует отметить, что государственными органами осуществляются мероприятия, нацеленные на внедрение новых подходов управления с целью улучшения доступности и качества предоставления медицинских услуг населению.

Ключевые слова: государственное управление, здравоохранение, система здравоохранения, финансирование, обязательное социальное медицинское страхование.

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A.A. Karabalina¹, A.Z. Miraliyeva²¹ K. Zhubanov Aktobe Regional State University, Aktobe;² Baishev University, Aktobe, KazakhstanAksaule2011@mail.ru, aizhan_6465@mail.ru**BULLYING AS SOCIAL AND PSYCHOLOGICAL PHENOMENUM**

Abstract. According to World Health Organization 30 percentage of teenagers who have been diagnosed with long time depression were bullying victims. Bullying is a distinctive pattern of harming and humiliating others, specifically those who are in some way smaller, weaker, younger or in any way more vulnerable than the bully. Bullying is not garden-variety aggression; it is a deliberate and repeated attempt to cause harm to others of lesser power. The phenomenon of bullying as a subject of psychological science is located at the intersection of personality psychology, social and clinical psychology. Many studies show that bullies lack prosocial behavior, are untroubled by anxiety, and do not understand others' feelings. They typically see themselves quite positively. Those who chronically bully have strained relationships with parents and peers. Cyber bullying has become a significant problem in the past decade. A number of studies have examined the psychological consequences in the aftermath of frequent bullying. One consequence is compromised social development.

Key words: bullying, aggression, prosocial behavior.

Suicide is the third leading cause of death in adolescents and young adults in the United States and the second leading cause in European countries. Suicidal behaviors are also the most common reason for adolescent psychiatric hospitalizations in many countries. Reducing suicide and suicide attempts is therefore a key public health target. Kazakhstan is ranked 10th among the world's most suicidal countries. Global suicide statistics, released by UNICEF and WHO, shows that Kazakhstan had the highest rate of suicide among teenagers in 2012-2014. In the Kazakhstan, the death rate by suicide is 24/100 000 in adolescents aged 15 to 19. Prevalence of suicidal ideations ranges from 17 to 28% in the general population, whereas the lifetime estimates of suicide attempts among adolescents range from 1.3 to 3.8% in males and from 1.5 to 10.1% in females, with higher rates in females than in males in the older age range. Notwithstanding these interesting results, the complex association between family factors, depression and suicidal behaviors among adolescents remains to be explored in samples large enough to allow multivariate analysis, so as to understand specific contributions (e.g. mother vs. father; conflict vs. no conflict; separation vs. no separation) taking into account other risk factors and severity of depression and suicidal behaviors. The aim of the present study was to assess the link between family factors and suicidal behaviors, adjusting for several potential confounding factors, in a large community-based sample of adolescents aged 17 years. Given that the prevalence of suicide differs substantially between boys and girls, we hypothesized that the impact of familial risk factors would differ according to gender. Similarly, given the role of current depression, we hypothesized that family risk would be related to depression severity, defined as depression associated with suicidal ideation in the last year and/or life-time suicide attempt.

During the past quarter-century, suicide among the young has emerged as a significant global public health problem. In many countries, youth suicide is one of the leading causes of death, having increased markedly from the 1960s through the early 1990s [1]. Progress has been made in our understanding of the phenomenology and risk factors of adolescent suicide and suicidal behavior. Bullying is one of the common reasons of suicide.

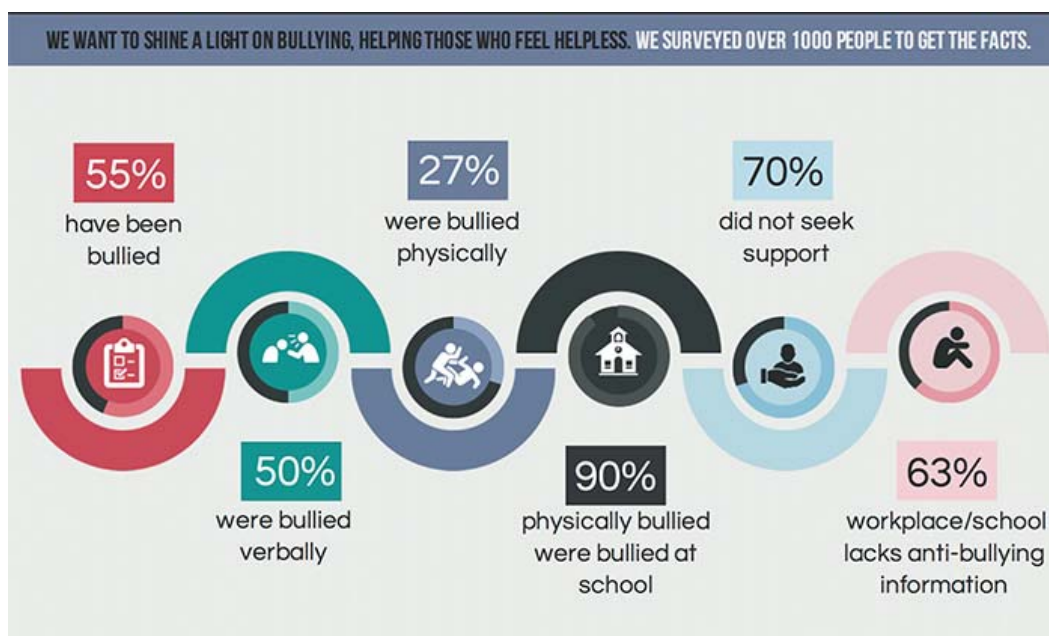


Figure 1 - Information about bullying

First in Scandinavia, then in England, Japan, the Netherlands, Canada, and finally, the United States, researchers have begun scrutinizing the phenomenon of bullying. To understand the behavior of bullies is to see how aggression is learned and how well the lesson is taken to heart. The existence of bullies tells us that the social needs of human beings are vastly undervalued, at least in Western culture. For the social life of kids, often thought as an accessory to childhood, turns out to be crucial to healthy development. In the long run, bullying can be a way - a desperate and damaging way - for some people to maintain a circle of human contacts [1].

Even though the first publications on the topic of bullying in the educational environment appeared in 1905 [1], Scandinavian researchers made the most significant contribution to solving the problem: Swedish school doctor Peter-Paul Heinemann, especially Norwegian psychologist-researcher Dan Olweus, teacher and sociologist Erling Georg Roulund, Estonian-Swedish cognitive psychologist Anatole Picas. In recent years, a significant contribution to the research and development of a system of prevention in education has been made by the Finnish psychologist Kristina Salmivalli. Particularly significant was the work of Dan Olweus: it was thanks to him that the phenomenon of bullying in the scientific field became visible and for a long time determined the trend of world psychology.

First of all, thanks to the work of Scandinavian psychologists, research in the field of phenomenology and technologies of prevention and cessation of bullying began to develop rapidly throughout the world. Their relevance remains very high due to the substantial consequences of bullying for all participants. In Russia, the topic of research on baiting and bullying was engaged at different times by I.S. Kon, S.N. Enikolopov, V.S. Sobkin, S.V. Krivtsov, A.A. Bochavere, K.D. Chlomov.

The phenomenon of bullying as a subject of psychological science is located at the intersection of personality psychology, social and clinical psychology. For the study of relations, aggression, the authorities first conducted separate experiments (the most striking were Stanley Milgram's experiments with electrical discharges and the Philip Zimbardo prison experiment), recently material for studying the same phenomena can be found in everyday reality.

According to Olweus (1980), 15% of children regularly face a situation of bullying: 9% are victims, 7% are persecutors, 2% master both roles [5]. Over the years, researchers have obtained various data. For example, according to 2007, in the US, 32% of students experienced a school bullying experience: ridicule, the spread of rumors, beating, spitting, threats, refusing to communicate, they were forced to do what they did not want or spoiled their property [6].

A cross-cultural study of harassment of adolescents in Europe in 2005 showed a spread: from 9% of boys in Sweden to 45% in Lithuania and from 5% of girls in Sweden to 36% in Lithuania experienced two

or more bullying episodes during the month [7]. In general, according to authors in various cultures, from 5 to 75% of schoolchildren around the world have experience of victims of traditional bullying during their school years [8]. In terms of harassment using modern computer technology, cyberbullying, on average, 10–40% of schoolchildren and young people had experience of cyberbullying victims in 2010 [9].

According to Moscow-based data for 2016, up to 71.2% of adolescents have experience of participating in the cyber travel, with the most clearly presented method (59.1%) being insulting or humiliating others in social networks. Up to 17% of teachers are also subject to cyberbullying by pupils [10].

There are three leading roles of participants in the situation of bullying - this is the victim, the persecutor, the witness. They are generally loosely fixed and can vary from situation to situation and from group to group. However, researchers often say that the child's active mastery of one of the roles provides his essential prerequisites. Participants in bullying have confident personality and behavioral traits and have some social risks associated with roles.

The helpless victim in our society do not always awakens sympathy. The weakness of the child, his victimization can cause contempt and rejection by other children. Among teenagers negative attitude to the victim of school violence by the principle "he/she deserves it". The child tests full helplessness, hopelessness, hopelessness in this situation. Kid has fear of bully and his tortures and mockeries; he feels shame for the helplessness and humiliation. Self-accusations and justification of behavior of an aggressor are also often characteristic of the child victim.

Whether the child can independently protect himself in a bullying situation, solve the internal psychological problems, problems of the environment which created environment, favorable for violence, and to come out the happy winner? Usually it is possible only by means of adults.

The children and teenagers have various reasons for creation of the psychological victim's model. Once they put themselves in victim place; they are possible object of bullying. Formation of stereotypes of the behavior of "victim" is influenced, certainly, by such factors as the long injuring situation, situations of domestic and sexual violence, the education directed to suppression of the personality, chronic diseases. The child with the developed stereotypic behavior of "victim" accepts violence in relation to him as an ordinary situation, creates the behavior the conditions promoting "disinhibition" of an aggressor.

Disturbing, socially unprotected, silent and reserved children become the victims of bullying usually; they are timid, sensitive, closed and timid; are not sure of themselves, are unfortunate; are inclined to a depression and suicide thoughts; are lonely, badly find a common language with peers and easier communicate with adults; if it is boys, they can be physically weaker than the age-mates and are more sensitive than other boys, with the lowered self-assessment and the suffering self-esteem. Such children are vulnerable and cannot protect themself.

Sensitivity, anxiety, a tendency to tears, physical weakness, low self-esteem, they have little social support, friends; these children prefer to spend time with adults [11]. As an example of a victim of harassment, a closed child with behavioral disorders, negative beliefs about himself and social and communicative difficulties can be described [12]. Such features can also be formed as consequences of harassment, but they can act as its prerequisites, perceived as "signals" for other children that this child is natural to make a victim [13]. To say that victims are socially incompetent is not to say that they are to blame for the aggressive behavior of bullies. It is simply to recognize that certain patterns of social behavior make some children vulnerable, say investigators. After all, even the most passive child isn't victimized unless there's a bully in the room.

Victims are rejected not only by the bullies but typically by other peers as well. Few children like them; many dislike them. In answering questionnaires they confide they are very lonely. They typically develop a negative view of school and hate going. They suffer headaches, stomachaches, and other somatic complaints. "We ask them how they feel in school," Ladd reports. "It's clear they're pretty unhappy. They want to get away from that environment." Eventually, achievement suffers. Regardless of their grades, a disproportionate number of rejected kids drop out of school. These children internalize the very negative views of themselves others hold of them, Olweus finds [1].

Victimization, everyone agrees, is bad for kids. But it sometimes has effects that are not entirely negative. It can prod children into finding a way to salvage a sense of self-respect. There are those whom

victimization by bullies drives deeper into the world of books and to excel in schoolwork—both activities with long-term payoffs—although it's scarcely a predictable outcome and a terribly aversive route to excellence.

Numerous studies show that children who have learning difficulties [14], attention deficit hyperactivity disorder, autism spectrum disorder, diabetes, epilepsy [15], weight disorders [16] and other disorders fall into the risk group if possible in the role of victim - moreover, chronic diseases, especially those that affect appearance [17]. Besides, 82% of adolescents perceived as “too feminine” (boys) and “too masculine” (girls) or presenting themselves as lesbians, gays, bisexuals or transgender people [18] face insults, physical attacks, and threats. Children who have been victims of harassment, have difficulty with health and academic performance three times more often than their peers, have symptoms of anxiety and depressive disorders, apathy, headaches and enuresis and attempt suicide [19]. As a result of this experience, they form an idea of the world as full of dangers, and themselves as unable to influence what is happening.

A typical pursuer can be described as impulsive and willing to use violence to assert itself. Children who practice persecution of other children tend to show rudeness and lack of compassion for the victim can be aggressive with adults; it is difficult for them to follow the rules [20]. They may seem lonely with a lack of social skills, but this is not so: they are less depressed, lonely and anxious than their peers, and often have a high social status [21] and a group of accomplices, even a small one [22].

The persecutors have high emotional intelligence; they recognize other people's emotions and mental states well and successfully manipulate children [23]. The main reasons for bullying the pursuers are the need for power, the sense of satisfaction from harming others and the reward - material (money, cigarettes, other things taken from the victim) or psychological (prestige, social status, etc.) [24]. The negative consequences of the fact that such behavior becomes habitual for them are low academic performance and absenteeism, fights, theft, vandalism, possession of weapons, use of alcohol and tobacco [25].

Bullies, for the most part, are different from you and me. Studies reliably show that they have a distinctive cognitive make-up—a hostile attributional bias, a kind of paranoia. They perpetually attribute hostile intentions to others. The trouble is, they perceive provocation where it does not exist. That comes to justify their aggressive behavior. Say someone bumps them and they drop a book. Bullies don't see it as an accident; they see it as a call to arms. These children act aggressively because they process social information inaccurately. They endorse revenge.

That allows them a favorable attitude toward violence and the use of violence to solve problems. Whether they start out there or get there along the way, bullies come to believe that aggression is the best solution to conflicts. They also have a strong need to dominate, and derive satisfaction from injuring others. Bullies lack what psychologists call prosocial behavior—they do not know how to relate to others. No prosocial attitudes hold them in check; they do not understand the feelings of others and thus come to deny others' suffering.

Bullies are also untroubled by anxiety, an emotion disabling in its extreme form but in milder form the root of human restraint. What may be most surprising is that bullies see themselves quite positively - which may be because they are so little aware of what others truly think of them. Indeed, a blindness to the feelings of others permeates their behavioral style and outlook.

Every attempt to trace aggression to its roots indicates that it starts in the preschool years and thrives in elementary and middle school. Up to grade six, Olweus reports, bullies are of average popularity. They tend to have two or three friends - largely other aggressive kids. And it's their physical strength other kids admire. As they get older, though, their popularity with classmates wanes; by high school they are hanging out only with other toughs. They may get what they want through aggression, and be looked up to for being tough, but they are not liked [2].

If their self-confidence survives increasing rejection by peers, it may be because bullies are unable to perceive themselves correctly in social situations, a part of their social blindness. Reports child psychologist Melissa DeRosier, Ph.D., of the University of North Carolina: "Bullies are clueless as to how little they are liked. They are out of touch with what kids think." As something of a threat to others, they are not likely to learn just exactly how other kids feel about them. And with their deficits in social cognition, they certainly don't see the impact of their own behavior on others [3].

It's possible that bullying is not the same in all the world's cultures and those American children suffer more severely at the hands of bullies - a suggestion borne out by the fact that bullies register less popular with peers here, especially as they get older, than they do in Scandinavia. There may be an intensity to bullying here that does not exist elsewhere. Dominance may be more valued; competition more accepted. Victimization may be more extreme. This intensity has many observers worried because violence is worsening in the U.S. and other countries. While that doesn't necessarily mean bullying is getting worse, there are disturbing signals. "Clinically, I see an increment in the aggressive fantasies kids now bring to therapy," confides Schwartz. "They talk about their dolls tearing the skin off each other."

Up to 3% of children combine both roles, at the same time behaving aggressively and provoking other children to harm themselves or in some situations in a class being a pursuer, and in others becoming a victim - these are so-called "pursuers/victims" or "provoking victims" [26]. The characteristics they often possess are hyperactivity, impulsiveness, clumsiness, hot temper [27] combined with behavioral problems, poor self-control, low social competence, difficulty concentrating and learning, anxiety and the presence of depressive symptoms; they are infantile than their peers [28]. Although there are few such children, it is most difficult for teachers to work with them [29], and they receive the least sympathy and support from other children. It is for them that suicidal and auto-aggressive behavior is most characteristic [30].

The third group of participants of bullying, the key from prophylaxis, is witnesses; namely, it includes the majority of participants. According to Canadian researchers, up to 68% of high school students witnessed school harassment in 2010 [31]. Interestingly, almost all children (but the older, the less) report a feeling of pity for the victim, but less than half try to help her [32]. The reaction of witnesses is significant for what is happening: joining the harassment and even the slightest approval of it (smile, laughter, etc.) witnesses serve as a reward for the persecutors, and resistance and attempts to support the victim keep the persecutor from further violence [33]. Witnesses are faced with an internal conflict, which is that an attempt to stop the harassment is associated with the fear of losing their security and their status in the children's team. Formation of attitudes becomes a negative consequence for witnesses of the persecution when they perceive the environment as unsafe, experience fear, helplessness, and shame for their inaction and at the same time feel a desire to join the aggressor. Witnesses weaken the ability to empathy.

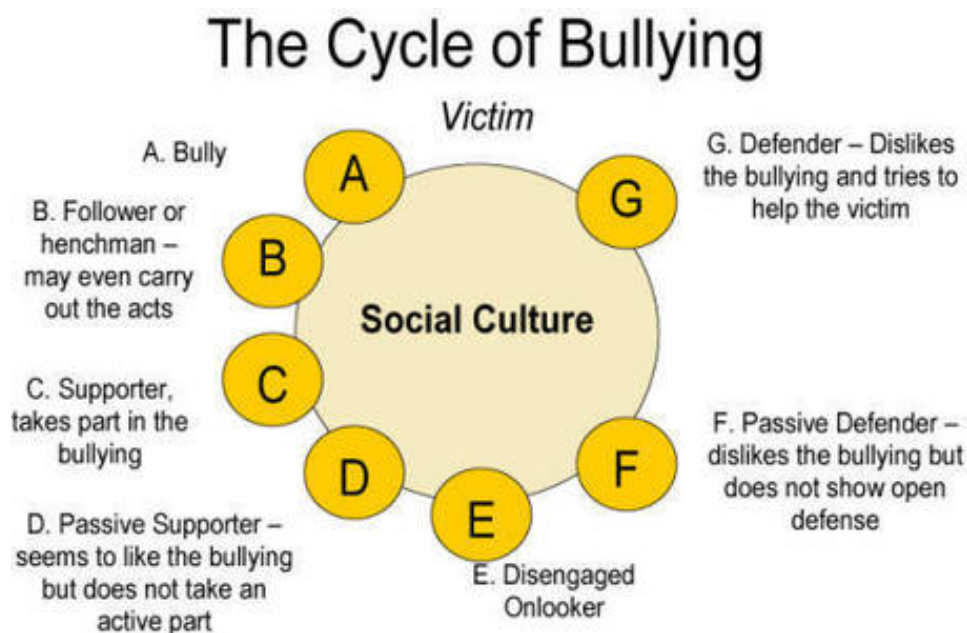


Figure 2 - The Cycle of Bullying

The chronicity of bullying is one of its more intriguing features. It is the most obvious clue that there comes to be some kind of a social relationship between a bully and his victims - and most bullies are boys, while victims are equally girls and boys. And it suggests that, contrary to parents' beliefs, bullying is not a problem that sorts itself out naturally.

The aggression can be physical - pushes and shoves and hitting, kicking, and punching. Or it can be verbal—name-calling, taunts, threats, ridicule, and insults. Bullies not only say mean things to you, they say mean things about you to others. Often enough, the intimidation that starts with a fist is later accomplished with no more than a nasty glance. The older bullies get, the more their aggression takes the form of verbal threats and abuse.

Figures differ from study to study, from country to country, and especially from school to school, but from 15 to 20 percent of children are involved in bullying more than once or twice a term, either as bullies or victims. In one Canadian study, 15 percent of students reported that they bullied others more than once or twice during the term. According to large-scale studies Olweus conducted in Norway in 1983, 7 percent of students bullied others "with some regularity" But since then, bully problems have increased. By 1991, they had gone up a whopping 30 percent [2].

Bullying exists, to greater or lesser degrees, in virtually every Westernized culture. It is a serious problem in Japan. It happens in China. No one knows for sure, because the same methodology has not been applied in every country, but there may be more bullies per capita in the U.S., England, Canada, and Ireland than in other countries. And bullying not partial to cities; if anything, it's more common in the one-room schoolhouse than in urban settings [4,5].



Figure 3 - Stages of Bullying

But no matter where they live, bullies find one place especially congenial to their nefarious activities: school. Most bullying occurs on the school playground, especially its unsupervised corners, and in the long and crowded corridors of most schools. Above all else, says Dan Olweus, bullying is a school problem.

It's not that bullying worsens at adolescence; in fact, it tends to lessen. But that's when sensitivity to rejection by peers takes a painful leap forward. Curtis Taylor probably could have told you that.

And, says Illinois's Gary Ladd, bullies engage in a "shopping process" to find them. At the beginning of the school year, when children do not know each other well, about 22 percent of children report having a victimization experience on more than a moderate level, Ladd finds. But by the end of the school year, only 8 percent of kids wind up being regularly singled out by bullies. About half of all kids are victimized at least once a year [7].

Increasingly, researchers are coming to see bullying and victimization less as the products of individual characteristics and more as an outgrowth of unique interactive chemistry. Over time, bullies and their victims become a twosome - a dyad, in the lingo of social science. Like husbands and wives, mothers and infants, and other lovers, they come to have an ongoing relationship, they interact frequently, and there is a special dynamic operating.

What makes normal dyadic relationships so enthralling for both parties - and for infants is the medium in which growth takes place - is the intricate pattern of mutual responsiveness, of action and response, the synchrony of give and take that gets established. It sets up its own gravitational field; it draws the two together and validates each as a special person. If that's not quite how it goes with bullies and their victims, still these children develop a history with each other, and the behavior of each reinforces the other. Call it the bully-victim dance.

Bullying may thrive underground, but it is a psychologically distinctive experience. It's painful. It's scary. Victims feel a great loss of control. Ask anyone who's ever been victimized even once - the memory tends to survive well into adulthood.

Until recently, a bully was just a bully. But researchers are turning up differences among them that provide strong clues as to how the behavior takes shape. There seem to be two distinct types of bully, distinguished by how often they themselves are bullied.

To make matters slightly more complex, different researchers have different names for them and draw slightly different boundary lines. There are those bullies who are out-and-out aggressive and don't need situations of conflict to set them off, called "proactive aggressors" in some studies, "effectual aggressors" in others. Classic playground bullies fall into this camp. Their behavior is motivated by future reward - like "get me something." It's goal oriented, instrumental. Or perhaps these bullies have high thresholds of arousal and need some increase in arousal level. Hard as it is to believe, these bullies have friends - primarily other bullies. What they don't have at all is empathy; cooperation is a foreign word. They are missing prosocial feelings.

And they are the least liked. Of all children, they are the most rejected in the peer group - which puts them at risk of developing the kinds of externalizing, antisocial problems bullies develop, as well as the internalizing problems, like anxiety and depression, that are common to victims. Whether these bullies have the most trouble in life isn't clear, but they do have the fewest friends.

But the line between fun and fisticuffs gets erased only when there's a bully in the pack; the bully may misconstrue some borderline gesture or movement as intentionally hostile. When push turns to shove, when meanness intrudes on play - when someone selects a target and inflicts pain and the payoff is someone else's humiliation - then it's outright bullying.

If bullying is bad for those who give it as well as those who get it, then just exactly why do kids do it? "It's a great strategy for getting what you want," says Illinois's Gary Ladd. You push the little girl off the tricycle, you get the tricycle. "A lot of aggressive kids think aggression works. They think about one outcome, but not about the others."

For all those boys who engage in bullying as a way of gaining status, the last laugh is on them. Their trophy is a sham. What looks like power and status turns out not to be that at all. The proof is in their testosterone levels.

Richard E. Tremblay, Ph.D., is a psychologist at the University of Montreal who has been conducting long-term studies of over a thousand bullies and other aggressive kids. Among one group of 178 kids that has passed the threshold of adolescence, Tremblay checked out hormone-behavior links by measuring the boys's levels of testosterone. What he found set him on his ear. The boys who were rated (by peers and teachers) most physically aggressive at ages six to 12 had lower testosterone levels at age 13 than ordinary peers. The "multiproblem fighters," or hothead bullies, proved to have the lowest testosterone levels of all. [7]

How could these consistently aggressive boys register so low on testosterone? Tremblay admits to having been puzzled. The mistake, he realized, is all those direct extrapolations from animal studies of dominance in which testosterone equals aggression. He has come to believe that testosterone does not reflect brute force but is a barometer of social success. "Physical aggression that is not accompanied by social well-being and social success - being designated a leader by peers - is not associated with high testicular activity."

Among humans, he says, physical aggression leads increasingly to rejection by peers, parents, even the school system. By the end of elementary school, half of bullies are not in their age-appropriate grade.

"They are losers," he states emphatically. "Their testosterone status at puberty reflects the fact that they are not dominating their environment. The human behaviors of dominance are not the same as animal ones," he insists. In humans, even in beefy boys, social dominance has less and less to do with physical aggression - and more and more with language. "While aggression is important for attaining high social status," says Tremblay, "it is not the only strategy. And when sustained, it is not decisive at all." And that is precisely where bullies are weak. Their general intelligence starts out about on a par with that of other kids, but their verbal intelligence is low.

Tremblay pauses to register his bemusement. "I started out studying aggression in adult criminals. Then I found I had to look at adolescents. Now I'm looking at young children. If you had told me I was going to be studying two-year-olds, I would have said that you were crazy."

But he has come to believe that the lifestyle of aggression is pretty much a done deal by age two. And with that, the Terrible Twos just got a lot worse. "Physical aggression is normal at that age. It builds up from nine months and reaches its highest frequency at age two. And then you learn that it hurts when aggressed. Adults intervene and indicate that it is the wrong behavior. Language skills increase and physical aggression decreases. If you don't get it by age two, then you become aggressive. There's something about language." It may be that language skills are socially acquired in the caregiver-child interaction. And some kids get more of that than others.

Bullying has been studied largely in boys because they are so much more overtly aggressive. The problem, contends psychologist Nicki R. Crick, Ph.D., is that aggression has always been defined strictly in terms of what boys do that's mean. And that's just one more instance of male bias distorting the way things really are. She and her colleagues now know that "girls are just as capable of being mean as boys are."

Being the social bully puts girls at risk of being increasingly rejected over time. Others grow tired of their behavior, weary of being manipulated. While most relationally aggressive kids are rejected by most others, a few are "controversial" - that is, they are well-liked by some kids and actively disliked by others. Either way, their own behavior brings them problems because it strictly limits the pool of potential friends.

Being the friend of a relationally aggressive girl and 75 percent of them has at least one friend - is no picnic. Their friendships are hotbeds of conflict and betrayal. While there's more intimacy in their friendships - more self-disclosure, telling secrets, talking about their feelings - there's also more negativity and aggression. Such girls don't buffer their friends from their aggressiveness; they do it to them, too.

In addition to social difficulties, children and adolescents who are repetitively bullied may develop internalizing symptoms. For example, in a study of over 7,000 predominantly African-American and Hispanic middle- and high-school students, Peskin and colleagues found that victims of bullying reported frequent worries, sadness, nervousness, and fearfulness.

Other psychological sequence may develop in the aftermath of repetitive bullying, including anxiety and depressive symptoms and disorders. With regard to anxiety, in a Finnish study of boys, Sourander and colleagues found that frequent bullying was a predicting factor for anxiety disorders in early adulthood. In support of these data, Gladstone and colleagues found, in men and women who were being seen in an outpatient depression clinic, that childhood bullying was associated with high levels of general state anxiety.

In addition to anxiety, studies indicate a higher risk for depressive symptoms and disorders among the bullied, both during childhood and in adulthood. According to Brunstein Klomek and colleagues, frequent bullying may also heighten the risk for suicidal ideation and attempts.

Bullying by peers may also contribute to the development of eating disorders (i.e., anorexia and bulimia nervosa). As an example, in a large Finnish study, Kaltiala-Heino and colleagues found a statistical association between being bullied and development of eating pathology, both in female and male victims. In this latter study, bully victims also had an increased likelihood of evidencing multiple mental disorders (e.g., anxiety, depression).

In addition to the psychological consequences of impaired social development, internalizing symptoms, anxiety, depressive symptoms, and eating pathology, a number of studies indicate that victims of bullying may develop psychosomatic symptoms as well. For example, in a study of over 1,600 US children, ages 6 through 9 years, being bullied was associated with a higher likelihood of repeated sore throats, colds, coughs, and poor appetite.⁷ In a study by Fekkes and colleagues of Dutch school children ages 9 to 12 years, being bullied was associated with a greater likelihood of headaches, sleeping problems, abdominal pain, bed-wetting, and feeling tired. Srabstein and colleagues surveyed nearly 16,000 US students in Grades 6 through 10 and found that being bullied was associated with headaches, stomachaches, backaches, dizziness, and sleep disturbance. Finally, in the study by Kaltiala-Heino and colleagues, being bullied was associated with neck and shoulder pain, low back pain, stomachaches, sleep difficulties, headaches, and fatigue. From a different perspective, in a study of over 5,000 Danish students

in Grades 5, 7, and 9, Due and colleagues determined that being bullied was associated with an increase in the use of medications for both pain and psychological problems.

Regardless of definition or empirical construct, bullying by peers during childhood and adolescence affects a significant minority of individuals. Not only is bullying an adverse experience, but there appears to be a variety of potential short- and long-term psychological as well as somatic sequence. Psychological sequence may include social difficulties, internalizing symptoms, anxiety and depression, suicidal ideation, and eating disorders. Somatic sequence may entail a host of various types of psychosomatic symptoms. Being alert to these associations in both mental health and primary care settings may expedite the identification of bully victims and the subsequent eradication of these abusive experiences.

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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БУЛЛИНГ ПСИХОЛОГИЯСЫ

Аннотация. Дүниежүзілік денсаулық сақтау ұйымының мәліметтері бойынша фармакологиялық емдеуге көнбейтін ұзақ уақытты депрессия диагнозы қойылған жасөспірімдердің 30% -дан астамы буллинг құрбандары болғаны анықталған. Буллинг – басқаларды қорлау мен зорлық-зомбылықтың жарқын үлгісі болып табылады, әсіресе, әлсіз немесе жасы кіші, әдетте олар бұзақылардай емес осал болып табылатындар. Буллинг кенеттен болған агрессияның үлгісі емес; бұл – әлсіздерге –басқаларға қатысты қасақана зорлық жасау және оны қайталау әрекеті. Соңғы жылдардағы көптеген зерттеулер нәтижесі буллингтерде әлеуметтік мінез жетіспейді, алаңдаушылықты бастан кешірмейді және басқалардың сезімін түсіне бермейді деп көрсетеді. Олар әдетте өзін оң бағалайды, бұл ретте ата-аналарымен, жолдастарымен қарым-қатынастарында түсініспеушілік болады, өткен онжылдықта айтарлықтай мәселе болды. Ұялы телефондағы интернет және мобилді деректерді беру буллингтің жаңа түріне себепкер бола бастады, бірақ интернет- буллинг анонимділігімен ерекшеленеді.

Бұл мақалада біз құрбанға психиатриялық және медициналық көмек қажет болған жағдайда көрінетін буллингтің салдарына назар аударғымыз келеді. Буллинг салдарларының бірі құрбанның жеке тұлға ретіндегі әлеуметтік дамуын бұзу болып табылады.

Түйін сөздер: буллинг, агрессия, асоциалды мінез-құлық.

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БУЛЛИНГ КАК СОЦИАЛЬНО-ПСИХОЛОГИЧЕСКИЙ ФЕНОМЕН

Аннотация. По данным Всемирной организации здравоохранения более 30% подростков, у которых была диагностирована длительная и не поддающаяся медикаментозному лечению депрессия, отмечали в своем прошлом тот факт, что являлись жертвами буллинга. Буллинг - является ярким примером насилия и оскорбление других, в частности те, кто в некотором роде меньше, слабее, моложе или как правило всегда более уязвим, чем хулиган. Буллинг не является примером внезапной агрессии; это - преднамеренная и повторная попытка насилия в отношении другого - слабого. Множество исследований последних лет показывают, что буллы испытывают недостаток в просоциальном поведении, не испытывают тревожность и не понимают чувства других. Они обычно оценивают себя вполне позитивно, при этом вполне вероятно имеют проблемы в взаимоотношениях с родителями и сверстниками. стало значительной проблемой в прошлое десятилетие. Психологическая травма является социальным явлением, не зависящим от пола, возраста и культуры. В данной статье мы хотим обратить внимание на последствия буллинга, которое проявится в том обстоятельстве, что жертвам часто необходима психиатрическая и медицинская помощь. Одно из последствий буллинга это нарушение социального развития личности жертвы.

Ключевые слов: буллинг, агрессия, асоциальное поведение.

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THE INFLUENCE OF SMALL AND MEDIUM SIZED BUSINESSES ON THE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract: The development of small and medium enterprises, which is the main source of employment, attracting investments, and the foundation for building a competitive economy, is one of the main priorities for the development of the national economy. In European countries, it is SMEs, in which the middle class is formed, that is the basis of stability and economic prosperity.

The article is devoted to the development of small and medium enterprises (SMEs) in the Republic of Kazakhstan, which is recognized in the world as an effective lever for ensuring the economic growth of the country. The article considers the current state and scope of small and medium business, as well as the possibilities of its development in the future. Particular attention is paid to the creation of an SME enterprise around new innovative enterprises using various types of business cooperation. At the same time, recommendations on the use of the state support mechanism to accelerate the growth of SMEs in the production sector and the full realization of its technical, production and socio-economic potential are proposed.

For a more complete picture of the impact of small and medium enterprises on the economy of the Republic of Kazakhstan, a regression model was constructed describing the influence of the number of active SMEs and the volume of loans issued by banks to SMEs on the SME output.

When writing the article, general scientific methods of cognition (statistical, normative analysis, synthesis, analogy, generalization), empirical-theoretical (collection, study and comparison of data), as well as methods of scientific cognition were used. When processing and systematizing the data, the methods of grouping and classification were used.

The information and statistical base of the study was compiled from official periodical and information and analytical publications of the Republic of Kazakhstan.

Keywords: small and medium business, investment, competitiveness, integration, entrepreneurship.

Research background. Entrepreneurship is gaining momentum, covering all new areas of the economy and social strata. Its successful development can occur in the presence of such necessary conditions as private property, freedom of economic activity [1].

In his publication Dogil L.F. and Semenov B.D. describe that doing business at an effective level is possible only if there is a certain social situation - an entrepreneurial environment, which means, first of all, the market, the market system of relations, as well as the personal freedom of the entrepreneur, i.e. his personal independence, which allows him to make such an entrepreneurial decision, which, from his point of view, will be the most effective, efficient and most profitable [2].

Voevutko A.Yu. notes that in conditions of developing competition between countries, it is small and medium businesses that create the necessary atmosphere of competition, is able to quickly respond to any changes in market conditions, fill the emerging niches in the consumer sphere, creates additional jobs, is the main source of the middle class. Small businesses are very vulnerable to all market changes and shocks, because they have much less opportunities and resources compared to subjects of medium and, moreover, large-scale entrepreneurship. Therefore, the economic policy of developed countries is aimed at

compensating these abilities of small enterprises and helping them act in the market as full-fledged subjects of competition [3].

According to A. Utebayeva, the scientific articles state that the state policy is focused on stimulating the development of production with higher added value, forming auxiliary, servicing and processing blocks of small and medium enterprises through outsourcing and strengthening the local component in large projects, as well as the creation of clusters by combining the efforts of service and support enterprises of SMEs around large backbone companies [4].

According to Tulesheva G.B. and Muratbek K.A., despite the fact that the indicators of entrepreneurship development in the Republic of Kazakhstan and the developed countries of the world differ significantly, small and medium business (SME) managed to occupy a certain niche in the economy of Kazakhstan [5].

In a foreign edition of the World Bank, they note that Kazakhstan, despite the negative impact of the global crisis, continues to maintain the positive dynamics of the development of its economy. A certain role in ensuring the growth of the economy has been played by entrepreneurship, in the development of which some improvement trends have manifested themselves in recent years, especially in such forms as small and medium-sized businesses. Successful development of the state economy can be assessed by the state of small and medium businesses. The government and the Ministry of National Economy of the Republic of Kazakhstan are conducting targeted work in accordance with the instructions of the Head of State to support domestic entrepreneurs and improve the business climate. This is reflected in a significant improvement in Kazakhstan's position in international ratings. In the Doing Business rating (Doing Business - 2017), Kazakhstan ranks 35th out of 190 countries, with a final score of 75.09 out of 100. In the previous Doing Business rating (Doing Business - 2016), the value was 70.45, and with this value Kazakhstan was located on the 51st place [6].

Methodology – In the Concept of entering Kazakhstan among the 30 most developed countries of the world, President of the Republic of Kazakhstan N.A. Nazarbayev has identified long-term priorities, and one of them is the development of small and medium-sized businesses. The development of this sector of the economy has become the main instrument of industrial and social modernization of Kazakhstan in the twenty-first century. The greater the share of small and medium businesses in our economy, the more stable will be the development of Kazakhstan [7]. Therefore, state support for small and medium-sized businesses remains an important and necessary tool that directly affects the growth of the economy and the welfare of Kazakhstanis, as a successful business causes a chain reaction: new jobs are opened, the income of Kazakhstanis increases and the economy as a whole is strengthening.

One of the key programs is the “Business Road Map - 2020”, which the Cabinet of Ministers is implementing in order to post-crisis support for small and medium-sized businesses. Within its framework, the state subsidizes loans issued for new projects, as well as previously issued loans to SMEs [8]. It should be noted that the Government of the Republic of Kazakhstan dated August 25, 2018 approved the state program for supporting and developing business «Business Road Map – 2020» [9].

On January 1, 2016, the practical phase of the implementation of the Nation Plan «100 concrete steps to implement 5 institutional reforms» began. 59 laws came into force that create a fundamentally new legal environment for the development of the state, the economy and society [10].

But I would like to note the fact that the support of small and medium businesses by the state covers only a small part of the business, which puts entrepreneurs in unequal competitive conditions. A high proportion of the shadow economy may indicate an unsatisfactory business climate in the country. At the same time, growth rates of SMEs are only slightly ahead of economic growth, which may indicate a weak effectiveness of government measures to develop the private business sector, and the presence of state support only preserves low-productivity business activities.

The weak development of small and medium businesses, in our opinion, is a reflection of the systemic problems of the economy: bias towards the commodity sector, a high proportion of the state in the economy and the prevalence of corruption, an underdeveloped market business environment, weak business activity due to regulatory burden and shadow economy, limited business access to affordable loans, low incomes. Also, not all measures of state support for SMEs are effective due to the violation of market principles. These problems, in our opinion, do not allow small and medium-sized businesses to fully realize their potential and act as a driver of the economy, as a result there are serious doubts about

the attainability of the stated goals of the state to bring the share of SMEs in the economy to 35% and 50%, respectively. 2025 and 2050 years.

Solving the above problems through the State Program "Digital Kazakhstan", greater openness of the economy, growth of urbanization in combination with technological development, will contribute to an increase in incomes of the population and the development of SMEs. Business, in turn, should improve its efficiency, compete for consumer money, and not rely on state subsidies [11].

SMEs that establish relationships with large companies will constantly feel custody on their part, figuratively speaking, they will be under their "wing" and their business opportunities will be implemented with the greatest efficiency. Expanding their activities, in the course of development, SMEs form a kind of foundation on which higher "floors" of a functioning economy will grow, with greater production potential and significant production and sales sizes. As a result, SME enterprises will gradually occupy a priority position in the economy, and the dominant position of large enterprises will decrease accordingly. But this does not mean that large-scale production will give way to the market structure of SMEs, losing its advantages. On the contrary, its importance will increase as the backbone enterprises, representing the most important market structure, which by its development multiplies the resource potential of the country, ensuring its economic security [12].

Results of a research – The process of globalization, characterized by increased flows of trade, capital and knowledge, the opening and liberalization of markets, led to the fact that large enterprises are forced to resort to a global search for partners. Outsourcing and the growing involvement of SMEs in the supply chains of large multinational corporations have provided them with many business opportunities. Consequently, the role and importance of SMEs is increasing every day.

According to A. Blinov, if the state policy is "the line, course, setting goals and objectives and activities aimed at achieving them and carried out by the given state and its bodies in the center and in the localities, in the country and abroad" [13], then under the state policy of supporting SMEs, in our opinion, it is necessary to understand the set of goals that reflect national interests in the sphere of SMEs, strategies, tactics and objectives of public administration, management decisions and methods for their implementation, developed and implemented executive branch for SME development. Meanwhile, the goals, strategies, tactics, tasks and methods can be revised on the basis of the situation in the world and national economies.

The socio-economic policy of the Republic of Kazakhstan for 2017–2021 is aimed at further implementing the new course of development of the Republic of Kazakhstan «Strategy Kazakhstan – 2050», taking into account the implementation of the State Program "Nurly Zhol - Path to the Future", aimed at creating a single economic market through the integration of the country's macroregions on the basis of building an effective infrastructure on the hub principle to ensure the long-term economic growth of Kazakhstan, as well as the implementation of anti-crisis measures to support individual sectors of the economy in the face of deteriorating market conditions in foreign markets, and creating a model of the economy of Kazakhstan, defined in the five institutional reforms of the Nation Plan «100 specific steps» [14, 15].

Asenova A.E. In his scientific articles, he notes that one of the key indicators of Kazakhstan's long-term development is an increase in per capita GDP to \$ 60,000.5 and the achievement of a 50% share of small and medium-sized businesses in the country's GDP by 2050. According to the OECD, achieving 50% of the share of SMEs in GDP, in turn, is possible by improving other indirect indicators [16].

As in many other countries, small and medium businesses play an important role in the economy of Kazakhstan. The role of small and medium businesses is determined by its contribution to the country's economy, which, according to the results of 2017, amounted to about 26% of GDP, providing 37% of employment. As we have already noted, the economy in Kazakhstan in 2017 was mainly provided by the raw materials export sector, while the domestic non-resource sector is in a depressed state, which can be clearly seen from the data on the share of SMEs in GDP, which fell by 1pp to 25.6 % (Table 1) [17].

Based on such contradictory and inconsistent data presented in Table 1, it can be assumed that the contribution of SMEs to GDP was increased due to a change in estimates and adjustments, which resulted in the redistribution of gross domestic product in favor of SMEs, but not as a result of growth in its activity. Such chaotic changes in statistics make it impossible to qualitatively assess the state of SMEs and, among other things, can have a negative impact on government policies regarding business.

Table 1 - Indicators of SMEs in the economy for the period from 2007-2017 (in %)

Year	SME in GDP	Employed from everything	SMEs
2007	11	28	58
2008	17	27	62
2009	18	29	65
2010	21	32	75
2011	17	29	73
2012	17	28	71
2013	17	30	69
2014	26	33	79
2015	25	38	179
2016	27	36	192
2017	26	37	211

Note – compiled by authors according to the source [17]

Over the past ten years, the contribution of SMEs to the economy has increased dramatically twice - in 2008, the contribution of medium-sized businesses jumped from 2% of GDP immediately to 10% of GDP; in 2014, the contribution of small businesses from 6% of GDP rose sharply to 16% of GDP. As a result, half of the 26% contribution of SMEs to GDP was the result of the redistribution of GDP in favor of SMEs, as well as the result of a partial increase in small business due to the increased coverage of individual entrepreneurs and medium-sized businesses. These innovations were strongly reflected in the indicators of medium-sized businesses, whose contribution for 2015–2017 fell by half to less than 5% of GDP, while the contribution of small businesses rose to 21% of GDP. Based on such changes, the structure of SMEs has become minimally dependent on medium-sized enterprises. However, as already noted, the increase in the share of SMEs in GDP was affected by a change in the criteria for classifying enterprises by dimension, which resulted in increased accounting and coverage of small businesses that include individual entrepreneurs. The fall in commodity prices automatically affected the activities of large enterprises, whose contribution to economic growth decreased accordingly.

The situation in the economy of Kazakhstan in recent years was not the most favorable for small and medium businesses. The number of SMEs showed mixed dynamics. The service sector for SMEs is the dominant activity, providing more than 70% of the output of products and services (Table 2) [17].

Table 2 - Sectoral structure of SMEs of the Republic of Kazakhstan for 2017 (% of output)

Indicators	IE	Small	Medium
Trade	32	22	13
Other	20	25	29
Building	3	25	17
Processing	17	10	26
Transport	6	6	7
Mining	-	9	6
The property	22	3	2

Note – compiled by authors according to the source [17]

According to estimates by the international consulting company McKinsey & Company, the largest growth potential of Kazakhstan SMEs is concentrated in high value-added sectors, namely professional services, transportation and logistics of cargo, financial services and telecommunications. The cumulative contribution of these sectors to the increase in the share of SMEs can be at least 74%.

The structure of output of SMEs by industry, depending on the size of the business, has significant differences. For individual entrepreneurs, the main areas of activity are trade (32%) and intermediary operations with real estate (22%), the share of the manufacturing industry is quite high - 17%. For small enterprises, important sectors are construction (25%), trade (22%) and industry (21%). For medium-sized enterprises, the main sectors are industry (34%), construction (17%), trade (13%).

Conclusions - At the meeting of the leaders of NPP «Atameken» N.A. Nazarbayev said that it's time for business to respond to the care, attention and support shown by the state. It is necessary to work on the constant involvement of citizens in the sphere of entrepreneurship, increasing its share in the country's economy [18].

Table 3 - Sector growth potential and their possible contribution to the growth of the share of SMEs until 2050 (%)

Indicators	SME share in GDP	Growth potential	Contribution to growth in the share of SMEs
Professional Services	4	34	74
Transport and logistic	13	33	
Financial sector	7	39	
Telecommunications	18	20	
construction	37	45	8
Agriculture	36	41	6
Treatment	15	29	4
MMC	2	28	3
Oil and gas	2	28	3
Energy	13	8	1

Note – compiled by authors according to the source [17]

Small and medium businesses are given great importance in the development of the economy of Kazakhstan. The Strategy «Kazakhstan-2050» emphasized the paramount importance of comprehensive support for entrepreneurship, due to which the contribution of SMEs to the economy should grow by 2030. «For this, it is necessary to improve the mechanisms of support for domestic producers and take all necessary measures to protect and promote their interests. The task of the present day is to create the necessary conditions and prerequisites for the transition of small enterprises and individual entrepreneurs to the category of medium-sized ones» [19]. It has been proven that an effective state support system increases the potential of SMEs in the direction of contributing to employment, GDP, creating innovations, ensuring sustainable development and inclusive growth.

In the modern world, the trend of digitalization of business and government relations is expanding. The state could assume the costs of creating a platform for comprehensive coverage of business operations using the blockchain technology, where the profile, history and, accordingly, rating (confirmed by specific transactions) for all business participants would be available. Within the framework of this accounting system, it would also be possible to implement the automatic generation of typical financial statements, which would reduce the costs of SMEs. This platform could provide fiscal incentives for small businesses to get out of the shadow through access to a potentially larger market and a streamlined transaction system. For example, at present, a huge number of services and goods are found through advertisements in the media, but there is no information about the reliability and quality of goods and services, as well as their providers, while most of these operations are in the shadows and are not regulated at all.

Since the development of SMEs is focused on the domestic market, it strongly depends on the income of the population. Accordingly, it is important to find sources of increasing the income of the population through the growth of quality employment, stimulation of promising urban agglomerations in combination with the development of the industry. Business, in turn, must compete for the money of consumers, and not for state subsidies. Small and medium-sized businesses in Kazakhstan primarily work for the local market and, accordingly, depend heavily on domestic demand, which is currently limited, and external conditions, primarily raw materials prices, are crucial for the economy. The reduction of the shadow economy and the new model of economic growth in the event of its successful implementation will significantly contribute to the increase in the share of SMEs in the economy.

Despite the government's attention to small and medium-sized businesses, practice shows that priority remains with large businesses, which can be seen at the level of large projects: various facilities for holding international events, financing major commodity projects and state-owned companies with borrowing at the state level, infrastructure facilities, financial support, where benefits are primarily received by large businesses [20].

State support of SMEs by the state should be equally accessible to all entrepreneurs, for example:

- reduction of real interest rates for all categories of business to a competitive level with neighboring countries through measures to reduce inflation and deepen the financial market;
- various distribution channels of resource support due to the distortion of the market environment, opacity, potential susceptibility to corruption, it is desirable to exclude;

- instead, it is necessary to focus on measures of non-financial support, providing the necessary infrastructure, deepening quality business education, minimizing regulatory influence, etc., that is, working in areas that ultimately benefit the whole society, and not individual entrepreneurs.

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ИНТЕГРАЦИЯЛЫҚ ПРОЦЕСТЕР ЖАҒДАЙЫНДА ШАҒЫН ЖӘНЕ ОРТА КӘСІПкерлікТІң ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЭКОНОМИКАСЫНА ӘСЕРІ

Аннотация. Жұмыспен қамтудың, инвестициялар тартудың негізгі көзі, бәсекеге қабілетті экономика құрудың іргетасы болып табылатын шағын және орта кәсіпкерлікті дамыту ұлттық экономиканы дамытудың негізгі басымдықтарының бірі болып табылады. Еуропалық елдерде орта тап қалыптасатын ШОБ тұрақтылық пен экономикалық өркендеудің негізі болып табылады.

Мақала Қазақстан Республикасында шағын және орта кәсіпкерлікті (ШОК) дамыту мәселелеріне арналған, ол әлемде елдің экономикалық өсуін қамтамасыз етудің пәрменді тетігі ретінде танылған. Мақалада шағын және орта бизнестің қазіргі жағдайы мен қызмет саласы, сондай-ақ болашақта оның даму мүмкіндіктері қарастырылған. Іскерлік ынтымақтастықтың түрлі түрлерін пайдалана отырып, жаңа инновациялық кәсіпорындардың айналасында шок кәсіпорындарын құруға ерекше назар аударылды. Бұл ретте өндірістік салада шок өсуін жеделдету және оның техникалық-өндірістік және әлеуметтік-экономикалық әлеуетін толық іске асыру үшін мемлекеттік қолдау тетігін пайдалану бойынша ұсынымдар ұсынылды.

Шағын және орта кәсіпкерліктің Қазақстан Республикасының экономикасына әсері туралы неғұрлым толық ұсыну үшін ШОБ белсенді субъектілері санының және ШОБ субъектілеріне Банктер берген кредиттер көлемінің ШОБ өнімін шығару көлеміне әсерін сипаттайтын регрессиялық модель салынды.

Мақаланы жазу кезінде жалпы ғылыми таным әдістері (статистикалық, нормативтік талдау, синтез, аналогия, жалпылау), эмпирико-теориялық (деректерді жинау, зерттеу және салыстыру), сондай-ақ ғылыми таным әдістері қолданылды. Деректерді өңдеу және жүйелеу кезінде топтау және жіктеу әдістері қолданылды.

Зерттеудің ақпараттық-статистикалық базасын Қазақстан Республикасының ресми мерзімді және ақпараттық-талдау басылымдарының деректері құрады.

Түйін сөздер: шағын және орта бизнес, инвестициялар, бәсекеге қабілеттілік, интеграция, кәсіпкерлік

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ВЛИЯНИЕ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА НА ЭКОНОМИКУ РЕСПУБЛИКИ КАЗАХСТАН В УСЛОВИЯХ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ

Аннотация. Развитие малого и среднего предпринимательства, являющегося основным источником занятости, привлечения инвестиций, фундаментом построения конкурентоспособной экономики является одним из основных приоритетов развития национальной экономики. В европейских странах именно МСБ, в рамках которого формируется средний класс, является основой стабильности и экономического процветания.

Статья посвящена вопросам развития малого и среднего предпринимательства (МСП) в Республике Казахстан, который признан в мире как действенный рычаг обеспечения экономического роста страны. В статье рассмотрены современное состояние и сфера деятельности малого и среднего бизнеса, а также возможности его развития в перспективе. Особое внимание уделено созданию предприятия МСП вокруг новых инновационных предприятий с использованием различных видов делового сотрудничества. При этом предложены рекомендации по использованию механизма государственной поддержки для ускорения роста МСП в производственной сфере и полной реализации его технико-производственного и социально-экономического потенциала.

Для более полного представления о влиянии малого и среднего предпринимательства на экономику Республики Казахстан была построена регрессионная модель, описывающая влияние количества активных

субъектов МСБ и объемов кредитов, выданных банками субъектам МСБ на объемы выпуска продукции МСБ.

При написании статьи были использованы общенаучные методы познания (статистический, нормативный анализ, синтез, аналогия, обобщение), эмпирико-теоретический (сбор, изучение и сравнение данных), а также методы научного познания. При обработке и систематизации данных применялись методы группировок и классификации.

Информационно-статистическую базу исследования составили данные официальных периодических и информационно-аналитических изданий Республики Казахстан.

Ключевые слова: малый и средний бизнес, инвестиции, конкурентоспособность, интеграция, предпринимательство.

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THEMATIC AND IDEOLOGICAL NATURE OF SHORT STORIES OF SAIYMZHAN YERKEBAYEV AND WORLD OF HIS CHARACTERS

Abstract. The article is implemented within the framework of grand financing of the MES of Republic of Kazakhstan for the project №AP05135443.

This article provides analysis of the main problems, thematic features, method of conveying the inner spiritual feelings of a fictitious character based on short stories of the writer Saiymzhan Yerkebayev: “*The Private Matter*”, “*That Was Really Something!*”, “*A Dog*”, “*Unpicked Flowers*”, “*ASuitable Topic*”, “*Meeting in the Village*”, “*The Sorrow*”. Specialties of description of the society image, life conflict and expression of feelings bear evidence of the writer’s artistic and ideological innovative search. His characters Tilepbergen, Nurbanu, Baisal, Kamka, Kantarbay, Alim, Bulan, Janash, Katira, their thoughts and actions, the inner space and originality penetrate to our world through the contents of the artistic works.

Keywords: the genre of a short story, a theme, an idea, image, artistic conflict, sadness, feelings, a plot, an author’s decision.

A talented writer, an eloquent satirist, a discerning publicist, generally recognized because of his honesty and perseverance, Saiymzhan Yerkebayev mightily rushed into the world of literature; his works are assessed as something special. The writer managed to link his work experience with the creation activity in an ingenious way; he put all his mental skills and knowledge into his characters and tried to discover himself in them, he made an attempt to find a way out of their own life situations using his creations. His life principles and personal qualities are certainly well known to everyone. That is how Medetbek talked about him: “He couldn’t flatter and be obsequious; he remained faithful to his principles till his dying day and never wanted to be prominent against others. When communicating people, he never took into account the seniority or names and titles, but based upon simple human considerations and kept up on equal terms with everyone. He did not abase himself before anyone and clawed favor with everybody, neither he flattered or adapted himself to anybody. He could not endure when someone addressed him in haughty manner and looked down on him. Seeing someone’s false actions and fake speech, he lost peace of mind like a guard of truth and did not find a place for himself even if it did not directly concern him. At such moments he lost his temper with anger. Having found him in such a state, I always admired his truthfulness and called him - “Well, Sake, you are just a hot Berdan rifle”. Indeed, he was “like a gun ready to fire at any moment. At that, it was a rifle with a cocked shutter always prepared to shot [1, p. 447]” – it was in such friendly and amorous words that Medetbek recalled the sincere, courageous and uncompromising nature of his senior fellow writer noting his civic qualities.

Indeed, each his work displayed his interest in destiny of people, the desire to convey the truth of society in the same form as it was, the ability to adhere to a sense of humor when describing the peripeteias of life. His artistic works are meant to set its reader on the right path.

In his stories the writer is based on artistic realities of the epoch and contemporary social life concerning changes both in the inner world of people and in their day-to-day life. Readers know such his short novels as “*The Private Matter*”, “*That Was Really Something!*”, “*A Girl’s prank*”, “*A Dog*”,

“The Sorrow”, “Unpicked Flowers”, “The Irony of Fate”, “Kodar’s Role”, “A Saucer with Butter”, “A Restless Night”, “The Father’s Favor”, “Unfulfilled Desire”, “A Suitable Topic”, “Meeting in the Village”, “On the Way”, “Uncle-Candy”, “The Mission of Murat”, “Infants”, “Painters”, “Stone”. One may recall words of an outstanding figure A. Kekilbayev: “Yes, I know Saiymzhan. He himself and his art of creating are not restrained with anything because the writer is actually a brave man. In fact, he is really talented. He is a Romantic. In this world he wants to touch everything; to see, smell and even “to chew and taste” [2, p. 106]. These words display the writer’s essence, his striving for improving the narration and in-depth study of interested topics which he feels with his heart and soul.

The key theme of Saiymzhan Yerkebayev’s small prose works is presentation of society, life events, experiences and feelings, love between a man and a woman, morality, kindness, as well as negative features, selfishness, irresponsibility, betrayal.

In the story “*The Private Matter*” the writer tries to explain that love is the purest and most tender feeling between lovers, that love is full of secrets, reproaches, experiences. This is a story of two young people who underwent ordeal of adieu obeying the last will of the guy’s mother. The main character Tlepbergen is a state farm mechanic, and his beloved Nurbanu is an accountant in a rural council. They both believe that their future family life will be beautiful and they will become an exemplary family. However, being terminally ill the mother worries about her son’s future. She believes that Nurbanu cannot become the most intimate person to her orphaned children, of which the oldest is fifteen, and the youngest - only five years old. In her last will she wants her son to find a submissive wife obedient to him who will bear with fortitude all the burdens of life together with him. “In a few moments a young man lost all his dreams and the vision of the future he has built up in his thoughts collapsed, the faith died. His beloved mother took leave of this world, bade farewell to her children and expressed her last wish to the son. The will of the mother is mandatory to him. Will he really depart from his word given to the diseasing mother? And what will he say to Nurbanu [3, p. 322]. The young man is in desperate situation and in a fluster: he does not want to give up his beloved but he cannot break his promise made to his mother”. This story clearly displays the author’s writing style and artistic method, description of the environment, society, views and opinions of other people. In turn his girlfriend’s mother also opposes the marriage union of Tlepbergen and Nurbanu. As to Nurbanu’s mother, she considers a rural school teacher named Bekzhan the best candidate for her daughter’s hand. The teacher is also in love with the girl, all his dreams and thoughts are of her; he wants to tie his further life with her. Nurbanu’s mother is angry that the daughter had not accepted Bekzhan’s marriage proposal, she is unhappy with the daughter’s deed. She is not only angry and reproaches the girl, but also turns her son Galym and the daughter-in-law Katia against Nurbanu. If it is true that love is a person’s “private matter”, of course, the happiness of two young people cannot but be saddened by such opposition from their close people. That’s the author’s main thought.

In the story the thoughts and decisions of characters are developed through one’s inner monologue. We are witnessing excruciations of Bekzhan who is going through psychologically difficult period. Bekzhan understands Tlepbergen who has met with difficulties and who lost his mother so early. He sees what a difficult situation the loving couple has got into. By no means has Bekzhan wanted to stand between them, but it is beyond his strength to overcome his own feelings, he realizes that love does not obey reasons.

It was not until that he was convinced of the sincerity of feelings and mutual affection of the lovers he decided to leave them alone, wishing them all the best. Bekzhan vows them no longer to create obstacles in their way. The goodness and breadth of Bekzhan’s soul is fully manifested when he comes to Nurbanu’s mother and intercedes for the young people; he asks the woman not to interfere with their love. Bekzhan believes that Tlepbergen will soon grow stronger and turn into an independent and self-sufficient man capable of feeding his family.

By means of the story “*The Private Matter*” the writer raises the idea of loyalty to love. No one has the right to interfere in “matters of the heart” because this is the business of every person. Two young people united by their feelings, a common goal and plan for the future express their readiness to take strong steps towards a new life.

Saiymzhan’s story “*That Was Really Something!*” is meant to send a message to a reader that appearance may be deceptive, that it does not always correspond to the inner world of its “owner”, and that premature and hasty decisions come to no good.

The storyline of this artistic work is as follows: a guy named Kozhabek has a strong wish to make his friend Baisal to get acquainted with a girl. Kozhabek calls Baisal to his house. He also invites two girls Anel and Kamka. Baisal mentally compares the appearance of both girls, who were invited by his friend. Baisal carries on a dialogue with his inner voice. The author illustrates the external characteristics of both girls who are completely different from each other. "Anel is a little bit plumpish full-faced girl with a lovely figure. She is fair-faced. If you look closely at her face, you can see freckles scattered on her face, but they are not easy to see, as they are under a thick layer of face powder and cream. And her eyelids are heavily touched up with eye shadow; too much mascara has been applied on her eyelashes, so they look like arrows of a bow that are greatly stretched and are just about to fly into the sky. She wears a short skirt, a thin long sleeve blouse with a print of small leaves looking like red palms". [3, p. 338]

In this girl Baisal sees a cat-like grace and suppleness. Anel's appearance, her behavior and even her manner of walking - everything in her seems feigned and unnatural. On the contrary, in his judgement Kamka, who was previously married and had a three-year-old son, is an ordinary and genuine girl whose beauty is natural. She doesn't even try to please the guy who came to meet them. "Her hair is short, uncombed and had not been styled as it should. She is white-faced and her nose is slightly pointed and raised upwards. Her eyes are large and wide-set; no mascara has been applied on her eyelashes. The arched eyebrows look like a new moon; thereby the girl's eyes seem to be even larger. A birthmark on the left side of the face gives originality to her appearance, it suits her very much. The lips are neither full nor thin - they are of mean thickness" [3, p. 338]. The only imperfection in her beautiful appearance is her austere face on which Baisal would expect to see a smile.

Baisal's thoughts and feelings clearly show his attitude to a nature of a character, to love, to a woman. In his thoughts, a character's psychology changes from one state to another. A taciturn person by nature and a self-restrained girl could hardly keep up a lively talk, but when Baisal came home he began thinking about Kamka. In his mind the guy imagines a slightly embarrassed but genuine girl. He cannot find anything unnatural in her actions and words. He mentally reproduces every word spoken by her. He cannot come to a specific decision. "If you want to take a correct view of a woman's beauty, do not look at her when she walks up the street in her best fashionable clothes with make-up on her face, but try to see her beauty in the kitchen, in day-to-day life. Only then can one fully understand the beauty of a woman and get real pleasure contemplating this picture. A woman engaged in preparing an evening dinner for the family, washing or cleaning an apartment is no less beautiful than a ballet dancer on a theater stage [3, p. 344] - that is how Baisal thinks. He looks for such beauty in Kamka, admires the grace of the girl's movements and actions.

At the end of the story the author surprises his reader with sudden turnaround of events. "I'm getting tired of my anxious feelings, I'm confused and in a panic. I wonder if Kamka thinks of me." These words excite Baisal's condition even more. In fact, Kamka is not what she pretends to be, she makes appointment with several guys in a day. The girl is not as blameless as she seems. Thereby, the author wanted to show that you must not believe what you see with your eyes.

The writer is not indifferent to realities of fate. By means of his short story "*A Dog*" he tells about various situations in life of society and makes a reader to think. The main character of this story is a man whomay be called as good-for-nothing. The man is going to sell a dog of his dead son. The short story begins with a description of a ridiculous situation on the sidewalk, which we see as viewed by Kantarbay. An outward appearance of a stranger who holds a dog reveals the contents of the short story. "He wears a long coat up to his ankles, light boots with air holes that would fit on a hot summer day, but not on this rainy, cold autumn day. There was no a shoe-lace on one of his boots and a shoe tongue of the boot was lying on the ground. The man put on the boots on bare legs. The pants were only two fingers below the hem of the coat. He had an old cap atop his head. The cap of indefinite color was pulled over the forehead and looked like a drooping hump of an old skinny camel". [4].

Kantarbay feels aversion to this deeply unhappy man. The point is that the man wants promptly to get rid of a dog though his only son has become attached to the dog being still a little boy. And now the father bargains on price to get more money for the dog. And the dog could become a real shepherd dog with proper care. Kantarbay sees great sadness, desire for revenge and grief in the dog's eyes. The man decides to help the animal, although he himself is not fond of dogs too much. The author says that the dog feels a human's attitude and understands who is kind and from whom one can expect the worst.

“If you were not a dog, would you have done so?!” – the seller grumbled out an answer licking his dried lips. “But what can you expect from a dog?!” – says Kantarbay to him. Of course, his words were not addressed to the dog”. [4].

The author tries to convey the truth of life: if dogs cannot become humans, then people can become a dog. In conclusion of the story, the author offers a reasonable way out of the situation and its logical end.

The writer’s short stories “*Unpicked Flowers*” and “*A Suitable Topic*” tell about the might and the power of love, all-consuming passion. The author analyzed in artistic method the idea presented in the work while describing the existence and relations of ordinary people, motivating them with real actions of the characters.

A short story “*A Suitable Topic*” begins with a meeting of a journalist Bocken and a guy named Janash who likes poetry although he is studying at a medical institute. “Love should come on its own. There should be no influence from outside on the appearance of love. Love is measured by a person’s mood, by his own feelings,” – this is what Janash thinks. He dislikes Bocken’s irresponsible and treacherous behavior – being engaged to a rural girl, Bocken meets with an urban girl. At their next meeting, Janash says that he has found a topic for a new short story, that the plot will be the relations of Bocken and Assiya. Janash makes no doubt that in most cases, the relationship of a girl and a guy shall develop into a true feeling. “Judging by your words, you love each other very much. It’s okay. Now, if we are not talking about your personal relationship with Assiya, but in general, about relationship of a girl and a boy. When a girl falls in love with a guy, she does not take notice of the guy’s shortcomings. As time goes by, the young people become attached to each other, and a sincere feeling appears between them. But when one day, a boyfriend starts to avoid the girl, she experiences a sensation of inferiority and offence. She feels weak and lonely. The girl is depressed and loses self-reliance.” [3, p. 420].

Janash sets forth a goal to tell a real situation and thereby make Bocken to feel a sense of shame for his own mean actions, to convey to him the emotional stress of the girl. The author leaves the decision to Bocken. It is difficult to determine what is more important for the character - the fear of losing his girlfriend or the fear of disclosure. This rests a mystery to the reader.

A short story “*Meeting in the Village*” describes rural living, faltering steps of two friends in rural area after they returned home from a city. Another short story “*The Sorrow*” tells about a mother who wanted a better future for her son. In actual fact, the woman severs him from his beloved girl and a child. The mother performs some ugly deeds that are unworthy for a woman. In his first short story, the author tries to explain to his reader that rural and urban life affects a person’s nature and soul in different way. The second short story reproaches for the unforgivable act of a woman who destroyed her own son’s life with her own hands.

The spirit of the prose works of S. Yerkebayev may be characterized by the statement of a literary critic A.K. Kaliyeva: “In the modern domestic literary process are being formed new artistic trends which are different in their ideological approach and searching for forms. While observing epochal events from his own point of view and his thoughts, each writer pays his particular attention on studying spiritual and moral paradigm of modern society”. [5, p. 128].

In general, short stories by Saiymzhan are distinguished by the presence of internal struggle and confrontation of people, affection and sincere feelings of different characters. These techniques reveal images of characters, their diversity and multiplicity.

National poet Kadyr Myrza-Ali highly appreciated the creative craftsmanship of the writer, the value of his works of art and said: “Saiymzhan was a real writer” [6]. Artistic legacy of the writer Saiymzhan Yerkebayev, who managed specifically reveal activities of representatives of the modern epoch, originality of society still has great merit, artistic value and until now it enjoys the fondness of readers.

In general the problems of studying literary local history in the West Kazakhstan region are not limited only to checking literary texts of modern age. In addition, monuments of the Arabic writing of the last century have been studied as an object of research. For example, a scientist-expert in Arab studies B.D. Dyussenov (B.D. Dyussenov “Linguistic features of epigraphic monuments”) [7] in his research paper considers linguistic features of the Maulimberda burial mound epitaphs which were discovered in the course of scientific expeditions conducted in the Ural region. Within the framework of the program of “Spiritual Renovation” big objectives have been imposed on specialists of humanitarian field of science with regard to involvement of the local history heritage in the global scale scientific turnover.

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З.Ж. Мүтиев¹, Ж.Ө. Мұханбетова²¹М. Өтемисов атындағы Батыс Қазақстан мемлекеттік университеті, Орал қ., Қазақстан;²М. Өтемисов атындағы Батыс Қазақстан мемлекеттік университеті, Орал қ., Қазақстан**САЙЫМЖАН ЕРКЕБАЕВ ӘНГІМЕЛЕРІНІҢ ТАҚЫРЫПТЫҚ-ИДЕЯЛЫҚ СИПАТЫ МЕН
КЕЙІПКЕРЛЕР ӘЛЕМІ**

Аннотация. Мақала ҚР БЖҒМ ҒК№АР05135443 жобасы бойынша гранттық қаржыландыру аясында орындалды.

Бұл мақалада жазушы Сайымжан Еркебаевтың «Меншікті іс», «Гөй-гөй», «Ит», «Жұлынбаған гүлдер», «Табылған тақырып», «Ауылдағы кездесу», «Қасірет» сынды бірқатар әңгімелерінің негізгі көтерген проблемалары, тақырыптық ерекшеліктері, көркем прозадағы кейіпкердің ішкі жан сезімін беру тәсілдері талданады. Қоғам бейнесін, тіршілік тартысын, сезім көріністерін суреттеу ерекшеліктерін талдау арқылы жазушының көркемдік-идеялық жаңашыл ізденістеріне көз жеткізіледі. Туындыларының өн бойында шебер, әрі шынайы сомдалған Тілепберген, Нұрбану, Байсал, Қамқа, Қантарбай, Әлім, Бұлан, Жаңаш, Қатира сынды кейіпкерлердің іс-әрекеті, ішкі жан-дүниесі, болмысы айқындалады.

Түйін сөздер: әңгіме жанры, тақырып, идея, образ, көркем тартыс, мұң, сезім, сюжет, авторлық шешім.

УДК 82-32 (574)

З.Ж. Мүтиев¹, Ж.О. Муханбетова²¹Западно-Казахстанский государственный университет имени М.Утемисова, г.Уральск, Казахстан;²Западно-Казахстанский государственный университет имени М. Утемисова, г.Уральск, Казахстан**ТЕМАТИКО-ИДЕЙНЫЙ ХАРАКТЕР РАССКАЗОВ И МИР ГЕРОЕВ САЙЫМЖАНА ЕРКЕБАЕВА**

Аннотация. Статья выполнена в рамках грантового финансирования КН МОН РК по проекту №АР05135443.

В данной статье анализируются основные проблемы, тематические особенности, способы передачи чувства внутреннего душевного героя в художественной прозе на основе рассказов писателя Сайымжана Еркебаева «Собственное дело», «Ну и ну», «Собака», «Несорванные цветы», «Подходящая тема», «Встреча на селе», «Горе». Особенности описания образа общества, жизненный конфликт, проявления чувств свидетельствуют о художественно-идейных новаторских поисках писателя. Сквозь содержание произведений в наш мир проникают его персонажи Тілепберген, Нурбану, Байсал, Камқа, Қантарбай, Алим, Бұлан, Жанаш, Қатира, их мысли и действия, внутреннее пространство, самобытность.

Ключевые слова: жанр рассказа, тема, идея, образ, художественный конфликт, грусть, чувства, сюжет, авторское решение.

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**THE LEGAL SYSTEM OF THE REPUBLIC OF KAZAKHSTAN:
NOVELTIES AND EVOLUTION PROCESSES**

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 world order, economic blocks.

The Republic of Kazakhstan was founded on the territory of the former Soviet Union. Having decided to solve the complicated problems of the deep transformation of its legal system, previously based on socialist principles, Kazakhstan followed the way of other democratic countries based on the principles of the rule of law. The official record of these main ideas was embedded in a political document - Declaration of the State Sovereignty of Kazakh SSR, adopted on October 25, 1990. Later, another legal act – the Constitutional Law from December 16, 1991 “On the Independence of the Republic of Kazakhstan“ confirmed the new State's proclamation. The new Constitution of the Independent Kazakhstan has being elaborated simultaneously and was adopted by the Supreme Soviet of the Republic of Kazakhstan on January 28, 1993. Prepared under the pressure of domestic political conditions, the Constitution showed a contradictory character. On one hand, it was a compromise with the former Soviet Constitution. On the other hand, it contained revolutionary provisions related to the principles of the rule of law [1, C.18].

The current Constitution of the Republic of Kazakhstan was adopted by referendum on August 30, 1995. It includes the main provisions of consolidation of Kazakhstan as a democratic, modern state in which the individual, his life, rights and freedoms are considered the highest values of the society. The Constitution guarantees the equality of citizens. Private and state properties are also guaranteed, as well as foreign investments, public unions including political parties, and Mass Media. On October 7, 1998 the Parliament enacted a “Law on amendments and complements to the Constitution of the Republic of Kazakhstan”. This revision dealt with matters pertaining to the president's term of office, age restrictions, succession of authority in case of his death or resignation, and terms of Majilis [2, C.23].

The only source of state power is people. The Constitution and laws administrate the state's power. The Constitution creates three separate, independent branches of power: legislative, executive and judicial, keeping the branches of power within the boundaries set by the rule of law. The Republic of Kazakhstan is established as a state with a presidential form of governing.

The President takes the leading place in the state's mechanism of the Republic of Kazakhstan. He is the head of the state, its supreme official, symbol and guarantor of unity between the people and the state power, the symbol of the immovability of human rights and freedoms. The President defines the main directions of internal and external policy, guarantees the coordination and functioning of all branches of power as well as transparency of the branches of power before the people. The President is elected every seven years on the basis of universal suffrage. The President of the Republic has the power to make laws and decrees.

The Government manages the executive power in Kazakhstan. It heads the executive bodies and directs their activity. It is appointed by the President of the Republic and lays down its jurisdiction when a new President is elected. The Government is responsible to the head of the state and accountable to the Parliament. Each of the Houses of the Parliament has the right to hear the reports of members of the Government concerning their activity. The majority of the deputies (two-thirds) can sign an appeal to the President of the Republic asking him to discharge from the office the member of the Government who doesn't obey to the laws of Republic[3, C.17].

The legislative branch comprises the Senate and Majilis. The Senate consists of deputies (two from each region, town and the capital of the Republic), elected at the joint meeting by the deputies of the representative organs of the Republic. The President appoints seven senators. Majilis consists of 77 deputies. Sixty-seven of them are elected from the geographical electoral districts directly by voters. Ten of the deputies are elected on the basis of party lists according to the system of proportional representation and on the territory of the national electoral districts. The deputies of the Senate are elected for six-year and the deputies of Majilis are elected for five-year terms of office. According to the Constitution, the Parliament has the power to initiates laws in the spheres of its competence.

The Parliament has the right to pass a vote of no confidence regarding the activity of the Government. When the Parliament does not adopt a law initiated by the Government, the Prime Minister has the right to rise a question of no confidence.

The President of the Republic has the power to dissolve the Parliament when the Parliament expresses a vote of no confidence for the Government. When the Parliament refuses twice to give consent for the appointment of the Prime Minister, the President can also dissolve the Parliament. The same thing can occur when a political crisis caused by the insuperable differences between the Houses of the Parliament or the Parliament and other branches of state power evolves.

The Parliament has the right to remove the President of the Republic in the case of high treason[4, C.91].

The Constitutional control in Kazakhstan is administrated by the Constitutional Council. It consists of seven members appointed by the President of Republic, the chairman of the Senate and by the chairman of the Majilis of the Parliament.

The Court system of Kazakhstan includes the Supreme Court of the Republic of Kazakhstan and local courts (regional, district and others), established in accordance with the Constitution. Establishment of special and extraordinary courts is prohibited, though specialized courts may be created (military, economic, administrative, juvenile, etc). The Supreme Court, the highest judicial body, dealing with civil, criminal and other cases, as well as cases of common jurisdiction, performs the control over lower courts activities and solves problems of the judicial practice. The Supreme Court includes the supervisory board, civil board, criminal board and plenary session of the court.

Judges of the Supreme Court are appointed by the Senate after being presented by the President and recommended by the Highest Court Council. Other judges, depending on their status, are appointed by the President on recommendation of the Qualification College of Justice or the Highest Court Council, which are special bodies regulated by special laws. A judge can be replaced on the legal grounds only.

The organization of courts, status of judges and enforcement of justice are regulated by the Constitution, Constitutional Law "About Court System and Judges Status in the Republic of Kazakhstan" (2000) and other legislative acts. Only courts administrate justice, which gives all the judicial

power to judges and jury, acting on behalf of the courts. No other juridical and physical bodies are empowered to perform the duties of a judge and execute judicial power. Judges are independent and submitted only to the laws[5, C.58].

The legal system of the Republic of Kazakhstan, along with legal systems of Italy, France, Germany, Austria and other countries, belongs to the Roman-German (continental) legal system. As opposed to the Anglo-Saxon legal system (England, the USA), where judicial precedents are the main legal sources, Roman-German legal system has a single hierarchically structured system of enacted law sources. Written constitution (fundamental law) plays the essential role among the law sources in the Roman-German legal system, and has the supreme legal force. In accordance with the article 4 of the Constitution of Kazakhstan, the Law in the Republic is made of the norms of the Constitution, laws which conform to the Constitution, other normative legal acts, international treaties and other obligations of the Republic of Kazakhstan, as well as normative resolutions of the Constitutional Council and the Supreme Court of the Republic of Kazakhstan. Hierarchy of the law sources in Kazakhstan is determined by the Law of the RK dated March 24, 1998, "On Normative legal acts." In accordance with the article 4 of this Law, Constitution of the Republic of Kazakhstan, has the uppermost legal force. Following the Constitution, all normative legal acts are arranged in the hierarchy presented below:

1. Laws which modify and amend the Constitution;
2. Constitutional laws and Edicts of the President of the Republic of Kazakhstan which have a force of Constitutional law;
3. Codes of the Republic of Kazakhstan;
4. Laws of the Republic of Kazakhstan, as well as Edicts of the President having force of the law;
5. Normative resolutions of the Parliament of the Republic of Kazakhstan and its chambers;
6. Normative edicts of the President of the Republic of Kazakhstan;
7. Normative resolutions of the Government of the Republic of Kazakhstan;
8. Normative legal acts of the ministers of the Republic of Kazakhstan and other heads of central state authorities, normative resolutions of the central state authorities and normative resolutions of the Central Election Committee of the Republic of Kazakhstan;
9. Normative legal orders of the heads of the branches of central state authorities;
10. Normative legal decisions of Maslikhats (local representative body), normative legal degrees of Akimats (local executive body), normative legal decisions of Akimats.

The normative legal acts of the lower level cannot contradict the normative legal acts of the higher level. Upon occurrence of contradictions between norms of the normative acts of different level, norms of act of higher level shall have priority. Upon occurrence of contradictions between norms of normative legal acts of the same level, norms introduced later have the priority. The resolutions of the Constitutional Council of the Republic of Kazakhstan and the Supreme Court of the Republic of Kazakhstan are out of the specified hierarchy. Normative resolutions of the Constitutional Council of the Republic of Kazakhstan are based solely on Constitution, and all other regulatory legal acts cannot contravene them.

International treaties ratified by Kazakhstan have priority over its laws and are applied directly, unless international treaty specifies its application requires issuance of a law[6, C.17].

Thus, recognized principles and provisions of international law are an element of the legal framework of the Republic of Kazakhstan, to which all legal subjects may appeal. The basics of the civil relations can be found in the article 6 of the Constitution of the Republic of Kazakhstan. According to this article, in the Republic of Kazakhstan the state property and private property are equally recognized and protected. Central Normative legal act in the sphere of civil law relations, the Civil Code of the Republic of Kazakhstan, consists of two parts – General and Special. General Part was adopted on December 27, 1994, and became effective from March 1, 1995. Special Part entered into force on June 1, 1999. Notwithstanding that both parts of the Civil Code are already in effect, the process of their improvement through modifications and amendments is still in progress.

The General Part of the Civil Code regulates such issues as legal status of private and legal entities, transactions, ownership rights, general provisions on obligations and contracts, The Special Part of the Civil Code contains norms that regulate specific types of obligations (sale and purchase, donations, lease, services, etc.), as well of intellectual property rights, inheritance (succession) and international private law[7, C.48].

Along with the Civil Code, business activity in Kazakhstan is regulated by other normative legal acts, including:

- Law of the RK dated March 31, 1998, "On farming enterprise";
- Edict of the President of the RK, having a force law, dated May 2, 1995, "On economic partnerships";
- Law of the RK dated April 22, 1998, "On partnerships with limited and additional liability";
- Law of the RK dated May 13, 2003, "On joint-stock companies";
- Law of the RK dated January 21, 1997, "On bankruptcy."

Unique feature of Kazakhstani legislation, compared to that of CIS countries, is that from July 1, 2006, private businessmen and enterprises are statutorily entitled to participate in lawmaking process, in drafting laws that concern regulation of private business. Central and local authorities submit such draft laws to accredited associations of private businessmen and enterprises for their expert opinion. Such opinion is a recommendation, and must accompany the draft law during the process of discussion and adoption.

This is one of the most prestigious, well-paid and highly needed profession in Kazakhstan. A diploma of higher legal education is obligatory when applying for various positions in government divisions, courts, procuracy, Ministry of Interior Affairs, Committee of the National Security, and Finance Police. Professional lawyers are in demand with social organizations, political parties, independent mass media, and international organizations. People, applying for the position of a judge, notary or advocate, must take a special qualification examination [8, C.13].

The system of legal education in Kazakhstan has a multi-level structure, which includes secondary (colleges) and higher professional educational institutions (institutes, academies, and universities), and aspirancy or doktorantura, where scientists and tutors of the highest qualification are trained and write their dissertations. Training in higher educational institutions can guarantee that any accepted student can get a higher specialized education and a qualification as a lawyer; higher basic education and a diploma of the Bachelor of Law; higher scientific-pedagogical education and a diploma of the Master of Law. The State Standards of the higher legal education lay out the main and optional subjects of programs for higher educational institutions.

In the conclusion we would like to note, that the cardinal changes of the legal system, the development of the open society institutions and the shift towards the democratic values, the training of lawyers has been changing too. Specialization in the field of commerce, international arbitration, civil law becomes more and more popular.

З.К. Аюпова, Д.Ө. Құсайынов

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ҚҰҚЫҚ ЖҮЙЕСІ: ЖАҢАЛЫҚТАРЫ МЕН ЭВОЛЮЦИЯЛЫҚ ПРОЦЕССТЕРІ

Аннотация. Заманауи жағдайлардағы Қазақстандық Республикасының қазіргі жасаған қоғамның дамуы саяси, шаруашылық, мәдени өмірді интернационализациялау мен тікелей байланыстылығын көрсетті, оған себебі болған ХХ- ғасырдың соңы мен ХХІ-ғасырдың басында болған халықаралық байланыстардың интенсивті сипаты деп ой қортамыз, әріне солардың әсерінен 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 тәртіпті 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, әділетті әлемдік тәртіп, экономикалық блоктар.

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ПРАВОВАЯ СИСТЕМА РЕСПУБЛИКИ КАЗАХСТАН: НОВЕЛЛЫ И ЭВОЛЮЦИОННЫЕ ПРОЦЕССЫ

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: индивидуальные правовые системы государств, глобальные системы, правовые семьи, классификация, капиталистическая правовая система, тоталитарно-социалистическая правовая система,

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**THE PLACE OF LOGISTICS FOR THE PROMOTION
OF AGRICULTURAL PRODUCTS NECESSARY TO SOLVE
THE COUNTRY'S FOOD PROBLEM**

Abstract. The article deals with the role of logistics for the promotion of agricultural products necessary to solve the country's food problem. The situation in agriculture has led to an increase in food imports of the country, which determines the place and needs of logistics in the movement of agricultural products. It was argued that the financial costs of food purchases would increase the weight of the country's gold reserves and that the increase in the cost of unprofitable transportation would be a burden on the consumer. A good way of supplying agricultural products is aimed at increasing the competitive environment. The development of agriculture depends only on the impact of natural conditions, the need to improve the infrastructure necessary for other development, the lack of scientifically based agrarian policy, the lack of specialization of the rural population in agriculture and, in particular, factors affecting the development of agricultural biodiversity. accelerating the delivery of products and equipment, as well as the necessary equipment for seeds and materials. will fully increase agricultural production, increase food products and agricultural exports in the country, and effective deliveries of agricultural products will be aimed at creating a competitive environment and increasing the rate of transportation.

Keywords: agriculture, agro-industrial complex, marketing, logistics, profitability, innovation and more.

Agriculture has a distinctive characteristic than other industries. Its development can only be instable for its subordination to the effects of natural conditions. In other cases, the development of agriculture depends on factors and infrastructure. And a positive impact on the development of public policy and supreme support for development.

Nursultan Nazarbayev's message to the people of Kazakhstan on January 31, 2017 in his message "Kazakhstan's Third Revival: Global Competitiveness" calls for a coherent effort with neighboring countries to fully cover the transport and transit potential of the country. It is necessary to ensure free transit of goods, creation and modernization of transport corridors. He emphasized the need to pay special attention to the management of transport infrastructure, the level of service and the elimination of administrative barriers. To accelerate the development of the transport system that could not be accompanied by the development of the key sectors of the economy of Kazakhstan, the requirements of the priorities of the transport strategy of the Republic of Kazakhstan, preventing the development of transport and communication systems as infrastructure of the main sectors of the economy, capable of satisfying the economic conditions and high level of population satisfaction fit. Moreover, it been has tasked to diversify agriculture and to increase food exports by 40% by 2021 [1]. This appeal is the basis for the solution of the problem of transit of agricultural and agricultural products in the country.

Nowadays, in the agrarian sector, deep socio-economic changes are being carried out, aimed at forming a multilateral economy, based on several types of ownership and economic management. However, the lack of scientifically justified agrarian policy, lack of specialization of the rural population in agriculture, and, in particular, the factors that bring the product to the consumer are adversely affected the development of agricultural economics.

The agro-industrial complex of the country consists of three spheres:

1. Output of the Fund. It is engaged in mechanical engineering, microbiological and chemical industries.

2. Agriculture. The second sphere of agro-industrial complex of the republic.

3. Preparation of storage, transportation and other services.

It consists of the enterprises and organizations operating in the food, meat, milk and flour-grinding industries, manufacturing and storage, as well as industrial-technical, transport, agrochemical, veterinary-sanitary and irrigation of agriculture and other branches of agro-industrial complex [2].

Agriculture is the main branch of our agro-industrial complex. It consists of land and livestock industries. The structure of sidwalks is focused on the main branches of plant growing in the country - the production of grain crops and fruit production [3].

Important areas of livestock - sheep, cattle, pigs, poultry, horses and camels. Natural pastures make up 80% of agricultural land. Spring-summer pastures are estimated at 65 mln. hectare. It is located in southern, south-eastern, western sandy deserts. Summer pastures amount to 44 mln. hectares, in the steppes of the Central, North, West Kazakhstan, and in the alpine meadows of the Dzungarian Alatau. Winter pastures - \$ 32 million hectares, anhydrous, desert regions.

The sheep are adapted to different natural habitat, and several different breeds are grown in our area. Thin and semi-fine-wool sheep are freshest. Wormwood is widely distributed in the meat-oil direction from sheep wool sheep. Arhar-merinos is pastured in order to use highland of alpine and subalpine meadows in the country.

There are some positive tendencies in the country's agriculture in recent years:

firstly, the diversity of the economy. In all regions favorable relations have been established between peasant farms and corporations, industrial cooperatives, business associations, joint-stock companies;

secondly, in the rural areas gradually develops the sphere of agrarian services, product processing and sales, works with farmers on mutually beneficial economic conditions;

thirdly, the legal base, economic activity in the rural area, favorable conditions for the successful performance and state support are being made.

In today's situation, there is a favorable trend in the provision of food, which can be explained by the growth of production in the household sector and its transformation into small commodity economy. This has improved the self-sufficiency of the population in the majority of the country's population.

The increase in food imports of the country leads to weakening of the country's economic security, as it is clear that the financial expenses for food procurement can increase the weight of the country's gold reserves. Moreover, the predominance of foodstuffs leads to an increase in the dollar rate and inflation. Large, uncontrolled, often dumped imports of agricultural products reach the bottom of the local producer and endanger the entire agricultural sector of the country. For such reasons, our country should become a country that exports raw materials, does not import the goods, turns its own agricultural production into a country with its own food, self-dependent country, in the interest of its national security and economic independence.

Till 2007 due to the lack of economic mechanisms of economic management in the agrarian sector of the economy, some of the additional products of this industry were split into other sectors of the economy, especially in the areas of the economy, the economy, the banking and commercial spheres. The strict monetary policy impacted the solvency of agricultural enterprises. Increase of non-payment resulted in delayed settlement, production, sale of products, thus depriving the producers of the opportunity to purchase the necessary amount of material and technical resources (fuel, lubricants, equipment, mineral fertilizers, plants, protective equipment, etc.). The effectiveness of the investment policy used in agriculture was insufficient, the high interest rate for using loan funds, the lack of opportunities for a loan to borrow, and the sharp reduction in government spending and funding. This issue is currently being solved positively.

As a result of the lowering of the technical equipment of farms and the effectiveness of the use of the main technical resources, the gross harvest of the crops in 2016 has dropped by 1.5 percent to 99.5 percent compared to 2017. The level of services provided in the agricultural services sector affects the productivity of agriculture.

In the country, the total area of agricultural lands of the country is 42.8 million hectares, in 2017 - 21.9 million hectares. Also, the number of mineral fertilizers dropped several times [4].

The sown area of crop production between 2013 and 2017 (one thousand hectares)

Indicators	2013y.	2014y.	2015y.	2016y.	2017y.
All the arable land, thousand hectares.	21 514,1	21462,5	21 205,0	21 660,1	21902,6
Oilseeds	1 981,5	2300,4	2 008,3	2 037,5	2481,8
Grain (including rice) and legumes	15 883,4	15302,5	14 948,6	15 400,7	15 393,0
Vegetables and melons, root crops and tubers	407,5	415,1	434,9	439,6	441,3
Tobacco	1,1	0,5	0,4	0,4	0,3
Cotton	140,6	127,5	99,2	109,6	134,6
Livestockcrops	3 098,7	3316,2	3 712,7	3 671,3	3451,4

Growth of grain crops in the Soviet Union is 22-30 million tons. It is expected that in 2017, the country will receive 21 million tons of oil. tons. At the same time, the number of livestock is growing, but still imports of meat are reflected in our country. Not only farming, livestock and poultry farming, but also services in the sphere of services rendered to this sector were directly affected. Eventually, this situation will affect the food security of our country.

Volume of agricultural production in 2013-2017

Indicators	2013y.	2014y.	2015y.	2016y.	2017y.
Collection of basic crops, thousand tons					
wheat (including rice) and legumes	18 231,1	17 162,2	18 672,8	20 634,4	20 585,1
sunflowerseeds	572,7	512,8	534,0	754,9	902,6
cotton	396,7	320,7	273,9	286,7	330,5
sugarbeet	64,6	23,9	174,1	345,0	463,2
tobacco	2,7	1,6	1,4	1,0	1,1
potatoes	3 343,6	3 410,5	3 521,0	3 545,7	3 551,1
vegetables	3 241,5	3 469,9	3 564,9	3 795,2	3 791,1
The number of livestock and birds, by the end of the year, thousand					
cattle	5 851,2	6 032,7	6 183,9	6 413,2	6 764,2
sheepandgoats	17 560,6	17 914,6	18 015,5	18 184,2	18 329,0
pig	922,3	884,7	887,6	834,2	815,1
horse	1 784,5	1 937,9	2 070,3	2 259,2	2 415,7
birds, mln. head	34,2	35,0	35,6	36,9	39,9

Legislation, programs and concepts related to agriculture development in the country are the main mechanism of agriculture development. Nevertheless, it is necessary to take non-urgent measures at the national level to ensure sustainable development of agricultural production at high rates:

1. In order to solve the problem of development of the domestic food market and its competitiveness, it is necessary to reduce its purchasing dependence on imports, especially in the republic of imported products on large quantities (rice, cauliflower, butter, meat products);

2. One of the most important measures to strengthen the financial condition of rural producers is to reduce the costs resulting from the price equilibrium violation;

3. In the case of competition, the volume of production must be of special significance;

4. In order to ensure the population's demand for livestock products, it is necessary to use the genetic potential of pedigree livestock and to improve its productivity by increasing the number of livestock, feeding it with zootechnical norms.

Solution of the problem of food security is one of the priority directions of economic policy of the country. Rapid growth of economic growth, social, inter-ethnic tensions, food shortages and high costs are directly related to the reduction of acute problems.

The main task of food security is to create conditions for self-sufficiency in the country.

We can split a few internal and external situations that threaten food security only when the quality and quantity of the population are constantly inadequate supply of foodstuffs that can fully meet the requirements of medical consumption. Internal threats to food security include:

- chronic crisis in the agricultural sector of the economy;
- reduction of the area and reduction of gross harvest;
- lack of agricultural livestock;

- development of processing and storage of agricultural products;
- lack of crisis, budget deficit, lack of efficient crediting mechanism for agricultural producers;
- the process of land expiration, soil degradation, salinization is continuous;
- Increase in dependence on imported foodstuffs and agricultural technologies;
- crisis in agricultural machinery industry;
- inaccurate nature disasters (droughts, floods, dust storms, earthquakes, shellfish and other pests);
- agronomist, poor quality of personnel training;
- mass flow of rural youth to the city, which leads to demographic decline of village.

In order to equate demand and supply of agricultural products for the development of agriculture and to protect the interests of peasants, the state must conclude a contract for the purchase of a part of their products, and on the basis of which the farmers should extend pre-payment for production cost. Then it will be able to purchase fuel and lubricants necessary for production. It is possible to propose and develop a complex of infrastructure services and facilities for the creation of agribusinesses, along with exchanges for agricultural products of different levels.

Rapid economic life forms another prerequisite for competitiveness with profitability - timely use of scientific technical innovations. Effective development of production is largely based on modern information, ie the expansion of consumers' information sources depends on the level of information infrastructure development. In the labor process, information becomes an important economic category. Significant development of agricultural production is due to the effective use of information technology, intensive technologies [5].

Availability of agriculture and food issues is an optimal, up-to-date connection to logistics services, information and marketing services that provide agricultural services. Implementation of the logistics system to manage agricultural production will reduce working time, accelerate delivery of products and equipment and necessary seed and material equipment, and will fully increase agricultural production. It expands the food and agricultural products exports in our country.

The most effective way to provide agricultural products is to increase the competitive environment and the pace of transportation. Due to the experience of developed countries, the rolling stock performance is largely dependent on the level of organization of the overall transportation technology [6].

Capability to upgrade the transit potential of the country and the competitiveness of the supplier in the future will require increasing the level of marketing research on the most effective introduction of new transport technologies and maximum use of the existing transport system. Analysis of transportation services is crucial in marketing research, as the key components of the use of the working time of the rolling stock are included in the price of any commodity [7].

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ЕЛІМІЗДІҢ АЗЫҚ-ТҮЛІК МӘСЕЛЕСІН ШЕШУГЕ ҚАЖЕТТІ АУЫЛ ШАРУАШЫЛЫҒЫ ӨНІМДЕРІН ЖЫЛЖЫТУДАҒЫ ЛОГИСТИКАНЫҢ АЛАТЫН ОРНЫ

Аннотация. Мақалада еліміздің азық-түлік мәселесін шешуге қажетті ауыл шаруашылығы өнімдерін жылжытудағы логистиканың алатын орнын қарастырған. Ауыл шаруашылығының ахуалы еліміздің азық-түлік импортына кіріптарлығының ұлғаюына алып келетіннің, ондағы ауыл шаруашылығы өнімдерінің қозғалысындағы логистиканың алатын орнын және қажеттілігін айқындаған. Азық-түлік сатып алуға жұмсалатын қаржы шығындары елдің алтын қорына салмақты еселейтіндігі мен тиімсіз тасымалдау шығындарының ұлғаюы тұтынушыға салмақ түсіретінін негіздеген. Ауыл шаруашылығы өнімдерінің тиімді жеткізу тәсілі бәсекелестік ортаны құру мен тасымалдау қарқынын арттыруға бағытталатындығын ұсынған. Ауыл шаруашылығы дамуы табиғат жағдайларының әсеріне ғана бағынышты, басқа дамуына қажетті инфрақұрылымды жетілдіру қажет, ғылыми негізделген аграрлық саясаттың болмауы, ауылдағы халықтың ауыл шаруашылығына мамандана алмауы және әсіресе өндірілген өнімді тұтынушыға дейін жеткізудің факторлары ауылшаруашылық экономикасының дамуына теріс әсерін тигізеді, ауыл шаруашылығы өндірісін басқаруға логистикалық жүйені енгізу жұмыс уақытын қысқартады, өнім және техникаларды және қажетті тұқым мен материалдық жабдықтарды жеткізуді тездетеді, толығымен ауыл шаруашылығы өндірісін

арттырады, еліміздегі азық – түлік мәселесі мен ауыл шаруашылығы өндірісі өнімдерінің экспортын кеңейтеді, ауыл шаруашылығы өнімдерінің тиімді жеткізу тәсілі бәсекелестік ортаны құру мен тасымалдау қарқынын арттыруға бағытталады.

Түйін сөздер: ауыл шаруашылығы, агроөнеркәсіп кешен, маркетинг, логистика, рентабельділік, инновация және тағы басқалар.

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РОЛЬ ЛОГИСТИКИ В ПРОДВИЖЕНИИ СЕЛЬСКОХОЗЯЙСТВЕННОЙ ПРОДУКЦИИ, НЕОБХОДИМОЙ ДЛЯ РЕШЕНИЯ ПРОДОВОЛЬСТВЕННОЙ ПРОБЛЕМЫ СТРАНЫ

Аннотация. В статье рассматривается роль логистики в продвижении сельскохозяйственной продукции, необходимой для решения продовольственной проблемы страны. Состояние сельского хозяйства определяет необходимость и место логистики в движении сельскохозяйственной продукции. Финансовые затраты на приобретение продуктов обусловлены тем, что увеличивает вес золота страны и увеличение неэффективных транспортных расходов на рынок. Эффективный способ поставок сельскохозяйственной продукции будет направлен на создание конкурентной среды и увеличение темпов транспортировки. Развитие сельского хозяйства зависит только от воздействия природных условий, необходимо совершенствовать инфраструктуру, необходимую для развития других отраслей, отсутствие научно-обоснованной аграрной политики, неспособность сельского населения к сельскому хозяйству и особенно факторы доставки производимой продукции до потребителя негативно влияют на развитие сельскохозяйственной экономики, внедрение логистической системы управления сельскохозяйственным производством сократит рабочее время, ускорит поставку продукции и техники и необходимого семенного и материального оборудования, полностью повысит сельскохозяйственное производство, эффективный способ поставок сельскохозяйственной продукции будет направлен на создание конкурентной среды и увеличение темпов транспортировки.

Ключевые слова: сельское хозяйство, агропромышленный комплекс, маркетинг, логистика, рентабельность, инновация.

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**ISSUES OF WORD FORMATION MEANING IN CONTEMPORARY
KAZAKH LANGUAGE DERIVATIVE MODELS**

Abstract. The article contains theoretical and practical results of the study of the internal and semantic content of new words in the modern Kazakh language. Emphasis is placed on the importance of the new word model in its close relationship with the expressed value. The author offers to consider modeling as a basis in the process of forming a new language unit, notes the lingo-communicative features of the model, and also demonstrates the results of perception of new word forms obtained empirically.

Keywords: nominative activity, model, modeling, morpheme, derivational meaning, model paradigm, priming.

INTRODUCTION. This article will discuss the nominative activity of the modern Kazakh language and modeling, as one of the important and regular mechanisms in word formation. Modeling refers to the basic word-building tools, immanent in every living language and requiring consideration and analysis because of its multiplicity and flexibility.

As a result of these linguistic processes, new words and expressions appear. Language as a social phenomenon develops synchronously with social changes, its word-formation function is due to the necessity of naming new objects or phenomena. Modern intra-lingual processes, therefore, are not considered separately from active extra-linguistic phenomena. Observations on the new thesaurus allow us to draw a parallel between the rapid pace of development of social and political life and linguistic forms in their semantic representation. The latter also tend to contamination, abbreviations, contraction, hybridization, borrowing, morphemic accumulation (complex bases), etc.

The Kazakh language is currently experiencing a real “boom” in the process of updating and expanding the vocabulary stock. At the same time, such different forms of new words are observed, which often lead not only to an incorrect perception of meaning, especially if the etymon of the lexical unit is opaque, but also to directly expressed pragmatic “resistance” in the perception of unfamiliar language units. The relevance of our brief study is to try to understand and trace the individual model ways of generating new words and expressions, to identify existing trends in word formation and to determine the productivity and uniqueness of some word-formation models.

LITERATURE REVIEW. Due to the fact that the article is devoted to new word formations in the language, it is necessary to determine the categories under consideration. So, as it was emphasized above, the new nominations “fulfill the social order”, satisfying the need for new designations. In the modern literature on new words, there are a lot of classifications. But for the start we will take as a basis the table of H. Altman for obtaining a complete overview of the types of new words and their functional characteristics [1,49]:

Table 1

New words			
	Ad-hoc-words	Occasionalisms One-day words New formations	Neologisms
Characteristics of Usage	Accurate representation (of meaning) based on momentary need	Situationalism, strong contextual dependence	Relatively complete reflection of the situation
Degree of Familiarity	Minimal degree	Limited to target group	Relatively high degree
Integration into Standard Lexics	No	Repetition of use within a specific subject	Use in extended sphere of language
Duration of Usage	Short-term	Short- or long-term (depending on the success of the word)	Often included in the standard vocabulary
Examples	Germ.: Märchenland-Entdecker-Spiel «Wonderland Explorers Game», Butterkeks-Biskuit-Milchbrei «Shortbread Biscuit Milchbrei»	Germ.: Probiertgutschein «Try Voucher», Pre-Nahrung «Pre-food », Muschel-Nudeln «Shell pasta », Still-Tee «Still Tea»	Germ.: Obergläschen «Upper Glass», Vanille-Geschmack «Vanilla flavor », Knabberspaß «Nibble fun », Bio-Rindfleisch «Organic beef»

Using the above characteristics of new words and borrowing Kazakh examples from the book of S. Khurmanbayuly [2, 255-265], collected by him from the Kazakh mass-media, we will make an attempt to decompose them according to the proposed classification. Thus: Ad-hoc words: *Azia Moiseii* - *Asian Moisey* «Lee Kuan Yew Singapore prime-minister», *ala tayaktylar* – *men with striped sticks* «Policemen», *taikhymandai* - «*narrowskinned*», *kobzar eli* – *Kobzar country* (due to Ukrainian epic hero Kobzar) «the Ukraine», *khysykhkoz korshiler neighbors with narrow eyes* «Chinese people» and etc.; Occasionalisms or one-day words – *akh khalatty azhal zhandar* – *death-calling people with white office gowns* «Doctors who allowed death», *suiinshi dana* – «the very first exemplar of smth.», *zheputat* – orthographically-deviated version of «deputy», meaning a corrupted deputy, the first part of *zheputat* «*zhep*» means «to eat». *Kari khuda* – *old relative* (associating whistles and screams of the winter season with screams of an old person) «winter», *kelginbai* – *a man who (often) comes* «newcomer», *khatyn khudai* – *Goddess* «Themis» and etc.; Neologisms - *makhuldama* «approval», *eltanu* «Countrystudy», *em-shara* «healing procedure», *bedel-beine* «image», *beikasibi* «unprofessional», *anzhinakh* «songbook», *aryzkhat* «complaint letter», *atatek* «pedigree», *beinebailany* «video link» and etc..

Thus, we see that the ultimate goal of expanding and enriching the national vocabulary stock is neologism, by which is understood a new word that has the prospect of being fixed in the lexicon of a language for a long period.

Here we will attempt to study the most appropriate definition to neologism. Among the considered attempts to give a definition to neologism the approaches of Russian scientist N. Kotelova [3,189-192] and French scientist A. Rey [4,64] seemed the most suitable. To supply the appropriate definition of neologism Kotelova considers focusing first on parameters of concretization. As parameters for concretizing the neologisms she outlines four important aspects: 1) Concretization of “time” – “when?” – when the neologism first appeared as a new potential word;

2) Concretization of language space – “where?” – there can be the following parameters: 1. In languages in general; 2. In the target national language; 3. In the literary language; 4. In the target sublanguage (a term of one sublanguage is introduced into another sublanguage as a neologism, e.g.: an Algebraic term is introduced as a new word into Geometry);

3) Concretization of “novelty” – “what is new?” – concretization of those units which are appreciated as novel.

4) Concretization of novelty in structural peculiarities of a word: which structural features allow considering it as new? (quite often the question is layered: by another word).

Alain Rey admits that the concept of neologism should be applied to combined structures lying between the morpheme and the phrase. He writes: “I have defined a neologism as: “a lexical unit

perceived as recent by language users' which reduces the idea of novelty to psychological and social factor which is therefore no longer objective and chronological'... For all immediate and practical purposes, neologisms can be considered as new units in a specific linguistic code. This apparently clear and coherent concept faces us with three questions:

- What sort of linguistic unit is involved?
- What sort of novelty?
- Which definition of the code or system is the most relevant and which are the relationships between neological unit and the system in which they appear?"

All of the above types of new formations in the language have their own structure, corresponding to the fixed word-forming models. To proceed to their analysis, we first derive the working formulation of the concept of "model" and define its linguistic and communicative features. By a word *model* we mean its stable typical (prototypical) word-formation types, schemas [5, 174–180], which include word-formation and word-changing components defined in a particular language, arranged in the order that helps distinguish the semantics expressed by the word. In general, the following criteria can be established for new word-formation: transparency; regularity; productivity; decodification; informativity; mnemonic effect; analogy [6,28]; This is the linguistic nature of the word model. In communication, the model has other qualities. They are the result of repeatability, frequency and stability. The stability of the model just entails its repeatability on the terms of its original prototype. Here it would be appropriate to say about the so-called property of the *priming model*. The term «priming» from psychology is used after A.Baddeley and he writes «.....could take full advantage of their prior experience, despite failing to remember that they had even been shown any words earlier, indicating that something had been stored. As we shall see, this phenomenon, known as *priming*, is found in a range of perceptual tasks, both visual and auditory, and can also be found in the progressive improvement in more complex activities such as reading mirror writing». In general, the term in psychology, as it turned out, is perceived in two ways: on the one hand, it is an action, "entailing a more accurate and quick solution of the problem with respect to identical or similar effects," on the other hand, it is the result, i.e. the response of a person "to the appearance of an object with which he met shortly before" [7,12].

O. Fedorova writes that "the first will be more correctly called *pre-setting* (Velichkovsky 1982), *preparation* (Anderson 2002) or *a hint* (BSP 2003), and the second as *the effect of precedence* (Baddeley 2001) or *priming effect*" [8, 229]. In connection with the stability of grammatical models of word forms, and as a result of their a priori orienting role in recognizing the expressed meaning (*presetting*), we believe the psychological method of *priming* can be used in analyzing the data of an empirical study that we intend to conduct. They contain means of *pre-speech* (*pre-communicative and pre-nominative*) functions, models that are distributed between them. This theory is concerned in the article "Словосочетания в грамматике номинации"- "Wordcombinations in Grammar of Combinations" by L.K. Zhanalina, L.N.Tairbekova where they differentiate grammar of nomination and grammar of communication and confirm that both grammar specialize in serving nominative activity and communicative activity. [9, 64-71]

Thus, the model has the most direct connection with the meaning of the word, moreover, it can certainly be said that the meaning of the word to some extent depends on its internal model. E.V.Paducheva writes, for example, that "a semantic derivation model is a rule that allows one to obtain an interpretation of a derived lexeme from an initial interpretation" [10,149], directly linking the derivative model with the expressed meaning. Further, we read there: "If the derivation models had absolute productivity, then the semantics of the root morpheme would allow to predict the paradigm of semantic derivation..."[10,151]. Absolutely agreeing with the Russian scientist, we could suggest in the framework of our further research to talk about the model paradigm in the language, because the plurality of models is still countable and the model leads not only to a single structure, but the uniformity of the acquired meaning of words, which we are going to talk about later.

So, morphemes that model words are significant particles, they also add the truth to the above. So, for example, a new word in the Kazakh language: *uikilendiru* "to introduce to wikipedia" *uiki+* - *len* + *-dir* + *-u* clearly goes back to the Kazakh version of the word *wikipedia* and is internally hybrid formation, charged by Kazakh formative material, which allows Kazakh speakers to correctly categorize the unit with regard to its forming model (we don't speak here about meaning, because it can cause some decoding

difficulties due to the low frequency use of the given word and lack of priming); and another word *beinetirkegish* “videoregistrator” *beine + tirke(u) + gish*, this is a model that is in Kazakh and cause no doubt in decoding it, cf: *korset-kish* «index», *tonazyt – khysh* «fridge», *otyr-gysh* «a place for sitting» [11, 559, 878, 739]. The logics of building up intra-word morphemes (root and derivational) and the adjunction of form-building affixes lead not only to the formation of the final meaning of the word, but also to its grammatical forms and categories, as we see from the above examples: the infinitive form of the verb and the complex noun.

METHODOLOGY. There is no lexical unit in the language that is not based on its own model. The model, as a structural basis, leads the word to functioning at the level of speech. The model, in our opinion, belongs to the most stable and countable word -forming process, at least at the level of synchronous learning, it allows you to play "serially" new names "in accordance with the image and likeness."

Let us return to the thought of the *model paradigm*. It can be quite competent, because the model consistently combines the words of one structure in form and content and forms a single model range of words, which we can call a paradigm, i.e. a set of types of formations that have a uniform direction of the expressed semantics. The model as the basis of a word-formation mechanism is related to the formation of a word-formation meaning. Here we concern only word-formation meaning but not lexical meaning. One can see the difference between them in “Process and Paradigms in Word-Formation Morphology” by Amanda Pounder [12, 97]. Let us recall the well-known typology of the word-formation meaning, mentioned in the concepts of M. Dokulil [13,125] and confirmed by Ye.A. Zemskaya [14, 94-96], where attention is focused on the semantic possibilities of structural elements. They are differentiated as:

- nomina agentis as an expression of activity,
- nomina actoris as an expression of a noun or object,
- nomina possessive as an expression of possessiveness,
- nomina qualificativa as an expression of quality and feature.

Thus, based on this historical universal classification of types of word formation meaning, we will try to trace the participation of the word model in the formation of a semantic series of derivatives and find out the degree of activity of a particular model to reflect modern reality. According to the observations of S. Kurmanbayuly [2, 6-28], in the modern active vocabulary stock of the Kazakh language the main categories of words are clearly distinguished by the frequency. So, according to him, models with suffixes *-lykh/-lik*, *-dykh/-dik*, *-tykh/-tik* dominate among the new formations which, as we have established, have for the most part agentic, actorial, and qualificative meanings. Let us focus on analysis of this dominating group of words. Nomina agentis words: *tilbuzarlykh* “deviations of the norms of a language”, *bolzhaldykh* “predictability”, *menbilermendik* “arrogancy”, *koshirimpazdykh* “propensity to copy”, *zhatyp-isherlik* “living on someone else's account, someone else's work” and etc.. It should be noted that all the given examples in their main morpheme go back to the verbal stem and therefore they express a specific action. In most illustrative examples of this group, the verb is in a deep primary basis, on which a derivative with actorial or qualification meaning has already been created, so the meaning of the word as a whole can bear the feature of a noun/object or attribute, expressing an abstract action / state, such as: *shygar*→*ma*→*ger*→*shi-lik* “oeuvre”. Let us look at some stable models of these nomina agentis:

S + -khumar + -lykh, where S is a noun, and we consider a regular constituent *-khumar (bolu)* as a suffixoid with latent meaning “to be eager to smth.” (*atakh-khumar-lykh* “vanity”; *kolik-khumar-lykh* “auto car amateur”; *khyzmet-khumar-lykh* “careerism”; *arakh-khumar-lykh* “alcoholism”; *bulik – khumar-lykh* “rebellion”);

S + V + -lykh/-lik (-dykh/-dik, -tykh/-tik), where the V is a verb basis (*kaghaz-basty-lykh* “paper work creativity”, *til-bilgir-lik* “knowledge of languages”, *otan-suigish-tik* “patriotism”, *koz-shalym-dykh* “visual perception”, *sheshim-tal-dykh* “decisiveness”);

V + Suff (Suff...) + -lykh/-lik (-dykh/-dik, -tykh/-tik), where Suff. is a word forming suffix (*koshir-me-shi-lik* “plagiarism”, *khabylda-m-paz-dykh* “perceptivity”, *shyghar-ma-ger-shi-lik* “oeuvre”);

Adj + V + Suff + -lykh/-lik (-dykh/-dik, -tykh/-tik), where Adj. is an adjective (*sokhyr-senim-di-lik* «fanaticism»);

Asire- + + Adj ++ -lykh/-lik (-dykh/-dik, -tykh/-tik), (*asire-aleumetshil-dik* “supersocial”, *asire-dinshil-dik* “superreligious”, *asire-makhtanshakh-tykh* “super bragging”, *asire-ultshyl-dykh* “super-nationalism”).

As defined above, other semantic layers are present in this group of new word formations. Qualifiers are distinguished from the general corpus by Sh. Kurmanbayuly. The author also notes that in its model basis, derivatives can contain an adjective as part of speech, conveying a feature and quality, such as: *dindar* “religious”, *zhiynshyl* “eager to collective meetings”, *kisishil* “eager to invite guests”, and etc. [2,8]. Final derivative model is:

Adj (S + Suff) + -lykh/-lik (-dykh/-dik, -tykh/-tik) - *din-dar-lykh* “religiousness”, *zhiynshyl-dykh* “eagerness to collective meetings”, *kisi-shil-dik* “eagerness to invite guests” and etc.

However, there are other grammatical categories of words that are ultimately indicative of the final derivative. Examples: *dinaralykh* “inter-confessional”, *zhatyrishilik* “intrauterine”, *tylghattyykh* “iconic”, *zakirlik* “strategical”, and others.

If you look at a model with special productivity, then it is as follows:

S + -ara + -lykh, where -ara is a suffixoid with meaning “inter-” (*top-ara-lykh* “intergroup”, *til-ara-lykh* “interlanguage”, *uly-ara-lykh* “inter-ethnic”, *onir-ara-lykh* “inter-regional”, *khala-ara-lykh* “intercity” and others)

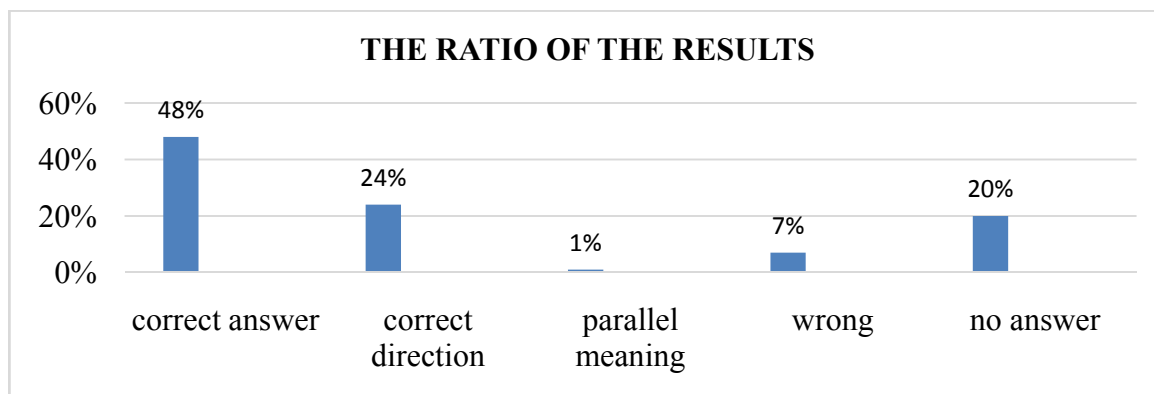
The nomina actoris words in this corpus are not so numerous. Among the examples are such as: *bolashakhtyykh* “nominant of the program Bolashakh”, *zhatzherlik* “outlander”, *khaptaulykh* “Caucasian”, *muzdykh* “ice floe”, *sulykh* “raincoat”, *ushtik* “threesome” denoting a noun or object.

The model **S + -lykh/-lik (-dykh/-dik, -tykh/-tik)** in view of its plural meaning can lead to a violation of correct decoding of actorial words, therefore, we believe, knowledge of the context with these words is necessary. As it was already described above agenthood and qualification dominate in this model.

Thus, due to the brevity of the framework of one article we considered modeling of only one dominant group of new words of the Kazakh language. Nevertheless, we can hypothetically argue the importance of word formation modeling for the semantic interpretation of a language unit. The ability to model the internal structure unambiguously contributes to the opening of the etymological motive of the appearance of a word. And this is very important not only when learning the language and its vocabulary as a foreign language, but also for the orientation of the native speaker in the mass layers of new lexical facts. In order to test the latter, we carried out a rapid experiment on the correctness of recognizing new lexical units in the Kazakh language and finding out the presence and role of the priming effect of the word models. A corpus of 30 most frequent new words from different Kazakh media was selected as speech stimuli. 22 Kazakh group graduate students of L.N.Gumilyov Eurasian national university aged 23 to 36 years participated in the express experiment. The task was to write down the semantic association on the read new lexical unit, if the word is familiar, indicate its direct meaning and highlight words that sound relatively often.

RESULTS AND ANALYSES:

Thus, we proceed to the analysis of the results. All the answers are categorized according to the degree of accuracy of the decoded meaning. The categorization parameters are the following: “correct answer”, “correct direction”, “parallel meaning”, “wrong meaning”, “no answer”. Scheme 1 below shows the overall result.



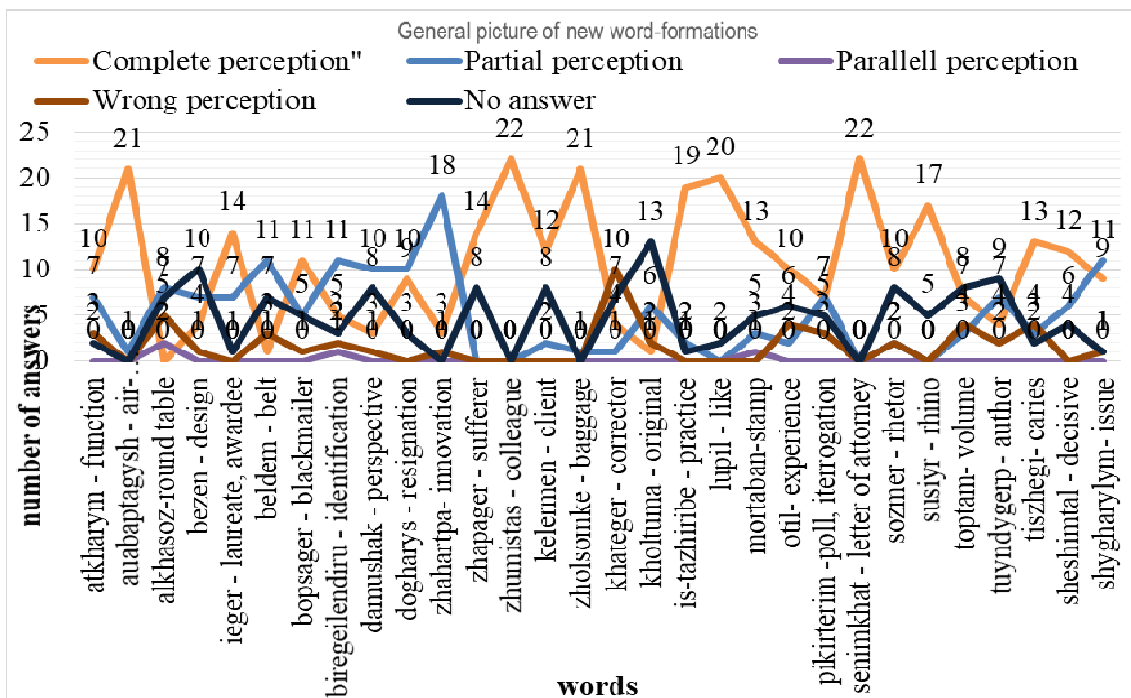
Scheme 1

As is clearly seen from the table, about half of the presented stimulus words are recognized by the respondents correctly, and more than 20% of the words are defined in the correct semantic space. However, 27% of words are misunderstood or even missed as unfamiliar.

Now let us see what new words were among the leaders with correct perception by the majority of respondents. 100% correctly recognized words are *zhumistas* “colleague” and *senimkhat* “a letter of attorney”. Further correctly decoded words are *auabaptagysh* “air conditioner” and *zholsomke* “baggage”. Concerning these words only one word was not correct and therefore the correctly decoded words contained 95%. The word *lupil* - “like” acquires a new meaning. 91% of respondents’ answers were correct to this word. The word *is-tazhiribe* “internship” became well fixed in the language as 86% of respondents recognized this word well. Above-mentioned units are total neologisms in the Kazakh vocabulary stock which have good tendency to be codified in the language.

The number of respondents who decoded the words is 63% or 14 people.

We will analyze the remained words and try to picture it.



Scheme 2

As can be seen in the diagram, a rather expressive picture emerges. On average 14 words or 47% of presented stimulus words are decoded correctly by 50% or more of respondents. Among those words are: *zhapager* “sufferer”, *kelermen* “client”, *mortaban* “stamp”, *tiszhegi* “caries” and others. Nevertheless, the remained lexical units i.e. 16 units or 53% cause difficulties in perceiving and correct decoding of the main meaning.

This part, based on the criterion of the correctness of semantic perception, can be further divided into two groups: “close to the correct meaning” and “far from correct meaning”. 8 words decoded correctly by 5 to 10 respondents refer to the 1st group. Among these words are: *atkharym* “function”, *biregeilendiru* “identification”, *otil* “experience”, *shygharylym* “issue”, *toptam* “series, miscellanea” and others. The left 8 words refer to the most marginal part of semantic correctness in perceiving. Among the most complicated words are the words: *khateger* “corrector”. It was not decoded by 17 people, that is 77% of respondents. Further go the words *kholtuma* “the original”, which is not decoded by 15 respondents or 68% of experiment participants. The words *alkhasoz* “round table talk”, *bezen* “design”, *tuindyger* “author” are in the group that are not decoded. Such words that caused difficulties as with model structure so with meaning made up 27%. In case the models of such incorrectly decoded words are analyzed, then we can suggest the reason for this result. Sufficient transparency of the root morpheme of almost all of

these words gives a false clue and sends semantics to another channel. Let us return to the concept of priming. It is priming that plays the main role as a “hint” here. Repeatability and typicality as a model, and most importantly, the meaning expressed by the model components, prompt an instantaneous misperception of the word. For example the stimulus *khateger* was answered as “a man that makes mistakes” according to the root *khate-* “mistake”+suffix *-ker/-ger*. The model “root morpheme + suffix – *ger/-ker*” form actorial meaning: “a person with a certain kind of action”, as in: *khalamger* “writer”, *gharyshker* “cosmonaut”, *saudager* “trader”, *aitysker* “singer improviser” and others. This experience or according to O.Fedorova pre-setting of relatively established model led to the so-called negative *priming effect*. We read in O. Fedorova’s work about this: “In case pre-setting worsens the processing of the target stimulus, one can talk about a negative priming effect” [8,231]. Thus, the phenomenon of psychological priming or presetting in the perception of new lexical units can have both a positive (*senimkhat* “a letter of attorney” ≈ *alghyskhat* “thank-you letter”) and a negative (to the word *alkhasoz* “round table talk” the received answer was *khara soz* -“word of edification”) effect.

DISCUSSION. We believe when modeling derivatives in the modern Kazakh language, taking into account knowledge of priming, it is necessary, with full transparency of the etymon, to include deictic (indicative) components that contribute to the correct perception of the intended meaning during communication. If we are talking about, for example, the *khateger* “corrector”, then, at a minimum, there should be another part in the Kazakh version - *qatezhondeger* (*qatezhondeush*) “corrector of a mistake”. This in its turn enables to realize the “functional literacy”[15].

Summarizing our paper in general, the perception of new models of words meets the expectations and performs its auxiliary function in communicative activities as evidenced in the results of empirical rapid research. It should be remembered that the modeling of new words due to its high significance and direct connection with the reflected meaning requires careful preparation, compliance with the rules of etymology, that is special for those claiming to have a certain model-semantic priming. The model contains not only the formal elements of the structure of a new word, but also expresses a definite meaning, combining words of the same type into a single semantic space. Models and modeling processes in the modern Kazakh language deserve further extensive study.

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ҚАЗІРГІ ҚАЗАҚ ТІЛІ ДЕРИВАТ МОДЕЛЬДЕРІНДЕГІ СӨЗЖАСАМ МАҒЫНАСЫ МӘСЕЛЕСІ

Аннотация. Мақала қазіргі қазақ тіліндегі жаңа сөздердің ішкі және семантикалық мазмұнын зерттеудің теориялық және практикалық нәтижелерін қамтиды. Жаңа сөз моделінің маңыздылығына ерекше көңіл бөлінеді. Модельдеуді жаңа тілдік бірлікті қалыптастыру үдерісінде негіз ретінде қарастыруды ұсынамыз, модельдің лингвокоммуникативті ерекшеліктері ескеріліп, эмпирикалық түрде алынған жаңа сөз формаларын қабылдау нәтижелерін көрсетеді.

Түйін сөздер: номинативті іс-әрекет, модель, модельдеу, морфема, сөзжасамдық мағына, модельді парадигма, прайминг.

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ВОПРОСЫ СЛОВООБРАЗОВАТЕЛЬНОГО ЗНАЧЕНИЯ В МОДЕЛЯХ ДЕРИВАТОВ СОВРЕМЕННОГО КАЗАХСКОГО ЯЗЫКА

Аннотация. Статья содержит теоретические и практические результаты исследования внутреннего и смыслового содержания новых слов в современном казахском языке. Акцент сделан на важности модели нового слова в ее тесной взаимосвязи с выражаемым значением. Автор предлагает рассматривать моделирование как основу в процессе формирования новой языковой единицы, отмечает лингво-коммуникативные особенности модели, а также демонстрирует результаты восприятия новых словоформ, полученных эмпирически.

Ключевые слова: номинативная деятельность, модель, моделирование, морфема, словообразовательное значение, модельная парадигма, прайминг.

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CREDITING IN THE REPUBLIC OF KAZAKHSTAN ENTERPRISES OF SMALL BUSINESSES AS SPECIAL SUBJECTS OF MARKET ECONOMY

Abstract. The development of small and medium-sized businesses is the basis of the economy of any country. The experience of developed countries shows that the formation and development of small and medium-sized businesses creates favorable conditions for economic recovery: a competitive environment is being formed and developed, a sectoral and regional monopolism is being overcome, the market is becoming saturated, the export potential is increasing, the middle class is being created. In Kazakhstan, it is the support of small and medium-sized businesses that is one of the priority tasks of the state policy of economic development conducted by N.A. Nazarbayev.

This article discusses one of the tools for the development of small business - bank lending, which allows to solve the problem of insufficient resource base. The lack of sufficient funding does not allow small businesses to develop effectively, which is manifested in the absence of the possibility of timely fulfillment of obligations to counterparties, investment activities: renewal of fixed assets, expansion of business volumes.

When writing the article, general scientific methods of cognition (statistical, normative analysis, synthesis, analogy, generalization), empirical-theoretical (collection, study and comparison of data), as well as methods of scientific cognition were used. When processing and systematizing the data, the methods of grouping and classification were used.

The information and statistical base of the study was compiled from official periodical and information and analytical publications of the Republic of Kazakhstan.

Keywords: small and medium business (SME), lending, microcrediting, entrepreneur, subject, entrepreneurship, financing, microcredit financial organizations (MFIs).

Introduction - In developed economies, small business plays an important role, ensuring sustainable growth and development of the economy, a high level of competition, and the social well-being of the country. The key priority of the Third Modernization of Kazakhstan is the cardinal improvement and expansion of the business environment, which includes a set of system measures for the growth of small and medium businesses. The greater the share of small and medium businesses in our economy, the more stable will be the development of Kazakhstan [1].

Among economists there is no unity in understanding the essence and content of the economic basis of lending. So, from the point of view of O. I. Lavrushin, a specific “economic basis on which credit relations emerge and develop, is the circulation and circulation of capital, i.e., the economic basis for the emergence and development of credit relations is a circulation and turnover of capital characterized by continuity and at the same time, different fluctuations depending on the need for resources and sources of their coverage [2].

Research background – Researchers M.L. Lishansky and I.B. Maslova when determining the content of the economic basis of credit relations, Maslova considers refund ability to be an important attribute, “regardless of the stage of capital flow, it is a universal property of a loan [3].

Currently, the role of lending in the development of small and medium-sized businesses in the country is growing, which confirms the positive statistics of the industry. The state also implements the

necessary measures to improve the availability of credit facilities. The social initiative of the President of the country to expand lending only strengthens these measures.

As E.Z. Iruhov and R.R. Sabanov note that active work of commercial banks in the area of crediting is an indispensable condition for successful competition of these institutions, leads to an increase in production, an increase in employment, an increase in the solvency of participants in economic relations [4].

Voevutko A.Yu. in his scientific articles, he describes small business entities that are very vulnerable to all market changes and shocks, since they have far fewer opportunities and resources than subjects of medium and, moreover, larger business. Therefore, the economic policies of developed countries are aimed at compensating these abilities of small enterprises and helping them to act in the market as full-fledged subjects of competition [5].

Financing a small business is the most acute issue that every entrepreneur has to do. This question arises at all stages of business life. L.T. Ibadova defines domestic financial resources as resources generated in the process of economic activities of organizations, and the main forms of external financing include “receiving gratuitous financial assistance from budgetary and extra-budgetary sources, attracting bank and non-bank loans” [6].

So, for example, V.I. Kolesnikov, L.P. Krolivetskaya understand the system of bank crediting as a set of elements determining the organization of the credit process (technology and technology of crediting) and its regulation in accordance with the principles of crediting [7].

This approach is shared by A.I. Polishchuk, who treats the lending system as “a set of lending methods and methods based on certain principles” [8].

In essence, the understanding of the system is reduced to a credit mechanism, in which credit subjects are not included.

According to S.N. Yakovenko, A.A. Londar, small business lending gives the bank’s loan portfolio a number of characteristic features:

- short-term financing, due on the one hand to the fact that small businesses primarily solve the problem of financing current rather than investment expenses, and on the other hand that banks do not have the long-term credit resources necessary to finance investments;

- weak security, due to the fact that the pledge when lending to small businesses most often serve as inventory values in circulation, the implementation of which presents certain difficulties and is associated with significant costs;

- increased risks associated with the difficulty of carrying out a full-fledged analysis of the financial and economic activities of the enterprise;

- high profitability due to the desire of banks to compensate for the high level of risk [9].

Taking into account the fact that today about 1.5 million people are employed in the sphere of individual entrepreneurship, in peasant and private farms, this measure will indirectly contribute to the preservation of their jobs and the further development of small business in Kazakhstan.

The implementation of various government programs that support the infrastructure and innovative development of the country has a positive effect on the development of the small and medium-sized business sector, which is supported by the financing of second-tier banks. To increase the availability of bank lending to small businesses, as noted by Galyaeva L.Ye. and Maximchuk E.I. in their articles, the development of its institutional environment should be oriented, which is represented as a set of groups of institutions - its subjects, namely: institutions regulating the market of bank lending to small business, financing systems, tax institutions, legal institutions, etc. [10].

Thus, the economic basis of lending to small businesses by commercial banks is determined by the relationship associated with the provision of a lender to the borrower on the terms of urgency, payment and repayment of financial resources enshrined in the relevant contract, while their source is funds released in the process of capital circulation achieve additional economic effect.

Methodology – Small business (SB) is an entrepreneurial activity carried out by subjects of a market economy under certain criteria (indicators) established by laws, government agencies or other representative organizations.

In his publication Zabolotskaya V.V. notes that small businesses have some features that include the following:

1) the formation of sources of financing of small enterprises is largely associated with the movement of working capital. In this regard, small businesses need primarily short-term loans, as the share of fixed assets in the total structure of production assets is insignificant or most of them are leased, which does not allow small businesses to take advantage of the collateral in obtaining a loan. Moreover, the availability of collateral is the most important criterion for assessing the creditworthiness of the borrower;

2) the need to obtain a relatively small loan amount, due to the small scale of MP operations, the size of assets and capital, as well as a significant number of potential borrowers from the IB businessmen, which implies a clear development of standardized application procedures;

3) incomplete internal information security associated with the use of a simplified form of accounting and reporting, which does not allow small businesses to adequately assess their financial position and provide reliable financial information to a credit institution, which reduces the likelihood of obtaining a loan;

4) lack of start-up capital and liquid collateral for a bank loan, which classifies small business as one of the riskiest sectors of financial investments;

5) a rather high share of cash settlements, difficulties with confirming the source of income of small enterprises in connection with the use of gray settlement schemes for the purpose of tax evasion. For these reasons, commercial banks set a tight repayment schedule for a loan [11].

These features of small enterprises require commercial banks to introduce a number of restriction measures in their programs for financing the activities of small businesses, which include the following:

- the establishment of the maximum size of the loan (credit limit);
- limitation of the loan period (as a rule, this is a short-term loan for a period not exceeding 1 year);
- tightening the repayment schedule (most often the monthly repayment of a part of the principal debt);
- the establishment of requirements for the value of cash flow, etc.

Consequently, the development of small businesses is closely related to the credit activities of commercial banks, as small businesses need external borrowing throughout their life cycle. In the modern economy there are real barriers to lending to small businesses, which are associated with the lack of a clear understanding of the economic basis of financial and credit relations between commercial banks and small enterprises. The study of the nature of lending and its role in the promotion and development of small business will improve the system of credit management.

Small business is currently one of the pillars of the global economy, it contributes to providing employment, creates competition, expands the markets with new goods and services, and is also able to respond to various market changes. In turn, one of the main factors for the successful formation and dynamic development of small business is the availability of funds. Among a number of financial instruments, the most popular is the provision of loans. In the light of this trend, the social initiative of the President of Kazakhstan Nursultan Nazarbayev to expand lending, under which it is planned to increase lending by 20 billion tenge, can serve as an effective tool for the development of small business in Kazakhstan.

Without credit support to enterprises, rapid development and functioning is impossible, since due to limited own funds, an enterprise periodically has a need for credit resources [12]. In this connection, it can be concluded that lending improves production efficiency, accelerates the formation of sources of capital for its expansion, stimulates the development of productive forces.

The Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan monitored the number of operating small and medium-sized businesses, on the basis of which revealed that as of January 1, 2019, the number of operating SMEs increased by 8.3% compared with the corresponding date of the previous year [13].

In the total number of SMEs, the share of individual entrepreneurs was 65.2%, small businesses — 18.6%, peasant or farm enterprises — 16%, and medium-sized businesses, 0.2% (Table 1).

Table 1- The number of active SMEs in the regional aspect as of January 1, 2019 (units)

Region	Total	including				Total, as a percentage of the corresponding period of the previous year
		legal entities of small business	legal entities of medium business	individual entrepreneurs	individual entrepreneurs peasant and farm enterprises	
Republic of Kazakhstan	1 241 328	231 325	2 620	809 115	198 268	108,3
Akmola	44 106	7 072	116	32 173	4 745	105,7
Aktubinsk	54 430	9 856	105	38 687	5 782	108,4
Almaty	115 630	10 246	162	60 103	45 119	105,2
Atyrau	46 756	7 037	114	37 139	2 466	109,0
West Kazakhstan	40 062	5 825	91	27 895	6 251	108,0
Zhambyl	63 262	5 916	54	40 677	16 615	107,8
Karaganda	84 032	17 122	181	58 040	8 689	106,0
Kostanai	51 093	7 278	149	37 970	5 696	105,9
Kyzylorda	42 342	5 194	59	30 642	6 447	113,1
Mangistau	51 096	8 322	92	40 576	2 106	108,7
Pavlodar	43 820	9 199	110	31 263	3 248	106,1
North Kazakhstan	28 969	4 967	134	20 179	3 689	105,0
Turkestan	130 804	7 084	50	54 685	68 985	106,4
East Kazakhstan	87 678	10 818	171	61 149	15 540	109,6
Astana city	124 685	40 887	251	83 339	208	128,2
Almaty city	174 509	62 324	661	110 931	593	102,7
Shymkent	58 054	12 178	120	43 667	2 089	106,7

Note – compiled by authors according to the source [13]

In general, the credit market of Kazakhstan is developing quite dynamically and demonstrates a stable growth in issuing loans to small businesses, as evidenced by the data of existing small business entities as of January 1, 2019 by economic activity (Table 2) [13].

Table 2 - Number of operating small business entities as of January 1, 2019 by type of economic activity (units)

Industry		legal entities of small business	individual entrepreneurs	peasant or farm
Republic of Kazakhstan	1 238 708	231 325	809 115	198 268
Agriculture, forestry and fisheries	231 021	11 571	21 182	198 268
Industry	44 863	18 621	26 242	
Mining and quarrying	2 659	2 520	139	
Manufacturing industry	38 807	13 915	24 892	
Electricity, gas, steam and air conditioning	1 133	846	287	
Water supply; sewage system, control over the collection and distribution of waste	2 264	1 340	924	
Construction	57 821	34 672	23 149	
Wholesale and retail trade; car and motorcycle repair	434 390	73 905	360 485	
Transportation and warehousing	76 856	9 971	66 885	
Information and communication	16 194	6 827	9 367	
Accommodation and Food Services	29 839	4 415	25 424	
Financial and insurance activities	6 145	5 739	406	
Real Estate Operations	80 892	8 798	72 094	
Professional, scientific and technical activities	34 208	17 608	16 600	
Administrative and support services	33 378	11 802	21 576	
Education	15 867	7 324	8 543	
Health and social services	8 674	3 750	4 924	
Arts, entertainment and recreation	9 858	2 233	7 625	
Provision of other services	158 702	14 089	144 613	

Note – compiled by authors according to the source [13]

It is these groups of SMEs that most need such forms of lending, since loans make it possible to receive small sums of money for a short period, which is very important for the current development of their own business in small towns and villages. This makes it possible to solve two main tasks:

- first, by using borrowed funds to develop a small business and form a primary positive credit history;

- secondly, to contribute to the reduction of poverty and unemployment in the regions.

Thus, this financial tool involves the simultaneous solution of both economic and social problems.

Microcredit is also a lifeline for many small businesses. The main microcredit service providers in Kazakhstan are microfinance organizations (MFIs). According to the National Bank of Kazakhstan, 153 microfinance organizations function in Kazakhstan today.

If we consider the territorial location of the registration of MFIs, it can be noted that a significant part of such financial enterprises is located in the southern region. In total, in the South Kazakhstan, Kyzylorda, Almaty and Zhambyl oblasts 40 units are registered, or 26% of the total number of MFIs. Also, a significant share of such organizations falls on the cities of republican importance - Almaty (52-34%) and Astana (18-12%).

This distribution of existing MFIs is justified by the fact that most of the self-employed population is concentrated in the southern region. According to the Statistics Committee of the MNE RK for the 4th quarter of 2018, out of a little over 2 million self-employed RK, more than 1 million live in the southern regions, i.e. 50% of all self-employed in the country. While in the 4 northern regions, the number of self-employed is 437,333, or 21% of the total. The high concentration of MFIs in the southern region can also be partly due to relatively low wages.

Considering lending to SMEs for 2018, it can be noted that small business in the country is developing from year to year. So, by August, there were already 263.3 thousand small companies in the market of Kazakhstan - by 9.7% more than a year earlier. Of these, 56% is active. Another 18.1% of existing small businesses were startups - new, not yet active companies. There are already 47.7 thousand of them in the country - immediately by 21.6% more than a year ago.

The average business, on the contrary, is in no hurry to grow - the number of companies has not changed for the year, remaining at the level of 6 thousand. However, almost all of these companies (97.3%) are actively working in the market of Kazakhstan. Another 1% are new companies in the medium business sector [14].



Figure 1 - Dynamics of indicators of existing legal entities in the field of small business in the Republic of Kazakhstan for the period from 2013-2018

Note – compiled by authors according to the electronic resource: Ranking.kz

Thus, today in the SME segment, nearly 6 thousand medium-sized businesses and almost 200 thousand small enterprises need credit support. Among the top ten banks in terms of the volume of the loan portfolio, 7 banks are ready to provide SME credit support at once.

In the SME segment, ATF Bank offers the largest loan amount - up to 5 billion tenge. It is noteworthy that against the background of a general decline in the lending sector of legal entities as a whole (minus 5.8% year-on-year) and small businesses - in particular (immediately minus 14.9% per year), SME loans from ATF Bank increased immediately by 12, 2% only for the first half of the year.

Next in line with the size of the proposed amount are Halyk Bank and Tsesnabank - up to 3 billion tenge. The amount of up to 2 billion tenge offers ForteBank.

The most attractive low GEV on products of SME lending are offered by ATF and Halyk Bank. ATF Bank has the lowest annual effective lending rate for SMEs, from 13.2%; there are also products with rates of 14.6% and 15.7%. Halyk Bank follows next - from 13.5%, there are options 14.2% and 14.8%. Closes the top three ForteBank - from 16.3%. The average effective rate in the segment - from 16.9%.

The loan term varies from 12 (Bank CenterCredit) to 120 (Tsesnabank and BCC) months. The most popular loan term - up to 84 months - is offered by ATF, Eurasian, BCC, Sberbank, Narodny and ForteBank.

Many credit organizations try to support entrepreneurs by expanding the product line and offering financial products that meet various business needs on more favorable conditions for SMEs. According to the data of the Expert RA rating agency, the following second-tier banks in the Republic of Kazakhstan became leaders among banks in terms of loans issued to entrepreneurs, according to 2018 results. In the segment of 7 second-tier banks and 26 proposals (Table 3).

Table 3 - TOP-10 second-tier banks of the Republic of Kazakhstan by loan portfolio in 2018

Bank	Effective rate (%)	Bank	Maximum term (month)	Bank	Maximum amount (in thousand tenge)
ATF Bank	13,2	BCC	120	ATF bank	5000000
Halyk	13,5	Cesna bank	120	Cesna bank	3000000
Halyk	14,2	ATF bank	84	Halyk	3000000
ATF Bank	14,6	Eurasian	84	Forte Bank	2000000
Halyk	14,8	Halyk	84	ATF bank	1500000
ATF Bank	15,7	Forte Bank	84	Sberbank	350000
Forte Bank	16,3	Sberbank	84	BCC	210000
Cesna bank	17,3	BCC	84	Halyk	200000
Cesna bank	18,1	Cesna bank	60	Cesnabank	165000
Halyk	18,3	Halyk	60	BCC	50000
BCC	19,3	Forte Bank	60	BCC	39000
Cesna bank	20,7	Sberbank	60	ATF bank	30000
Forte Bank	23,6	BCC	48	Forte Bank	30000
		BCC	36	Sberbank	20000
		Halyk	36	Halyk	12000
		BCC	12	BCC	2100
				BCC	1050

Note – compiled by authors according to the electronic resource: Ranking.kz

On the basis of these data, which were shown in Table 3, for a clearer understanding and presentation, the following Table 4 was compiled.

Table 4 - The average value of indicators of the STB of the Republic of Kazakhstan in 2018

Indicator	min	max	average	popular
Effective rate (%)	13,2%	23,6%	16,9%	-
Minimum term (month)	3	3	3	3
Maximum term (month)	12	120	74	84
Minimum term (month)	30	39000	10408	-
Maximum term (month)		5000000		

Note – compiled by authors according to the electronic resource: Ranking.kz

There are four main financing problems that SMEs face in their activities. All these problems ultimately lead to an increase in the risk of lending, which reduces the ability of SMEs to get a bank loan:

1) own funds of this category of enterprises are limited. Lack of own funds worsens the financial position of the company in terms of its solvency, in particular, the ratio between equity and debt capital (financial leverage ratio) worsens. Consequently, the degree of risk that a bank takes upon lending to this category of enterprises increases;

2) while in modern economic conditions, its information support is of great importance for business, there is practically no qualitative information on the position of individual SMEs on the market. This is due to the following reasons:

- SMEs are often family-based, and their owners may not have the necessary experience in providing information;

- there is no access to financial markets, which are the main providers of publicly available information;

- there are no specialized rating agencies involved in assessing the financial position of small and medium-sized enterprises.

In general, the main problems associated with lending to small and medium-sized businesses can be presented in the form of analysis (Table 5).

Table 5 - Analysis of the problems of lending to SMEs

Problems of lending	
From the point of view of SMEs	From the point of view of commercial banks
<ul style="list-style-type: none"> - high lending rates; - strict conditions and incomplete information when obtaining a loan; - lack of quality security for the loan; - long terms of consideration of the application. 	<ul style="list-style-type: none"> - the risks of non-repayment of loans to banks from entrepreneurs; - the growth of overdue loans for SMEs; - risk of potential bankruptcy of the borrower.
<ul style="list-style-type: none"> - insufficient level of state support for SMEs; - low level of legal and economic literacy of most entrepreneurs; - decline in lending to the SME segment; - the mechanism for securitizing loans to SMEs is not developed. 	
Note – compiled by authors	

It is small and medium business that contributes to the increase in total production and retail turnover, the creation of a competitive environment in the market, and the provision of a significant part of the population with jobs [15, p.5]. The importance of the activities of SMEs is obvious, however, in the field of lending to these enterprises in our country, unfortunately, there are many serious problems that require urgent solutions.

Conclusions - Small and medium enterprises (SMEs) constitute a special risk group for banks. This can be explained by various factors: the importance of the role that SMEs play in the economy, the high level of bankruptcies in this group of enterprises (for example, in France it is about 5 times more than for large enterprises), and the fact that banks are the main source of financing for SMEs [15].

Development of small business and private entrepreneurship is given priority, largely due to the need to accelerate the development of market relations.

Lending to small businesses today is one of the fastest growing segments of the banking services market and is of considerable interest to banks because of the high profitability of these operations and the relatively short turnaround times of loan capital. For any state, lending to small businesses is of interest, since a developed small business is a prerequisite for the development of the real sector of the economy, which performs a number of socio-economic tasks:

- ensuring employment of the population;
- development of competition
- increase in tax revenues to the state budget, etc.

The main problems, as noted by V.V. Gordin, impeding the broad lending to small businesses, are from the point of view of banks, the opacity of small businesses and the shortage of borrowers with a stable financial condition, which leads to high risks of loan default. From the point of view of

entrepreneurs, high crediting of small businesses is hindered by high cost of loans or too tight credit conditions at an acceptable interest rate, as well as the absence of credit products for beginning businessmen in most banks. Therefore, taking into account the shortage of borrowers with a stable financial situation, a more thorough analysis of the solvency of small enterprises and the development of individual lending schemes, as well as automation of this process, are necessary [16].

The key mechanisms for the development of enterprise lending, regardless of the sphere of activity of small businesses, can be the following:

- formation of investment attractiveness of industries;
- attraction of loans under guarantees;
- creation of conditions for attracting long-term private investment;
- assistance in the formation of the modern infrastructure of the investment sphere, design organizations, consulting and engineering firms, information centers, insurance companies, mortgage companies, etc.

According to A. Anoshkin, who studies the problems of lending to small and medium-sized businesses at the present stage, small and medium-sized businesses (SMEs) have always played a key role in the economies of countries with a market structure [17].

From the above, it can be concluded that a distinctive feature of lending to SMEs is an increased degree of risk due to factors such as limited equity of enterprises, lack of quality information about the financial position of this group of borrowers, the complexity of forming a reputation and the specific nature of the assets of small and medium enterprises. business. The costs associated with a high degree of risk, ultimately, are passed on to SMEs - a potential borrower who is forced to agree, in particular, to pay high interest rates or to provide collateral in fairly large amounts [18]. At the same time, insufficient guarantee coverage along with unsatisfactory from the point of view of the bank the results of the enterprise's activity and the discrepancy of the information provided by the SME to the requirements of the bank are among the main reasons for the refusal to issue a loan.

Thus, the support of small and medium-sized businesses with a financial instrument such as lending becomes one of the basic conditions for ensuring the dynamic development of the national economy [19]. Small and medium-sized businesses make a significant contribution to the socio-economic development of the country through the creation of additional jobs, increasing tax revenues, contribution to the gross domestic product [20].

Based on the above existing problems, several priority areas for the development of the SME lending mechanism in Kazakhstan were identified:

- development and implementation of new, effective, government lending programs that meet the needs of SMEs and commercial banks;
- implementation of support to SMEs working in priority areas, as well as start-up entrepreneurs at the expense of preferential credit conditions;
- the creation by the state of special events that contribute to improving the legal and economic literacy of entrepreneurs;
- State assistance to financial institutions capable of becoming solvent guarantors for SMEs;
- popularization of the mechanism for securitizing loans to SMEs in Kazakhstan.

Small and medium businesses are given great importance in the development of the economy of Kazakhstan. The Strategy "Kazakhstan-2050" emphasized the paramount importance of comprehensive support for entrepreneurship, due to which the contribution of SMEs to the economy should grow by 2030. "For this, it is necessary to improve the mechanisms of support for domestic producers and take all necessary measures to protect and promote their interests. The task of today is the creation of the necessary conditions and prerequisites for the transition of small enterprises and individual entrepreneurs to the category of medium-sized ones". It has been proven that an effective state support system increases the potential of SMEs in the direction of contributing to employment, GDP, creating innovations, ensuring sustainable development and inclusive growth.

Thus, an analysis of the mechanisms for financing a knowledge-based economy shows that science and the social sphere in Kazakhstan are funded almost on a residual basis. At the same time, multi-billion funds, mainly from the state treasury and its reserves, went to the second-tier banks without previously agreed public conditions and obligations for their intended use. As for the structure of the loan portfolio of

banks, the objects of lending related to the strategic objectives of the state are financed by the state itself. This applies to both housing mortgage financing, and various loans for the agro-industrial complex and SMEs. There is no objective information of the National Bank (regulator of the banking system of Kazakhstan) on the targeted use of allocated funds in support of the STB of the RK [21].

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ШАҒЫН БИЗНЕС КӘСІПОРЫНДАРЫН НАРЫҚТЫҚ ЭКОНОМИКАНЫҢ ЕРЕКШЕ СУБЪЕКТІЛЕРІ РЕТІНДЕ КРЕДИТТЕУ

Аннотация. Шағын және орта бизнесті дамыту кез келген елдің экономикасының негізі болып табылады. дамыған елдердің тәжірибесі шағын және орта кәсіпкерлікті қалыптастыру мен дамыту экономиканы сауықтыру үшін қолайлы жағдай туғызатынын куәландырады: бәсекелестік орта қалыптасады және дамиды, салалық және өңірлік монополизм еңсеріледі, нарықтың қанығуы жүреді, экспорттық әлеует артады, жұмыс орындары құрылуда және орта тап қалыптасады. Қазақстанда шағын және орта бизнесті қолдау Н. жүргізіп отырған экономикалық дамудың мемлекеттік саясатының басым міндеттерінің бірі болып табылады. А. Назарбаев.

Бұл мақалада шағын кәсіпкерлікті дамыту құралдарының бірі қарастырылады - бұл ресурстық базаның жеткіліксіздігі проблемасын шешуге мүмкіндік беретін банктік кредит беру. Жеткілікті қаржыландырудың болмауы шағын кәсіпкерлік субъектілеріне тиімді дамуға мүмкіндік бермейді, бұл контрагенттер алдындағы міндеттемелерді уақтылы орындау, инвестициялық қызметті жүзеге асыру: негізгі қорларды жаңарту, бизнес көлемін кеңейту мүмкіндігінің болмауынан көрінеді.

Мақаланы жазу кезінде жалпы ғылыми таным әдістері (статистикалық, нормативтік талдау, синтез, аналогия, жалпылау), эмпирико-теориялық (деректерді жинау, зерттеу және салыстыру), сондай-ақ ғылыми таным әдістері қолданылды. Деректерді өңдеу және жүйелеу кезінде топтау және жіктеу әдістері қолданылды.

Зерттеудің ақпараттық-статистикалық базасын Қазақстан Республикасының ресми мерзімді және ақпараттық-талдау басылымдарының деректері құрады.

Түйін сөздер: шағын және орта бизнес (ШОБ), кредит беру, микрокредит беру, кәсіпкер, субъект, кәсіпкерлік, қаржыландыру, микрокредиттік қаржы ұйымдары (МКҰ).

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КРЕДИТОВАНИЕ В РЕСПУБЛИКЕ КАЗАХСТАН ПРЕДПРИЯТИЙ МАЛОГО БИЗНЕСА КАК ОСОБЫХ СУБЪЕКТОВ РЫНОЧНОЙ ЭКОНОМИКИ

Аннотация. Развитие малого и среднего бизнеса является основой экономики любой страны. опыт развитых стран свидетельствует, что формирование и развитие малого и среднего предпринимательства создает благоприятные условия для оздоровления экономики: формируется и развивается конкурентная среда, преодолевается отраслевой и региональный монополизм, происходит насыщение рынка, повышается экспортный потенциал, создаются рабочие места и формируется средний класс. В казахстане поддержка именно малого и среднего бизнеса является одной из приоритетных задач государственной политики экономического развития, проводимой Н.А. Назарбаевы.

В данной статье рассматривается один из инструментов развития малого предпринимательства - это банковское кредитование, позволяющее решить проблему недостаточности ресурсной базы. Отсутствие достаточного финансирования не позволяет субъектам малого предпринимательства эффективно развиваться, что проявляется в отсутствии возможности своевременного исполнения обязательств перед контрагентами, осуществления инвестиционной деятельности: обновления основных фондов, расширения объемов бизнеса.

При написании статьи были использованы общенаучные методы познания (статистический, нормативный анализ, синтез, аналогия, обобщение), эмпирико-теоретический (сбор, изучение и сравнение данных), а также методы научного познания. При обработке и систематизации данных применялись методы группировок и классификации.

Информационно-статистическую базу исследования составили данные официальных периодических и информационно-аналитических изданий Республики Казахстан.

Ключевые слова: малый и средний бизнес (МСБ), кредитование, микрокредитование, предприниматель, субъект, предпринимательство, финансирование, микрокредитные финансовые организации (МФО).

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**PERSPECTIVES OF KAZAKHSTAN'S
PENSION SYSTEM DEVELOPMENT**

Abstract. In this study, the theoretical and methodological aspects of the functioning of the pension system in modern conditions, the basic models of pension provision and pension schemes, taking into account the world experience, are analyzed, the main trends in the development and reform of the pension system in the Republic of Kazakhstan with an assessment of the main performance indicators of the Unified Accumulative Pension Fund. The main problems in the development of the pension system of Kazakhstan are revealed, the efficiency of managing pension assets is estimated from the perspective of the safety of pension savings and ensuring their profitability through investing in financial instruments. Areas of improvement of strategic investment management of pension savings in the context of the need to fulfill social obligations to participants in the pension system of the Republic of Kazakhstan were defined. Based on the results of the study, measures are proposed to stimulate the activity of the population in the funded pension system, taking into account the current demographic trends, the results of the forecast of the structure of pension incomes are presented depending on the size of the solidarity, base and accumulation components in realistic scenario implementation.

Keywords: pension provision, pension insurance, pension fund, pension savings, investment.

Currently, many countries of the world community are adapting the pension system to changing conditions. In turn, in the Republic of Kazakhstan, the pension system was reformed and its basic elements were modernized. Accumulation and distribution pension systems have become mutually complementary. In his Message to the People of Kazakhstan “New Opportunities for Development in the Conditions of the Fourth Industrial Revolution” dated January 10, 2018, the President of the Republic of Kazakhstan noted the particular importance of creating a fair social security system and enhancing the relationship between work experience and the size of benefits.

The pension system in the Republic of Kazakhstan occupies a leading place in the system of social protection of the population and affects the interests of more than 1.5 million pensioners and about 8 million participants in the country's accumulative pension system. At the same time, a number of problems remain, the solution of which will allow creating a stable economic, organizational, regulatory environment for the further improvement of the pension system, ensuring the implementation of its most important principles.

In this regard, there is a need to improve the pension system of the Republic of Kazakhstan, its institutional framework, as well as the transition to the formation of long-term targets for the development of pensions.

Understanding that in the modern period of economic development the role of the state in the functioning of the country's pension system is increasing in the context of significant changes in demographic, economic and other factors is the key to the stability and well-being of the social sphere. Organizing and ensuring the effective functioning of the pension system is the object of active research in connection with the need to reform and improve it.

Various aspects of the problem were considered in the works of domestic and foreign scientists, which will be the scientific and methodological basis for developing the topic, achieving the goal and objectives of the study.

Problems of ensuring the stability of the pension system in conditions of increasing life expectancy of the population are investigated in the works of Simonovits Andras (2015)[1], Knell Markus (2018)[2].

Issues of post-crisis modification of the pension systems of countries and the impact on the size of pensions of various factors are examined in the studies of Chybalski Filip (2013)[3], Chlon-Dominczak Agnieszka (2018)[4] and others.

A study of the methods of forming the state pension, the efficiency and sustainability of pension systems based on the state pension is presented in the works of Budko S. A., Fedotov D.Yu. (2017)[5], Cordoba-Bueno M., Fernandez-Aviles G., Garcia-Centeno M.C. (2016)[6].

The article of Modrakova Eva, Hetes Jozef and Soltes Michal (2014) [7] discusses the advantages and disadvantages of the third level of the pension system - pension insurance. In turn, the study of Pandurics Anett, Szalai Peter (2017) [8] analyzes the role of voluntary professional and voluntary pension contributions in a multilevel pension system, substantiates the need to encourage annuity products. The definition of the main determinants of pension contributions based on an empirical analysis of data from 53 countries was carried out in the works of Tuesta David (2014) [9].

The study of pension insurance modeling systems with separate proposals for their optimization was carried out in the works of Mitchell Olivia S. (2015) [10], Geczy Christopher C. (2015) [11]. Separate areas for improving the system of financial regulation of pensions based on the use of a matrix combining experimental and statistical data were proposed in the study Tanaka Shuji (2016) [12]. Challengz-Bedoya Luis (2017) [13] explored the issues of risk reduction during the accumulation of pension assets based on the assessment of various scenarios for the development of the pension system.

The socio-economic content of the concept of "pension system", is considered in detail by M.L. Zakharov. (2016) [14], Kutsenko V.V. (2013) [15], Tuchkova E.S. (2013) [16] etc. Features of the development and reform of the pension system of Kazakhstan are investigated in the works of M. Amanbayev. (2010) [17], A.T. Mergenbaeva (2016) [18], Zhantayeva A.A. (2016) [19], A. Bakhtgaliyeva et al. [20]

It should be noted that at the present stage of development of scientific thought in Kazakhstan, fundamental research of an integrated nature is needed. The investigation of the issues of improving the pension system is fairly new both for theory and for the practice of socio-economic development of the Republic of Kazakhstan.

Based on the study of theoretical aspects and the generalization of various approaches to the consideration of the concept of "pension system", it is possible to give the following definition. The pension system, in our opinion, is a set of socio-economic relations about the formation, management and use of special funds of funds intended for the payment of pensions to people who have reached a pension return or have lost their ability to work.

In most countries of the world, pensions are built on the basis of a combination of two models: government distribution (joint) and non-government (funded). The fundamental difference between these pension schemes is in the methods of financing them.

In the distribution system, the size of the pension is directly dependent on the length of work experience and the average salary. In each country, the requirements for the minimum length of service or the procedure for determining the average wage are different. The pension is paid in the form of life annuity with full or partial indexation (which depends on the legislation of the country).

It can be noted that the advantage of the distributive method of financing pensions is a certain ease of management. In addition, due to the operational mechanism of the use of funds, this pension scheme is not affected by inflation and other external factors. There is no need for additional costs for the preservation and maintenance of the pension capital, as well as the risk of its full or partial loss or reduction of its real value.

At the same time, the use of this model has several disadvantages: the difficulty of providing stability of the system in the face of declining number of employed population in relation to pensioners, elements of equalization are present, there is no principle of election, the possible development of social dependency, etc. Therefore, it is impossible to create an equitable system for calculating accrued pension rights and, accordingly, the calculation of an adequate amount of long-term state pension obligations in the form of a life-long pension.

Traditional distribution systems play a dominant role in the pensions of most Western European countries. Thus, in Belgium, such a system covers about 70% of pensioners. In Germany - 82% of employees. Moreover, 63% of the funds required for the operation of distribution mechanisms come from insurance contributions, and 37% from the state budget. In France, the distribution system accounts for 89% of the total expenditure on pensions [21, p. 50].

The system of pension deductions from current income has another internal disadvantage, especially evident in recent decades - it cannot cross borders. The world every day becomes more mobile, which is especially important for Europe, where it assumes the existence of a single labor market, and the further isolation of national pension programs becomes an obstacle [17, p.57].

Considering the funded model of the pension system, it should be noted that its activity is based on the payment of pensions from the accumulated monetary fund created specifically for this purpose. In the accumulative pension system, the rights of investors are taken into account more strictly than the rights of claim in the general traditional distribution systems, their formation is more transparent, and the risks are, as a rule, more diversified. The participant of the accumulative pension system at any time can receive information on the total amount of their contributions and accrued interest. This increases the fairness in the pension insurance process, since the future pension will reflect the personal contribution of a citizen to the formation of his capital and rights.

However, in the operation of this system, especially based on fixed contributions, the insured himself bears the risks of a wrong choice of the company, investment portfolio, erroneous ideas about the level and prospects of employment, income levels and others. The influence of external factors on the functioning of a funded pension system, such as the level of economic development, its growth rate, investment climate, inflation rate and others, is increasing. This model of pension provision is relatively complex in organization, it requires precise and accurate regulation.

The concept of a funded pension system became widespread in the 1980s of the 20th century in the countries of Latin America and a number of developing countries from other continents. Chile is the first country in the world to introduce a system of mandatory individual retirement savings. Formed since 1981, it proved its sustainability and viability during crisis shocks [22, p. 38]. The Chilean pension system, consisting of two components - the accumulation of pension savings and the payment of pensions, was significantly upgraded with the introduction of the SCOMP electronic database [23, p. 391]. The basis of reforming the pension system of Kazakhstan was taken by the experience of Chile in the formation of pension savings.

Thus, the distribution and savings pension models have their own advantages and disadvantages. None of the systems can be recognized as uniquely effective for achieving the main objectives of the pension policy in modern conditions. In many countries, funded pension systems complement distributional and voluntary programs.

According to the World Bank, the most preferred is a multi-pillar pension system with the introduction of mandatory savings elements. It implies the existence of several levels of social protection of the population: social assistance to the poor at the expense of the state budget, the state mandatory pension plan (with fixed payments or conditionally funded), the mandatory corporate or personal pension plan, the voluntary corporate or personal pension plan, access to informal (family) support, other formal social programs [24].

It can be agreed that, within the framework of a mixed pension system, the state pension provision financed according to the distribution principle solves the problem of protecting the elderly from poverty by guaranteeing a minimum pension. On the other hand, the main is the second, cumulative level, which allows pensioners to maintain a decent standard of living after retirement. The possibility of voluntary savings allows an individual to independently determine the desired amount of consumption in old age and form the corresponding savings.

The main advantage of a multi-level system is the diversification of risks. This system reduces risks arising from uncertainties in the economy and politics (government or market crises, changes in relative prices of labor and capital) by diversifying management types (public and private), funding sources (capital and labor), and investment strategies (equity, bonds, international and domestic investments).

The current state of the pension system was laid down with the adoption of the Law of the Republic of Kazakhstan "On Pension Security in the Republic of Kazakhstan" dated June 20, 1997 [25]. The main

thing in the pension reform was the gradual transition from a distributive pension system based on the solidarity of generations to a funded pension system, which provides for individual pension savings in accumulative pension funds. The pension system began to be based on three levels: the preservation of the solidarity system, the formation of individual pension savings by each citizen due to the transfer of pension contributions held in a mandatory manner in the amount of 10% of salary, and the possibility of voluntary and voluntary professional pension contributions to form an additional pension.

In order to modernize the pension sphere of Kazakhstan and solve existing problems, in 2018 significant changes were made to the pension system. The functioning of the accumulative pension system of the republic in accordance with the innovations can be reflected in the form of the following scheme (Figure 1).

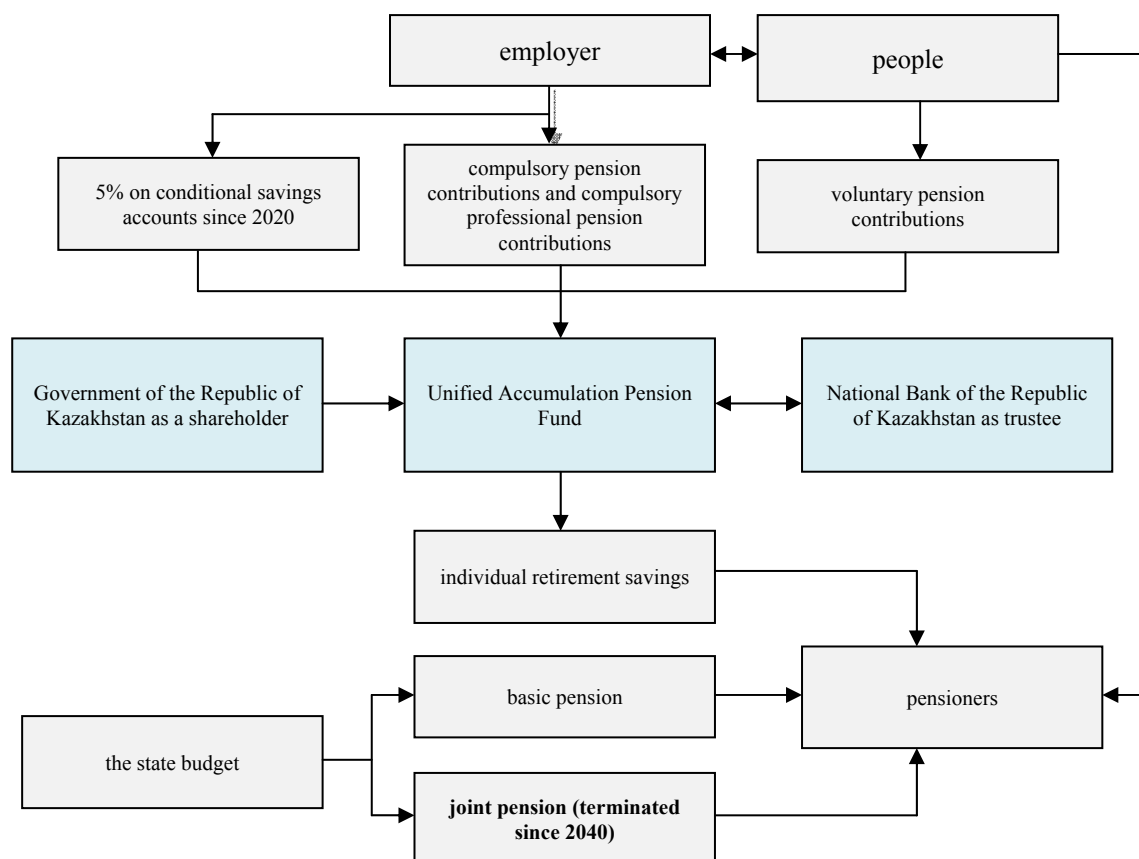


Figure 1 - Formation of a cumulative pension provision in Kazakhstan.

Note - compiled by the authors

In order to reduce poverty among pensioners and stimulate citizen participation in the pension system, the mechanism for assigning state basic pensions has been improved. The pension return of women has been increased to 63 years, with a phased increase from 2018 to 2072 (every six months). The frequency and procedure for calculating pension payments from the UAPF has been changed. Starting from 2020, another component will be added to the pension scheme - conditionally-cumulative, which assumes that all employees, without exception, regardless of their working conditions, will be paid by the employer 5% to the conditional-cumulative accounts of workers.

Thus, an adequate pension will consist of three components: payments from the state, the employer, and individual pension savings.

Currently, in Kazakhstan, the only organization engaged in attracting mandatory pension contributions, mandatory professional pension contributions and voluntary pension contributions is the Unified Accumulation Pension Fund (UAPF). The equity capital of the UAPF as of 01/01/2019 amounted to KZT 134.2 billion [26].

For the period 2016-2018 there is an increase in the number of accounts of contributors (recipients) on compulsory pension contributions - on 378543 accounts, on voluntary pension contributions - on 8758 accounts, on mandatory professional pension contributions - on 106637 accounts (Table 1).

Table 1 - Dynamics of pension savings of depositors in the UAPF

Indicator	01.01.2016	01.01.2017	01.01.2018	01.01.2019	Change (+,-)
on mandatory pension contributions:					
- number of depositors accounts	9474689	9380059	9431422	9853232	+378543
- pension savings, billion tenge	5762,0	6582,9	7636,6	9178,3	+3416,3
on voluntary pension contributions:					
- number of depositors accounts	39045	36517	35473	47803	+8758
- pension savings, billion tenge	1,7	1,7	1,7	1,8	+0,1
for mandatory professional pension contributions:					
- number of depositors accounts	372889	400427	431888	479526	+106637
- pension savings, billion tenge	64,5	100,7	142,4	197,4	+132,9
Note - compiled on the basis of statistical data of the NB RK [27, 28]					

Analyzing the amount of pension savings for the period 2016-2018, it should be noted their positive dynamics. The total amount of pension savings, an increase over the period 2016-2018. by 33.5%, as of January 1, 2019 amounted to 9377.6 billion tenge. Including the total receipt of pension contributions increased by 29.8% to KZT 6440.5 billion. Net investment income (minus commissions) from investing pension assets credited to the accounts of contributors (beneficiaries) as of the beginning of 2019 amounted to KZT 3,521.7 billion.

The structure of pension savings of contributors to the UAPF is shown in Figure 2.



Figure 2 - Structure of pension savings, contributions and "net" investment income of contributors (beneficiaries) of the UAPF

Analyzing the amount of pension payments, it should be noted that they as of 01.12.2018 amounted to KZT1207.5 billion, having increased by 61.8% compared with the beginning of 2016. Transfer of pension savings of beneficiaries to insurance organizations in accordance with the pension agreement annuity implemented for a total of 192.2 billion tenge at the beginning of December 2018, i.e. there was an increase of 42.3% over the analyzed period.

The share of pension savings in GDP by the beginning of 2018 reached 14.7% against 14.1% as of 01.01.2016, the share of pension contributions in GDP was 11.0%, increasing by 0.4%, and the ratio “Net” investment income to GDP was 5.4%, an increase of 1.2%. In general, the overall positive trend allows us to predict a significant increase in the investment role of the pension sector in the near future.

The investment policy of the UAPF own assets is quite conservative and has strict requirements for issuer ratings, restrictions on the amount of investments in financial instruments of one issuer. As a result, the safety of own capital of UAPF is ensured. The list of authorized financial instruments for the purchase is limited and mainly consists of Kazakhstani state and foreign securities, bonds of national holdings and deposits in the National Bank of Kazakhstan. In accordance with the trust management agreement, the investment management of the UAPF's own portfolio is carried out by the National Bank of the Republic of Kazakhstan.

In accordance with the structure of the cumulative investment portfolio of the UAPF, the largest share falls on government securities of the Republic of Kazakhstan - 46.2%, the current value of which amounted to 3.6 trillion. tenge In second place in terms of the amount of invested pension assets are bonds of second-tier banks of the Republic of Kazakhstan, whose share in the UAPF portfolio is 16.03%. The current value of these bonds amounted to 1.24 trillion. tenge In third place in terms of volume are government securities of foreign countries. Their cost amounted to 948.84 billion tenge, and the share in the portfolio - 12.2%.

The results of the analysis of the current state of the pension system in the Republic of Kazakhstan can be presented in the form of a SWOT analysis (Table 2).

Table 2 - SWOT-analysis of the pension system of the Republic of Kazakhstan

Strengths	Weak
<ul style="list-style-type: none"> - the creation of a multi-level pension system, including both joint and accumulative component; - provision of guaranteed basic pension; - state guarantee, ensuring the safety of pension contributions and their profitability at a level not lower than inflation; - preservation of benefits for a certain category of citizens; - accrual of basic pension depending on the length of service, taking into account pension contributions; - reducing the amount of commission from pension assets due to a reduction in administrative and other expenses of the UAPF; - reduction of bad debts on investment activities of UAPF; - the distribution of pension assets is carried out in accordance with the UAPF Investment Declaration 	<ul style="list-style-type: none"> - irregular participation of citizens in the accumulative pension system (self-employed, rural population, and other categories); - low investment return on pension savings; - insufficient level of development of the system of voluntary pension savings; - lack of attractive financial instruments for investing pension funds; - the lack of mechanisms for the influence of investors on the investment policy of the Unified Accumulating Pension Fund; - placing most of the pension assets in government securities of the Republic of Kazakhstan, which indicates a low rate of return on pension investments
Opportunities	Threats
<ul style="list-style-type: none"> - introduction of a conditional accumulation system; - growth of pension savings of the population on individual pension accounts; - creation of new conditions for providing the economy with long-term resources; - Increasing the transparency of the UAPF activities will contribute to increasing public confidence in the pension system. - modification of the internal control and risk management system will increase the efficiency of UAPF activities 	<ul style="list-style-type: none"> - decrease in the yield of the accumulative pension system; - social tension in society; - reducing the motivation of the population to form pension savings; - pension savings may not be sufficient to receive a normal pension in the future; - the concentration of pension assets in the UAPF does not contribute to risk diversification
Note - compiled by the authors	

One of the central problems of the pension system is the problem of reducing the average level of pensions. At present, the average level of pensions in Kazakhstan can be estimated as close to the lower

limit of the level recommended by the International Labor Organization, which is 40% for developing countries. It should be noted that each new generation of pensioners in Kazakhstan is retiring with lower and lower (relative to salaries) pensions. Thus, the average pension of new retirees in 2017 is 12% lower than the average pension retired until 2017. This trend may further determine the social instability of the country's pension system.

The tendency to reduce the relative level of pensions is determined mainly by three factors:

- reduction of work experience (until 1998) for new generations of pensioners, which leads to a decrease in “pre-reform” pensions;
- binding of the maximum level of the “pre-reform” pension to the MCI, which is linked to the rate of inflation;
- binding of the basic pension to the minimum subsistence level, also linked to inflation [19, p. 195].

Payments from the funded component of the pension system do not yet compensate for the decrease in the average level of pensions, since the amount of pension savings is insignificant, and besides, the majority of retirees withdraw their accumulated funds immediately and simultaneously. Consequently, the funded component does not yet make a significant contribution to the formation of regular retirement income.

Interesting is Singapore’s experience in solving the issues of improving the pension system of the population. In 2009, in order to increase the income of citizens after retirement, the government introduced the Lifelong Income For the Elderly (LIFE) scheme, which provides for the possibility of adapting and modifying the parameters of the pension system when socio-economic conditions change [29, p. 25].

Another serious problem of the pension system is the low level of coverage of the pension system of the working-age population. Currently, only 53% of the working-age population, or 67% of all employed, pay contributions to the pension system. According to this indicator, the Republic of Kazakhstan is at an average level for its region, but significantly lags behind developed countries.

To calculate the pension with regard to the base component, the program of the forecast UAPF pension calculator [30] was used. The input parameters for calculating the forecast are: the average wage is 148 thousand tenge, the average work experience until 1998 is 15 years with an annual decrease, the average work experience in a funded pension system is 7 years with an annual increase, the average amount of pension savings is 1 million. tenge with an annual increase of 10% of the average wage, voluntary pension contributions were not taken into account.

The obtained forecast values of pension incomes in the implementation of a realistic scenario are presented in table 3.

Table 3 - Projected values of pension income, taking into account the multi-level pension system of Kazakhstan

Indicators	Retirement year						
	since 2018	since 2020	since 2022	since 2024	since 2026	since 2028	since 2030
Value of the joint pension	49783	46465	43146	39827	36508	33189	26551
The value of the basic pension	22062	23193	24324	25456	26587	27718	28284
The value of the pension from the UAPF	15273	15273	17717	22794	28306	34712	41901
The number of years until the accumulation of savings in ENPF	5 лет	8 лет	11 лет	13 лет	15 лет	15 лет	16 лет
Total retirement income	87118	84931	85187	88077	94401	95619	96736
Substitution rate,%	58,7	56,7	56,3	57,6	59,2	57,2	57,3
Note - compiled according to calculations of the projected retirement calculator program							

In accordance with the calculated forecast values, the following can be noted: the value of pension income by 2030, subject to the specified conditions, will reach KZT96736 per month. At the same time, in the structure of pension income, the main share by the specified date will be occupied by pension payments from the UAPF (about 43% of the amount of pension income). The number of years until the accumulation of savings in the UAPF from 5 to 16 years also increases. The joint pension for the analyzed period will be reduced from 49,783 tenge to 26,551 tenge per month, which will amount to 27.4% of the total pension income. The value of the basic pension will gradually increase and will amount to 28284 tenge or 29.2% of retirement income by 2030. It is necessary to take into account the replacement rate, which varies within 57.2-59.2% of the salary.

The forecast values of the structure of pension incomes are presented in Figure 3, according to which the reduction in the size of the joint component of pension incomes and the increase in the funded component by 2030 can be noted.

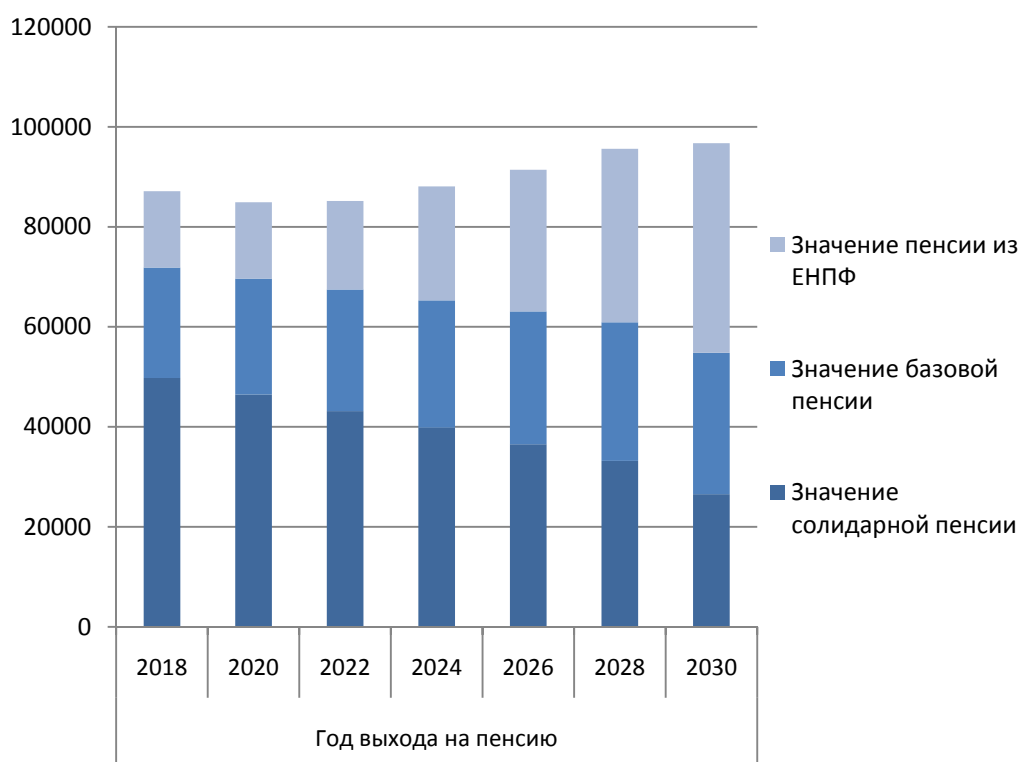


Figure 3 - Predicted values of the structure of pension income

The main factor ensuring the growth and subsequent stabilization of pensions at an adequate level is the absence of a limit on the size of pensions in the new funded component. For low and middle income groups, an important factor is also the support of the basic pension at a constant level relative to wages. Such a policy, combined with the adjustment of the base pension from other components, will ensure a sufficient degree of redistribution from high to low income groups.

Thus, one of the most important tasks of the pension system is to ensure a decent level of pensions and financial sustainability of the pension sphere, which is possible through the creation of a well-functioning pension system, gradually rethought with the introduction of certain changes. At present, developed countries are characterized by the achievement of target replacement rates, which suggests that natural restrictions have been formed on further accelerated increases in pensions amid certain financial difficulties, aggravated by unfavorable demographic trends. This necessitates the formulation of requirements for the pension system, which will ultimately determine its final configuration. At the same time, it is necessary to take into account that the pension system mechanisms are focused on solving long-term development tasks and do not require regular reconfiguration that causes tension in society.

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ҚАЗАҚСТАННЫҢ ЗЕЙНЕТАҚЫ ЖҮЙЕСІН ДАМУ ТУ ПЕРСПЕКТИВАЛАРЫ

Аннотация. Зерттеу барысында қазіргі заманғы жағдайларда зейнетақы жүйесінің жұмыс істеуінің теориялық және әдістемелік аспектілері, зейнетақымен қамсыздандыру және зейнетақымен қамсыздандырудың негізгі модельдері, әлемдік тәжірибені ескере отырып, Бірыңғай жинақтаушы зейнетақы қорының негізгі көрсеткіштерін бағалаумен Қазақстан Республикасында зейнетақы жүйесін дамыту мен реформалаудың негізгі үрдістері талданады. Қазақстанның зейнетақы жүйесін дамытудың негізгі проблемалары анықталды, зейнетақы активтерін басқарудың тиімділігі зейнетақы жинақтарының сақталуы және олардың қаржы құралдарына инвестициялау арқылы олардың кірістілігін қамтамасыз ету тұрғысынан бағаланады. Қазақстан Республикасының зейнетақы жүйесіне қатысушыларға әлеуметтік міндеттемелерді орындау қажеттілігі тұрғысынан жинақталған зейнетақы қаражатын стратегиялық инвестициялық басқаруды жетілдіру бағыттары анықталды. Зерттеу нәтижелері бойынша халықтың зейнетақы жүйесіндегі қазіргі заманғы демографиялық үрдістерді есепке ала отырып, халықтың қызметін ынталандыру бойынша шаралар ұсынылып, зейнетақы кірістерінің құрылымын болжау нәтижелері шынайы сценарийді іске асыруда ынтымақтастық, базалық және жинақтаушы компоненттердің мөлшеріне байланысты ұсынылады.

Түйін сөздер: зейнетақымен қамсыздандыру, зейнетақылық сақтандыру, зейнетақы қоры, зейнетақы жинақтары, инвестициялар

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ПЕРСПЕКТИВЫ РАЗВИТИЯ ПЕНСИОННОЙ СИСТЕМЫ КАЗАХСТАНА

Аннотация. В данном исследовании рассмотрены теоретическо-методологические аспекты функционирования пенсионной системы в современных условиях, основные модели пенсионного обеспечения и пенсионные схемы с учетом мирового опыта, проанализированы основные тенденции развития и реформирования пенсионной системы в Республике Казахстан с оценкой основных показателей деятельности Единого накопительного пенсионного фонда. Выявлены основные проблемы в развитии пенсионной системы Казахстана, дана оценка эффективности управления пенсионными активами с позиции сохранности пенсионных накоплений и обеспечения их доходности через инвестирование в финансовые инструменты. Определены направления совершенствования стратегического инвестиционного управления пенсионными накоплениями в условиях необходимости исполнения социальных обязательств перед участниками пенсионной системы Республики Казахстан. По результатам исследования предложены меры в области стимулирования активности населения в накопительной пенсионной системе с учетом современных демографических тенденций, представлены результаты прогноза структуры пенсионных доходов в зависимости от размеров солидарного, базового и накопительного компонентов при реализации реалистичного сценария.

Ключевые слова: пенсионное обеспечение, пенсионное страхование, пенсионный фонд, пенсионные накопления, инвестирование

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**CLAN TAMGA AS AN ADVERTISING BRAND
OF THE KAZAKH PEOPLE**

Abstract. This scientific work investigates the value relevance of the brand of the clan tamga of the Kazakh clans and tribes in the onomastic field. The idea of propaganda of raising the significance of the clan tamga (signs) as one of the symbols of the “national cultural code”, the basis for national unity and identity, as an advertising brand of the Kazakh people is considered.

Key words: Kazakh clans and tribes, tamga, clan mark, brand, advertising, trademarks (pragmatonym), clan tamga name (tamgaim).

Preface. It is well known that as science develops its individual spheres are distinguished; research objects become narrow and develop, all the latest scientific achievements and changes that have occurred become common property and are used for the benefit of a man and of the whole human society and thus find their manifestations in the languages of every nation.

For now, in society, words and terms that were once considered as neologisms, including the new names of phenomena and objects that have never been known before and that were actually recognized as the new language of advertising literature (for example, the range of goods, markets, supermarkets, banks, political parties, creative groups, the media, creative events, the names of small and medium businesses, etc.) are being widely used. Special terms initially used as advertisement means eventually came into common use. These advertisement’s names should be considered in the context of the onomastic subsystem as in the definition of a general term.

The term “advertising nomination” is used as a collection of names in any assortment of goods. A trademark is defined in the dictionary as follows: “A trademark, a word trademark (WTM) is a verbal designation of the brand of goods, equally applicable to each copy in this series and to the entire series as a whole” [1, p.127], and on the Internet, the following definition is given: “A trademark is a sign that allows to distinguish goods or services rendered by certain legal entities and individuals from similar goods or services rendered by other legal entities and individuals” [2]. In addition, on the Internet, the word “product” is given the following definition: “product is any item offered to the market to meet consumer’s demand, needs, attract attention, purchase, use or consumption” [3]. In other words, trademarks showing the difference between products should be considered as “advertisement” or “advertising nomination”.

That is why, considering various types of personal pronouns necessary for use in everyday life of a person, that is, considering the totality of trademarks in the framework of pragmatist terms, they can be divided into the following subspecies: names of organizations and institutions, enterprises, corporations (ergonym), mass media names (gemeronym), names of festivals, contests, concerts (geortonim), names of means of transport (poreyim), names of shops, restaurants, cafes, names of various food dishes (mensonim), names of drugs and medicines (pharmacoonym), names of structures (oikonomonim), names of medals, orders, insignia (phaleonym), names of objects of material culture (chrematonym), written signs of tribal, tribal slogans (uranonim), as well as the name of the clan, clan tamga (tamga name // generic sign - generic name).

In general, “advertisement” or “advertising name” in the public and political life of Kazakhstan, functions as an integral part of everyday language of communication. As the local population in any

country quickly and easily absorbs advertisement and as a result, a lexical layer, it enters into the national vocabulary at an accelerated pace and becomes a language process that directly influences the history of the development of the vocabulary of a particular nation at a certain stage of its development. In other words, any “advertisement” or “advertising name” is the main linguistic element that helps to reveal the essence naturally inherent in the ethnocultural consciousness of a certain nation. Therefore, if advertisement is viewed as a national cultural code, then we should lay a stress on tamga - the clan sign of the Kazakh people’s tribes, that can be assessed as an absolutely unambiguous artifact of the consciousness of the emerging ethnic group, reflecting first of all its authentic history, ethnocultural and societal development of the entire people, leading to a congruent combination of external and internal development factors that contributed to the emergence and further development of the ethnocultural code of the Kazakh people in a holistic form.

If a tribal sign is qualified as an attempt of the tribes of that time to identify themselves with their ancestors in the full sense, the current term brand in the meaning of the advertising name fully corresponds to its spirit, the subject’s desire to reflect the essence of their purposeful actions by the concepts of that time.

The following definition is given in dictionary: “Brand (BRAND) is the name, term, symbol, mark or design, as well as their combinations, which act as means of identifying a variety, product or specific type of service of one seller or sellers, which make it possible to distinguish the goods of these sellers from the mass of similar goods or services offered by their competitors” [4, p.33]. If to simplify the term brand, it can be formulated as follows: a unique product among similar ones, a trademark that stands out sharply against the rest of similar goods.

In this regard, if we consider advertising names (trademark / pragmatonym) as an aggregate unit of onomastic vocabulary, they were not studied as advertising names in the language aspect in the Kazakh onomastic.

Therefore, as domestic and foreign researchers have shown interest in this topic, in connection with the issue raised in the context of this study, our study is devoted to the problems of “advertising name”, conditionally designated advertisement or advertising activity, where the main theme of the topic is the study of tribal marks (tamgaonym // generic sign - generic name (underlined - author).

Within the framework of study, the common goals and aspirations of the clans and tribes, their differences or associations that gradually led them to national unity were examined.

It should be born in mind: if we give an importance to tribal signs (in ancient times, in the Middle Ages, and until the names of clans and tribes were fully settled), it becomes clear that when assigning the name to a clan or tribe, as well as determining their marks (depending on characteristics of the inhabited area, the name of the leader of the tribe, the clan, its profession, as well as the natural phenomena in this area), a certain individual played the decisive role in this process (individual, person). Therefore, when isolating a genus, a subgenus from the original genus and thereby giving importance to its independence (after the formation of seven tribes, this is already a separate genus - emphasized by me) the most significant, the main factor becomes “separate advertising” or “advertising activity”. Those days propaganda, i.e. advertising features of prominent personalities, their characteristic qualities, by emphasizing their merits for one or another genus, tribe, so-called advertising in the modern language took place, and in those times, the peoples carefully kept the traditions of a deep antiquity, passing them from mouth to mouth, from one generation to another.

For example, when a new clan stood out separately, the clan leader was necessarily asked: “Do you have your own bii (the judge who has examined controversial issues under the customary law of the Kazakhs) capable of defending the interests of the clan in various disputes? Do you have your batyr, able to protect from the raids of external enemies? Do you have your own rich people who are able to provide material assistance to tribesmen in difficult times?” In addition, they were asked about having their tribal signs.

Considering the fact that in the Kazakh language the word “advertisement” has a semantic tone “a message about someone or about something”, in this case “separate advertisement” or “advertising activity” includes information about the presence of the following essential attributes in each genus: spiritual leader of the clan (Basiye), batyr, bii, rich man, priest (seer), poet, narrator, singer, speaker, horse breeder, hunter with his horse and hound dog, blacksmith with his forge, handyman, craftsman, sewing

master, jeweler, critic, appraiser according to the current terminology, sniper, wrestler-baluan, astrologer, surgeon, doctor-healer, as well as an indispensable attribute - the presence of tribal signs. Consequently, all these attributes, the presence of which is questioned, constitute in essence the basis of the foundation of a new genus, because they guarantee the existence of a genus for many centuries. Thus, clan signs are the outward sign of the difference of a clan or a tribe, and a guarantee of the continuation of the clan, the connection of different generations by an invisible thread.

Methodology. If we consider the clan signs as an advertisement of their essence, one should pay attention to the functional feature of the language - the indispensable presence of certain signs in it. Scientist A.Mekteptegi states: "... Signs are a strategic special type of tools of social relations" [5, p.78]. And academician S.Kenesbaev: "Brand and tamga are signs that have existed from time immemorial, the oldest heritage of all mankind (I emphasized). There are a lot of idioms associated with the use of these signs in Kazakh language. Types of brand and tamga in the form of a picture, their names, as well as phraseological units compiled with the participation of these names are truly a treasure trove of information for studying the history of the Kazakh people and the history of the Kazakh language. "How many hidden meanings there are in one phrase only: "a foal without a tamga, a ram without a brand," [6, p. 622]. In short, the study of the history of the appearance of the tamga itself and the history of the terminology of this word as an "advertisement" is a separate topic for independent language research.

In the study of Turkic ethnonyms, including the study of the history of the emergence of tribal tamgas and their semantic meanings in the Kazakh clans and tribes, they took historical linguistic theories and methodological research of domestic and foreign scientists as Sh.Ualikhanov, M. Tynyshpayev, S. Amanzholov, A. Margulan, S. Kenesbayev, T. Zhanuzakova, A. Levshin, A. Kharuzina, N. Aristova, V. Radlova, N. Kostanova, A. Kononova and so on. In addition, certain aspects of the judgments of researchers were considered, whose object of research was the study of advertising nomination in the field of onomastics (G.K.Ihsangaliyeva, S.K.Imanberdieva, I.V. Kryukova).

In this context, should be especially noted the outstanding works of the famous linguist S. Amanzholov [7, p.12-14], meticulously collecting and deciphering the semantic meaning of the tribal signs of the Kazakh clans and tribes. S. Amanzholov indicated the right path and gave the correct guideline when conducting research on the history of the tribal signs of the Kazakh clans and tribes.

For example, B. Kozhabekuly [8, pp.113-125], the appearance of tribal signs of the Kazakh clans and tribes, connects not only with the idolatry of the oldest tribes, which aimed to appease the elemental forces of nature, by imitating various natural phenomena, as well as signs with the totemic image birds and beasts, he conditions them with astronomical signs. The scientist A. Kaydar states the following: "... if you pay attention to the semantic meaning of many signs, the vast majority of them are simple words denoting everyday objects and natural phenomena. For example, household items: hammer, ax, pole, door jamb, poker, crest, hearth, etc., as well as natural phenomena: the moon, ornaments, argali, wolf, poplar, etc." [9, p.131].

The state political and public figure O. Suleimenov, in his linguistic research about the Turkic ethnonyms, writes the following: "Most of the Turkic ethnonyms are of the emblems of clans and tribes. This tradition is especially characteristic of the system of Kazakh ethnonyms. For the majority of ethnonyms of the Kazakh clans and tribes, in addition to the names, have also retained their tribal signs. As a rule, tamga appears first. Tamga may change as a result of a change in a person's consciousness, then reflected in the names ... " [10, c.152-153].

If you rely on the above statements of prominent scientists, it becomes clear that the ancient people derived their symbolic signs (advertising) primarily focusing on the elemental forces of nature, then they were tied together with units of ethnonymic and cultural nature.

In connection with it, when studying the tamga of Kazakh clans and tribes, recorded as an "advertisement", they took as a basis the scheme of the famous linguist S. Amanzholov [7, pp.14-16]. In addition, the author of these lines proposes to consider the monograph "The System of Kazakh Ethnonyms" as the main one among the literature on tamga [11].

A.N. Haruzin writes: "Tamga is not a sign of ownership, but a generic sign" [12, p.36]. Taking into account his fair point, we should also take into consideration that generic signs are still sources of information about the tribal origin, for example, some generic signs of some families of Orta zhuz (Junior

Zhuz) coincide with similar signs in the Orta zhuz (Middle Zhuz) and Uly zhuz (Senior Zhuz), we perceived this fact as an advertising factor contributing to the unity factor of the Kazakh clans.

The sign of the "moon" (or incomplete moon). The sign of the moon of the Alash from Bayuly Junior zhuz (according to the book of T. Usenbaev "Genealogy of the Alshyn") fully coincides with the similar sign of the Sarzhomart from the Senior Zhuz (from the book "Ancient history of the Kazakhs"). Taking into account the saying "The old moon will approve, the new moon will appease", we consider this sign to be their common sign.

Sign "Alif". This sign was used by Alim, by the Tama as part of the Zhetiru, by Tana and Teleu of Bayuly, and also by Kanly, Tilik, Syykym (according to S. Amanzholov). In our opinion, it is not necessary to subdivide all clans with the general alif sign into the Uly Zhuz (senior Zhuz) or Kishi Zhuz (junior Zhuz), it is wiser to consider this sign as common to them.

Sign "Pole". Despite the fact that this sign is found in the Baibakty, Esentemir, Maskar, Serkesh (Sherkesh), Ysyk (Eskali) clans of Bayuly family of Kishi Zhuz (Junior Zhuz) as well as in the Naiman, Baganaly, Uak clans of Orta Zhuz (Middle zhuz), it should also be recognized that this sign is common to them.

Sign "Ax". Occurs in the Zhagalbayly (Sadu) as part of Zhetir family as well as in the Baltaly clan of the Orta Zhuz (Middle Zhuz) (according to S. Amanzholov). It is quite possible that coincidence is not accidental, and this common sign was the result of the close relationship between clans and tribes.

Sign "Angle". For the Altyn-Zhappas clans (in some genealogies, Altyn and Zhappas are separate tribes), Issyk (Eskali), Maskar from the Bayuly family of Kishi zhuz (Junior zhuz) (materials from the history of the Kazakh SSR), and also for the Sikym clan of Uly zhuz (Senior zhuz) this sign is common. In our opinion, it is quite possible that the tribes of Kishi zhuz (Junior zhuz) which had this sign influenced the appearance of such a sign in Sikym clans of Uly Zhuz (Senior Zhuz).

The sign of the "Poker". The sign of the poker was present in the Kyzylkurt clan of Bayuly family as well as in the Tabyn clan of Kishi Zhuz (Junior Zhuz), also was present in the Kanly, Ysty, Oiyk, Tilik, Syikym, Kyzylborik clan of Uly zhuz (Senior Zhuz).

The sign of the poker of the Kyzylkurt clan of Bayuly family was associated with the Kyzylkurt clan in the Usty family of Uly Zhuz (Senior zhuz) by V.V. Vostrov and M.S. Mukanov. In addition, the Kyzylkurt tribe of the Kyrgyz clan Saru also has this sign. In our opinion, it is quite possible that these clans are interconnected and as a result this sign became common for them.

Sign "Cross" (in other literature, a curved line). In the Tortkar clan as part of the Alim family of Kishi zhuz (Junior Zhuz) as well as a certain Tortkar clan of the Matay family of the Naiman clan of Orta Zhuz (Middle Zhuz), the same sign of the Cross (curved line) was used.

V.V. Vostrov and MS Mukanov wrote the following lines about the sign of the kind of Kete, as part of the Zhetiru family: "The sign of the Kete clan is a part of the Zhetiru family", in particular, in the "Materials on the history of the Kazakh SSR" Kara Kete tribe had a sign X. And according to our information, collected from the people, the sign of Kete has a cross sign (+). Thus, it makes it possible to determine the sign of the kind of Kete's "[13, p.383]. Consequently, in the Kete clan, the cross (+) sign corresponds to the sign of the Hiti clan who participated in the campaigns against the Karakhanids in the 12th century.

It is necessary to take into account the following fact: the sign of the cross (+) is also present in the Adai clan of the Bayuly family as well as in the Teleu tribe of Zhetiru family. (according to S. Amanzholov). For example, he points out: "The Teleu is subdivided into Azhiakhmet, Nogai, Samat, Kerey, who have the same sign (+). In addition, this sign (+) is found in the Sirgeli clan in Uly zhuz (Senior zhuz), in the Abak clan in Orta zhuz (Middle zhuz) (according to S. Amanzholov), in the Sary Uysin clan (H.Argynbaev "Genealogy of the Kazakhs")". In our opinion, it is quite possible that the sign of the Cross (curved line) was used by the early Hiti or by people joined from the Uly zhuz (Senior zhuz) and Orta zhuz (Middle Zhuz).

In that regard, there's a fact that Kazakh people have the following tradition: After table had been set, the oldest people of the gathering are given the head of the cattle with the sign of the cross on it. When we asked about the meaning of the tradition, they said that it means that they want all earthly blessings to flow on you from all four directions, it means they wish you well-being.

In our opinion, it is quite possible that this cross (+) sign besides pointing to all four directions of the world also indicates directions: up, down, right, left, that is, in fact, denote opposite values. Subsequently, over time, the tradition, according to which a cross is imposed on the head of cattle, acquired several other semantic meanings: "May all your loved ones be alive, be healthy and always be near", "Let all earthly blessings flow on you from all four sides of the world" or "wish for complete well-being."

The sign of "Double alif". The sign of the double alif, which is present in the Kereit, Tama clans as part of the Zhetiru family in the Kishi zhuz (Junior zhuz) (according to S. Amanzholovu), also correlates with a similar sign of the Kipchak family of the Orta zhuz (Middle Zhuz).

Sign "Comb". Signs of the Tabyn clan of the Zhetiru family of Kishi zhuz (Junior Zhuz) have the forms of a ladle, a crest, a poker. Among them, the comb sign is also found in the Zhalayir clan of Uly zhuz (Senior Zhuz), Tarakty of the Orta zhuz (Middle Zhuz). Other researchers consider these coincidences in childbirth of different zhuz in the context of their kinship, associated with their common root of origin: "Zhalayir clan of Uly Zhuz (Senior zhuz), Tarakty of Orta Zhuz (Middle Zhuz) (in some genealogies of Argyn), Tama of Kishi Zhuz (Junior Juz) are considered elder by birth. But the Tabyn clan, which also has a comb sign, is considered as the younger brother of the Tama clan "[14, p.90], some ethnographers made an assumption that Zhalayir, Alban, Dulat clans of Uly Zhuz (Senior Zhuz) had a close relations due to the presence of comb sign. Consequently, Tabyn clan which has comb sign which appeared earlier can be considered as the common sign of all above mentioned clans of Uly Zhuz (Senior Zhuz).

The sign "Bowl" (in other literature "Circle"). In the Berish clan of Bayuly family as well as in the Tabyn clan and Kerderi clan of the Zhetiru family of Kishi Zhuz (Junior Zhuz) a cup-shaped sign was used, in the Adai clan of Kishi Zhuz (Junior Zhuz), in the Dulat clan of Uly Zhuz (Senior zhuz) (according to S. Amanzholov), and also the Tabyn clan (according to the book "The Ancient History of the Kazakhs") a generic sign in the shape of a circle was used.

In our opinion, one should avoid the hasty conclusion that the signs in the shape of a bowl and in the shape of a circle are characteristic only for the clans that joined to Kishi Zhuz (Junior Zhuz) from Uly Zhuz (Senior Zhuz), it's more correct assumption that "these signs are characteristic of the clans that lived near to each other, that's their "advertisement".

Sign "Bucket". The sign is characteristic of the Kerderi, Tabyn, Tama, Ramadan clans as part of the Zhetiru, Kyzylkurt, Tana clans of the Bayuly family of Kishi Zhuz (Junior zhuz) as well as Bozym clan as part of the Alban family of Uly zhuz (Senior zhuz) and also the presence of the Bozym clan as part of the Tabyn clan should be considered not as a coincidence, but as a common sign, determined by the commonality of their historical roots.

Scientist G. B. Khabizhanova [15, p.115-122] once wrote about the origin of the Ramadan clan, so we decided not to repeat what she wrote. However, V.V. Vostrov and M.S. Mukanov wrote the following about the commonality and coincidence of nominal appeals (cry) and the sign of the Ramadan clan with the Dulat and Alban clans of Uly Zhuz (Senior Zhuz): "... signs of some clans of the Dulat and Alban clans of Uly Zhuz (Senior Zhuz) coincide with the sign of the Ramadan clan. In addition, the nominal appeal (cry) of the clan Ramadan - Dulat. And this indicates that some of the Dulat or Alban separated from their relatives and moved to permanent residence in Western Kazakhstan and then became part of the Orta Zhuz (Middle Zhuz) as a separate clans. Thus, they retained their former nominal appeal (cry) as well as a sign. And there are many such cases in the life of almost every Kazakh kind. The history of the origin and the birth of one of the major clan of Kishi Zhuz (Junior zhuz) - Tabyn clearly demonstrates this "[13, p.385]. I fully support this version of the above authors.

Sign "Bridle". The sign of the bridle of the clans Altyn-Zhappas, Zhogy, Kereit, Teleu of the Bayuly family coincides with the sign of the clans of the Kangly and Usty of the Uly Zhuz (Senior Zhuz). Thus, this fact predetermines the hypothesis that some of these clans joined Kishi Zhuz (Junior Zhuz) at a certain period of their existence.

Sign "Hook". At the Maskar and Serkesh (Sherkesh) clans, Teleu clan of the Bayuly family as well as in the Zhanys clan of Uly Zhuz (Senior Zhuz) hook sign was used. (according to S. Amanzholov). Apparently, these clans with the hook sign, over time at a certain period of their life, joined the Uly Zhuz (Senior Zhuz). According to historical information concerning the Maskar clans [14, p.83], this clan is defined as one of the 7 tribes that was part of the Khoton tribe of the Turkic type (part of the Dorbet tribe)

who lived in the territory of Western Mongolia. Consequently, it is quite possible that this clan separated over time from the Hothon tribe, moved to the West, and after a certain time, in the process of assimilation, joined one of the clans of the Kazakh people. One of the tribes of Maskar is called Qyryk Sadak. The clan with this name is included in the Shanyshkyly clan of the Balyk clan of Kishi Zhuz (Junior Zhuz) as well as in the Kendekli Karakalpak clan, in the Lokai clans of the Uzbeks, and they all have the same sign - the hook. We will not continue to list examples of this kind with clans having the same signs, for all of them this sign served as “advertisement”.

Attention should be paid to such a fact: given the interconnectedness of the fields of basic and applied sciences, the role of “advertising” in signs of birth, and their coincidence, they should be recognized not as random, isolated facts, but as results of multifaceted synthesis as a unique national code. Nevertheless, if we give due importance to the role of “advertising” in the signs of childbirth, we can trace a certain pattern of movement of certain clan or tribe in a particular space as a result of the relations between them, to put it in modern language, they are proxemical character. For example, Maiky biy became the forerunner of the biy institute. The leader of the nation N.A. Nazarbayev described him as follows: “According to the legends among the people, he was the first to leave a bright, radiant light in the minds of the people — it was him who carved the most basic tamgas of the three zhuz of the Kazakh people on rock stones. Tamga of Uysyn clan is a flag, tamga of Argyn clans is an eye, Tamga of Alshyn clans is a spear. These three tamgas (signs) are symbols reflecting their location in space, their interrelationships, and in other cases they may be kinesic-proxemic in nature.

For example, in one of the legends about the origin of the Bayuly family of the Kishi Zhuz (Junior Zhuz), the tamga was distributed to 12 tribes of the clan: “In immemorial times, the first wife of the Bay clan founder distributes tamga. She gathered all the children, grandchildren together and commanded them to break the foal's muzzle into pieces. Then the broken parts are distributed to each representative of the tribal tribes as a tamga. There were 10 parts, two people couldn't get tamga. These 2 representatives insistently ask them to give tamgas too. The first wife Zhambi was very angry with them and said: “One of you will get a handle of a pan and the other one will get the crotch of the lower part of my body.” This part of the body was given to Aday clan [17, p.26]. Thus, tamga tilik, inherited by the Adai clan became a result of her vexation.

The above lines indicate that another language unit may arise from the author's (person's) minute mood in colloquial speech, thereby predetermining the “advertising nomination”. In modern language, “advertising” and “advertising nomination” are practically the results of an artificial nomination, uniquely expressed by the subject of the language.

Conclusion. Thus, if we take into account that in forming the self-consciousness of the Kazakh people as an ethnos, in any tribal sign, it is as if the age-old aspirations, cherished dreams of every nation, uluses, tribes and clans are transmitted in a mirror image, then we can unequivocally state that these brands of Kazakh people; as advertising of clans, advertising names are still not systematized as a scientific fact of the “national cultural code”.

In the above designated context, the results expected from advertising the clan tamga, as a rule, besides transmitting information about the ethnic culture of the clans and tribes in the advertising sense, moreover accurately reflect the features of individual people's character, their psychomotor, mutual relations with each other, their social stratum, the degree of their proximity and kinship, in general, these methods are kinesic-proxemical in nature. In this regard, they are sometimes called cartoony names.

That is why advertising nominations, advertising activities of individuals for exalting their families, tribes, promoting their traditions and rituals, rituals that convey full information about their activities, are naturally deeply imprinted in their minds as something special, most conducive to the gradual formation of a mature person's mentality and a formation of a real person.

After a certain period of time, advertising and advertising nominations of clans and tribes undoubtedly have a priority impact on the development of spiritual and material culture on the level of development of consumer culture, including their relationship between spiritual and material culture in terms of space and time, to this factor is also reflected in the lexical system of functioning of their linguistic speech.

Despite the fact that generic advertising and its advertising nomination seem so far from the onomastics field, however, these concepts should be considered as a national cultural code in the

framework of onomastic vocabulary and, moreover, their application can be classified by structural-semantic groups.

Summarizing the above arguments. Genesis of clans, tribes, their merger, dynamic reunion, and sometimes separation, advertising nomination, location in a certain space, emotional reaction during verbal and non-verbal communication, symbols-markers of tribal signs, which served as advertising or advertising nomination of one or other clans and tribes, in fact, predetermined the gradual unity of the Kazakh tribes and peoples into a single nation, served the age-old idea of forming a single Kazakh people, the formation of the Kazakh statehood.

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РУЛЫҚ ТАҢБА - ЕЛДІКТІ ЖАРНАМАЛАУ ФАКТОРЛАРЫНЫҢ БІРІ

Аннотация. Зерттеу міндеттерінің өзектілігі қазақтың ру-тайпалық таңбаларын жарнамалау мәселесі ономастиканың кеңістік аясында болып отыр. Қазақ халқының «ұлттық мәдени коды» - рулық таңбаны жарнамалау мақсатында қазақ халқының ұлт болып қалыптасу, бірігу идеясында «жарнама» немесе «жарнамалық атау» туыстықтың, елдіктің тұтастығын мен бірегейлігін насихаттау қажеттілігі қарастырылады.

Түйін: қазақ ру-тайпалары, таңба, таңбалық белгілер, жарнама, жарнамалық атау, тауарлық белгі (прагматоним), рулық белгі/рулық таңба атауы (родовой знак-родооним).

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РДОВАЯ ТАМГА – КАК РЕКЛАМНЫЙ БРЕНД КАЗАХСКОГО НАРОДА

Аннотация. В данном научном труде исследована актуальность значения бренда родовой тамги казахских родов и племен в ономастическом поле. Рассматривается идея пропаганды повышения значимости родовой тамги (знаков) как одного из символов «национального культурного кода», основания для национального единства и идентичности, как рекламного бренда казахского народа.

Ключевые слова: казахские роды и племена, тамга, родовой знак, бренд, реклама, товарные знаки (прагматоним), название родовой тамги (тамгаоним).

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**ROLE OF SECOND LEVEL BANKS IN THE IMPLEMENTATION
OF STATE PROGRAMS IN THE CONDITIONS
OF MODERNIZATION OF THE ECONOMY OF KAZAKHSTAN**

Abstract. A developed banking system is the basis of a modernized economy. Therefore, there is an increasing need for the operation of several large universal banks that accumulate large amounts of financial resources in order to use them to finance priority areas for the modernization of the industrial sector of the national economy. Large banks will provide full funding for the economy. Today, there is a tendency in Kazakhstan to consolidate the banking sector through the processes of merging banks, which will allow to combine capital and other available resources necessary to meet the needs of the economic system, especially high-tech industries. Strong business is a condition for creating strong states. For this it is necessary to resort to the help of banks and other financial institutions, which are accumulators of money. If banks work stably, the economy will be continuously supplied with the necessary funds.

Keywords: bank, financial stability, modernization of the economy, global competitiveness.

INTRODUCTION

The policy of further innovation development and industrialization of the country's economy continues in the framework of the State Program for Industrial Innovation Development for 2015-2019, as well as the Program for the Development of the Services Sphere. Despite the fact that this is the second industrial five-year plan, the problem with financial resources has not been resolved.

Meanwhile, the solution of the key task of the new industrialization of Kazakhstan will determine whether we are among the 30 most developed countries in the world or will remain suppliers of raw materials and goods with low added value to world markets. To reverse the trend, we need the efforts of the state to create conditions for increasing the investment attractiveness of processing industries. This is a complex and complex task. Its implementation becomes more complicated in the conditions of a new economic reality, since the banking system of Kazakhstan is currently experiencing certain difficulties in attracting additional sources of financing for lending to the economy. Bank loans are very expensive and are provided for short periods, because banks do not have access to long-term cheap funding and cannot provide long-term money to customers, which slows down the growth in the number of investment projects in non-primary sectors of the economy, for the implementation of which long-term money is needed for a period of 5-7 years and more.

MAIN PART

The financial sector affects many sectors and sectors of the country's economy and is an important factor in the development of Kazakhstan. Timely introduction of modern innovative technologies by the National Bank and second-tier banks in the framework of the Information Technology Development Strategy in the National Bank of the Republic of Kazakhstan for 2015–2020 approved by the Board of Directors on June 20, 2016 will allow to achieve the goals, accelerate globalization in the global economy and ensure stable growth of the population's well-being.

The Kazakhstan stock market is also underdeveloped and today it is unable to meet the needs of the real sector of the economy for financial resources. Funds of accumulative pension funds, insurance companies, mutual funds and other funds are still working poorly for the rise and development of the domestic industry. Therefore, it is necessary to create legislative mechanisms for attracting these resources to the real sector of the economy.

In this regard, it is important to use all available domestic financial resources in the country, as well as to attract as much foreign direct investment as possible to solve key tasks of diversification and modernization of the economy, shifting the focus from credit resources, since they are very expensive today and are provided for short periods. .

It should be borne in mind that foreign direct investment is much cheaper and they can be attracted for a longer period of 5-10-15-20 years. A significant advantage of them is the fact that new technologies and innovations come to various sectors of the economy in Kazakhstan along with the money. This is very important in terms of improving the efficiency and effectiveness of investments.

In the absence of adequate funding from commercial financial institutions, the state had to occupy this niche in the Kazakhstan market through a system of national holdings and development institutions. The system of development institutions was expanded and tuned to meet the needs of industrial-innovative development. Various tools to support industrial development were tested: interest rate subsidies, reimbursement of expenses and the provision of grants for innovations and the introduction of technology, reimbursement of part of the costs of subjects of industrial-innovative activity, guaranteeing loans and so on. Such measures were taken by the Government of Kazakhstan, but the situation has not changed significantly.

Therefore, it is important to continuously monitor and evaluate the ongoing diversification policy, reduce corruption in the allocation of budget investments, the effectiveness of selection of investment projects, since the cost of diversification is very high and failures can affect not only the budget policy, but also the macroeconomic situation in general.

It is also necessary to provide the most severe control over the effective spending of budgetary funds, strengthen the personal responsibility of the Administrators of budget programs and akims of all levels.

It is necessary to increase the role of state financial control bodies, as well as their responsibility for the implementation of the objectives of ensuring the transparency of budget spending, the effectiveness of their use and the strengthening of financial discipline in the country.

Along with this, in the conditions of limited financial resources of the state, it is necessary to ensure the development of additional sources of financing for new industrialization. In particular, it is advisable:

- issue infrastructure bonds so that entrepreneurs can use “long money”;
- during the implementation of the second five-year plan of SPAID (2015-2019), more actively apply the model of public-private partnership, the essence of which is to provide private businesses with the opportunity to provide services (to produce products) on the basis of the infrastructure created by the state;
- improve venture financing, use the international experience of the United States and the European Union on the use of venture investments in high-tech and innovative companies in the implementation and development of innovations in Kazakhstan.

• The program provides four areas in which the state supports private entrepreneurship in Kazakhstan: 1) support for new business initiatives, 2) recovery of the business sector (currently, applications for this area are suspended), 3) reduction of currency risks for entrepreneurs, 4) provision of non-financial government support - enhancing entrepreneurial potential. The purpose of these tools is simple - to reduce the cost of loans for enterprises operating in priority sectors of the economy. If a businessman takes a loan under the Business Roadmap 2020 program (its size should not exceed 4.5 billion tenge), at 14% per annum, of which 7% is paid by a businessman, and the difference is Damu Fund. The term of the subsidy is 3 years, while prolongation is allowed up to 10 years. Now business loans are very expensive, the interest rate reaches 16-18%, and if it is a novice businessman, it can exceed 18% per annum. With all this in mind, the subsidies for the “Business Road Map 2020” program, paid by the Damu Fund, are an excellent tool for small and medium businesses.

Earlier They were just a device for transmitting sound over a distance; today, in addition to the means of communication, it is used as a wallet, key, magazine, camera, video players, etc. Thanks to the rapid progress, it became possible to print not just sheets of documents on printers, but to create complex three-

dimensional projection models using 3D printers that are used in various fields - from food and medical to building construction. An additional factor in favor of the introduction of modern digital technologies are digital dividends. According to the data in the World Bank's 2016 World Development Report: Digital Dividends, the introduction of digital technologies can improve the efficiency and transparency of public administration, provide employment, improve the quality of education and health, improve the investment climate, increase productivity and increase the share of small and medium businesses in the structure of GDP.

Financial intermediation of second-tier banks will allow business entities wishing to efficiently manage their money capital to become strategic investors in the economic modernization of Kazakhstan, the creation of new industries and the introduction of advanced technologies [1]. Consider the dynamics of indicators reflecting the role of the banking sector in the economy of Kazakhstan (see table 1).

Table 1 - Dynamics of relative indicators characterizing the role of the banking sector in the economy of Kazakhstan

Name of the indicator / date	2013	2014	2015	2016	2017
GDP, billion tenge	30 347	34443,4	38624,4 ¹	40 884,1 ²	44 354,0 ³
The ratio of assets to GDP,%	45,7%	44,9%	47,2%	61,4%	57,6%
Loan portfolio to GDP ratio,%	38,4%	38,8%	36,7%	37,9%	35,0%
The ratio of customer deposits to GDP,%	28,1%	28,6%	29,4%	41,7%	38,9%
The ratio of the allocation of funds in domestic assets	1,145	1,133	1,148	1,157	1,041
1 - according to the forecast data of the Ministry of Economic Development and Trade of the Republic of Kazakhstan; 2 - according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan 3 - according to the Forecast of the socio-economic development of Kazakhstan for 2017-2021					

Note: The table is compiled according to the National Bank of Kazakhstan [2]

As can be seen from the data of table 1 in the period of 2016-2017, the indicators of the banking sector declined slightly relative to the country's GDP. This is primarily due to the fact that the consequences of the global crisis of 2008–2009 continue to affect the state of the banking sector, which should become the locomotive of the modernized economy. An important condition for a full-fledged and high-quality financing of the modernization process is to achieve sustainability of the financial system of Kazakhstan, where second-tier banks play an important role. In the global economy, open international money flows affect the exchange rate and interest rates within the country. This is manifested in the financial system of Kazakhstan [1].

In order to implement the Address of the President of the Republic of Kazakhstan Nazarbayev N.A. to the people of Kazakhstan “The Third Modernization of Kazakhstan: Global Competitiveness” in 2017, the National Bank of Kazakhstan adopted the Program for Improving the Financial Sustainability of the Banking Sector of the Republic of Kazakhstan, one of the main goals of which is to restore lending to the real sector of the economy, to ensure uninterrupted banking services for the economy and the population, and to ensure competitive banking sectors within the framework of integration processes (WTO and SES).

The second-tier banks and state development institutions (Development Bank of Kazakhstan, National Innovation Fund, etc.) have great potential for attracting international loans and loans to finance the Kazakh economy. The regional integration of the financial payment and foreign exchange systems of Kazakhstan is important for the financial support of modernization. In this case, banks play an important role.

Scientists Bayniyazov M. and Kaygorodtsev A.A. believe that banks will have to be responsible for lending effective modernization, ensuring the stability of the national currency and, ultimately, for the state of the balance of payments of the country [1]. At the same time, in their opinion, the list of authorized commercial banks that directly work on the implementation of the national strategy should be determined, their contribution to the growth of social production efficiency should be stimulated. The National Bank needs to create a special unit coordinating the activities of authorized investment institutions for the implementation of the national strategy.

These measures should lead to the search for additional impulses for modernization, open access for enterprises and financial sector entities to the world market, which will diversify risks, gain benefits from

the export of capital, and strengthen the competitive advantages of the countries participating in regional unions by overcoming the limitations small financial systems.

Taking into account the conditions of the economic crisis in order to reduce the burden on the state budget, the majority of projects under this Program are planned to be implemented through attracting loans from international financial organizations and development institutions, and attracting private investment. One of the international partners in the implementation of the Program is the World Bank, which will provide technical support for the implementation of the Program, as well as help in mobilizing investments, acting as an “umbrella investor”. There will also be applied modern financing mechanisms, such as the service model of informatization and tools of public-private partnership with the active involvement of domestic producers. The Program Management Mechanism, in accordance with the best international practices in the field of program management and recommendations of World Bank experts, will be implemented through the Program Management Office at the National Institute of Development in the field of information and communication technologies.

It is undesirable to finance domestic projects by transnational corporations, since there is a high risk of absorption of national enterprises by foreign companies. The profits from such investments either go beyond the national economy or are reinvested in the securities of foreign firms. For domestic enterprises, it is preferable to cooperate with domestic banks, with which they have a common goal - the modernization of the national economy.

Strong business is a condition for creating strong states. In turn, a strong business cannot be created without sufficient funding. For this it is necessary to resort to the help of banks and other financial institutions, which are accumulators of money. If banks work stably, the economy will be continuously supplied with the necessary funds.

The World Bank’s Digital Dividends report also confirms that as new technologies evolve and penetrate all new professions, employees will have to constantly evaluate and upgrade their skills. As the foundation of the information and communication infrastructure of the subsoil use industry in Kazakhstan, in the framework of the implementation of the state program “Digital Kazakhstan”, it is planned to create a “National Data Bank” of mineral resources”. The idea is that by providing a single tool for collecting and storing data obtained from existing subsoil users, the state will not only ensure the safety of subsoil data, but also be able to attract additional investment in the industry by providing this data to potential investors

New technologies in the sphere of financial services through digital transformation will help increase the scale and efficiency of the banking industry, expand the demand for financial services, increase the share of non-cash payments, and reduce the size of the shadow economy.

CONCLUSION

The financial sector of the Republic of Kazakhstan is one of the weak points of the country's economy. There are two cross-cutting areas of digital financial infrastructure development, such as a data management infrastructure and a payment ecosystem, which needs to be transformed in order to succeed in other areas. An improved data management infrastructure will provide equal access to all participants through an open interface, as well as defining a clear data ownership structure and ensuring information security. This infrastructure will include financial information from government systems and from the Credit Bureau. Data users will increase the efficiency of their business and will be able to develop and implement new services. The development of the payment ecosystem, in particular, the system of small payments, will increase the volume of non-cash payments, the creation of a program of combining ATMs, and will facilitate the implementation of payments in real time. Modern payment technologies will appear, including electronic invoicing and electronic ticketing, making payments by consumers through the use of efficient funds transfer methods.

Thus, the banking system is one of the main factors affecting the ability of the state to pursue an independent and effective economic policy and modernization of the economy.

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**ҚАЗАҚСТАННЫҢ ЭКОНОМИКАНЫ JAҢҒЫРТУ JAҒДАЙЛАРЫНДА ҮКІМДІК
БАҒДАРЛАМАЛАРДЫ ІСКЕ АСЫРУДАҒЫ ЕКІНШІ ДЕҢГЕЙЛІК БАНКТЕРДІҢ РӨЛІ**

Аннотация. Дамып келе жатқан банк жүйесі - жаңартылған экономиканың негізі. Сондықтан халық шаруашылығының индустриалды секторын жаңғыртудың басым бағыттарын қаржыландыру үшін оларды пайдалану үшін көп қаржы ресурстарын жинақтайтын бірнеше ірі әмбебап банктердің жұмыс істеуі қажеттілігі артып келеді. Ірі банктер экономиканы толық қаржыландыруды қамтамасыз етеді. Бүгінде Қазақстанда банктерді біріктіру үрдістері арқылы банк секторын шоғырландыру үрдісі бар, бұл экономикалық жүйенің, әсіресе, жоғары технологиялық өндірістердің қажеттіліктерін қанағаттандыру үшін қажетті капиталды және басқа қолжетімді ресурстарды біріктіруге мүмкіндік береді. Күшті бизнес - бұл күшті мемлекеттер құрудың шарты. Бұл үшін ақшаның аккумуляторы болып табылатын банктер мен басқа қаржы институттарының көмегіне жүгіну керек. Егер банктер тұрақты жұмыс істесе, үнемі қажетті қаражат бөлінеді.

Түйін сөздер: банк, қаржылық тұрақтылық, экономиканы жаңғырту, жаһандық бәсекеге қабілеттілік.

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**РОЛЬ БАНКОВ ВТОРОГО УРОВНЯ В РЕАЛИЗАЦИИ ГОСУДАРСТВЕННЫХ ПРОГРАММ В
УСЛОВИЯХ МОДЕРНИЗАЦИИ ЭКОНОМИКИ КАЗАХСТАНА**

Аннотация. Развитая банковская система является основой модернизируемой экономики. Поэтому возрастает необходимость функционирования нескольких крупных универсальных банков, аккумулирующих большие объемы финансовых ресурсов, с целью их использования для финансирования приоритетных направлений модернизации промышленного сектора национальной экономики. Крупные банки позволяют обеспечить полноценное финансирование экономики страны. На сегодняшний день в Казахстане наблюдается тенденция консолидации банковского сектора через процессы слияния банков, которая позволит объединить капиталы и другие имеющиеся ресурсы, необходимые для удовлетворения потребностей хозяйственной системы, особенно высокотехнологичных отраслей промышленности. Сильный бизнес является условием создания сильного государства. Для этого необходимо прибегнуть к помощи банков и других финансовых институтов, являющихся аккумуляторами денежных средств. Если банки будут стабильно работать, экономика будет бесперебойно снабжаться необходимыми денежными средствами.

Ключевые слова: банк, финансовая устойчивость, модернизация экономики, глобальная конкурентоспособность.

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**DEVELOPMENT OF THE BANKS INTERACTION SYSTEM
AND ENTERPRISES OF THE REAL SECTOR
OF THE ECONOMY IN KAZAKHSTAN**

Abstract: At the turn of the XX-XXI centuries, the world economy faced a series of powerful financial and economic shocks, as a result of the impact of changing the main stages of the economic cycle, which could not have a powerful impact on the sustainability of the development of most national economic systems. It is known that the cause of the crisis phenomena, which have been prolonged in nature, was the increased level of risk in the financial and credit sphere, generated, first of all, by commercial banks, and the weakness of the real economy due to its clearly expressed raw material orientation and dependence on sharp fluctuations in the global market situation prices.

Keywords: interaction, banks, real sector, partnership, economic growth, system, evolution.

Introduction - At the same time, the process of interaction between the banking and real sectors of the economy is limited by the effects of the period of economic recession. This statement is confirmed by a periodic change in the nature, quality and direction of the development of the process of interaction between sector actors.

Research background – A retrospective analysis of this process allows us to divide it into the following stages (Table 1):

Stage 1 - “Formation” occurs in the period 1990-1995, which is characterized by the creation of a predominantly legal infrastructure in the field of organizing the interaction of banks and enterprises of the real sector. First of all, a legal framework was formed, the basis of which was made up by such laws and decrees as: “On the tax system” No. 2367 of December 25, 1991, “On lending to the agro-industrial sector and financing of state-owned enterprises” No. 12 of April 12, 1993, “On the National Bank of the Republic of Kazakhstan” No. 2157 dated April 13, 1993; “On Banks in the Republic of Kazakhstan” No. 2440 dated April 14, 1993; “On Economic Partnerships and Joint-Stock Companies” No. 2225 dated April 21, 1993; “On the Introduction of National currency of the Republic of Kazakhstan ”№ 1399 dated November 12, 1993,“ On the National Bank of the Republic of Kazakhstan ”No. 2155 dated March 30, 1995,“ On banks and banking activities in the Republic of Kazakhstan ”No. 2444 dated August 23, 1995,“ On privatization ”No. 27,210 dated December 23, 1995 and many others.

At the same time, the development of interaction between the banking and real sectors during this period can be characterized as asymmetrical, since against the background of growth in quantitative indicators of the banking sector, qualitative indicators in the real economy left much to be desired: the decline in the industrial production index from 93.6% in 1990 to 90.2% in 1995, a decrease in the manufacturing index in the manufacturing industry from 91% in 1990 to 83.7% in 1995. In the sectoral context, the decline in indicators was observed in the agricultural sector - from 77.4% in 1990. to 54.5% in 1995 and in construction from 88.9% in 1990. to 20.4% in 1995 [1].

Table 1 – Stages of development of the interaction of the banking and real sectors of the economy in the Republic of Kazakhstan

Name	Interaction characteristic
1 stage «Formation» (1990 – 1995)	Character: Asymmetrical due to the crisis in the economy and the liberal policy of the state Quality: Low due to the inconsistency of the capabilities of banks with the needs of enterprises Orientation: Tactical (solving short-term tasks)
2 stage «Stabilization and development» (1996 – 2006)	Character: Stable due to improved macroeconomic situation, improved institutional infrastructure Quality: Good due to business growth in the banking and real sectors, expanding the range of banking services Orientation: Strategic (solving short-term tasks and implementing long-term projects)
3 stage «Crisis» (2007–2009)	Character: Inconsistent due to the effects of the global crisis on sector interaction, supported by public resources Quality: Unsatisfactory due to the aggravation of problems of inaccessibility and inadequate resources, outside state support programs Orientation: Tactical (interaction outside participation in government programs) and strategic (implementation of long-term projects with government support)
4 stage «Recovery» (2010 – 2011)	Character: Asymmetrical due to the persistence of problems: long-term liquidity, increase in the cost of resources, caution of subjects and increased expectations of new crisis waves, increased risks, etc. Quality: Satisfactory due to the prolongation of measures of state support of non-primary industries Orientation: Tactical (interaction outside participation in government programs) and strategic (implementation of long-term projects with government support)
5 stage «Depression» (2012 till present time)	Character: Inconsistent due to the decline in macro-indicators, new external challenges and shocks, post-crisis tightening of regulatory requirements for banks, etc. Quality: Satisfactory due to the simultaneous increase in the role of the state and the passivity of the subjects of the banking and real sectors of the economy Orientation: Tactical (interaction outside participation in government programs) and strategic (implementation of long-term projects with government support)
Note – compiled by author	

With the interruption of all cooperation ties between Kazakhstan and Russia, aggravation of inflation and the non-payment crisis, the economic growth rate dropped to -8.3% in 1995 [2]. Loans to enterprises were issued by the National Bank through refinancing instruments. In particular, in 1993, on the basis of the work of specialized banks, loans were issued in the total amount of 7.5 billion tenge in respect of weak and unprofitable enterprises, more than 96% of which were prolonged. Especially draws on the cost of such loans. So, if the refinancing rate in 1992 was 25%, then with inflation rates above 2000%, its level increased to 65% [3]. In addition, there was a system of subsidies and concessional loans at a lower rate than the refinancing rate (48.2%) for enterprises of the real sector of the economy to compensate for losses related to the inefficiency of the latter, which were not returned by enterprises [4]. Thus, the total amount of such subsidized loans amounted to more than 70% of the total volume of loans refinanced by the National Bank and more than 40% of the total volume of lending to the real economy. Later, such direct support of enterprises in the real sector led to a practical loss of incentives for private banks to redistribute temporarily free resources on their own and lend to economic agents. At the same time, the financial discipline of borrowers sharply decreased and their overdue loan indebtedness increased.

Temporarily free funds of the population bypassing the banking and deposit system were invested in real assets, since interest rates on bank deposits could not cover the impairment losses on the national currency. The combination of all these trends determined the poor quality of interaction between the subjects of the banking and real sectors of the economy and its asymmetrical nature, which was expressed, first of all, by the disparity between the potential and capabilities of commercial banks and the real needs and potential of enterprises in the real sector. In turn, this led to a sharp increase in the volume of speculative transactions made by commercial banks and their gradual separation from the needs of the subjects of the real economy.

Stage 2 - “Stabilization and Development” (1996–2006), as the longest stage is characterized by gradual stabilization in the banking system and growth in the development of the real economy, which could not but affect the quality of interaction between their subjects. During this period, errors of the previous period were taken into account, which led to further improvement of the regulatory framework.

During this period, the following legislative acts were adopted: “On Special Economic Zones in the Republic of Kazakhstan” No. 2823 of January 26, 1996, On Development Bank of Kazakhstan No. 178 - II of April 25, 2001, On Joint-Stock Companies No. 415 - II of May 13, 2003, “On the Securities Market” No. 461-II of July 2, 2003, “On Credit Bureaus and the Formation of Credit Histories in the Republic of Kazakhstan” No. 573 - II of July 6, 2004, “On Private Entrepreneurship” №124 - III dated January 31, 2006 and many others.

On the basis of substantial revision of the regulatory framework, the mechanism for refinancing commercial banks was changed as a whole. Thus, the National Bank began to practice the provision of loans through the organization of credit auctions, as well as on a Lombard basis. At the same time, the lending functions of enterprises in the real sector were provided to second-tier banks.

At the same time, in 2005 standards of prudential regulation and banking supervision were finally approved in accordance with current international standards, aimed at strengthening the position of the banking sector and its qualitative growth, the number of subjects of which in 2000 reduced to 55 units. [4].

Additionally, improving the quality of interaction between the subjects of the banking and real sectors definitely influenced the improvement of the institutional environment through the creation of such organizations as: Damu Small Business Development Fund (1997), Deposit Guarantee Fund (1999), Development Bank (2001), State Insurance Corporation for the Insurance of Export Credits and Investments (2003), First Credit Bureau (2004), Agency for Regulation and Supervision of Financial Market and Financial Organizations (2004), functions cat cerned subsequently (after 7 years) were submitted to the Committee for the Control and Supervision of Financial Market and Financial Organizations of the National Bank and others.

In many ways, the stabilization of the nature of the interaction between the subjects of the banking and real sectors of the economy has been facilitated by the improvement of the overall macroeconomic situation. So, thanks to the conservative monetary policy of the central bank, it was possible to significantly reduce inflation from 176.3% in 1995 to 8.6% in 2006 [5] and the refinancing rate from 52.5% in 1995 to 9% in 2006 [6]. During this period only one inflation jump was recorded, during the period

1998 - 1999 to the level of galloping inflation (18%) under the influence of the financial crisis in Russia and the fall in world oil prices, which exerted devaluation pressure on the national currency of Kazakhstan. At the same time, timely announcement of a freely floating exchange rate of tenge in 1999 ensured not only the exclusion of the National Bank intervention in the process of shaping the exchange rate, but also give impetus to sustained economic development.

The subsequent increase in macroeconomic indicators and the development of financial markets have significantly strengthened not only the state of the banking system and the real economy, but also the interaction between them. Thus, since 2000, over 60% of all banking assets are directed to crediting the real economy, ensuring the growth of the industrial production index from 90.2% in 1995. to 107.1% in 2006, including in the manufacturing industry from 83.7% in 1995 up to 107.2% in 2006. The expansion of bank lending to the real economy was facilitated by the optimization of the ratio between the level of profitability of enterprises in the real sector and the interest rate on bank loans to non-financial enterprises and the organization - 25.4% and 10.6%, respectively [1,7].

As a result of the prevalence of the above positive trends, the role of commercial banks in the development of the national economy began to grow, as evidenced by the indicators of the ratio of bank assets and loans to GDP - 101.7% and 68.7%, respectively, while in 1995 the level of this indicator did not exceed 10% [8].

Stage 3 - “Crisis” (2007–2009) marked the beginning of the process of integrating the banking sector into the mechanism of global redistribution of capital in the years of economic growth, which made it possible to ensure a powerful inflow of external cheap and long-term resources. In particular, in 2007. Kazakhstan’s gross external debt reached \$ 96.9 billion, of which 47.5% was debt of private banks). The successive crisis in the real estate market, the mortgage crisis, the crisis of long-term liquidity in the world, and then in the national economies of most countries of the world, including Kazakhstan, subsequently provoked a domino effect.

Under the pressure of low prices and energy demand caused by recession in the global economy, the National Bank had to devalue and introduce a new currency corridor of 150 ± 5 tenge for 1 US dollar. In

addition, with the aim of supporting the subjects of the banking sector, the state entered the capital of systemically important banks: BTA Bank and Alliance Bank (70% of the state), JSC Halyk Bank of Kazakhstan, JSC Kazkommertsbank and JSC Temir Bank (State participation share - 25%) with the condition of selling shares at the end of the crisis peak. However, the rapid growth of overdue debts and the deterioration in the quality of bank assets have undermined the confidence of investors and creditors in domestic banks, aggravating the crisis of long-term liquidity, and, significantly limiting the possibility of effective interaction between banks and enterprises of the real sector.

Under these conditions, for two years, the National Bank began to feed banks through “reverse repo” and “swap” operations, and the Government initiated unprecedented cash infusions into the most problematic segments, including those involving commercial banks. In particular, 480 billion tenge from the National Reserve Fund was directed to stabilize the financial sector, 120 billion tenge to support SMEs and the agro-industrial complex. The Fund created stressful assets for the purpose of buying back bad loans of banks.

The changes also affected the regulatory framework: Government Decree of the Republic of Kazakhstan “On Approval of the Rules for Subsidizing Interest Rates on Credits Issued by Second-Tier Banks to Agricultural Products Processing Enterprises” assets of derivative securities and derivative financial instruments ... ”No. 210 dated July 16, 2007, Decree of the President of the Republic of Kazakhstan“ On some measures on competitiveness and stability and national economy » 669 of October 13, 2008 The Code of the Republic of Kazakhstan" On taxes and other obligatory payments » №99 IV of December 10, 2008 and etc.

At the same time, the set of measures by the state could not overcome the negative trends of the global crisis, which was reflected in the worsening contradictions in the interaction of the banking and real sectors of the economy and its decline against the background of the deteriorating macroeconomic environment: a decrease in GDP growth rates to 1.2% in 2009 against 10.7% in 2006; a fall in the industrial production index (102.7% in 2009 against 107.1% in 2006, including in the manufacturing industry - 97.1% in 2009 against 102% in 2006); a sharp increase in overdue loan debts (the share of bad loans in the banks' loan portfolio increased in 2009 to 30.6% against 1.6% in 2006) [9]; the increase in the gap between the level of interest rates on loans and the level of profitability in the manufacturing industry - 12.2% and 3.5%, respectively. As a result, the role of the banking sector in the economy decreased (the share of banking assets and loans in GDP amounted to 72.3% and 60.3%, respectively, in 2009 against 100.7% and 68.7%, respectively, in 2006).

Stage 4 - “Recovery” (2010-2011). The impact of the global financial crisis on the state of the banking and real sectors of the economy has weakened the intensity of interaction between them due to the restriction of banks' access to cheap and long-term resources, a sharp decline in deposit rates (at the beginning of 2007) on tenge and currency deposits amounted to 12% and 7.5%, respectively, and by the end of 2009 - 8.5% and 3.5%, respectively), due to the excessive alertness in the market, due to the expectations of new crisis waves, the unsatisfactory state of most riyaty non-oil sector and the high industry risks. In this regard, since 2010, the Government is embarking on a program of accelerated industrial-innovative development of the economy based on the active use of subsidy instruments (loans at 12% per annum, of which 5–7% are subsidized by the state) and guarantees (covering 50–70% of the amount issued loan) bank loans directed to support the agricultural industry and SMEs.

A fundamentally new step in maintaining sustainable interaction amid frequently recurring financial and economic crises was the introduction of amendments to a number of legislative acts relating to the organization of Islamic banks and the organization of Islamic finance (the Law of the Republic of Kazakhstan "On Amendments to Organization of Islamic Finance ”No. 475 - IV dated July 22, 2011), the creation of the Islamic Bank“ Al Hilal ”, as well as the introduction of changes in the Tax Code, which provide for a significant reduction in the tax burden (the corporate income tax rate was reduced from 30% to 20%, and VAT from 13% to 12%) [4].

The implementation of state programs during this period allowed to revive the interaction of the sectors: the volume of loans to the economy increased (50.9% in 2011 against 32.2% in 2009); the industrial production index in the processing industry increased (107.7% in 2011 against 97.1% in 2009); GDP growth rates increased (7.5% in 2011 against 1.2% in 2009); the share of bad loans in the loan portfolio of banks decreased (22% in 2011 against 30.6% in 2009); the level of the weighted average rate

on corporate loans decreased (10.8% in 2011 against 12.2% in 2009). However, the implementation of government incentives against the lack of initiative, independence and activity of the private banking sector affected the decline in the participation of the banking sector in economic development (the ratio of banks' loan portfolio to GDP decreased to 38% in 2011, compared to 56.7% in 2009). In addition, outside the participation in state programs, there remains the problem of the gap between the level of interest rates on loans and the level of profitability in the non-commodity sector (in 2011 - 10.8% and 9.8%, respectively).

Stage 5 “Depression” (2012 - to the present) is characterized by the adoption of new and finalizing existing legal acts: the Law of the Republic of Kazakhstan “On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Taxation” No. 61 - V of December 26, 2012, Presidential Decree "On some measures to optimize the management system of development institutions, financial organizations and the development of the national economy" No. 5871 dated May 25, 2013, the Law of the Republic of Kazakhstan "On introducing changes and additions to the second legislative acts of the Republic of Kazakhstan on taxation issues”No. 152-V, Government Decree“ On Approving the Concept of Developing the Financial Sector in the Republic of Kazakhstan ”No. 954 of August 27, 2014, the Law of the Republic of Kazakhstan“ On Amending the Law of the Republic of Kazakhstan “On Guaranteed Transfer from the National Fund of the Republic of Kazakhstan for 2016-2018 ”No. 469 - V, the Law of the Republic of Kazakhstan“ On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Non-performing Loans assets of second-tier banks, the provision of financial services and activities of financial organizations and the National Bank of the Republic of Kazakhstan ”No. 422 - V, the Law of the Republic of Kazakhstan“ On Payments and Payment Systems ”No. 11-VI, the Law of the Republic of Kazakhstan“ On Collection Activity ”No. 62 - VI , Law of the Republic of Kazakhstan “On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Improving Civil, Banking Legislation and Improving Conditions for Entrepreneurial Activity No. 49 - VI, Law of the Republic of Kazakhstan “On the Enactment of the Code of the Republic of Kazakhstan“ On Taxes and Other Mandatory Payments to the Budget (Tax Code) No. 121 - VI, Law of the Republic of Kazakhstan “On Currency Regulation and Control” No. 167 - VI and others.

Methodology - In the area of post-crisis recovery of the banking sector, a mechanism has been introduced for clearing banks' balance sheets on the basis of the work of the Problem Loan Fund, acquiring doubtful and hopeless assets of commercial banks. Given that it is the poor quality of the loan portfolio that is holding back tier two banks from active lending to enterprises in the real sector, the National Bank decided to introduce from January 1, 2016 norm of the share of problem loans at a level not higher than 10%, but this did not solve all the problems of interaction between the banking and real sectors, including due to the volatility of macroeconomic indicators: GDP growth rates decreased (3.7% in 2018 vs. 7.5% in 2011); inflation jumps were noted (in 2018 - 5.3%, in 2013 - 5.8%, in 2012 - 5.1%, in 2011 - 8.3%); the industrial production index in the manufacturing industry decreased (104.5% in 2018 against 107.7% in 2011); as evidence of a decline in the quality of interaction between sector entities, the ratio of the loan portfolio to GDP decreased (23.6% in 2018 against 38% in 2011); outside the state programs of subsidizing interest rates on loans, the gap between the level of interest rates and the level of profitability in the non-commodity sector remained - 14.4% and 6.2%, respectively.

Summarizing the analysis of the stages of the evolutionary development of the interaction of the banking and real sectors in Kazakhstan, it should be noted the similarity of the identified trends, which is graphically presented in Figure 1.

In particular, it should be noted about the current and identified trends related to the previously defined attributes of the relationship between elements of the system of interaction between the banking and real sectors of the economy:

1) The interaction of the banking and real sectors of the economy is cyclical, due to periodic changes in its quality under the influence of cyclical economic development and related factors at the micro, meso and macro levels, which ultimately leads to the asymmetry of the effects or their absence;

2) The quality of interaction between the banking and real sectors of the economy is determined by institutional reforms aimed at stimulating business initiatives in both sectors simultaneously and eliminating existing problem nodes;

3) The direction of the trajectory of interaction between the banking and real sectors of the economy is formed depending on the degree of development of sustainable forms of interaction, ensuring strategic partnership between sector actors and the constructive role of the state in ensuring the corresponding favorable macroeconomic conditions and institutional environment.

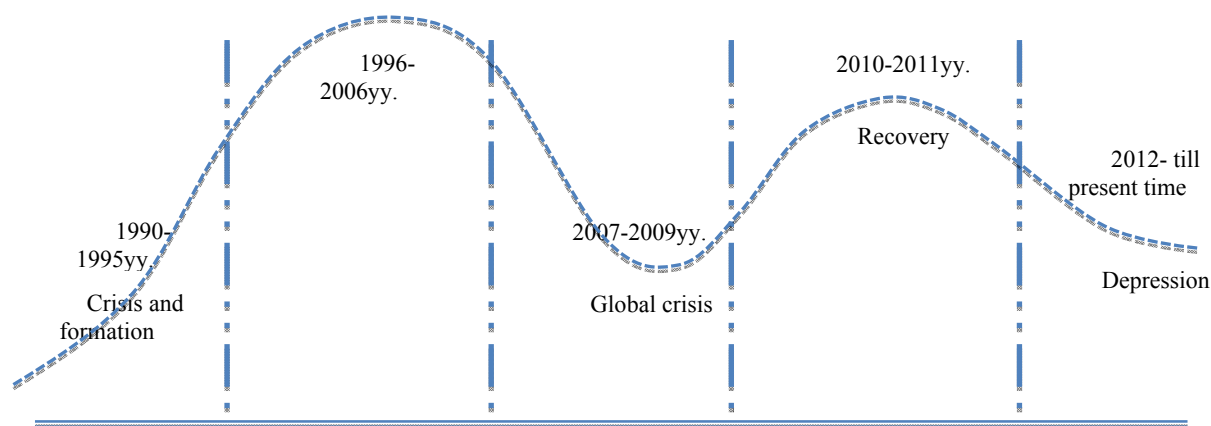


Figure 1 - The trajectory of the interaction of the banking and real sectors of the economy in the Republic of Kazakhstan for the period 1990 - 2018

Note – compiled by authors

Conclusion - In particular, it should be noted about the current and identified trends related to the previously defined attributes of the relationship between elements of the system of interaction between the banking and real sectors of the economy:

1) The interaction of the banking and real sectors of the economy is cyclical, due to periodic changes in its quality under the influence of cyclical economic development and related factors at the micro, meso and macro levels, which ultimately leads to the asymmetry of the effects or their absence;

2) The quality of interaction between the banking and real sectors of the economy is determined by institutional reforms aimed at stimulating business initiatives in both sectors simultaneously and eliminating existing problem nodes;

3) The direction of the trajectory of interaction between the banking and real sectors of the economy is formed depending on the degree of development of sustainable forms of interaction, ensuring strategic partnership between sector actors and the constructive role of the state in ensuring the corresponding favorable macroeconomic conditions and institutional environment.

Most obviously, the interrelation of the revealed tendencies and communication attributes of the elements of the system of interaction between the sectors manifests itself at the territorial-sectoral (or meso-level) interaction of the banking and real sectors of the economy of Russia and Kazakhstan, the next paragraph of this dissertation research is devoted to the study.

Thus, the banking system is one of the main factors affecting the ability of the state to pursue an independent and effective economic policy and modernization of the economy [10].

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ҚАЗАҚСТАНДАҒЫ ЭКОНОМИКАНЫҢ НАҚТЫ ЖӘНЕ БАНК СЕКТОРЫНЫҢ ЫНТЫМАҚТАСТЫҚ ЖҮЙЕСІН ДАМУ

Аннотация. Мақалада экономиканың банк секторы мен экономиканың нақты секторлары арасындағы өзара әрекеттесу жүйесін дамытудың дамуы қарастырылған, оның сапасы тек секторлардың және олардың субъектілерінің жұмыс істеуінің тиімділігіне ғана емес, сондай-ақ оның дамуының циклды сипаты жағдайында тұрақты даму мен орнықтылығына және бірқатар ішкі және сыртқы факторлардың елеулі әсеріне байланысты. факторлар. Автор банк жүйесіндегі субъектілер мен экономиканың нақты секторлары

субъектілерінің жүйеде жүйе ретінде өзара әрекеттесуін қарастырады, себебі банк секторы да, нақты секторлар да шағын жүйенің жұмыс істеуі және мега-экономикалық жүйеде өзара іс-қимыл жасау болып табылады. Сонымен қатар, автор банк пен экономиканың нақты секторлары субъектілерінің хронологиялық тәртіппен өзара әрекеттесу жүйесін дамытуды қарастырады, бұл банктер мен экономиканың нақты секторы кәсіпорындарының өзара іс-қимылының өзгеруімен ерекшеленетін айтарлықтай уақыттық кезеңдерді айқындайды, бұл екі стратегиялық маңызды секторлардың субъектілерінің табиғаты, сапасы мен өзара әрекеттесу бағытының өзгеруіне әсер етті экономика. Өз кезегінде, бұл үрдістер банк жүйесі мен нақты секторлардың өзара іс-қимылының жалпы траекториясының өзгеруіне ықпал етті. Автордың пікірінше, өзара әрекеттесу циклдік, өзара әрекеттесу жүйесінің сапасы талдау барысында келтірілген макроэкономикалық көрсеткіштерден көрінетін нәтиже, институционалдық өзгерістерге қатты тәуелді болады, нәтижесінде түпкілікті ұлттық экономиканың екі маңызды секторы арасындағы өзара әрекеттесу процесінің жақындығы мен фокусын анықтайды ол әлемдік нарықтардың жалпы турбуленттік жағдайында оның тұрақтылығы мен тұрақтылығының негізі болып табылады.

Түйін сөздер: өзара іс-қимыл, банктер, нақты сектор, әріптестік, экономикалық өсу, жүйе, эволюция

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РАЗВИТИЕ СИСТЕМЫ ВЗАИМОДЕЙСТВИЯ БАНКОВ И ПРЕДПРИЯТИЙ РЕАЛЬНОГО СЕКТОРА ЭКОНОМИКИ В КАЗАХСТАНЕ

Аннотация. На рубеже XX -XXI веков мировая экономика столкнулась с чередой мощных финансовых и экономических шоков, как следствие влияния смены основных стадий экономического цикла, что не могло не оказать мощного влияния на устойчивость развития большинства национальных экономических систем. Известно, что причиной кризисных явлений, получивших пролонгированный во времени характер, выступили повышенный уровень рисков в финансово-кредитной сфере, генерированный, в первую очередь, коммерческими банками, и, слабость реальной экономики вследствие явно выраженной ее сырьевой направленности и зависимости от резких колебаний мировой конъюнктуры цен. Вместе с тем, сам процесс взаимодействия банковского и реального секторов экономики ограничивается влиянием последствий периода экономического спада.

Ключевые слова: взаимодействие, банки, реальный сектор, партнерство, экономический рост, система, эволюция

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kaldiba77@mail.ru¹, gulnara.srailova@mail.ru², gtk63@mail.ru³**ECONOMIC EFFICIENCY OF APPLICATION
OF ADDITIVE TECHNOLOGIES (3D PRINTING)
IN THE MANUFACTURING INDUSTRY**

Abstract: The aim of the study is that in the conditions of global development, additive technologies are able to return some of the production of high-tech products, concentrating them in developed countries. The need for technology development will cause a qualitative leap in conducting research of various kinds aimed at optimizing the operating modes of equipment, expanding the range of materials used, expanding the technological capabilities of installations. The use of technologies for additive manufacturing and additive technologies in Kazakhstan is obvious, as it can help Kazakhstan enterprises to optimize their non-core activities, for example, metalworking and electroplating plants and reduce storage costs.

Domestic science and industry will have to invest a lot of effort in order to make up for lost time and to meet the needs of their own market with both the installations of additive production and the availability of raw materials.

The methodological basis of the article is a systematic approach to the study and description of the relationship of the operational properties of the part with the technological conditions of three-dimensional printing.

Keywords: additive technologies; three-dimensional printing; technological innovation.

Introduction – The last few years in the world are increasingly saying that 3D printing will soon enter all areas of our life. It will be possible to print everything on a printer - from food to details of fighters and donor organs. Is this true, and how does this sphere develop in our country? 3D printers, which were talked about only a few years ago and about whose device most people have a rather vague idea, can in the near future completely transform the industrial production scheme on the planet.

The scientific novelty and practical significance of the study of additive technologies for Kazakhstan are obvious. First of all, this is the creation of a new field of technological knowledge of industrial production. In addition to the economic efficiency of the introduction of additive technologies in production, there is a high social significance.

Additive technology is the process of combining material to create an object from data (model), usually layer by layer, in contrast to “subtracting” production technologies. Under the subtractive technology means the machining - removal ("subtraction") of the material from the array of the work piece. In turn, 3D printing is a colloquial name for additive technologies that are part of a new type of production [1].

Research background - According to Vdovin R.A. and Smelov V.G. in their publications, Additive Fabrication (AF) or Additive Manufacturing (AM) means additive that is, obtained by adding. This technology is based on a layer-by-layer extension of the model obtained by three-dimensional digital modeling or scanning. In past years, the term rapid prototyping (Rapid Prototyping) or RP-technology was used more often [2].

According to M.A. Zlenko, additive technologies today are a rapidly developing industry of industrial production. The market of additive technologies (hereinafter referred to as AP) includes the

implementation of AP installations, the production of models or parts to order or for their own needs, after-sales service of installations, software development, training of specialists and operators, advertising and consulting [3].

In accordance with the research of foreign accounting Attaran M., the domestic market of additive technologies remains underdeveloped, but is gaining momentum. Experience in the development and implementation of metal-printing technologies have individual domestic companies, educational centers. Table 1 shows the industries that most fully mastered additive technologies [4].

Table - 1 Industries applying technology additive technologies

Industry	Applications	Benefits
Aerospace	Prototyping. Production of components for aircraft, launch vehicles and satellites. Weight reduction products.	Production of components for aircraft, launch vehicles and satellites. Weight reduction products. Reducing the cost of production of complex functional products. Local production at the place of demand with no restrictions on delivery. Reduced production time leads to a reduction in the required stocks of raw materials. Optimization of structures (weight reduction, reduction in the number of modular elements).
Automotive	Prototyping. Manufacture of products. Reducing the mass of cars. Cooling system for prototypes operating in particularly difficult conditions.	Optimization of product design. Accelerating the entry of new products into the market. Reduced repair costs. Stock reduction. Improving the quality of products.
Traumatology Surgery Rehabilitation	Implant manufacturing (hearing aids, prostheses). Reconstruction of the bones. Hip joints. Skull implants. Maxillary implants.	Reduced time and cost of operations. Reducing the risks of post-operative complications. Reduced production time. Optimization of implant design for anatomical features.
Dentistry	Dentures and crowns, orthodontic appliances	Reduced production time Anatomical optimization of products

Note - compiled by authors according to the source [4]

In the context of global development, additive technologies are able to return some of the production of high-tech products, concentrating them in developed countries.

Publishing his scientific articles about the possibilities of the development of additive technologies Yurasev N.I. notes about the need to develop technologies in this area, which will cause a qualitative leap in conducting research of various kinds, aimed at optimizing the operating modes of the equipment, expanding the range of materials used, expanding the technological capabilities of the facilities. The motivations of countries to develop new production technologies, however, are different:

- for the USA, it is the need to maintain world leadership;
- for the countries of Western Europe, this is the preservation of leadership positions in a number of segments in high-tech markets in the conditions of active development of production technologies in the USA, China and Japan.
- for China, this is the development of a new industry with account of its reliance on its own strength [5].

Thus, an important factor contributing to the process of updating the industrialization of developed economies is the development of new production technologies, allowing them to switch to new business models based on product customization.

For Kazakhstan's science and industry, it will be necessary to invest a lot of effort in order to make up for lost time and to meet the needs of its own market both with the installations of additive production and with the availability of the raw material base.

Results of research – The analysis shows that the global market for additive technologies has grown tenfold from 2012 to 2017. 3D printing technologies, although they appeared in the 1980s, turned out to be in demand only in recent years. According to the data of The Boston Consulting Group (BCG) published in 2018, in 2015 the volume of the global 3D printing market was estimated at \$ 5 billion, and by 2021 the market promises to grow more than threefold. If, by 2035, 3D printing is introduced at only 1.5% of production capacity, the market volume will already exceed \$ 350 billion, while about half of the entire

market will fall on just three sectors: the automotive and aerospace industries, as well as health care, in particular, dentistry [6].

The report of Wohlers Report (2012) states an expert: “The AM-industry market still contains a huge untapped potential, especially in the production of consumer goods and products with rapidly changing designs. Companies spend 5–10% on design testing in prototypes, while the remaining 90–95% spend on the main production of goods. It is for this reason that so many companies want to occupy this market segment. Real money is not in design and not in prototypes, real money is in production. Therefore, manufacturers of AM-systems and service firms are increasingly offering solutions for the production of final products. However, this market is rather complicated for AM technologies in comparison with the market of models and prototypes [1].

Plans for the introduction of 3D printing are developed in Kazakhstan. The development of additive manufacturing technology is indicated by one of the elements of the “Industry 4.0” concept, the need for which has been repeatedly pointed out by the head of state. In addition, as noted in the state Program of Industrial Innovation Development of Kazakhstan for 2015–2019, “within the framework of the autonomous cluster fund Park of Innovative Technologies, until 2019, it is planned to create five centers for the development of technologies (competencies) in the areas of Smart Industry Mining and Metallurgical Complex, “New materials and additive technologies”, “Smart environment”, “Financial technologies”, “New energy and clean technologies”.

An urgent task for Kazakhstan is to find its niche in this market in the coming years and integrate itself into the global chain of suppliers of innovative materials.

The competitive environment is quite conducive to such ambitions, given the country's security with all kinds of necessary raw materials: titanium, aluminum, vanadium, etc. [7]. Breakthrough technology centers in key sectors of the economy are created by the national class fund with the support of the Government in the framework of the 63rd step of the Nation Plan [8]. The partners of the centers are the leading transnational corporations, which as investments compensate the centers for their creation at least 50% of all costs.

As A.N. Chemodurov notes in his scientific publications, of course, the advantages of additive technologies are as follows:

- 1) elimination of the conflict of the design technologist, since both functions can be performed by one specialist;
- 2) the possibility of manufacturing products of complex geometric configuration, incl. with internal channels and cavities, with a large surface area, small volume;
- 3) no need to manufacture tooling equipment and molds;
- 4) minimizing the loss of material and industrial waste;
- 5) reducing the time of supply of raw materials, reducing the volume of the warehouse;
- 6) expediency in individual or small-scale production;
- 7) reduction of component parts of the created units and assemblies;
- 8) reducing the number of technological operations, automating the process, reducing labor intensity and production time [9].

In general, in the world of science there are two groups of additive technologies: Bed Deposition and Direct Deposition, which are used by different companies. The strongest position is taken by 3D Systems (more than 1,000 patents), which over the past few years has bought more than 20 firms working in the field of the production of 3D printers, software products, materials, and also in the provision of services [10]. Other leading manufacturers of 3D equipment are Stratasys (506 patents), Z Corp (bought by 3D Systems, 175 patents), Voxeljet (106 patents) [11].

Key companies in the AM industry: 3D Systems Corporation (U. S.), 3T RPD (U. K.), Arcam AB (Sweden), Biomedical Modeling, Inc. (U. S.), Envisiontec GmbH (Germany), EOS GmbH Electro Optical Systems (Germany), Fcubic AB (Sweden), GPI Prototype and Manufacturing Services, Inc. (U. S.), Greatbatch, Inc. (U. S.), Layerwise NV (Belgium), Limacorporate SPA (Italy), Materialise NV (Belgium), Medical Modeling, Inc. (U. S.).

According to a survey of 1000 global industrial companies conducted by Sculpteo, more than 40% of companies already use 3D printing for manufacturing products in 2018 (compared to 22% in 2017), while in the aerospace sector, the greatest use (more than 60% of companies use AP in production) (Table 2) [12].

Table 2 – Purposes of application of 3D printing of industrial companies in the world, comparison of 2017 and 2018

Purposes of application	2017	2018
Prototyping	34%	55%
Production	22%	43%
Concept confirmation	23%	41%
Marketing samples	10%	18%
Art	8%	16%
Education	7%	16%
Hobby	5%	10%
Note - compiled by authors according to source [12]		

The pioneers of the market were the USA, Japan, the countries of Western Europe, including Germany, Great Britain, France and a number of other countries. Each of them has its own established leaders - manufacturers of 3D printers. South Korea, Israel and China, which, with its speed of mastering new technologies, is a source of concern for the traditional leader of high technology trends in the world - the United States - are showing significant activity.

More than 600 patents issued in the field of 3D printing since 1996, more than 50 methods (processes) of printing have been patented by manufacturers of 3D printers, more than 100 patents are issued per year to companies in different industries (industrial leaders patent their own solutions and developments) (Table 3) [12].

Table 3 – The number of patents granted in the field of 3D printing for the period from 2011-2017

Years	2011	2012	2013	2014	2015	2016	2017
Total patents granted (cumulative)	227	247	273	318	336	545	646
Including by year:	40	20	26	45	18	209	101
Printers \ technology	2	1	1	1	0	10	6
Materials	2	1	1	1	1	4	3
Software	2	2	2	3	1	10	5
Aviation	6	2	4	7	3	23	12
Architecture	4	3	2	5	2	21	9
Electronics manufacturing	6	2	2	5	2	29	17
Industry, equipment manufacturing	4	3	4	4	2	23	10
Medicine / Dentistry	6	4	5	10	4	6	16
Automotive industry	4	2	3	6	2	23	12
Others	4	1	3	3	1	19	10
Note - compiled by authors according to source [12]							

The choice of technology - material - a 3D printer is a typical engineering problem in terms of the lack of an unambiguously correct solution. Each individual print order requires detailed consideration (determination of feasibility, possible improvement of characteristics, economic effect). Therefore, it is possible to designate some selection criteria, but it is difficult to unambiguously determine the correct sequence without having your own (or partner) system with the developed selection algorithms, since each case is unique and requires taking into account nuances (matching printing parameters with the required part properties).

Kazakhstan and foreign experts characterize the current development of the Kazakhstan market of additive technologies as a stage of formation in comparison with the world and generally matured to a low level.

So, in September 2017, joining Astana in the framework of the XI Eurasian Forum KAZENERGY, it was noted that, for example, a number of projects on digitalization and robotization of production are being implemented in Kazatomprom. “A digital mine is the very basis that will serve for the introduction of a variety of systems in our production, which, in essence, are Industry 4.0. These are additive technologies, augmented reality, big data and much more. The project has already passed the first pilot stage in the Kazatomprom SaUran enterprise. From the beginning of the implementation of the Digital Mine project, a number of effects have been obtained, in particular:

- the time of equipment diagnosis was reduced from 14 days to two;
- the time of reduced well productivity decreased threefold, in addition, the potential for reducing electricity consumption by 10% was revealed;
- reduced time for reporting.

According to Rustem Sundetov, director of 3D Lab, at least two domestic construction companies in Kazakhstan have 3D printers whose capacity is enough to print a small bath (for comparison, we note that the devices available to the two construction companies from Russia per day can print an apartment with an area of 39 "squares"). Speaking of 3D technologies as the third industrial revolution, the Kazakh expert notes, we should not forget that these developments, with all their progressiveness, can significantly reduce the cost of the process, but they cannot replace serial production on the conveyor.

The most sophisticated and modern 3D printers of German production are in service with the Kazakhstan Garysh Sapary company. "One of the manufacturers of ice cream using 3D-printing produced a form for the production of sweet ice in the form of the hotel "Kazakhstan". The technique of 3D printing by photopolymers is actively used by jewelers and dentists." Kazakhstani doctors generally successfully master the new technology, thereby confirming global forecasts that healthcare will become one of the leading sectors in the development of 3D. Before surgeries on complex fractures, young surgeons print fragments of bone on a 3D printer, guided by x-ray data, and before reopening, they rehearse options that are less traumatic for the patient.

The whole process of additive manufacturing consists of the following steps:

- a 3D model of the part is being developed using volumetric modeling software;
- the volume computer model is converted into the standard STL format, loaded into the memory of the AP installation;
- before installation, the installation software cuts a virtual model into layers of the required thickness (each manufacturer's cutting algorithms are based on their own software algorithms and patented);
- then a layer-by-layer process of growing products based on the data takes place (the "hard" sections of the section are processed).

According to the research of additive technologies in the industrial production of new products in Kazakhstan, according to R. Muhamadeeva and Sharipova A.M., can be held on the basis of the results of 3D Print Conference, held in Kazakhstan. All ongoing activities are focused on businessmen and entrepreneurs of Kazakhstan [13]. 3D printing and scanning are recognized as one of the most promising technology directions. Observations of speeches at conferences, comparison of statistical data on the results of sales of three-dimensional equipment, led to the conclusion that for the introduction and development of new technology requires competence, knowledge, skills and abilities [14].

Thus, the development of additive manufacturing systems can significantly reduce the cost and time of manufacture of complex products, and the expansion of the range of alloys ensures the production of parts with improved characteristics. The use of additive manufacturing technologies would help Kazakhstani enterprises to optimize non-core activities in metalworking and electroplating workshops, and reduce storage costs. The availability of 3D printing services is very important, given that many mining and manufacturing assets are far from settlements. After all, 3D printers capable of printing spare parts, components for equipment and even residential premises are already working today.

Conclusions - New technologies are traditionally introduced into high-tech production areas at low rates, which lead to a strong gap between the demand for an inexpensive, fast product supply and the supply chain characteristic of expensive products with a long life cycle. The experience of Western countries shows that manufacturers of high-tech products will experience increasing pressure from state and private customers in the area of compliance with the concept of e-commerce for product sales. The development of additive production systems can significantly reduce the cost and time of manufacture of complex products, and the expansion of the range of alloys provides for the production of parts with improved characteristics. As a result, some manufacturers began to actively implement these technologies in existing production lines. This behavior is evidence of a high innovation culture. For the rest of the areas of AT need to justify their use, the development of recognition of production processes, changes in design principles.

The introduction of additive technologies and production in the domestic industry, as noted I.Smurov, is in its infancy. Today, Kazakhstan is actively working on the development of additive technologies —

competence centers are being formed and national standards for the segment are being prepared [15]. For companies that want to test the capabilities of 3D-printing in the regions of Kazakhstan, several Competence Centers for additive technologies and prototyping have been created. Such organizations provide their additive equipment for use. The service is suitable for those who need to carry out research and development, produce a unique product, check the capabilities of their technological prototype.

An analysis by J'son & Partners Consulting consultants showed that:

- The 3D printing market is at the very beginning of the rise, printing experiments in various industries, various product ranges, product redesign;

- software, materials, equipment, processes are being intensively improved.

3D printing confidently takes its place in almost all sectors of the real sector of the economy, put into commercial operation, companies continue to expand the range of printed products.

The use of additive technologies in production, marketing, design, visualization for customers and company management is expanding every year. World industrial leaders and experts predict that:

- 2/3 of industrial leaders are already using AP in production processes;

- by 2030, 2/3 of all manufactured products in the world will be produced with printed components;

- by 2030-2050 In a number of manufacturing industries, 3D printing will allow printing of fully finished products [16].

Although prototyping remains a large segment of AP (as historically established first use of AP), the demand for AP in other segments, including the production of functional parts, is growing at the highest rates.

Therefore, the key to control, understanding and leadership in all industry technologies of the future is the accumulation of knowledge about materials, processes and equipment at their own experimental facilities, with maximum computer automation, inter-sectoral coordination and maximum involvement of state support.

Rapid prototyping allows you to make a preliminary assessment of ergonomics, collection and correct layout solutions without the use of expensive tooling. 3D printing of prototypes for R & D, as a rule, shortens the period of each iteration of prototyping from several weeks to several days, so 3D printing gives:

- the ability to significantly ease the weight of parts in production;

- geometric freedom of design allows to achieve the same functional properties of the part, as in traditional production, but at lower costs of the material;

- saving material and facilitating the weight of the product is provided by topological optimization of the product design (when the consumption of raw materials is optimal with given technical characteristics) and the use of lattice, mesh, honeycomb structures instead of a single body;

- reduced the number of production processes and data processing systems.

- allow you to produce complex products autonomously, which is very valuable for the mining industry, aerospace projects and defense.

In their publications Shekhovtsov A.A. about additive technologies as a way to implement the concept of lean manufacturing, notes that the possibility of high-quality development and introduction into production, and most importantly, in the educational process of new additive technologies will help speed up the industrial-innovative development of Kazakhstan and allow young professionals to feel more confident on the international market [17].

The main advantages of additive technology:

- reducing the duration of the technical preparation of the production of new products by 2-4 times;

- reducing the cost of production, especially in small-scale or single production by 2-3 times;

- a significant increase in production flexibility;

- increase the competitiveness of production;

- through the use of computer technology, integration with computer-aided design systems;

- automated quality control of the products obtained;

- visualization of new products and the use of prototypes in the educational process [18].

Investment activity is an important condition for the economic growth of any state in the modern world. Kazakhstan constitute no exception; therefore, its investment attractiveness expansion is one of the main priorities for development. In light of the crisis phenomena in the global economy, competition

between the countries has intensified to attract the investment. Therefore, to ensure the structural transformation of the economy and in terms of limited domestic sources of funds, the development and implementation of new investment policy oriented to the high rates of economic growth and economy efficiency improvement is of prime importance [19].

In general, it can be noted that government support for small and medium-sized enterprises in the Republic of Kazakhstan is multilevel: government support programs for various areas of SMEs activity are being implemented; measures are being taken to reduce the tax burden; legalization of property and assets is conducted; a set of measures to facilitate access to credit resources is being implemented; administrative procedures and permits are simplified; regional centers for supporting small and medium-sized enterprises are organized in both cities and rural areas [20].

According to strategic consultants J'son & Partners Consulting, for Kazakhstan the development of its competencies 3D printing solves a whole range of actual strategic tasks - this is the development of high-tech competencies, import substitution, the development of domestic products, the "landing" of value added in Kazakhstan and increasing labor productivity in various industries.

Thus, we would like to note that the main task of introducing additive production is to increase its economic efficiency indicators and eliminate the shortcomings of traditional production methods, expressed in overproduction and losses due to the presence of excess stocks, time spent on equipment downtime, the presence of extra long production chains, high transport costs.

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ӨНДЕУ ӨНЕРКӘСІБІНДЕ АДДИТИВТІ ТЕХНОЛОГИЯЛАРДЫ ҚОЛДАНУДЫҢ ЭКОНОМИКАЛЫҚ ТИІМДІЛІГІ (3D - БАСПА)

Аннотация. Зерттеудің мақсаты жаһандық даму жағдайында аддитивті технологиялар жоғары технологиялық өнімнің кейбір өндірістерін дамыған елдерге шоғырландырып, қайтаруға қабілетті. Технологияларды дамыту қажеттілігі жабдықтың жұмыс режимін оңтайландыруға, қолданылатын материалдардың номенклатурасын кеңейтуге, Қондырғылардың технологиялық мүмкіндіктерін кеңейтуге бағытталған түрлі зерттеулер жүргізуде сапалы секіруді тудырады. Қазақстанда аддитивті өндіріс технологиялары мен аддитивті технологияларды қолдану айқын, өйткені бұл қазақстандық кәсіпорындарға өзінің бейінсіз қызметін оңтайландыруға, мысалы, металл өңдеу және гальваникалық цехтар мен қойма шығындарын қысқартуға көмектесе алады.

Отандық ғылым мен өнеркәсіпке жіберілген уақытты арттырып, өз нарығының қажеттілігін аддитивті өндіріс қондырғыларымен де, шикізат базасының болуымен де қамтамасыз ету үшін көп күш жұмсауға тура келеді.

Мақаланың әдіснамалық негізі үш өлшемді баспаның технологиялық жағдайларымен бөлшектің пайдалану қасиеттерінің өзара байланысын зерттеу мен сипаттаудың жүйелі тәсілі болып табылады.

Түйін сөздер: аддитивті технологиялар; үш өлшемді баспа; технологиялық инновациялар.

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ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ ПРИМЕНЕНИЯ АДДИТИВНЫХ ТЕХНОЛОГИЙ (3D - ПЕЧАТЬ) В ОБРАБАТЫВАЮЩЕЙ ПРОМЫШЛЕННОСТИ

Аннотация. Целью исследования является то, что в условиях глобального развития, аддитивные технологии способны вернуть некоторые производства высокотехнологичной продукции, сконцентрировав

их в развитых странах. Необходимость развития технологий вызовет качественный скачок в проведении исследований различного рода, направленных на оптимизацию режимов работы оборудования, расширению номенклатуры применяемых материалов, расширению технологических возможностей установок. Применение технологий аддитивного производства и аддитивных технологий в Казахстане очевидно, так как это может помочь казахстанским предприятиям оптимизировать свою непрофильную деятельность, например, металлообрабатывающие и гальванические цеха и сокращать складские расходы.

Отечественной же науке и промышленности придется вложить немало усилий для того, что наверстать упущенное время и обеспечить потребности собственного рынка как установками аддитивного производства, так и наличием сырьевой базы.

Методологической основой статьи является системный подход к изучению и описанию взаимосвязей эксплуатационных свойств детали с технологическими условиями трехмерной печати.

Ключевые слова: аддитивные технологии; трехмерная печать; технологические инновации.

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**PROJECT MANAGEMENT IN THE PUBLIC FINANCE
OF THE REPUBLIC OF KAZAKHSTAN**

Abstract: The study of world and domestic experience in managing state and commercial projects shows the effectiveness of its application and necessitates the introduction and further development of this institution in other sectors of the economy and public relations.

The relevance of project management is due to new challenges to the state financial management system in Kazakhstan. In modern conditions, the ability of the executive office to implement planned projects and tasks and achieve goals in time and within established budgets becomes critical. Project management techniques are designed to mobilize and structure the organization's resources to achieve project objectives. For this, the article analyzes the theoretical foundations of the project and process activities, identifies their main features and differences. For the competent construction of project management, the principles of organization of project management systems are formulated and the areas in which design methods are most common are given.

Keywords: project, project management, finance, resources, process, management system, public administration, project office, project committee.

Literature review – The historical roots of project management are related to the works of management classics G. Gantt, A. Fayol, F. Taylor. Subsequently, the science of project management was developed in the works of foreign authors C. Gray, E. Larson, G. Dithelm, X. Reschke, X. Schelet, Martin P., Teit K., Galperina Z.M., Shapiro V.D., Kochetkov A.I. and others. Among the Russian scientists of project management are the works of A. Oinarov, D. Eshimova, A. Omar B. K. and others.

In the context of rapid globalization of the economy and all the processes that are occurring, both in the world and in our country, the Government of the Republic of Kazakhstan is actively introducing and using a program-target approach in state management, the essence of which is that the country's development strategy is now supported indicators, which, in turn, are transformed into a list of executable state programs covering all aspects of the life of society and the state as a whole. Each state program contains an interrelated list of major activities - projects. In order to achieve the goals set and in modern conditions it is more efficient to spend budget funds, it is necessary to introduce and use new management tools - project management.

The idea of mastering the management approach in Kazakhstan received the support of President N.A. Nazarbayev in May 1993 at the First Congress of Engineers of Kazakhstan. Addressing the representatives of the engineering corps of the republic, he stressed: "We would like to draw your attention to one important aspect of modern engineering education and activities. We mean that aspect of the organization of engineering work, which was called "project management" or "project management". Its feature and advantage is that it focuses on continuous tracking and engineering support of the entire investment cycle from the search for an idea to a profit"[1].

The role of project management in the formation of national innovation systems (NIS) is great. World practice shows that the creation of national innovation systems of the leading economies of the world has

always been preceded by the adoption of national standards for project management. And this is justified, since the process of the formation of NIS is the implementation of a large set of unique projects. Therefore, the absence of officially adopted Project Management Standards in Kazakhstan may cast doubt on the creation of an effective national innovation system. Moreover, attempts to implement innovations without applying Project Management standards lead to excessive enthusiasm for technology commercialization. As a result, project results, as a rule, are not achieved either in terms, in content or in value.

Today, in the course of implementing the Strategic Plan 2020 - the Kazakhstani path to leadership, the State Program of Forced Industrial-Innovative Development of the Republic of Kazakhstan and the "Business Road Map 2020" program practically all sectoral ministries and departments develop their own program documents.

In Kazakhstan companies and organizations one can more often hear the expressions "project management", "project management", "project management". Today it has become fashionable to transfer management in companies to the principles of project management. However, not everyone understands what «project management» means. First, you need to define the project itself.

A project is a temporary enterprise aimed at creating a unique product, service or result. At the same time, unique means not one of a kind, but different from other products according to certain characteristics. Based on this definition, it is clear that, firstly, the project has a beginning and completion, and secondly, the project involves creating something concrete as a result - whether it is an apartment renovation or a celebration of the event. Further, each project goes through four successive stages, or phases: initiation, planning, execution, and closure.

As noted Efremov VS in their statements, project management as a concept includes a set of methods, tools and techniques aimed at achieving the project goal while balancing between workload, resources (money, labor, time, materials), quality and risk [2].

This is how the project management of I. I. Mazur, V. D. Shapiro and N. G. Olderooge is defined: "Project management is the methodology of organization, planning, management, coordination, labor, financial and material and technical resources throughout project cycle, aimed at the effective achievement of its goals through the application of modern methods, equipment and technology, management to achieve the results of the project in terms of the composition and scope of work, cost, time, quality and satisfaction of the project participants" [3].

In the work of P. Martin and K. Tate, the definition is more capacious: "Project management is a set of tools, technologies and knowledge, the use of which in your project helps to achieve the best results" [4].

Yu. I. Popov considers project management as the art of management and coordination of human and material resources throughout the project life cycle by applying modern management methods and information technologies to achieve the results defined in the project in terms of the composition and scope of work, their cost, terms and quality [5].

Project management (in English, "project management") - in accordance with the PMBOK definition, is the application of knowledge, skills, tools and methods to the project work to meet the requirements for the project [6]. This is the area of activity during which the project's clear objectives are determined and achieved while balancing between the scope of work, resources (such as money, labor, materials, energy, space, etc.), time, quality and risks. A key factor in the success of project management is the presence of a clear predetermined plan, minimization of risks and deviations from the plan, effective change management (as opposed to process, functional management, service level management).

As for neighboring countries, in the CIS, project management began to actively develop in various fields about 10-20 years ago. VN pounds highlights the main reasons for this lag:

- first, the information vacuum that existed in the CIS countries until the middle of the 1990s;
- secondly, caution and skepticism, which, as is customary, companies of these countries differ, with difficulty perceiving and introducing any innovations [7].

In their scientific publications Oynarov A.R. notes that in the current, not simple conditions for the development of the national economy under the influence of external factors, the special significance of a more rational and efficient use of budget funds allocated for the implementation of state projects and programs increases. This requires the use of effective methods for their implementation, which, of course,

includes project management. According to experts, in Kazakhstan the principles of project management today are poorly used in the management of programs and projects. The introduction of this system can increase the efficiency of the implementation of state programs by 20-30% [8].

Methodology – The application of the project management system at the state level is an impressive prospect for state effective management. The peculiarity of modern Kazakhstani state structures is a large amount of work, limited resources and deadlines for performing tasks, a strictly regulated activity, but no personal responsibility has been recorded. The project approach allows you to systematize the tasks, as well as assign personal responsibility for the result to managers.

Project management is a tool that will allow to introduce better structural changes in the economy of our country. In other words, project management should improve the efficiency of government agencies, and therefore, the effectiveness of the implementation of state programs. The traditional linear-functional scheme in the Republic of Kazakhstan implies that a plan of measures for its implementation is attached to each state program, these activities are distributed among the ministries, they are already distributed among the departments. Departments begin to fulfill them, as a result, the plan is fulfilled, and the program objectives are far from being achieved, and there is no person responsible for this. This is certainly a simplification, but the essence is preserved. The focus of the project approach is to achieve the goal.

Currently, a significant number of investment projects are being implemented in the Republic of Kazakhstan using Project Management, and a certain amount of experience has been accumulated. According to various project management methodologies (PMBOK, PRINCE2, DIN 69901, P2P, ST RK ISO-21500, etc.), as described by Eshimova A., Amanbaev E.A. and Kapysheva A.K., project management is implemented through five processes: initiation, planning, execution, monitoring and control, closure [9].

According to the International Corporation PMI (Project Management Institute), one of the directions of activity of which is to conduct research on the importance, value and place of project management in business, 70% of managers confirm the value of project management in achieving business results. Companies using standards, tools and methods of project management achieve their goals in 74% of projects, while companies that do not use project management methodology achieve goals only in 54% of projects [10].

When analyzing the results of projects, it can be concluded that the reasons for the failure of projects or their low efficiency are related to the insufficient determination of requirements (34%), 20% - lack of qualified personnel, 17% - poor risk management, 15% - not- sufficient monitoring of project activities; 14% - poor communication (Figure 1).

According to the data presented in Figure 1, it can be said that managing the cost of the project includes not only proper planning and budget allocation, but also entry into the budget framework at the end of the project. Reasonable allocation of these funds during the project, allows to achieve the goal and avoid the risk associated with a lack of money. One more important stage is connected with the analysis of project performance. The method of mastered volume allows you to see not only the efficiency of the use of invested funds, but also to predict the terms and costs, taking into account the rates that are characteristic of the current moment [11].

According to S. Prokofiev, it is extremely important for state bodies, whose scope of activity includes a large variety of functions, goals, and tasks, to determine where the boundary between project and process activities lies. Today, one of the most pressing problems is still not enough high efficiency of the authorities. Often, the work of employees of an authority is to perform an endless stream of various tasks and assignments. In this stream it is difficult to understand and understand what purpose this or that assignment belongs to. The main profit from the introduction of project management is to increase the likelihood of achieving goals and minimizing risks, a clear structuring of activities and budgetary effect, because the project approach helps to plan financial costs more accurately [12].

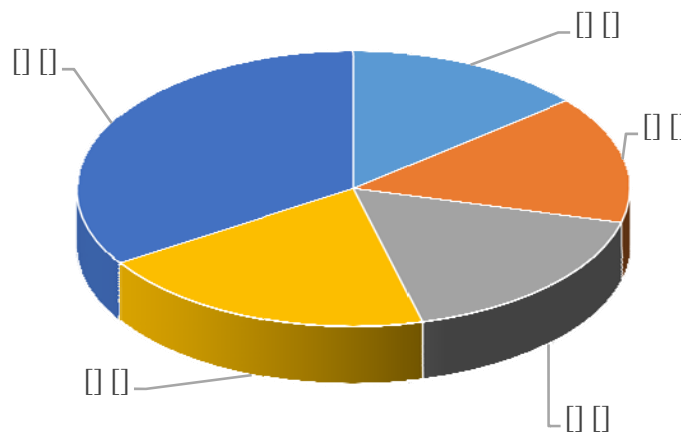


Figure 1 - The reasons for the low efficiency of projects

Note - Compiled by authors from the source: Official Project Management Institute.

Let us highlight the features of project management inherent in the public sector:

- 1) implementation of activities in a strict legal framework;
- 2) accountability to higher authorities;
- 3) financing of projects at the expense of budgetary resources;
- 4) public reporting and public scrutiny;
- 5) ambitious project goals;
- 6) the versatility, archivalism and scale of state projects;
- 7) focus on the social effect, rather than on obtaining benefits from investing funds.

Algiev S.K. in his research on the project management system in the state programs of the Republic of Kazakhstan, notes that the success of Kazakhstan projects of all sectors depends largely on the methods of project management, that is, management through projects. The competitiveness of Kazakhstan can be achieved by intensively introducing the best practices that in project management contribute to the implementation of certain special tasks within the existing structure of the enterprise or between different enterprises. That is, project management should be considered primarily as a convenient tool for the quick and effective implementation of certain tasks at all levels [13]. These beliefs are also shared by world business leaders, who define project management processes as an ideal mechanism for investors to organize customer service, banks and pension funds. Investment companies receive a risk management mechanism in investment periods, as well as transparency of tenders and costs, which is key for any business.

In the current, not simple conditions of development of the national economy under the influence of external factors, the special significance of a more rational and efficient use of budget funds allocated for the implementation of government projects and programs increases. This requires the use of effective methods for their implementation, which, of course, includes project management. According to experts, in Kazakhstan the principles of project management today are poorly used in the management of programs and projects. The introduction of this system can increase the efficiency of the implementation of state programs by 20-30%.

So, active training and implementation of project management today is going on in such large business structures as Kazakhstan Garysh Sapary, JSC BTA Bank, Alcatel LLP, KazMunayGaz JSC, KazMunayTeniz JSC, Trans Asia Construction LLP, Kazakhmys Corporation, SEC NK Saryarka, JSC Investment Fund of Kazakhstan, JSC PetroKazakhstan, JSC AK Altynalmas, Corporation VEK, JSC Kazakhtelecom, GSM Kazakhstan, KaR-Tel LLP, Center for Engineering and Technology Transfer, JSC New Age Technologies, National Center for Integrated Processing yrya RK et al.

Results of a research - As we see, the widespread use of project management in the business environment today is happening in all areas at a fairly rapid pace. Unfortunately, it should be noted that the introduction of modern management technologies in the socio-political sphere is not as fast as in business.

An example of successful use of the project approach in the implementation of social projects can be the projects “Internet monitoring of the implementation of the state social order” and the project “SIN-reducing information inequality”.

The peculiarity of the project “Internet monitoring of the implementation of the state social order in Kazakhstan” is that its stakeholders are, on the one hand, government bodies, on the other, non-governmental organizations, and on the third, representatives of various social groups of the country’s population. The large number and territorial distance of the executors of the state social order from the resource distribution center create a serious problem of adequate assessment of the effectiveness of the use of budgetary funds.

This project was initiated “under the formed team”, i.e. and the manager and team members are fairly well-known, both among NGOs and in the professional environment of project managers. The main customer of the project - the Ministry of Culture and Information of the Republic of Kazakhstan, in connection with the novelty of the topic and the workload of its specialists with operational work, did not intrude into the project implementation process. This ensured a high degree of autonomy in decision making by the project manager.

The project was managed using the ANSI PMI PMBOK Guide 3rd Edition Knowledge Base. Internet monitoring in the developed system is carried out on the basis of a web resource with network access. The system ensures openness and transparency of the use of state budget funds allocated for the implementation of socially significant projects. At the same time, the rating assessment of the activities of NGOs in the implementation of projects is automatically determined. At the same time, a database and a grant history of NGOs participating in the implementation of the state order are being formed [14].

The effectiveness of the use of the project approach in the work of state structures was demonstrated by the changes that occurred in the General Prosecutor’s Office of the Republic of Kazakhstan (GP RK). The project office has developed a program of changes for the prosecutor’s office of Kazakhstan “The Prosecutor’s Office for the People”. Its implementation implied three stages: we began work with analyzing the problems and identifying their causes, continued with the development and implementation of projects, and at the third stage we evaluated the results and the sustainability of the program. After systematization of problems, 52 tasks were divided into ten projects, each of which was assigned a curator from among the staff of the department, a manager, a general manager, a manager, and a regional manager. Thus, responsibility for the project results was personalized.

The objectives of the program are met through the implementation of four key areas: the formation of a new organizational culture, the improvement of processes and the introduction of a service approach, the improvement of technology and the creation of a system of continuous improvement.

The visible result of the changes is electronic criminal cases. Recall that the electronic format allows you to avoid falsifications and losses of criminal cases, to speed up the investigation; process participants can see online at what stage their case is; in the event of complaints about the actions of the investigator, the prosecutor can check his actions online. Projects of the State Enterprise of the Republic of Kazakhstan were highly appreciated by project management professionals: five of them were awarded at the Project Olympus project management professional competition in the public sector (conducted by the analytical center under the Russian government). These projects are: “10 measures to reduce the prison population”, “The Prosecutor’s Office. Smart management”, “Zandylyk”, “Kazakhstan without domestic violence”, “To the prosecutor’s office - the best personnel”.

The experience of the Prosecutor General’s Office has shown that Kazakhstan’s state structures have the potential in the field of project management. In the summer of 2017, the “Project Management Regulations in the Government of the Republic of Kazakhstan” was adopted. The reason for looking at project management and starting its large-scale use was the strategic task set by the president, declaring the Third Modernization: to go out ahead of the development trajectory, rather than catch up. The goal is to ensure annual GDP growth rates of 5.5% by 2025 (according to the Strategic Development Plan of Kazakhstan until 2025, which Nursultan Nazarbayev signed in early 2018, the republic needs to achieve an average annual GDP growth rate of 20% by 2025). Recall, according to the updated socio-economic development forecast for 2018–2022, GDP growth in 2018 is expected to be 3.8%. Project management should ensure the achievement of the desired indicator.

For project management, 12 areas were selected that cover industries that provide 80% of GDP in terms of value. The focus is on the development of the agro-industrial complex, trade, the fuel and energy complex, transport and logistics, education, health, the development of mass entrepreneurship and productive employment, digitalization and technological renewal of economic sectors, financial sustainability, tourism and basic industrialization. Eight of these areas are industry-specific, and four are cross-cutting: mass entrepreneurship, productive employment, digitalization and technological renewal, financial sustainability [15].

Also an effective example are projects in the field of public procurement - Esep 2, FUPF, IBE, Code, General Ledger, which allow you to effectively solve the daily routine tasks of civil servants.

CEC JSC provides its customers with services for developing high-load Internet services and applications, technical support for users, system-technical administration of software and hardware for data centers, consulting in the field of informatization of state (public), personal and commercial finance, training in public procurement and finance, IT project management.

More than 250 thousand Kazakhstani users daily solve their tasks by means of information systems developed and managed by CEC LLP. So, as of January 1, 2018 on the new platform:

- 20 670 customers and 107 039 suppliers were registered;
- placed annual plans for public procurement in the amount of 3 367.7 billion tenge;
- concluded electronic contracts in the amount of 1 309.1 billion tenge;
- savings increased, if for the whole 2017, the savings amounted to 51.6 billion tenge, for the same period in 2015 - 59.2 billion tenge, then for 2017 the savings amounted to more than 127 billion tenge, which is 2.5 times more.

Table 1 – Indicators of public procurement for the period from 2015-2017

Period	Number of users	Number of suppliers	Number of purchases made on the web portal	Amount of purchases made on the web portal (in billion tenge)
2015	230 180	181 728	1 912 592	1 367,2
2016	270 023	214 055	1846 773	2 367,7
2017	127 709	107 039	3 611 731	1 930,1
Note - Compiled by authors on the basis of the source: Strategic Plan of the Ministry of Finance of the Republic of Kazakhstan for 2017-2021				

Automation of public procurement is one of the most effective tools to save budgetary funds and eliminate the causes of unjustified restraint of the public procurement process.

The activity of the Unified Government Procurement Organizer is aimed at further improving the efficiency and transparency of the public procurement system and reducing the corruption potential when choosing a winning supplier, by increasing mutual control between customers and the single procurement organizer and eliminating the risks associated with the lack of professionalism of tender and auction commissions when choosing a winning supplier expressed in insufficient legal and technical competence and the emergence of a hidden legal monopoly individuals with state participation in public procurement, as well as budget savings, ensuring fair competition among suppliers [16].

To make sure that project management at the state level in the Republic of Kazakhstan is really a change of substance, not of form, only the specific results of its implementation will help, and in addressing the identified pain points. GDP growth is a fairly abstract statistical indicator for the general public that is indirectly related to real life - Kazakhstan's GDP grows year on year, while the level of real incomes falls. Only a public demonstration of more specific goals, whose influence on people's lives is obvious, as well as a demonstration of how these goals are achieved or not achieved and who is responsible for this, will show that the approaches to public administration are indeed changing.

Conclusions - Historically, it has been proven that raising a society or a state to a qualitatively new level of development requires not only finding out the causes of acute problems in society, but also implementing ways and means to overcome them. To implement the strategic goals and objectives set by the President of our country – N. A. Nazarbayev, it is necessary to introduce in our practice the most

positive international experience in the modernization of economic systems, technological innovation, methods of management and regulation of socio-economic processes.

The public sector is undergoing significant changes. The situation in the world, as well as within a single country, is changing at a tremendous rate: the goals are set more and more ambitious, and the tasks are getting bigger and bigger, and the budgets are getting smaller. At the same time, the priorities of society are shifting: consumers of public services demand results, quality, speed. Moreover, today's society is not an indifferent, faceless mass of consumers. Citizens not only actively participate in the discussion of existing problems, but also take active steps. One example of this is public-private partnership in the form of a private financial initiative. Knowing about the shortage of places in kindergartens, an entrepreneur who owns a kindergarten or just a building can lease it to the state. The result is affordable services for the population, income for the entrepreneur, and a function of the state.

The introduction of project management is not just a tool for successful implementation of state investment projects, it is one of the tools for developing the country's economy, its competitiveness on the world stage, improving the quality of life of the population, and also a tool for changing outdated bureaucratic closed thinking. Project management is a new, team, collaborative way of interaction.

As we see, Kazakhstan is taking the first steps towards the formation of a national model of the Republic of Moldova, following the global trend of development of the original models and standards of the Republic of Moldova for individual countries and regions of the world [17]. The basis of the Kazakhstan model of the Republic of Moldova should be based on a number of postulates and restrictions:

- the degree of integration of the RM model with other national and international models is determined by the level of international economic cooperation; Western person-centered socialization system and culture are not so ideal in their historical manifestations to claim universal applicability without deep adaptation to the socio-cultural characteristics of other nations and ethnic groups; in this context, the priority for the Kazakhstan model of the Republic of Moldova is its compliance with the direction of development of the Eurasian Project Management Center, since the IPMA and PMI standards could not become the conceptual basis of the national standard of the Russian Federation [18];

- in these conditions it is senseless and harmful for the national economy to demand from Kazakhstani small and medium business enterprises a general transition to the Republic of Moldova, general certification according to ISO 21500 "Guide to project management" (and, in the long term, according to the standards of the Republic of Moldova "Program and Portfolio Management" and "Risk Management");

- the Kazakhstan model of the RM must necessarily contain the requirement of system goal-setting: in whose interests and for the sake of which projects are executed; The objectives of a business organization's project cannot be limited solely to the economic efficiency of a specific project - it is necessary to have them systemically linked, both with other projects of the organization, and with projects of larger scale, state ones with social and political effectiveness.

Summarizing the above, we note the main thing that project management in the public sector is:

- first, regular monitoring. Due to the fact that at the planning stage, all the requirements of the customer, the content of the project, its schedule, cost, risks, it becomes easier to achieve results, as well as to monitor the achievement of these results;

- secondly, the coordination of the parties. In project management, teamwork and the interaction of various stakeholders are important. The task of the project manager, on the one hand, is to ensure the interaction of the parties within the public sector, on the other hand, to build productive state relations with the private sector;

- thirdly, project management is aimed at achieving a quality result taking into account time constraints, cost and content of the project (the so-called project management triangle, where a change in one of the restrictions entails the inevitable change of another restriction). Therefore, the application of project management assumes that projects in the public sector can be implemented qualitatively, on time and in accordance with the budget allocated for it [19].

Problems of the functioning and development of the public sector as a whole, an important component of which is the health care sector, are revealed in the works of many well-known foreign researchers [20]. Thus, in general, the idea of implementing project management in the public sector, planned for implementation with the involvement of the expert potential of the staff of the project office of

the Kazakhstan Public-Private Partnership Center, seems not only promising, but also urgent. However, taking into account the lessons learned from the world experience of implementing project management in government agencies, it is necessary to take into account that successful implementation of project management requires strong political will and public support, orientation to specific problems of citizens, as well as adaptation to local peculiarities while borrowing experience from other countries.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ МЕМЛЕКЕТТІК ҚАРЖЫЛАРЫНДАҒЫ ЖОБАЛАУ БАСҚАРМАСЫ

Аннотация. Мемлекеттік және коммерциялық жобаларды басқарудың әлемдік және отандық тәжірибесін зерделеу оны қолданудың тиімділігін көрсетеді және осы институтты экономиканың және қоғамдық қатынастардың басқа салаларына енгізу мен одан әрі дамыту қажеттілігін негіздейді.

Жобалық басқарудың өзектілігі Қазақстандағы қаржыны мемлекеттік басқару жүйесіне жаңа сын-кәтерлерге негізделген. Қазіргі жағдайда атқарушы аппараттың жоспарланған жобалар мен міндеттерді іске асыру және белгіленген бюджеттер шеңберінде қойылған мақсаттарға қол жеткізу қабілеті өте маңызды болып табылады. Жобалық басқару әдістері жобаның мақсаттарына қол жеткізу үшін ұйымның ресурстарын жұмылдыруға және құрылымдауға арналған. Бұл үшін мақалада жобалау және процесс қызметінің теориялық негіздері талданып, олардың негізгі ерекшеліктері мен айырмашылықтары анықталды. Жобалық басқаруды сауатты құру үшін жобалық басқару жүйесін ұйымдастыру принциптері тұжырымдалған және жобалық әдістер кеңінен таралған салалар келтірілген.

Түйін сөздер: жоба, жобалық басқару, қаржы, ресурстар, процесс, басқару жүйесі, мемлекеттік басқару, жобалық кеңсе, жобалық комитет.

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ПРОЕКТНОЕ УПРАВЛЕНИЕ В ГОСУДАРСТВЕННЫХ ФИНАНСАХ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Изучение мирового и отечественного опыта управления государственными и коммерческими проектами показывает эффективность его применения и обуславливает необходимость внедрения и дальнейшего развития данного института в другие сферы экономики и общественных отношений.

Актуальность проектного управления обусловлена новыми вызовами к системе государственного управления финансами в Казахстане. В современных условиях критически важной становится способность исполнительного аппарата реализовать запланированные проекты и задачи и достичь поставленных целей в срок и в рамках установленных бюджетов. Методы проектного управления призваны мобилизовать и структурировать ресурсы организации на достижение целей проектов. Для этого в статье проанализированы теоретические основы проектной и процессной деятельности, определены основные их особенности и отличия. Для грамотного построения проектного управления сформулированы принципы организации систем проектного управления и приведены сферы, в которых проектные методы наиболее распространены.

Ключевые слова: проект, проектное управление, финансы, ресурсы, процесс, система управления, государственное управление, проектный офис, проектный комитет.

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SCALE AND FACTORS INFLUENCING TO LABOR MOBILITY

Abstract: The study of various aspects of labor mobility under current conditions is certainly a particularly urgent task, since without a mobile labor market, our country is unlikely to be able to quickly resolve issues of modernization and ensuring the innovative orientation of its economy, which would allow it to take its rightful place in particular, to enter the top twenty of competitive countries of the world.

The mobility of the population is associated with the transfer of new technologies, production and management experience, the replenishment of knowledge and skills, as well as other positive changes in social reproduction.

The article discusses current issues related to the most important factor reflecting the state of employment of all socio-demographic groups of the population, such as mobility, which reflects the willingness and ability of the population to change social status, professional affiliation and place of residence. Their free movement contributes to the development of competition and predetermines the production of consumer goods most demanded by society at a given time. In addition, it leads to a more rational use of natural resources, the number of which on the planet is limited.

Keywords: labor resources, labor market, infrastructure, population migration, labor mobility.

Introduction. In modern conditions of openness of the world, uneven development of countries and regions, increasing the migratory mobility of labor resources is of particular importance and relevance.

In modern science there are many theoretical concepts and research related to labor mobility. In studies of L.S. Blyakhman, A.G. Zdramomyslova, O.I. Shkaratan and other well-known scientists of the concept “movement of labor” or “movement of personnel” reflects the primary form of labor mobility, i.e. movement of labor resources in the enterprise. This approach was developed in the 1920–1930s. and quite well researched [1].

Literature review - Labor mobility in its interpretation as a movement of labor is considered in the works of Yu.P. Kokina and P. Schandler, as:

- migration to other territories (regions) or to the states, as well as between sectors;
- change of place of work associated with spatial movement [2].

An interdisciplinary approach to the interpretation of the concept of “labor mobility” and to the analysis of mobility processes was applied in the works of T.I. Zaslavskaya [3].

Most of the models developed by foreign researchers, focus on the relationship of mobility and wages. In modern science, the widely used model of labor mobility, based on the concept of human capital, the authors of which are R. Ehrenberg and R. Smith. Within this model, labor mobility is voluntary mobility of workers, which is carried out in their own interests in the form of turnover, migration and immigration. Mobility in the labor market is “the process of moving labor to new jobs, which can be accompanied by changes in the type of employment (profession), territory, employer” [4].

Labor mobility creates objective prerequisites for structural compliance of the parameters of labor demand and its proposals necessary for economic activity in regional, sectoral and vocational qualification segments, not only developing new and retaining existing jobs in strategically important sectors of the economy, but also creating new highly profitable jobs in all areas of business.

In his scientific publications Chagina E.A. considers the labor market as an economic system, where it is necessary to take into account that the socio-infrastructure characteristics of a given territory

determine the degree of isolation of local labor markets. The level and quality of social development and engineering infrastructure of the region and territory plays a key role in the development of labor mobility as the most important quality indicator of its market value, confirming the integrity of the basic elements of the labor market - labor costs, supply and demand [5].

In the system of economic relations, labor resources occupy an important place, as labor resources are one of the indicators, the state of which allows to judge about the national well-being, stability and efficiency of social and economic transformations. Some authors, such as Schlender P.E., Kokin Yu.P., consider that labor resources are a category that occupies an intermediate position between the economic categories “labor potential” and “total labor force”. They note that labor resources are the able-bodied part of the population, which, having physical or intellectual capabilities, is capable of producing wealth and providing services [6].

For example, V.B. Bychin, V.N. Bobkov argue that “labor resources are a part of the country's population that is able to participate in the national economy at a given level of development of productive forces and within the framework of the given production relations” [7].

According to I.I. Eliseeva, “labor resources are a part of the population, possessing the necessary physical and intellectual abilities and knowledge to work in any sphere” [8]. From this definition it means that the workforce includes both real workers who are already employed in the economy of the country and potential ones who are not employed but can work.

Volgina N.A., Odegova Yu.G. consider that “labor resources represent the working-age population of working age, as well as the set of socio-economic relations arising from them at all phases of social production” [9].

Mazin A.L. notes that “workforce is a collection of people who have the ability to work, along with many others. When analyzing them, the task is to investigate a certain category of the population with all its inherent abilities and needs, and above all to work” [10].

In the Message of the President of the Republic of Kazakhstan, the Strategy “Kazakhstan-2050” is a new political course of the established state, within the framework of the second challenge of the 21st century. - a global demographic imbalance, indicates the need for measures to increase the mobility of labor resources, primarily aimed at encouraging migration from labor-intensive to labor-deficient regions [11].

The current situation in the labor market is always in the center of attention of the state, business and society as a whole. It affects both the economic development of the country, social policy, the competitiveness of enterprises, and the welfare of the individual. At the same time, the labor market itself is undergoing the strongest impact from demographic, economic, technological and political trends, which makes it unique in each country. This leads to the need for a comprehensive analysis, both at the global and national levels [12].

Results of a research – In accordance with the Strategic Plan of the Ministry of Labor and Social Protection of the Population of the Republic of Kazakhstan for 2017–2021, mobility contributes to the stable development of the socio-economic situation in the country as one of the main solutions for the optimal use of labor resources in regions with labor shortages by moving them from work-surplus areas [13]. This makes it possible for individuals to get a better job offer, moving to another area within the country, and therefore an increase in interregional mobility has been identified as one of the priorities.

According to statistics from the Ministry of National Economy of the Republic of Kazakhstan, an estimated 8.7 million people were employed in the economy of the republic in July 2018. Among the employed population, the number of employees in the specified period amounted to 6.6 million people (76.1% of the total number of employed).

According to preliminary data of the 2nd quarter of 2018, out of the total number of self-employed population, the share of productive employees was 90.3%, unproductively employed - 9.7%. The number of unemployed in July 2018 was estimated at 442.5 thousand people, the unemployment rate was 4.9%. Officially, at the end of July 2018, they were registered with the employment agencies - 154.6 thousand people. The share of registered unemployed was 1.7% of the labor force. The level of hidden unemployment for the II quarter of 2018 was 0.3% (25.9 thousand people) of the workforce (Table 1) [14].

Table 1 – Labor market indicators in the Republic of Kazakhstan in 2017-2018

Indicators	Unit of measurement	2017				2018			
		April	May	June	July	April	May	June	July
Unemployed population	thousands of people	439,4	439,4	439,1	440,2	438,9	441,6	443,7	442,5
Number of registered unemployed	thousands of people	82,2	92,9	94,3	96,4	147,7	153,4	149,5	154,9
Registered unemployed	%	0,9	1,0	1,1	1,1	1,6	1,7	1,7	1,7

Note – compiled by authors according to the source [14]

Also for comparison, the indicators of the labor market of the Republic of Kazakhstan for the period from 2014–2017 (Table 2) were considered [14].

Table 2 - The main indicators of the labor market of the Republic of Kazakhstan for the period from 2014 till 2018

Indicator	2014	2015	2016	2017	2018
Labor force, thousand people	8962,0	8887,6	8 998,8	9 027,4	9 169,5
Employed population, thousand people	8510,1	8433,3	8 553,4	8 585,2	8 727,9
Employees, thousand people	6109,7	6294,9	6 342,8	6 485,9	6 612,0
Self-employed, thousand people	2400,4	2138,4	2 210,5	2 099,2	2 115,9
Unemployed population, thousand people	451,9	454,2	445,5	442,3	441,6
Unemployment rate,%	5,0	5,1	5,0	4,9	4,8
Youth unemployment rate,% (aged 15-24)	3,8	4,2	3,8	3,8	3,7
Youth unemployment rate,% (aged 15-28 years)	4,2	4,4	4,1	3,9	3,9
The level of long-term unemployment,%	2,4	2,5	2,2	2,2	2,2
Persons who are not part of the workforce, thousand people	3715,9	3867,4	3 855,0	3 927,3	3 857,4

Note – compiled by authors according to the source [14]

Since 2002, according to the data of the Ministry of National Economy of the Republic of Kazakhstan, external migration has largely ceased to be the cause of population decline. From 2001 to 2017, a negative migration balance amounted to a total of 108.2 thousand people. Such dynamics is explained by the decrease in the number of Kazakh repatriates returning to their historic homeland (Table 3) [15].

Table 3 - External migration of the population of Kazakhstan in 2010-2017 (thousands people.)

Indicator	2010	2011	2012	2013	2014	2015	2016	2017	2010-2017
Arrivals	42,1	38,0	28,3	24,1	16,8	16,6	13,7	16,1	195,7
Departures	26,5	32,9	29,7	24,4	28,9	30,1	3,9	37,7	25,1
Balance	15,6	5,1	-1,4	-0,3	-12,1	-13,5	-21,2	-21,6	-49,4

Note – compiled by authors according to the source [14]

The wave of mass return of Kazakhs to Kazakhstan, which began in the 1990s, is replaced by a downward trend. Due to the demographic contribution of the arrived oralmans over the years of independence, it was possible to reduce the negative migration balance by 28%. Most of the returned oralmans have chosen the cities of Astana and Almaty and the southern regions, increasing the negative balance of the northern regions.

According to a study by the Center for the Development of Labor Resources in the Republic of Kazakhstan, two major cities, Astana and Almaty, remain at the center of gravity for internal migration, accounting for almost half of the total inflow of internal migrants in 2017 (24% for Astana and 21% for Almaty). With the exception of the Mangystau region, where the accumulated balance of internal migration over the same period was a positive value of 7.6 thousand people, no region could compensate for the number of people going to others by 2017 (Table 4) [15].

Table 4 - Internal migration of the population of Kazakhstan in 2010-2017 (thousands of people)

Indicator	2010	2011	2012	2013	2014	2015	2016	2017	2010-2017
Akmola	-5,6	-4,8	-1,6	-0,5	-2,8	3,7	-13,6	1,5	-23,7
Aktobe	2,7	-2,9	-2,7	-1,6	-0,3	-1,6	-2,6	-0,6	-9,6
Almaty	3,9	2,4	5,5	1,3	-5,5	-11,5	-3,7	-6,7	-1,3
Atirau	-1,6	-0,9	0,1	-0,1	0,4	-0,03	-0,2	-0,05	-2,38
West Kazakhstan	-2,1	-1,1	-0,8	-0,2	-0,9	0,2	-2,5	-1,3	-8,7
Zhambyl	-8,5	-12,2	-7,5	-6,8	-7,8	-8,5	-15,6	-16,4	-83,3
Karaganda	-1,2	-1,9	-2,1	-1,7	0,5	-0,4	-6,9	-6,3	-20
Kostanai	-2,9	-2,7	-1,2	-1,3	-0,5	1,1	-4,0	-2,3	-13,8
Kyzylorda	-3,9	-3,1	-1,7	-2,2	-2,6	-3,2	-6,6	-4,6	-27,9
Mangistau	2,3	3,1	2,3	0,9	1,0	0,7	-2,4	-0,3	7,6
South Kazakhstan	-13,1	-15,9	-11,0	-12,4	-13,6	-14,5	-29,5	-15,4	-125,4
Pavlodar	-1,8	-2,2	-0,6	0,1	-0,3	0,3	-2,9	-3,1	-10,5
North Kazakhstan	-3,1	-3,8	-3,0	-2,8	-2,7	-1,6	-4,7	-2,9	-24,6
East Kazakhstan	-6,7	-7,0	-5,3	-5,0	-5,0	-2	-11,3	-9,8	-54,3
Astana city	33,1	30,7	19,6	16,5	17,5	-2,5	76,9	36,5	228,3
Almaty city	8,5	22,3	10,0	15,8	22,6	1,9	29,6	31,7	182,4

Note – compiled by authors according to the source [14]

The bulk of internal migrants goes to major cities - Almaty (17.2%) and Astana (12.2%). At the same time, the largest increase in inflows is observed in the West Kazakhstan (269.1%), Pavlodar (206.0%) and Mangystau (189.9%) regions. This is due to the industrial growth of these regions, which implies the need to expand capacity, and, accordingly, the growth of jobs (especially contract work in the west of the country).

According to Z.K. Shaukenova, in Kazakhstan, the processes of internal and external migration are actively taking place, which, in turn, have an impact on the Kazakhstan labor market [16].

During 11 months of 2018, more than 6,367 citizens of Kazakhstan were resettled from the labor-surplus southern regions of the republic. The ministry explained that 1,733 families were relocated from the southern regions of Kazakhstan to increase labor mobility. Of the displaced persons, 2,035 people were employed, or 66% of the participants of working age [17].

The predominant form in internal migration remains migration from rural regions to cities. On the one hand, it contributes to the process of urbanization of the country. On the other hand, spontaneous movement to the cities is fraught with negative consequences. Qualifications of relocated rural residents are often very low and do not meet the requirements of the labor market, which leads to unemployment or illegal employment. Unsystematic sprawl of cities and their suburbs leads to the exacerbation of environmental, transport, housing and social problems.

The current situation in the labor market is always in the center of attention of the state, business and society as a whole. It affects both the economic development of the country, social policy, the competitiveness of enterprises, and the welfare of the individual. At the same time, the labor market itself is undergoing the strongest impact from demographic, economic, technological and political trends, which makes it unique in each country. This leads to the need for a comprehensive analysis, both at the global and national levels.

If you look at the geographical distribution, according to HeadHunter, Almaty and Astana are in the first two places by the number of vacancies. The third place in the number of vacancies is Karaganda. Then is Atyrau. And closes the top five major cities of Shymkent. According to PROF Exclusive, the absolute leader in the number of vacancies was the city of Almaty.

The slowdown in economic growth in recent years has been accompanied not only by falling prices for oil and other raw materials, but also by a decrease in the number of people employed in the economy.

Since 2014, the number of people employed has declined by an average of 8 thousand per year, whereas in the period from 2010 to 2013, the number of people employed grew by an average of 170 thousand per year. Thus, the number of employees has now returned to the value of 2013 at 8.6 million. This is stated in a study of the labor market, conducted by analysts of Halyk finance. The reason for the

decline in the employed population was demographic changes, the inflexibility of the labor market and economic problems. By international standards, the share of the employed population in relation to persons of working age 15–64 years in Kazakhstan is at a high level of 73%, which corresponds to the level of the developed countries of the West. This high employment rate is associated with a high proportion of the self-employed population, whose share reaches 25% of the employed population, whereas in developed countries the share of the self-employed accounts for only about 10% of all employed. The share of the self-employed population has consistently decreased since the beginning of the 2000s, when it was 45% relative to total employment, up to 25% by now.

The main trend in recent years in the labor market has been a shift in employment from production to services. If in 2007 the number of people employed was equally divided between the service sector and the real sector, by now the share of services has increased to almost two thirds.

According to the projected labor resources in the Republic of Kazakhstan, reducing the share of the working-age population and increasing the demographic load will require adjustments to the social policy, including resolving key issues of pension coverage in accordance with the replacement rate established in world practice. Additional social expenditures from the budget will be required due to the increase in the proportion of children and people of retirement age.

Based on the forecast values calculated at the Ministry of Economy and Budget Planning of the Republic of Kazakhstan, from 2013 in Kazakhstan there is a decrease in the share of the working-age population and an increase in the share of the retirement age, which will continue until 2025–2026. This trend is associated with the demographic history of our country, which took shape in the past century. According to calculations, starting from 2013, young people who were born after 1995 enter the group of working-age population, while the birth rate in the country was relatively low. A large generation born in the post-war years leaves the working age and enters the retirement age. These are men born after 1948 and women born after 1953 [18].

The program for the development of productive employment and mass entrepreneurship for 2017–2021 is aimed at improving the quality and potential of labor resources through obtaining professional skills and qualifications in demand in the labor market, developing mass entrepreneurship, and an effective model of labor mediation [19]. But in order to increase the effectiveness of its existing tools and the addition of new measures, it is necessary:

- firstly, in connection with the growth in the number of school graduates, in the framework of vocational technical training, in order to obtain the first qualification, it is proposed to increase the quota;
- secondly, it is necessary to revise the approaches of conducting short-term vocational training, focusing them on employment. To this end, the list of educational institutions and colleges, educational programs by specialties will be revised, and the possibility of online training will be provided for;
- thirdly, in order to stimulate resettlement in the labor-deficient northern regions, it is planned to integrate the Serpin and With the Diploma to the Village programs. In addition, to provide housing for immigrants, mechanisms will be developed for the construction and purchase of housing. The pilot is proposed to test in the North Kazakhstan region and further extend to other regions;
- fourthly, the work on the coordination of state bodies will be strengthened in terms of monitoring job creation in the framework of state programs, investment projects and in the sphere of SMEs.

The implementation of the proposed changes and additions to the Program will improve the efficiency of the provided state support measures and ensure the achievement of the main goal of creating high-performance jobs.

Conclusions - Today, in order to implement the industrialization policy, Kazakhstan is increasingly in need of highly skilled labor resources that could meet the demands of the country's innovative development and be competitive.

The problems of employment, unemployment and labor mobility are always in the center of attention of the scientific, social, political and economic activities of the relevant departments, organizations and enterprises of the Republic of Kazakhstan. They are becoming increasingly important at the present stage of the post-crisis recovery of the global economy. At the beginning of the third millennium, with the transition to the knowledge economy, one of the main factors of economic growth, improvement of people's well-being, their quality of life becomes the human factor. Human resources on the basis of education, professionalism, intelligence are the most important prerequisites for the successful

implementation of new strategic objectives. Therefore, the human factor has become the main factor of production, which predetermines success in business and the public sector of the economy. In this formulation, education, qualifications and the level of development of professionally important qualities are the main and important qualitative characteristics of the workers.

The established Employment Roadmap 2020 program provides great assistance with regard to the employment of unemployed and unproductively employed citizens, namely, the possibility of applying for a permanent job, creating social jobs, supporting business activities, organizing practice for young professionals, vocational training, conducting vocational guidance among the population, increasing labor mobility.

Increasing interregional mobility was identified as one of the priorities in the “Employment Roadmap 2020”. Particular emphasis is placed on encouraging resettlement to regions with high economic potential from regions and regions with low levels of productivity.

Analysis of the current state of labor mobility and its development prospects within the framework of the general strategy of the third modernization allows to determine the following main objectives for the regulation of these processes.

1. Ensuring the needs of the economy in the necessary labor, the subordination of migration to the solution of medium-term and long-term goals and objectives of the socio-economic development of the country.

2. Formation of the optimal system of population settlement on the territory of the Republic of Kazakhstan.

3. Ensuring the national security of the Republic of Kazakhstan in the context of the threats associated with migration.

To achieve these goals, the following tasks will be required:

1. Building an effective system of external labor migration focused on meeting the needs of the country's economy, creating a favorable investment climate and improving the quality of labor resources.

2. Updating the policy of ethnic migration, taking into account the strategic Development Plans of Kazakhstan in order to strengthen national consolidation and create favorable adaptation and integration conditions for ethnic repatriates arriving in the Republic of Kazakhstan.

3. Suppression of illegal migration.

4. Creation of an effective system for managing internal migration with a view to economically sound resettlement of the population, ensuring regional and demographic balance of the country's development.

Approaches to the creation of a modern labor mobility management system involve the use of the following mechanisms and tools:

- 1) development of differentiated mechanisms for the selection and use of foreign labor;

- 2) facilitating the development of internal migration and supporting population mobility;

- 3) improving the management of ethnic migration;

- 4) combating illegal migration;

- 5) creation of a system for monitoring and recording external and internal migration in order to increase the territorial mobility of labor resources, rational resettlement of citizens in accordance with the needs of the economy in the context of diversification of the country's production activities.

This study confirms the fact that the issue of increasing labor mobility should be included in the overall labor market policy, to solve it, it is necessary to use additional systems of programs and measures. Such programs and measures include passive and active measures that can be combined to encourage applicants to make decisions in favor of moving to a new job in a new locality.

First, appropriate unemployment benefits are a prerequisite for a well-functioning system of a labor market program. Benefits can provide the financial means necessary for the unemployed to expand their search for work, as well as an incentive to participate in other measures of the GoT.

Secondly, the high quality of job search assistance (on-site and using resources) provides information about the labor market across the entire national labor market and thus expands the possible range of options for job seekers.

Third, training measures are also an essential part of well-functioning labor market programs that adapt labor to a changing economy.

Fourth, various measures of financial support for mobility have a positive effect on mobility [20].

Currently, systematic work is needed to improve the infrastructure of the labor market and the regulatory and legal environment for their functioning, adequate to the specifics of the market economic system, taking into account international experience [21]. When carrying out the planned activities, there is an objective need for a detailed study of the above and other features of the labor market for the proper structuring of the existing problems of employment and unemployment. In the Republic of Kazakhstan.

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ЕҢБЕК РЕСУРСТАРЫНЫҢ ҰТҚЫРЛЫҒЫНА ӘСЕР ЕТЕТІН МАСШАБТАР МЕН ФАКТОРЛАР

Аннотация. Қазіргі жағдайдағы еңбек ресурстары ұтқырлығының әртүрлі аспектілерін зерттеу, әрине, аса өзекті міндет болып табылады, өйткені мобильді еңбек нарығынсыз біздің еліміз қысқа мерзімде өз экономикасын жаңғырту және инновациялық бағыттылықты қамтамасыз ету мәселелерін шеше алмайды, бұл оған лайықты орын алуға, атап айтқанда, әлемнің бәсекеге қабілетті жиырма елінің қатарына кіруге мүмкіндік берер еді.

Жаңа технологияларды, өндіріс пен басқару тәжірибесін көшіру, білім мен дағдыларды толықтыру, сондай-ақ қоғамдық ұдайы өндірудегі басқа да оң өзгерістер халықтың мобильділігімен байланыстырылады.

Мақалада халықтың барлық әлеуметтік-демографиялық топтарының жұмыспен қамтылу жағдайын көрсететін маңызды факторға байланысты өзекті мәселелер қарастырылады, ол халықтың әлеуметтік мәртебесін, кәсіби қатыстылығын және тұратын жерін өзгертуге дайындығы мен мүмкіндігін көрсетеді. Олардың еркін қозғалысы бәсекелестіктің дамуына ықпал етеді және қазіргі уақытта қоғам неғұрлым талап еткен тұтыну игіліктерінің өндірісін алдын ала айқындайды. Сонымен қатар, ол планетада саны шектеулі табиғи ресурстарды неғұрлым ұтымды пайдалануға әкеледі.

Түйін сөздер: еңбек ресурстары, еңбек нарығы, инфрақұрылым, халықтың көші-қоны, еңбек ресурстарының ұтқырлығы.

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МАСШАБЫ И ФАКТОРЫ, ВЛИЯЮЩИЕ НА МОБИЛЬНОСТЬ ТРУДОВЫХ РЕСУРСОВ

Аннотация. Исследование различных аспектов мобильности трудовых ресурсов в нынешних условиях, безусловно, является особо актуальной задачей, так как без мобильного рынка труда наша страна вряд ли сможет в короткие сроки решить вопросы модернизации и обеспечения инновационной направленности своей экономики, что позволило бы ей занять достойное место, в частности, войти в двадцатку конкурентоспособных стран мира.

С мобильностью населения связываются перенос новых технологий, опыта производства и управления, пополнение знаний и навыков, а также другие позитивные изменения в общественном воспроизводстве.

В статье рассматриваются актуальные проблемы, связанные с важнейшим фактором, отражающим состояние занятости всех социально-демографических групп населения, как мобильность, которая отражает готовность и возможность населения изменять социальный статус, профессиональную принадлежность и место проживания. Их свободное перемещение способствует развитию конкуренции и предопределяет производство потребительских благ, наиболее востребованных обществом в данный момент времени. Кроме того, оно приводит к более рациональному использованию природных ресурсов, количество которых на планете ограничено.

Ключевые слова: трудовые ресурсы, рынок труда, инфраструктура, миграция населения, мобильность трудовых ресурсов.

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WAYS OF DEVELOPMENT OF THE INTERACTION OF THE POPULATION ECONOMIES WITH THE COLLECTIVE ECONOMIES

Abstract. The article deals with the activities of households in the agricultural sector of the Republic of Kazakhstan and its share in the production of modern agricultural products. A cooperative store is described in the article - as the special economic unit of agriculture uniting and cooperating of human and material factors. And also it is widely considered co-operation as collaboration of personal husbandries with the large agrarian forming for dynamic development of economies of population. The importance and necessity of bilateral mutually beneficial functions of cooperation between personal husbandries and agricultural enterprises is justified. Interests of cooperation between agricultural enterprises and personal husbandries evidently been presented as a chart. The daily economic and organizational problems of the households of the population were also studied, which are directly related to their effective development, along with social problems. A number of problems have been considered, such as the lack of integration between agricultural enterprises and households; low level of legal and social status of households; lack of material and technical equipment, fertilizers, a multi-yielding variety of livestock and an agricultural plant; feed for livestock in the personal husbandries to increase the number of livestock and slaughter cattle in the meat industry.

Keywords: personal husbandries, cooperative, agrarian sector, agricultural enterprises.

Introduction. In the conditions of restoration and strengthening of managerial capacity of the modern agrarian sector, creation of conditions necessary for normal and effective development of all branches of agriculture is possible only on the basis of purposeful use of internal reserves of production. Therefore, the ways out of the difficult situation in the village should be considered through the integration of the capacities of different enterprises (collective farms, farms, publics), ie through the system of cooperatives.

There is no effective organizational form, which can provide the mutual assistance of agricultural commodity producers since the beginning of the agricultural cooperation in the world, which can combine the advantages of private farms with technical and economic advantages and large enterprises with solvency in the market. Cooperative form of economic management is an integral part of the economic life of many countries. According to some information, there are 120 varieties in the world, 700 million dollars. there are more than 1 million co-operative organizations that unite people. And agricultural cooperation is widespread among them [1].

In overseas, farmers do not have an individual farm, and the form of cooperative farming forms a part of the economic life. Most farmers are members of one, two, three or more cooperatives (supply, sales, credit, etc.). Western farmers will have bilateral protection, ie state and co-operative. Peasants, who suffered significant losses during the reforms and were deprived of state support, now have to struggle with individual, that is, without any support, competing with the products of foreign farmers in the domestic market. There is a need for cooperation that takes into account new economic circumstances in order to preserve the transformation of large-scale cooperatives. According to academics T. Maltsev, I. Moiseyev and other scientists, if we completely abandon cooperative farming, it will be a dangerous situation for our country, which cannot provide self-sufficient crops with intensive production.

Cooperative for our country is always a traditional form of free-forming labor union of citizens with a privileged partnership, based on cooperation, mutual assistance and equality. The theoretical and methodological problems of the socialist and post-Soviet farming economics are described by A.V. Chayanov [2], G.I. Shmelev [3], Z.I. Kalugina [4,5] and others. The works of these scientists have identified the theoretical and practical aspects of the development of private farms, their causes, the ways and capabilities of effective use of their potential, types, types and functions are specified. Effective application of capacities of a personal subsidiary farm, intensified development will be studied on topical issues that are closely related to the public method of production at the expense of integration processes.

Cooperative is a special economic unit that is united and co-ordinated by human and material factors of agricultural activity. Collaboration between peasants is proven not only by research of scientists, but also by the willingness of the rural population living in rural areas to meet the historical, natural, social and economic conditions. According to EG Lysenko, 70-80 percent of farmers want to work together for various reasons [6]. It is a difficult situation for the private farm to operate independently without the support of the public. Due to the decline in production of public sector, its replenishment of the low-quality product imported from abroad is indisputable. Therefore, the development of cooperation between the collective farm and its public economy today is very important and urgent.

Cooperatives in the European Union, the USA, New Zealand and Australia constitute a major part of the commodity system on the milk and dairy market, part of which comprises a system of commodity flows from milk to dairy and dairy products [7].

According to M.M. Treytsin and V.I. Kuznetsov, members of the Brewers Park Slope Food Coop are all farmers and consumers. If farmers grow agricultural products, buyers will be able to work in the store several hours a month and buy food at discounted prices. Reduces costs by means of non-standard graphics, makes it available to support farmers and provide city residents with quality products. Vending machines for the sale of agricultural products are widely used in Japan, Italy and the United States. It can be purchased by vending machines 24 hours a day [8].

In Japan, the average size of the farm is 1.8 hectares. This country is characterized by smaller farming practices and cooperation for agricultural products. Japan has a positive and cognitive experience of the establishment and operation of agricultural cooperatives at local, regional and federal level. According to A. Bogoviz, I. Kublin, V. Tyinjakova, 95% of small enterprises in the country are actively using JETRO, which provides 70% of small business products on the local consumer market [9].

In Finland, 100% of agriculture is farmers. There are 60,000 family farms with an average size of 38 hectares. An average of 200 heads of pig farms, 50 livestock farms, 29 dairy farms. 90% of farms are members of various service cooperatives. The role of cooperatives in the sale of farm products is significant. Provides advisory services to farmers [10].

The cooperation of the public economy with agricultural enterprises, peasant (farmer) farms is advantageous. And the merger with agricultural enterprises makes it possible to engage in agriculture. They provide the private sector with material, technical, financial and land resources. The spatial reserves of the farms and agricultural enterprises are the same. That is why they are the main partners of the private sector in cooperating.

According to Russian scientists V.A. Bogdanovsky, K.V. Kopach, cooperative and integration links should be aimed at reducing labor intensity of productivity in the private farms, increasing the overall agricultural production and living standards of the population, but the elimination of social access, such as normalized workforce, weekend holidays, should not be counted [11,12].

Methods. The mechanism of cooperation of agricultural enterprises and peasants is based on mutual interest and mutually beneficial cooperation, ie the contractual mechanism of services is created by coordinating the interests of the public economy and agricultural enterprise. The relationship between public owners of public ownership and the public economy is primarily formed as a supplement to the agricultural economy, which is supplementary to the public economy, which is supplementary to the social production.

The cooperative association of producers based on them is the most appropriate form of community service organizations. In this regard, a methodology for organizing producer-service cooperatives, located on the territory of one rural administration, was created. Agricultural enterprises and small commodity

producers, i.e. households, take part in the organization of the Association. There will be equity investments, loans, material resources of collective farms, transfers from local budgets.

It is necessary to develop a set of documents necessary for the organization and functioning of the cooperative association. This is a list of pricelists for a partnership charter, a constituent contract, a cooperative.

For mergers, the following obligations must be met:

- provision of fodder for private farms, development and delivery of storage facilities;
- assistance in organizing procurement of products of private farms;
- carrying out mechanized work to provide transportation to home-based processing, potatoes, harvesting, transportation, as well as for the supply of fuel and other goods;
- carrying out a number of services related to repair and construction works related to the provision of public services to the needs of the population.

Implementation of such a project opens opportunities for further development of the private sector, allows to fully utilize the opportunities of this facility, increases the total volume of services provided to the population, increases labor productivity in the agrarian sphere, and reduces the employment of labor and mechanized equipment from public production.

In order to ensure the growth of livestock production in collective farms, the private sector needs to create an effective year-round fodder to ensure its growth. The main fodder base of animal husbandry is plant growing.

The material resources of the agricultural enterprise can be used both by the agricultural enterprise and the public. If fodder provision is provided by public farms as well as informal provision of livestock for the livestock of the agricultural enterprise, livestock productivity is reduced, livestock loss occurs, as a result, the wages of public households, which are employees of the enterprise, also decrease.

However, if the livestock of the farming farms are not provided with fodder supplies, public farmers will have to develop fodder, which in turn will lead to a decrease in labor costs in the public economy and a reduction in the labor force in the agricultural enterprise.

Both the public and agricultural enterprises produce agricultural products, so agricultural enterprises can assist in the sale of over-the-counter products, procurement of non-agricultural products from the population and non-farming products. Agricultural enterprises also have the opportunity to act in cooperation with processing plants, canteens, schools and kindergartens, which in turn increases the reputation of the enterprise and the opportunity to earn additional income.

Thus, the establishment of cooperative ties will significantly increase the production of both agricultural and public goods. The cooperation offers economic integration not only for individuals, but also for legal entities, enterprises engaged in various types of interaction in different sectors of the economy.

The income of the public household owner is divided into two parts: one in agriculture, the other in the form of food in his farm and the sale of additional products. Here, it may be possible to shift away future profits because of the curiosity of the public.

Both the public and agricultural enterprises produce agricultural products, so agricultural enterprises can assist in the sale of over-the-counter products, ie procurement of non-agricultural products from the population and non-farming products. Agricultural enterprises also have the opportunity to act in cooperation with processing plants, canteens, schools and kindergartens, which in turn increases the reputation of the enterprise and the opportunity to earn additional income. Establishing cooperative ties will significantly increase the productivity of both the agricultural enterprise and the public economy.

It is important to take into account all factors that define the economic basis of their functioning in relation to the forms of communication of the public and their association. For example, the prices of services rendered to the public by the products of the household and service enterprises, production costs and transportation costs.

The effectiveness of agricultural cooperation depends on the factors influencing agricultural production intensification. Co-operation should develop on a number of principles. The most important of them are voluntary and voluntary accession to the membership of a cooperative, fair distribution of income and costs among members of the cooperative.

In our opinion, agricultural enterprises should be engaged not only with the agricultural enterprise but also with the people's enthusiasm and willingness to effectively manage their own businesses. Therefore, the most important condition for working together to develop these relationships is the land share of owners of households. In a market environment, public production cannot work for the benefit of the community, because it does not benefit from distribution of livestock and feed to private farms, while public farms develop. That's why we have provided the above suggestions on feeding and feeding the cattle for feeding the cattle along with fodder. Where the share of households is used by agricultural enterprises, public farms feed fattened animals, taking livestock from agricultural enterprises. Thus, we can only talk about mutually beneficial interests and effective cooperation.

Collaboration of farms with agricultural enterprises is reflected in different directions. Such mutually beneficial cooperation can be presented in the following drawing in accordance with Figure 1.

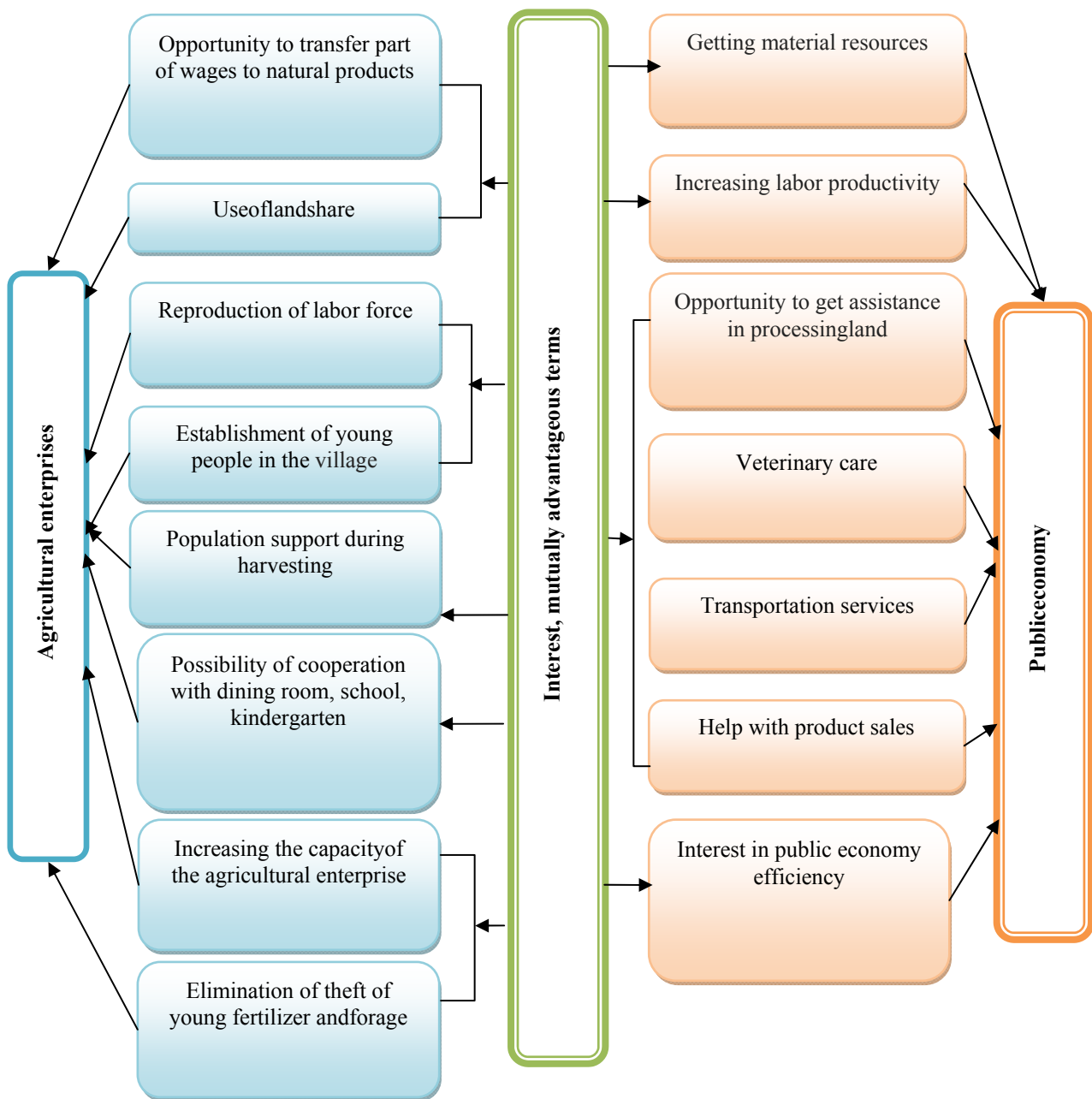


Figure 1 - Mutual interest of the public and agricultural enterprises

Note - Prepared by the authors at the time of the study

The main objectives of public households are to produce and sustain a portion of their produce and meet their other needs, while the goal of an agricultural enterprise is to maintain sustainable working conditions and earn profit from land shares. They have a positive impact on their development and in general contribute to the development of agricultural production.

By collecting the essentials that are needed by the public as a complement to the community, the following types of assistance can be considered as components of their assistance:

- organization of storage, stockpiling and sales of products;
- prepare and provide feed for animals;
- distribution, use of pastures for grazing;
- organization of pasture use services;
- veterinary and agronomic assistance;
- transportation services [13].

The organizational and economic mechanism of cooperation of the public economy and agricultural enterprise consists of:

- organization of interaction of the agricultural enterprise of the public economy on the condition of production and sale of the public economy (measures before the establishment of the actual fodder, deliveries of young animals);
- economic (pricing) mechanism of realization of bilateral interests on contractual basis;
- conclude a contract as an organizational form of communication between the public and agricultural enterprises, as well as to conclude a contract between an agricultural enterprise and meat processing plant;
- the mechanism of interaction of the farms and agricultural enterprises with non-agricultural (processing) and other enterprises.

Organizational relationships and economic relations of public and agricultural enterprises should be implemented in accordance with certain conditions. The solution of the problem of organizational conditions and schedules of supply of the public with agricultural enterprises, processing enterprises, as well as with schools, kindergartens and canteens is of paramount importance. If there is a need to transfer the product to the agricultural enterprises rather than the processing companies, then there is a problem of taxation of the income of the agricultural enterprises [14].

The solution of the problem of organizational conditions and schedules of supply of the public with agricultural enterprises, processing enterprises, as well as with schools, kindergartens and canteens is of paramount importance. If it is a village, not a public farming enterprise [15].

The economic (pricing) mechanism for the implementation of interests is settled in the mutual benefit of both private farms, agricultural enterprises and processing enterprises, ie agricultural enterprises allocate livestock, fodder resources to the households and conclude a lease agreement with the population. The regulation of economic relations between the participants of the economic union and the establishment of relations on a legal basis are essential in accordance with Figure 2.

The organizational basis of the relationships of farms with agricultural enterprises, peasant (farmer) farms and processing enterprises is a trilateral agreement (public farm - agricultural enterprise-processing enterprise). This contract consists of two parts: on the one hand, it describes the relationships of farms with agricultural enterprises and, on the other hand, describes the relationships of agricultural enterprises with processing plants. The allocation of the contract will address the issue of the sale of products produced by the public in the absence of a large number of contracts between the processing enterprises and the public. The processing enterprise collects the products produced in the households on the basis of the approved and compiled tables. The harvesting of products is accumulated at the time fixed by the representatives of meat processing plants in settlements.

Results. In production contracts, the economic and organizational arrangements must include a description of the terms of delivery and delivery of goods, the timing of delivery of feed and feed, and the methods and forms of settlement. The contract must describe the liability for breach of the contract.

Relationships with such public and private enterprises are discussed in the following order. The cooperation of the public farms will allow them to establish a high level of interaction with collective farms and processing enterprises. Here are the three main directions of the relationship system:

- an enterprise or an integrated structure enters into the cooperative of the public and has one member;

- co-operatives are included into the founders of the integrated structure of the district (agrofirms, district cooperatives, etc.);
- cooperatives' relationships with enterprises or agrofirms are based solely on a contractual basis.

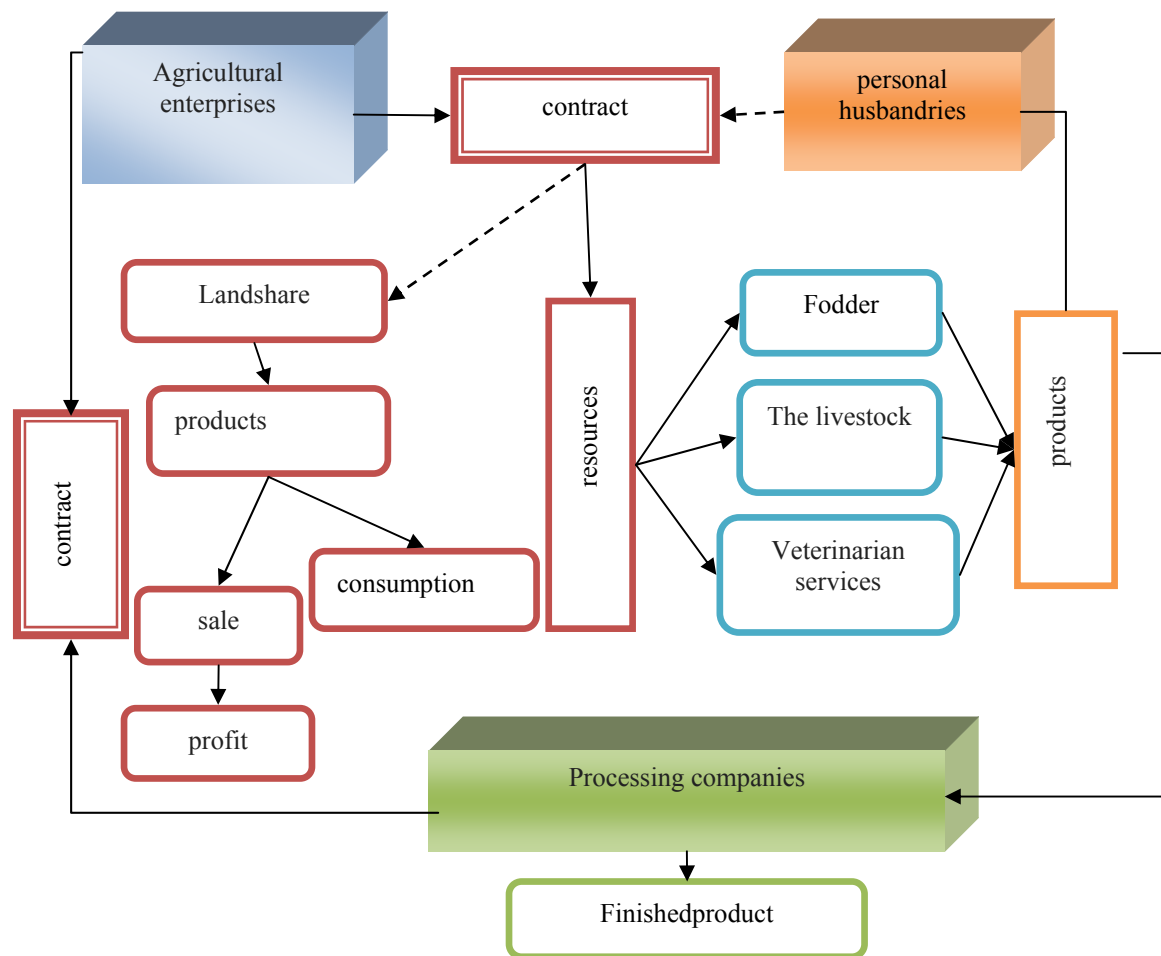


Figure 2 - Mechanisms of collaborating community farms with collective farms

Note - The author is responsible for the research

Entrepreneurship cooperatives' accession to the district agro-industrial structures ensures the closed cycle: purchasing and processing of products from the population.

Here, a separate cooperative farm system created in each of the rural administrative areas can create a private regional agrofirm for procurement of excessive output of the population. It will also provide the population with the necessary means of production and the provision of organized feed supplementation with inadequate fodder. The system will continue with the production of products, fertilizers, toxic chemicals, and district co-operatives engaged in the supply of industrial products.

Thus, for the development of public farms, it is necessary to create legal and socio-economic conditions related to the objective basis of state regulation of their activities. It is necessary to create a normal mechanism for the development of public farms through the combination of methods of regulation.

The main directions of the establishment of legal and socio-economic conditions are as follows:

- establishment of the legal framework for the development of the public's farms,
- state support of cooperation in the field of production and processing of products, farm equipment;
- relationships of local authorities and agricultural enterprises to the activities of public associations.

Milk keeping, sale and processing of milk in most households is one of the major problems in farming. First of all, milk is a type of perishable food, and secondly, public farms are often located far

from markets, and thirdly, transport costs are not justified for personal use. For these reasons, selling milk in private farms is useless and inaccurate. The way out of this situation is to establish integrated relations with processing enterprises. Establishment of contractual relationships with public households will allow the dairy plant to work with the raw material from this farming category, and will be encouraged to assess product quality improvements.

Agricultural enterprises are responsible for the organization of work in the areas of their ownership with the owners of the public, located in their immediate vicinity. The public is not bound by contractual relationships between the farms and the processing industry, but it is in communication and is being implemented. Processing companies are obliged to compile the product and make a report of the sold products.

This combination of contacts, based on economic links, allows all integration actors to address a number of important issues:

- establishment and stabilization of the market of the products of the public economy on a contractual basis;
- conservation of social production of agricultural enterprises;
- creation of necessary conditions for their production and development;
- stabilization of the raw material area of the processing enterprises at the expense of wide public involvement;
- expansion of production of processed products, and, consequently, creation of conditions for increase of production of the population;
- expansion of the tax base, which is the basis for the development of the social sphere of the local community.

Due to the large number of farms in the country and region, it is possible that public farms have particular areas of cooperation with peasant (farmer) farms. From an economic point of view, it is appropriate for individual farms and peasant farms to have one of the common areas of interest in the cooperative to have production facilities, equipment and supplies. There may be a division of labor between one of the agricultural producers and smaller businesses. For example, peasant farms can provide private sector with feeding of cattle.

Conclusions and Discussions. Thus, the advantage of a small production approach and cooperation that promotes the profitability of large-scale farming is an important condition that ensures the effective functioning of the public sector in the current situation. Given the above, it is clear that cooperative farming is a promising way of its development.

The cooperation offers economic integration not only for individuals, but also for juridical persons, enterprises engaged in different types of interaction between enterprises in different sectors of the economy. In the process of co-operation, it is important to take into account all factors, including increase of agricultural production, restoration of food security of the country and development of private farms for self-sufficiency of rural population.

It is important to take into account all factors that define the economic basis of their functioning in relation to the forms of communication of the public and their association. For example, the prices of services rendered to the public by the products of the household and service enterprises, production costs and transportation costs.

Relationships between public and private enterprises are constantly revitalized: enterprises produce consumer goods and provide them to households in demand; households, in turn, provide enterprises with demand-driven workforce, and also offer savings through investment [16, 19].

The effectiveness of agricultural cooperation depends on the factors influencing agricultural production intensification. Co-operation should develop on a number of principles. The most important of them are voluntary and voluntary accession to the membership of a cooperative, fair distribution of income and costs among members of the cooperative.

In conclusion, one can say that effective development of public economy is impossible without horizontal co-operation, without the production, processing, maintenance, storage and marketing of other agricultural products. The development and expansion of publicly owned enterprises, the co-operation with other legal entities, as well as the integration of all agricultural producers, should be viewed as a

promising project from the government. The main purpose of the state here is to create the rules of economic behavior and to ensure that it is maintained by all economic entities.

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ЖҰРТШЫЛЫҚ ШАРУАШЫЛЫҒЫНЫҢ ҰЖЫМДЫҚ КӘСІПОРЫНДАРМЕН ҚАРЫМ-ҚАТЫНАСТАРЫН ДАМУДЫҢ ЖОЛДАРЫ

Аннотация. Мақалада Қазақстан Республикасы ауыл шаруашылығындағы жұртшылық шаруашылығының әрекет етуін және оның бүгінгі таңдағы ауыл шаруашылық өнімдерді өндірудегі үлес салмағы қарастырылған. Мақалада кооператив ауыл шаруашылық қызметтің адами және материалдық факторлардың біріктірілетін және кооперацияланатын ерекше экономикалық бірлігі ретінде сипатталған. Сондай-ақ, жұртшылық шаруашылықтарының қарқынды дамуы үшін шаруашылық жүргізуші басқа ірі шаруашылықтармен өзара біріге отырып, әрекет ететін ынтымақтастығы ретінде кеңінен қарастырылған. Жұртшылық шаруашылығы мен ауыл шаруашылық кәсіпорындар арасындағы кооперацияның екіжақты пайдалы іс-әрекетінің маңыздылығы мен қажеттігін негіздеген. Жұртшылық шаруашылығы мен ауыл шаруашылық кәсіпорындардың өзара қызығушылықтарын көрнекі түрде сызбанұсқа ретінде көрсеткен. Бірқатар мәселелер қарастырылған: жұртшылық шаруашылығы мен ауыл шаруашылық кәсіпорындар арасында интеграциялық байланыстардың орнықтауы; жұртшылық шаруашылықтарының құқықтық және әлеуметтік мәртебесінің төмен деңгейі; материалдық-техникалық жабдықтардың, тыңайтқыштардың, мол өнімді мал мен ауыл шаруашылығы дақылдары сұрыптарының болмауы; мал санын көбейту және ет өнеркәсібіне арналған соғымдарды арттыруға байланысты жем-шөптің жетіспеушілігі.

Түйін сөздер: жұртшылық шаруашылығы, кооператив, аграрлық сала, ауыл шаруашылық кәсіпорындар.

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ПУТИ РАЗВИТИЯ ВЗАИМООТНОШЕНИИ ХОЗЯЙСТВ НАСЕЛЕНИЯ С КОЛЛЕКТИВНЫМИ ХОЗЯЙСТВАМИ

Аннотация. В статье рассматривается деятельность хозяйств населения в сельском хозяйстве Республики Казахстан и его доля в производстве современных сельскохозяйственных продуктов. В этой статье кооператив описывается как единая и совместная экономическая единица человеческого и материального фактора сельскохозяйственной деятельности. Также, широко рассматривается как совместное сотрудничество с другими крупными хозяйствами для быстрого развития государственных хозяйств. Обоснована важность и необходимость двустороннего взаимовыгодного сотрудничества между государственными и сельскохозяйственными предприятиями. Описана взаимная заинтересованность общественных и сельскохозяйственных предприятий в качестве графической схемы. Существует ряд проблем: отсутствие интеграционных отношений между государственными и сельскохозяйственными предприятиями; низкий уровень юридического и социального статуса домашних хозяйств; отсутствие материально-технического оборудования, удобрений, высокоурожайного скота и сортов сельскохозяйственных культур; отсутствие и нехватка корма для увеличения поголовья скота и увеличения объема мясного производства.

Ключевые слова: хозяйство населения, кооператив, аграрный сектор, сельскохозяйственные предприятия.

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Abstract. TV series are the dominant genre of television products in terms of public interest. They are the main component of the live broadcasts of TV channels, which seek to please the desires of viewers. Every year the production of serials grows both in the world and in our country. Television series as a part of mass culture, widely cover the audience of viewers, and also satisfy the commercial interests of television through an interesting plot. If we pay attention to the changes that have occurred in the domestic serials shown on the screen since our Independence, we can divide the period of development of the series into three stages: experimental, adaptive period and the stage of the new Kazakhstani series. The article discusses in detail the genre, artistic peculiarities of the series, which were released during these three stages.

Keywords: television series, plot, biopic genre.

Today the series has become an integral part of the main policy of the channels designed for wide audience. Along with it, it is known that the series are one of the main instruments of formation of evening broadcast through TV audience attention. Serial films and series, according to the "program" principle, are entertaining content, made on the basis of compliance with the channel. The Russian researcher V. Dyomin emphasizes it in his article "The TV Serial. Sources. Practice. Perspectives" - "It gives a rise to an internal and external programming, program typology" [1].

And when we speak about TV channels functions, as a rule, its five key functions are described: informative, cultural and cognitive, integrative, social and pedagogical, and recreative.

When one mentions the function of the series, usually it is referred to its recreativity. But an American researcher of the day series R. Allen refers the series, especially melodramas, to its integrative function unlike other television programs. He considers that the series "give the chance to prolong pleasure from the impressions received from the moment of its watching and discussion" [2]. A well-known Russian art critic N.A. Khrenov writes the following about integrative function of the TV serial films: "Success of the TV serial films is in the fact that they not only create unity of people during screening (several days and even weeks), but also unite people with common interests" in his scientific article, [3].

One more function of the TV channels is often forgotten or not considered. The TV channel serves as the tool of "keeper" of a binding role of continuity of generations and the supplier of collective experience that cannot be expressed in words. This function is not applied only to write down and store news, chronicles and other types of information. If sometime long-ago knowledge of life and culture was written in literature, then later, in the second half of the 20th century, television game products became a source of information on modern life.

Today the series is the dominating genre of television products. It is the main component of TV channels broadcasts wishing to please their audience. Every year the serial industry grows. Television series as a part of mass culture, widely cover the audience of viewers, and also satisfy the commercial interests of television through an interesting plot.

The number of TV series viewers is estimated in millions, and their budget is made by millions, therefore, it has a very demand. Every year the serial products experience many changes on their way to

formation of a successful television product. Expansion of thematic scale, a variety of subject lines, genre changes have an impact on the series and they found their audience and their place on the screen. But it is impossible to investigate the modern system of genres out of a context of history of development of genres of TV series on the Kazakhstan TV channels. Therefore, we will use a method of historical estimation, to systematize genre formation of serial products, and as a result, to find out the changes which happened in the domestic series which came out from the moment of independence finding. For definition of the genre analysis we divided the period of development of series in domestic television into three stages: experimental, adaptive stage and period of new Kazakhstani series.

1. Experimental: consideration of a format, genre and character. It includes, in its turn, the first production phase of original serial content. Period: 1996-2000. It begins with the very first domestic TV series "The Crossroads" (1996-2000). It describes the family fate of ordinary residents of Almaty in difficult years after gaining independence. The situation of that period has been shown by means of the family problems. The life of the working people and magnificent houses of the new Kazakhs have been reflected. How should one live in a new society without losing human qualities? The subject line of series is built around this question. This soap opera was called the best series of 1998 according to the Media forum of the CIS countries.

The following step in development of domestic series was the fact that the men's image was considered as the main character. The character of the man, an image of the hero is usually revealed more in detective stories, movies about the employee of service, films with story line where mafia or other criminal elements, kindness and meanness are compared, and where the hero overcomes all those obstacles by means of purposeful actions. Therefore "The Locust" TV film appeared in a genre of the next criminal drama where the main focus is made on an image of the man as a main character. In the experimental period the authors used intra genre structure to open an image of the character in situations, habitual for the audience. The effect of exactness and weightiness affected genre features of "The Locust" and other series. The authors tried to show that they touched on the urgent problems by means of a new form on the Kazakhstan screens. The archetype of the character plays an important role both in a TV series and in melodramas.

At the end of the first decade of the 21st century series began to quicken in a drama genre. A TV film that became a new push among them was "Ағайынды" (The Brothers). The volume of the series consisted of small 6 series, duration of each series is around 56-57 minutes. This project was presented on Kazakhstan national channel during prime time according to the principle of horizontal arrangement of TV programs. The joint project of "Sataifilm" company with "Kazakhstan" national TV channel made a good contribution for the TV channel rating achievements [4].

Only one "Kazakhstan" national channel was in the forefront on production of domestic series. For example, by 2011 the number of series in the moneybox of this channel reached 11, and in 2012 the channel was replenished with series «Туған елдің түтіні», «Парыз, «Көк тарландары». Since then till today such works as «Ұлжан», «Айналайын», «Әпке», «Олимп шыңы», «Аяулы арман», «Қара шаңырақ», «Арман қанатында», «Арнайы өкілдер», «Судағы із», «Алтын ұя», «Әке», «Өмірдің өзі новелла», «Достар», «Сырғалым», «Жамбыл» and others came to life. Among the mentioned projects the «Сырғалым» TV series was shown on TNV national channel of the Republic of Tatarstan of the neighboring Russian state. Therefore, it becomes obvious that the national channel is aimed not only at production, but also at the correct attraction of income through export of products abroad. Though, at the moment, there are no results in context of domestic series on attraction of income from foreign channels; purchase of the foreign series which appeared in Soviet period still continues. This experimental period of foreign products, originating from the Latin American series broadcast via the Russian channels found its continuation in Turkish and Korean series on the Kazakhstan channels. They also laid a way to the audience to the prime time of channels (16: 30-19: 00, 19: 00-23: 00). Timing of series was from 30 to 50 minutes. For example, "Wild heart" (Turkey), Berivan (Turkey), "For broke" (Korea) and others. According to the experts, the purchase of foreign series is still ten times cheaper than expenses on production of one episode of modern Kazakhstan series (20-35 thousand US dollars). The purchase of foreign products seemed to be a good source of income for both Kazakhstan TV viewers and TV channels. This model is used for reduction of expenses from the economic point of view. The experimental stage of domestic series comes to an end at the adaptation period.

2. Adaptation period: it is characterized by change of genres and format. This stage includes 2000-2015 and originates in TV series "Ангелочек", "Ағайынды". After the project "Ағайынды" the general demand for series has increased; the filming process was taken under control. The concept of seasonal releases can be seen in this project. The number of series of that period varied from 6 to 18, and their timing was from 30 to 57 minutes. Their duration was specified depending on a project genre. The national TV channel "Kazakhstan" and Khabar agency were the first to adapt the series for TV channels. Together with private companies, the national TV channel "Kazakhstan" and Khabar agency produced a lot of TV series.

Together with the adapted TV series, domestic films also appeared on TV channels. Melodramatic TV series became more and more popular. The main audience was not only women, but also the youth and due to this factor, the genre of melodrama strengthened its positions on Kazakhstan TV channels. Such films as "Астана – менің махаббатым" (Astana is my love) appeared (2010, Khabar agency).

At the same time historical series began to appear on the Kazakhstan TV channels. "Kassym" was one of the first such series staged by Eurasia channel. NTRK "Kazakhstan", KTK TV channel and also INTRA Communication LTD (Russia), FILM UA GROUP (Ukraine) together with Eurasia 1 channel took part in this project. The film is about the Kazakh man of courage during the Great Patriotic War. The series was brought to attention of both domestic and such countries as Russia and Ukraine, France, Belgium and Switzerland.

Biopic (or the biographic movie) is the cinema genre (or a separate work of art) describing the fate of a certain personality or important dramatic situations of his life. The difference of the biographic movie from the movies based on real events or historical cinema that its purpose is not the display of late data or historicity of the stories described, but the influence of the personality on emergence of these actions. The genre of biographic series came to the television sphere from cinematography. We can refer the following Kazakhstani films to the series of this direction «Күләш» (2013, Khabar agency), «Бауыржан Момышұлы» (2013, Kazakhstan Broadcast Company). We refer these series to the third stage.

Battalion or military film genres originate from cinematography. In the ranks of the first series in this genre there is a product "Zhas ұлан" (2010, NTRK "Kazakhstan").

At the same time, the domestic manufacturing companies took in hand creation of projects in a genre a sitcom. Among them it is possible to call such series as "Айналайын" (2013, NTRK "Kazakhstan"), "Escape from the aul" (2011, Channel 7) and others.

3. The 3d period of new Kazakhstan series is characterized by reduction of adaptation series, distribution of domestic series with a bigger share on broadcasting. It has been lasting since 2010 till today. In our opinion, the quantity of domestic production which could attract interest of the Kazakhstan TV viewers grows at this particular time. In the analysis of the previous two stages, demand of TV viewers for certain products on TV channels comes to light. Producers of series learned many skills in foreign projects, and now they try to do a qualitative thing, having brought the ideas. During this period genre features of content of domestic series, it continues to be formed, and corrections in time of arrangement of series on TV channels are made. Interesting genres, their change is presented to the audience. TV channels change strategy in the table of rating. TV channels began to impose various requirements in acquisition of products of series, began to betray value on arrangement on air. The reason for that not only rating, but also quality of goods, the policy of channel, opinion of audience and also development of technologies which have the direct impact. Entertaining function of series is directed to conquest of consciousness of general television public and the audience of movie theaters. In our work we will pay attention to genre features of products of the different periods.

This part considers genre features of TV series as television products, applying historical and research, descriptive and analytical methods, at the example of such domestic series "Тағдырлар тоғысы», «Базарбаевтар», «Біздің ағай», «Махаббатым жүрегімде», «Тағдыр», «Сырғалым», «Аяулы арман», «Ауыл сақшысы», «Адасқандар», «КЗЛандия», «Q-елі» and Russian and Western series Misfits ("Thrown"), Skins ("A crude kidney"), House, M.D. ("Doctor House"), Scrubs ("Clinic"), "Father's daughters", Voronin, "The leader of light", "Feyrvey Hill", "I love you Lucie", "The Vampire Diaries", "The real blood", "Magic forces", "Chorus", "Income", Neshvell, "Empire", "Attempt: the second change".

The TV series is a collective genre of media products among full art forms with its formed and harmonious features. Despite simplicity of the form, the series is a multistage product and each its stage can be subdivided into several substages.

The television series can be classified from different corners:

1. By a method of association of a plot.

This classification is considered in terms of dramatic art and is divided into three internal groups:

a) The flat or horizontal series – the story line develops in each new episode and comes to an end in a logical connective. Each episode becomes continuation of the previous episode, and thus, forms a number of relationships of cause and effect. At the beginning of such series repetition of fragments from the previous series is usually shown. The soap opera belongs to a type of flat or horizontal series. We can refer the film “The Crossroads” to such a type of the Kazakhstan series. The flat or horizontal series are on broadcast every day of the week. Each new series becomes continuation of the previous series, and thus, the sequence of relationship of cause and effect is formed.

b) In direct or vertical series each series describes a separate story, and the film line develops with a new series. Only the main character unites series. In each series other hero and the new story appear. It is possible to carry such western or Russian series to this sample as: "Misfits" ("Thrown"), "Skins" ("A crude kidney") (youth series), "House, M.D." ("Doctor House"), "Scrubs" ("Clinic"), the Russian series "Father's Daughters", "Voronin" which were shown on the Kazakhstan "31 Channel". The main idea of the script is in the emergence of tension between heroes who have to solve the arisen conflicts of the main characters in each episode. One more feature of series in a direct or vertical form is the fact under construction on the basis of the principle of serial television movies. But there are essential distinctions.

c) The main idea of the scenario written especially for the mixed series (flat or horizontal – direct or vertical) is that the process of the story, several conflict situations appear at one and the same time. Temporary disputes and communications, their decisions are usual in each series, and they come to an end consistently. And also, it finds the reflection in the conflicts continuing in a new series. We can refer "Sherlock Holmes" series to this type of series.

2. Display Method.

a) Unlike flat or horizontal series, direct or vertical series can be broadcasted at the same time, once a week. This type of series is independent not only because of independence of each episode, but also thanks to the broadcasting format. But this method can be met only at the experience of the West. For example, in the USA: "The Vampire Diaries", "Gossip", "Doctor House", "Desperate Housewives" and others.

b) The flat or horizontal series are broadcast at the same time four or five days a week. This type of series is typical for all Kazakhstan TV channels. Today, the main Kazakhstan TV channels which broadcast series work in this direction. The national TV Channel "Kazakhstan" and Khabar agency who are leaders in domestic TV series broadcasting are competing among themselves. The series "Біздің ағай" on Kazakhstan TV channel and "Махаббатым жүрегімде 2" on Khabar channel and other series are on TV with an interval of 10-15 minutes.

3. According to the Structure

The structure of the series is divided into two: external and internal.

The external structure of series is its quantity and duration of series.

The mini-series (duration from 44 to 52 minutes consists of 2-12, at most 24 series) do not provide continuation. This format is similar to feature films. The series "Тағдыр" are mini-series of a flat or horizontal format.

The distinction of average series (consists of 20-45 series lasting from 25 to 52 minutes) from mini-series that the end can be not complete and also can appear its seasonal continuation. The producer has an opportunity to prolong the subject line and to continue series at any time. This type of series is of great demand on modern TV channels thanks to this feature. For example, the domestic series "Сырғалым" belongs to average series of a flat or horizontal type.

The longest series by volume usually are the telenovels (consists of 80-100 series, the duration of each does not exceed 26-52 minutes), belong to a flat or horizontal type of series, are usually broadcast continuously during a day timeslot. The main audience are housewives. The main distinctive feature of a format of the telenovel is that it does not depend on the seasonal periods.

The inner structure is based on a method of formation of actions. M.L. Davydov in the scientific work considers and divides formation of actions into two: "serial and subject" and "continuous passing" [9].

A line series is a structure of each episode of series on the basis of the ended history. Though this type of series brings benefit to producers, for TV channels it does not represent any benefit. This structure is peculiar to the products which are not seeking to become popular series of a season. Series of line series structure are constantly repeated on TV channels, and with each repetition they expand their audience. The audience likes to reconsider forgotten, pleasant or missed series. We can say that series of line serial are in great demand, thereby upgrade the rating of TV channels. They can be referred to series of the direct or vertical, or type. Generally, it is detective projects in a genre of action films and sitcoms.

The subject line in the continuous going-on type finds the continuation in all series, and the final end is put only in the very last episode. The first episode usually renders the main character's goal which will be shown throughout the whole subject line. In most cases, the goals are as follows: to find soul harmony, to investigate crime, to build a quiet family happiness and others. This structure is dangerous both to producers, and to TV channels. But if the project is successful, then it will become a season hit, and will reach high ratings. These are flat or horizontal series. It usually has in the form of the melodrama or drama.

In the conclusion we would like to emphasize that the TV series is a new, promptly developing television product with its genre peculiarities which are reflected in types of structure, methods of a plot development and genre.

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ТЕЛЕСЕРИАЛДАРДЫҢ КӨПАСПЕКТІЛІ ЖІКТЕЛІМІ

Аннотация. Телесериал – телевизиялық өнімдердің ішінде бұқара қызығушылығы тұрғысынан қарағанда үстемдікке ие болып тұрған жанр. Көрермен қалауын табуға ұмтылатын телеарналардың көрсетілім эфирінің негізгі құрамдас бөлігі. Жыл сайын әлемде де, елімізде де сериал өндірісі артып келеді. Телесериал – бұқаралық мәдениеттің бір бөлігі ретінде көрермен аудиториясын кең қамти отырып, қызықты сюжеті арқылы телеарнаның коммерциялық мүддесін қанағаттандырады. Тәуелсіздік алғаннан бергі уақыттағы экранда көрсетілген отандық сериалдардың өзгерістеріне назар аударатын болсақ, телеарналардан берілген сериалдардың даму кезеңін үш кезеңге бөліп қарастыруға болады: эксперименталды, бейімделу кезеңі және жаңа қазақстандық сериалдар кезеңі. Мақалада осы үш кезеңде жарық көрген сериалдардың жанрлық, көркемдік ерекшеліктері жан-жақты талқыланады.

Түйін сөздер: телевизиялық сериал, сюжет, жанр байопик.

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РАЗНОАСПЕКТНАЯ КЛАССИФИКАЦИЯ СЕРИАЛОВ

Аннотация. Телесериалы являются доминирующим жанром телевизионных продуктов с точки зрения общественного интереса. Они - основная составляющая эфирных трансляций телеканалов, которые стремятся угодить желаниям зрителей. С каждым годом растет производство сериалов как в мире, так и в нашей стране. Телесериалы - как часть массовой культуры, широко охватывают аудиторию зрителей, а также удовлетворяют коммерческие интересы телевидения посредством интересного сюжета. Если мы обратим внимание на перемены, произошедших в отечественных сериалах, показанных на экране с момента обретения независимости, мы можем разделить период развития сериала на три этапа: экспериментальный,

адаптивный период и этап нового казахстанского сериала. В статье подробно рассматриваются жанровые, художественные особенности сериала, которые были выпущены на протяжении этих трех этапов.

Ключевые слова: телевизионный сериал, сюжет, жанр байопик

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S.M. AltybayevaDoctor of Philology, Head Researcher of Ablai Khan Kazakh University
of International Relations and World Languages, Almaty, Kazakhstan**MULTICULTURAL PARADOXES OF LITERATURE:
KAFKA, BORGES AND *NOUVELLE VAGUE* OF KAZAKH PROSE**

Abstract. The article was made within the framework of grant AP05133019 of the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan "Cultural codes of modern Kazakhstan (literary and media discourses)". In a comparative aspect, questions of the *nouvelle vague* poetry of Kazakh prose are considered. The plot, motive, stylistic and semiotic features of postmodern prose are determined. A genre definition of "epic etude" is proposed for the novel "Dreams of the cursed" by A.Zhaksylykov. Focusing on the "plurality of interpretations" of well-known plots, images of world literature, the inability of the genre and stylistic norms allows Kazakhstani authors to create original, maximally expanded narrative and cognitive structures. Such universal cultural codes as *metamorphosis*, *centaur* are considered. Allusional, referential connections of the developed images with literary archetypes from world literature - the works of Kafka, Borges, Updike - are investigated. Particular attention is paid to the analysis of the multi-dimensional construction of works, in the structure of which one can find realistic, naturalistic, mythical, fantastic and mystical components. The poetics of science fiction is viewed from the point of view of reflecting the general author's concept of the multi-polarity of the world, the hidden and obvious connection of the present with the past and the future. The artistic solutions of the plot and image are investigated in the context of the implementation of the "post modo" paradox.

Key words: postmodernism, multicultural landscape, literary archetype, cultural code, allusion.

Introduction. The contextual environment of the literature of contemporary Kazakhstan is notable for its large relief, the presence of various artistic approaches, and a significant experimental mode. Immersion in a different national stylistics, imagery, connection of primordially ethnocultural content in the form of recognizable historical and pseudo-historical images, reminiscents, hints, allusions referring to national symbolism and history (*Jer-Uiuk*, *Jer-Ana*, *Zhelmayya*, *Samruk*, *aruak*, *Desht-i-Kipchak*), and the motives of other traditions (European, Latin American, Indian, Japanese, Chinese) ultimately creates a wide field for critical interpretations, understanding the multicultural paradoxes of literature and art of Kazakhstan. This thesis is clearly manifested in postmodern works. The status quo of the Kazakh postmodern literature is no longer in doubt. The names of Tulen Abdikov, Aslan Zhaksylykov, Rollan Seisenbayev, Askar Altai, Dusenbek Nakipov, Didar Amantai, Ilya Odegov and others are known, their books have found their readership. The older generation of writers (Abdizhamil Nurpeisov, Tynymbay Nurmaganbetov, Mukhtar Magauin, Smagul Elubay, Bakhytzhan Kanapyanov) also demonstrate the development of postmodern techniques and techniques.

Of course, it would be a restriction to associate the "*nouvelle vague*" of Kazakh literature only with the postmodern trend. For example, the multifaceted creativity of the talented writer Aigul Kemelbayeva with her fine philosophical prose, essays, translations, transcriptions of Kazakh traditional epic narratives (*dastan*, *tales*), as well as literary criticism, performed at a good academic level, is hardly legitimated to invest in any literary direction. Her work is confirmation of the multidimensional talent and rare erudition.

Postmodernism literature of Kazakhstan: multicultural contexts. To varying degree and for various reasons, the phenomenon of postmodernism in modern Kazakh literature is addressed by critics, literary scholars, cultural scientists, and sociologists. If we start from the position of "post modo" paradox by Jean-François Lyotard, one should, of course, call the epic etude "Dreams of the Cursed" (*Sny Okayannyh - in Russian*) by Aslan Zhaksylykov, in particular the fourth book "House of meerkats" (*Dom*

surikatov - in Russian). Here we offer to use the term *etude* in the following meaning: "Etude (*French etude*) in the visual arts, a work depicted by an artist from *life* to study it" [1].

The Kazakh author strives for the utmost naturalism, relief of details, furnishings, in describing the appearance of the characters of the fantastic *life* that he himself creates. Montage of events, characters, plot weaves, the inclusion of some fantastical and mystical components, non-linear narrative, so-called the poetics of the "common place", stylistic lengths in the form of the "stream of consciousness", experiments with the word and much more indicate that the postmodernist "artist and writer work without any rules whatsoever, work to establish the rules that will be created yet, but now are not the created" [2, p.7]. For Zhaksylykov, it is interesting to study various manifestations of the nature of man and the world in the broadest sense of novel time and space. For term definition of this original art approach we offer the oxymoronic notion - the *epic etude*. It can be said that the fantastic poetics reflect here the general author's conception of the multi-polar world, the hidden and obvious connection of the present with the past and the future. It can be noted the various allusive, referential connections of images and motifs in the creation of Kazakh writers with literary archetypes from world literature - the works of Kafka, Borges, Updike.

The names of two iconic figures, Kafka and Borges, put up in the title of the article are not accidental. The influence of these writers on the development of the Kazakh postmodern is obvious. Both Kafka and Borges "play" with reality, building complex multi-dimensional, symmetric spaces with the obligatory dynamics of fantastic, allegorical, symbolic and mythological components. Let us consider the functional orientation of the *metamorphosis* motive significant in the poetics of Kafka's creativity in the works of modern Kazakh writers. In the novel "The Metamorphosis" by Kafka, a situation that is transcendent for everyday consciousness is realized - a person turns into a beetle, and then in the smallest details an image of his being, more precisely, existence in a new guise, is given. This fiction is tragic, allegorical and metaphorical. Of course, the *metamorphosis* artistic technique has been known since antiquity.

The transformation of Gregor Zamza, a positive in all respects hero, endowed with features of exceptional sacrifice (by the way, misunderstood by him), by the method of contrast reveals the poor philistine appearance of his relatives, ready to betray and crucify him. It happens in the end of his story. Our interest in the Gregor's story is not even the plot itself, but the method used by the great Austrian to metaphysical transformation of one material body (*human*) into another body (*beetle*). The motif of *metamorphosis* acquires the value of cultural code by the conception of the work, its core. After all, if Gregor changes physically, then his family also turns into absolutely immoral persons. If the physical transformation of the protagonist does not affect his personality, then a change in the personality of his loved relatives becomes a psychological paradox. In other words, Kafka demonstrates the possibilities of the poetics of the absurd: *an absurd hero in an absurd world*.

In Kazakh prose in recent years, the motif of transformation is often encountered. For example, in the story "The Kypchak Beauty" [3] ("*The Kypchak Aruy*" - *in Kazakh*), Mukhtar Magauin beats the transformation into a positive national cultural key. The hero of the story artist Sarzhan turns into a stone statue (*balbal*) of an ancient sculptor who lived many centuries ago. But this *balbal* is not a dead stone, but a living, animate person. Initially, the artist painstakingly recreates the original appearance of both sculptures - men and women - for several months. After that, the *balbals* come to life and mystically move in time and space, to the ancient Kipchak steppe. The Kazakh writer uses a peculiar technique of double coding through metamorphosis: at first, the modern sculptor turns into a *balbal*, which comes to life, disappears and re-announced in the modern world, becoming a simple drawing teacher.

However, the transformation is not tragic here, as in the great Austrian, on the contrary - this is the only way for the heroes to find lost happiness. If Kafka's hero's transformation is death, then Magauin's hero has a new life. If the Gregor did not intend to reincarnate, then the Sanzar prepares and carries out his transformation throughout the story (takes a trip to the places where these *balbals* were located, finds and buys rare marble, begins work on figures, etc.). Zamza Gregor is passive after transformation, Sarzhan Kobekov (or rather his ancient twin) is full of energy, living a new happy life with his beloved *Aisulu - Kipchak beauty*. The goals of each of them are different, hence the difference between the finales: the tragic in the first (at Kafka's story) and the happy in the second (at Magauin's creation). But at the same time, the postmodernist thesis of "*contingency*" [4, p. 47] plays an important role in both works. We can cite the words of Seymour Chatman that "The idea of contingency is attractively broad, for it can accommodate new organizing principles, like Robbe-Grillet's accumulative descriptive repetition. But whether or not a

single term like “contingency” can capture the principle of organization of any narrative whatsoever, theory must recognize our powerful tendency to connect the most divergent events” [ibid.].

In general, it should be noted the conceptual change in recent years of the aesthetic preferences of Mukhtar Magauin. In the novels “Me” (*Men- in Kazakh*), “Doppelganger” (*Zharmak -in Kazakh*), the story “The Kypchak Beauty” we can clearly identify the postmodern method, a departure from strict realism, the construction of a different artistic reality combining authenticity and mysticism, fantastic and existential, mythological and philosophical.

The recently published stories by another well-known Kazakh writer Tynymbay Nurmaganbetov reflect the same change in the perspective of the creative method from strict realism to postmodern technique with a multitude of stylistic modulations, including quite frequent use of the above method of transformation. The motive of becoming the basis for the stories “Mysterious encounters” and “Tick”. Satirist Tynymbay Nurmaganbetov refers to parable, allegory, symbol and fiction. In the first story, the narration is conducted in the form of a story-confession by a tick moving from one place to another. Mystical transformation *or metamorphosis*, self-identification of the mite - man after death reveals the essential beginning of the character, which in his human life was secret, hidden. From the mite's confession it becomes clear that he was not such a harmless person: he hooked up the noble boss, did not help his nephew, seduced and killed an innocent girl. At the same time, it is emphasized that he “was like everyone else”: he fostered, walked, used power for the benefit of himself. What was hidden in the human form of the hero, clearly manifested in the image of a parasite insect.

In parallel, positive images of metamorphosis are given: a noble and proud father in the form of an eagle, despising an unworthy son, a mother in the form of a cuckoo, mourning his child, a girl secretary in the form of a beautiful and bright butterfly, his predecessor, an independent boss in the form of a camel. So the author in the allegorical form hints that a person always has a choice: to remain a person or turn into a negligible parasite, a bloodsucker tick. In this story, we hear the author’s sad irony about a life worthless, lifeless. This is most likely a philosophical parable that sooner or later each person pays for all his sins.

Of course, speaking of Franz Kafka in the space of Kazakh literature, it is impossible to ignore the story “Mind of Burning War” [5] (*Parasat Maidany – in Kazakh*) by Tulen Abdikov, awarded the State Prize of Kazakhstan, the Prize of the Kazakh PEN Club, European Prize and European gold medal named after F. Kafka.

For the first time in Kazakh prose, the main character is a nameless person who has completely lost his formal “identification” signs: appearance, age, occupation, place of residence, and others. Nevertheless, we face a human tragedy, full of drama, a situation of clinical “split” of the individual. Developed abstract thinking, a penchant for metaphysical reflections, the slender logic of his conclusions characterize the hero as a gifted and crystal clear person, with fundamental knowledge in philosophy, culture, literature and other fields of human knowledge.

Hypercitation, intentional relativity of sensations, “stream of consciousness”, motives of duality, disappearance, sleep, existential illumination, ultimate loneliness, a quasi-revealing element of the storyline, external and internal chaos as the quint-essence of world perception of the main character — these and other elements of the poetics of the story lead to postmodern Kazakh works of the “new wave”. Just like in the creation by Kafka, the Abdikov’s hero is ill (although in Kafka’s story the Gregor’s transformation is pure fantasy, not a disease in the usual sense), hence its isolation and irresistible loneliness. The otherness of the characters, their illness reveals, bringing to the absurdity at Kafka’s poetics, the contradictions of the modern world.

What is common in the manner of modern Kazakh authors and Franz Kafka? First: it is the willingness and the commission of some literary experiment necessary for further creative development. The second is in the field of poetics: the creation, through a series of artistic techniques, of a multidimensional real / unreal space, those worlds that V.Nabokov wrote about: “when we say “reality”, we mean all this in aggregate — in one spoon — an average sample mixtures of a million individual realities” [6]. In other words, the notorious postmodern thesis of the “set of interpretations” (or diversity) in the works of Kazakh writers can be traced quite clearly and correctly.

Jorge Luis Borges is another titan of world literature, prone to literary experiment, game aesthetics of modernism and postmodern. Suffice it to recall his novels “The South” and “The Babylon Library”. His

layered texts with an open ending encode a hidden meaning, a kind of code that everyone understands in his own way. The modern Kazakh postmodernist Didar Amantai in the novel “Flowers and Books (*Gülдер мен кітаптар – in Kazakh*) [7] adheres to the postmodern writing technique: branched rhizome text, “text in text”, interpretational models of the national ethical microcosm (through the historical and philosophical sketch about *Alasha Khan*) and others. The novel of the Kazakh author is intentionally built as a multi-faceted work with a rather ponderous stylistics and a system of images, including national and foreign myths, symbols, metaphors. External conflict is absent: the frantic struggle of light and darkness occurs inside the hero Alisher. Intentionally brings the poetics of this work with the texts of Borges also a distinct background discourse, the desire to reproduce (in its own, of course, understanding) historical and ethnographic accuracy of details. Following the postmodern thesis “the death of the author”, Amantai intentionally spatially separates the authors cited in a separate chapter from their works, thus illustrating the independent and free existence of the text from its creator. According to the author, this experimental approach makes the reader free from the authority of the writer's name. According to Chatman's narrative theory, “that narrative experiment in which the reader shuffles his own story from a box of loose printed pages depends upon the disposition of our minds to hook things together; not even fortuitous circumstance – the random juxtaposition of pages – will deter us” [4, p.47].

The meaning and structure-forming concept underlying the fictional and allegorical narration of the “Babylonian Library” by Borges is also interpreted in its own way by a Kazakh writer. According to his concept, the book as a whole and its components (chapters) should be small and capacious in content. The second part of the “novel in the novel” Amantai consists 25 very short story (*zhyr* by Kazakh art tradition) and tells the story of the emergence of the Kazakhs from *Alasha Khan*. The writer presents a unique chronicle of books, the history of the alphabet, letters, lists 209 titles of books of classical and modern world literature without reference to their authors. O. Vaynshteyn says about such an approach of postmodernists to the structure of the text: “The artist loses a privileged position and the emphasis shifts to impersonal text, a springboard for endless illusions, an arena of intertextual games” [8]. The idea of the existence of an “impersonal text” in the book being analyzed is implemented in intentional structural fragmentation of the text: the authors of the books named are listed in a separate chapter.

A special place in the poetics of Kazakh works is occupied by conventionally metaphoric narrative forms: myths, legends, legends, parables. The emergence and development of hybrid genre forms (novel - *anyz*, novel - myth) make it possible to create works that are paradoxical in the aspect of semantics and style, in which well-known world stories are skillfully played on with local material. Such is the story “Centaur” [9] Askar Altai.

A different national mythologic background (*centaur*) placed in real space and time (Kazakhstani Altai, end of the XXth century) creates a serious contextual tension of this text. The intentional “collision” in the literary plot of the myth-relic of the centaur with modern local realities determines the uniqueness of semiosis, semantics and structure of the universal code “centaur”. Based on Charles Peirce's theory of semiosis, the sign (here, the centaur mythology), on the one hand, conceptualizes the original narrative object, on the other, generates additional sacral and profane connotations (interpreters). In the Kazakh parabola - story “Centaur”, the process of reconstructing the original myth is transformed into a semiotic and structurally heterogeneous story about a boy-centaur, whose very birth is both fantastic and quite acceptable, given the real-historical context. The combination of ancient myth and modernity in a specific space-time designation (Kazakhstan, Semipalatinsk, Altai Mountains, the beginning of the post-Soviet period, many other specific details) in the Kazakh narration are underlined by additional associative and semantic nuances: Semipalatinsk → nuclear polygon (hence the genetic changes of the main character - Besarys boy), centaur → horse (sacred animal for nomad). The semantics of the centaur code contains diachronic and synchronic aspects, the desire to overcome the functional assignment of the classical myth. The qualitative “epistemological field” (M.Fuko) of the “centaur” code is determined by its ambivalent, dual nature: man and animal. The “animal” signs determine the poetics of physicality, and the human nature determine its intellectual, emotional, psychological appearance.

The most famous literary archetype of the cultural code *centaur* is the teacher of natural science, George Caldwell (*Chiron*) from the novel “The Centaur” [11] J. Updike. The tracing of the ancient prototype is set in the American story intentionally, in order to recreate the plot and ideological myth basis on the author's modern material, “provoking” (and researching) the reader's reaction. In the story by A. Altai, the substantive and bodily principle is given convexly, physiologically detailed, but it does not

darken, on the contrary, it highlights the deep meanings of the archetype, its dominant character traits - self-sacrifice, kindness, wisdom.

Appeal to the mythological prototype is one of the main tools for creating a complex cultural code in an artistic text. It is noted that ‘the myth capacity of the text becomes one of the distinguishing features of the general poetics of the work, which is connected with the expansion of the mythological paradigm in practically all national literatures’ [10, p.5].

The composition of the Kazakh story is equal, as well as the Updike’s variation sufficiently reflects the original myth. In both texts on the first visual plane is the poetics of physicality, which emphasizes the external identity of the heroes: Besarys and George Caldwell. However, Updike resorts to direct allegory, including a double story plan with direct references to an ancient source. Whereas Kazakh writer places its unusual hero in the existential space of modern Kazakhstan. This manifests such a bright quality of myth as its timelessness, out-of-space. As R. Barthes said, “everything can be a myth.”

The image of the centaur, first of all, of Chiron, the wise mentor of ancient heroes, is a mythologem enshrined in world tradition, a significant cultural and literary archetype. Its introduction to the semasiological field of the Kazakh culture means the striving of national literature for larger generalizations, aesthetic bulkiness, overcoming the well-known ethno-stereotype, reaching deeper generalizations. This code acquires the character of a precedent phenomenon in the Kazakh literature of the last several decades.

Conclusion. Presented in this article an analytical review of several Kazakh works shows a dynamic search by Kazakh literature of new content and formal solutions. On the one hand, a powerful national tradition, the naturalism of images and situations, on the other - the desire for their maximum metaphorization create a specific multicultural landscape of the *nouvelle vague* literature of Kazakhstan. Its prevailing quality is precisely the postmodern mode with its installation on the plurality of interpretations of events, being / non-being, the desire to go beyond the limits of the national artistic tradition, to find new aesthetic tools. This search often reflects the latent, sometimes unconscious, passionate desire to acquire a new face of national art, based on past experience, while at the same time demonstrating the innovation of artistic solutions. Why not? After all, the phenomenon of “Japanese postmodern literature” appeared on the distant Japanese islands. Translated into many languages, in a short time it became mega-popular around the world.

The analysis of Kazakh prose of recent years undertaken by us is aimed at continuing the professional conversation on the state of modern Kazakh literature, its perspectives and problem blocks, its acquisitions and discoveries, the inclusion of cultural codes not only of national and foreign tradition. Describing the many literary movements of the twentieth century, A. Zverev notes: “... the discovery takes place mainly in literatures that have not traditionally been considered to be leading” and cites as an example Portuguese, Spanish, Polish literature [12, p.43]. Perhaps modern Kazakh prose, especially its *nouvelle vague*, given its high artistic and ideological value, a strong innovative impulse, combined with traditional imagery, can also be an interesting discovery for the XXIst century for world literature? After all, a thoughtful reader will find in it both subtle lyricism, Turkic, unusual for a European reader, practically unexplored space, and original plot canvas and much more. Of course, this question is also closely related to the problem of high-quality literary translation, its aesthetic adequacy to the original text. Unfortunately, of the modern Kazakh writers, only Abdizhamil Nurpeisov can boast of quite good translations of his works into Russian and other languages. But after all, “the road of a thousand *li* begins with the first step.” And Kazakh postmodernists took the first steps a long time ago, which means that their path continues.

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**ӘДЕБИЕТТІҢ МУЛЬТИМӘДЕНИ ПАРАДОКСТАРЫ:
КАФКА, БОРХЕС ЖӘНЕ ҚАЗАҚ ПРОЗАСЫНДАҒЫ *NOUVELLE-VAGUE***

Аннотация. Мақала ҚР БҒМ ҒК АР05133019 “Қазіргі Қазақстанның мәдени кодтары (әдеби және медиалық дискурстар)” грантының аясында орындалды. Қазақ прозасында *nouvelle vague* поэтикасының мәселелері салыстырмалы түрде қарастырылады. Постмодернистік прозаның сюжеттік, дәлелді, стилистикалық және семиотикалық ерекшеліктері анықталады. А. Жақсылықовтың «Қарғысқа ұшырағандардың түсі» романы үшін

«эпический этюд» жанрлық анықтама ұсынылады. Қазақстандық авторларға белгілі сюжеттердің, әлемдік әдебиет бейнелерінің «көптеген интерпретацияларына» бағытталғандығы, жанрлық және стилистикалық нормамен көрінбеуі барынша кеңейтілген нарративті және когнитивті құрылымдарды жасауға мүмкіндік береді. Айналдыру, кентавр сияқты әмбебап мәдени кодтар қарастырылады. Әлемдік әдебиеттен алынған әдеби архетиптермен өңделетін бейнелердің аллюзивтік, референциалды байланыстары Кафки, Борхес, Апдайктардың шығармашылығында зерттеледі. Олардың құрылымында реалистік, натуралистік, фантастикалық және мистикалық компоненттерді табуға болатын көпжоспарлы туындылардың құрылысын талдауға ерекше көңіл бөлінеді. Фантастикалық поэтика әлемнің көпполярлығы туралы бас авторлық тұжырымдаманы көрсету тұрғысынан өткен және болашақтағы нағыз жасырын және айқын байланыс қарастырылады. Post modo (Лиотар) парадоксын жүзеге асыру контексінде сюжет пен бейненің көркем шешімдері зерттеледі.

Түйін сөздер: постмодернизм, мультимәдени ландшафт, әдеби архетип, мәдени код, аллюзия.

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МУЛЬТИКУЛЬТУРНЫЕ ПАРАДОКСЫ ЛИТЕРАТУРЫ: КАФКА, БОРХЕС И NOUVELLE VAGUE КАЗАХСКОЙ ПРОЗЫ

Аннотация. Статья выполнена в рамках гранта AP05133019 КН МОН РК «Культурные коды современного Казахстана (литературный и медийный дискурсы)». В сравнительном аспекте рассматриваются вопросы поэтики *nouvelle vague* казахской прозы. Определяются сюжетные, мотивные, стилистические и семиотические особенности постмодернистской прозы. Предлагается жанровое определение «эпический этюд» для романа «Сны окаянных» А.Жаксылыкова. Нацеленность на «множественность интерпретаций» известных сюжетов, образов мировой литературы, нескованность жанровой и стилистической нормой дает возможность казахстанским авторам создавать оригинальные максимально расширенные нарративные и когнитивные структуры. Рассматриваются такие универсальные культурные коды, как превращение, кентавр. Исследуются аллюзивные, референциальные связи разрабатываемых образов с литературными архетипами из мировой литературы – творчество Кафки, Борхеса, Апдайка. Особое внимание уделяется анализу многопланового построения произведений, в структуре которых можно найти реалистический, натуралистический, мифический, фантастический и мистический компоненты. Поэтика фантастического рассматривается с точки зрения отражения генеральной авторской концепции о многополярности мира, скрытой и явной связи настоящего с прошлым и будущим. Исследуются художественные решения сюжета и образа в контексте реализации парадокса «*post modo*».

Ключевые слова: постмодернизм, мультимедийный ландшафт, литературный архетип, культурный код, аллюзия.

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gizat_ab@mail.ru, dina.kz.72@mail.ru**PROBLEMS AND STRATEGY
OF DEVELOPMENT OF AGRICULTURAL
ENTREPRENEURSHIP IN KAZAKHSTAN**

Abstract. This project is dedicated to a still little explored region in the country, namely: entrepreneurship in agriculture and rural areas. Entrepreneurship in rural areas is the subject of increasing interest from researchers, consultants, “policy makers” in many countries. Generating high added value, growth-oriented, using high technology, providing employment to a part of population, entrepreneurs appear as a natural engine of economic development in many countries.

To develop agro entrepreneurship in every aspect, there is a need of resources (both financial and knowledge and skills), which in most cases are over the possibilities of the future entrepreneur. As a result of the appearance and functioning of entrepreneurial companies have been observed general technological innovations, organizational innovations and growth of small businesses in the agricultural sector. The undoubted interest in entrepreneurship today is explained by socio-economic advantages. On the macro level they are related to the growth of the sector in overcoming the economic crisis, unemployment and creating new jobs. At the micro level, the contribution of entrepreneurship lies in innovative changes, manifestations of creativity, use of resources, rational use of new forms of organization, identifying and exploiting new business opportunities, new products / services. Entrepreneurship can be a factor for increasing labor productivity, as a result of improved organization or implementation of new technologies.

Keywords: agriculture, entrepreneurship, sustainable development, innovation, development.

INTRODUCTION

In the transition to an innovative economy, entrepreneurship is a key aspect in the overall strategy of public policy. Innovation activities of entrepreneurship in all economically developed countries are stimulated and actively supported by the state. Without creating appropriate conditions for innovative development, an entrepreneur is not able to independently launch innovative processes. State regulation of business activity implies a significant degree of controllability of the political and economic system, a high level of professionalism of civil servants, the effectiveness of business policies, a developed system of non-governmental organizations, the principles of open accountability and controllability of government, and the absence of corrupt interaction between business and government.

The need for state regulation of the agro-industrial complex is associated with the peculiarities of agriculture, which do not allow to fully and equally participate in inter-industry competition. Agriculture depends on the soil and climatic conditions, has a pronounced seasonal nature of production, technologically it lags behind other sectors of the national economy.

MAINPART

Предпринимательская деятельность должна выполнять три основные функции: экономическую, инновационную и социальную. В развитых государствах примерно 70% всех

предпринимательских структур приходится на сферу среднего и малого бизнеса, но, в то же время, подавляющая часть ВВП и национального дохода страны производится крупными компаниями

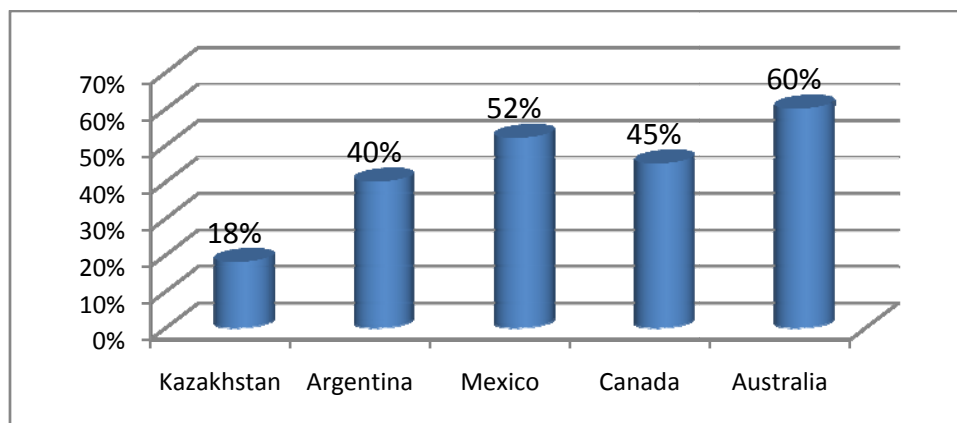


Figure 1 - GDP and national income accounts for the sphere of medium and small businesses, different countries and Kazakhstan

Today in Kazakhstan, SMEs contribute 18% to GDP, which is much lower than in Argentina - 40%, Mexico - 52%, Canada - 45% and Australia - 60%. Another problem is industry imbalance, i.e. A large percentage of SMEs in Kazakhstan are low-value-added enterprises, which, according to the Statistics Agency of Kazakhstan, provided approximately 18% of employment, and only 13% of output in 2018. At the same time, the added value of retail SME enterprises is about half of the amount provided by professional services, 1/3 of manufacturing industries and 1/6 of transportation and storage. This implies that the overall economy will benefit significantly if the share of higher value-added SMEs increases.

The effective development of entrepreneurial activity depends on the influence of the external and internal environment. The analysis of external (international, political, economic, legal, environmental, technological, social, market) and internal (consumers, suppliers, competitors) factors is necessary for the development and implementation of a balanced state regulatory policy that must meet the interests of small and medium-sized businesses and promote growth degree of economic freedom of business

the problem that hinders the growth of the entrepreneurial innovation activity is dependence on the suppliers of the production lines of a particular product. Suppliers of equipment necessary for the production of a new product oblige an entrepreneur to purchase raw materials and related materials only from certain domestic or foreign manufacturers. An entrepreneur who does not possess sufficient information and knowledge, as a result, cannot find the right solution to the problem that has arisen. To address these issues, it is necessary to develop programs for the joint work of domestic scientists and commodity producers. Thus, to restore and strengthen the relationship between the developers, which include research institutes, experimental laboratories, universities and enterprises that will be engaged in the production of competitive products. Currently, Kazakhstan has earned the Damu Entrepreneurship Development Fund program on organizing Entrepreneurship Service Centers, on the basis of which businessmen have a unique opportunity to serve on the “one-stop shop” principle - to receive the necessary advice on government support measures, to issue documents for obtaining financial assistance. Also for the purpose of further growth of entrepreneurial activity, the Centers will be engaged in organizing forums, seminars, events to discuss business issues in various sectors of the economy. At the same time, courses on business basics will be held here. In developed countries, large corporations are engaged in the development and implementation of innovative products.

Starting from the development stage to the launch of a new product on the market, large companies annually finance hundreds of startups. This entire complex process requires mobile technological capacities, with the help of which developers can react to market changes without any serious consequences, thereby losing neither time nor money. As a result, the surviving new technologies are being introduced at the main facilities. In Kazakhstan, as part of the implementation of state programs, research institutes, universities, laboratories purchase expensive equipment, but this equipment is often

idle. Using international experience, in Kazakhstan it is necessary to create experimental bases, open type laboratories using modern production lines. National Agency for Technological Development, 8 regional technoparks, special economic zone “Park of innovative technologies”, science and technology holding “Parasat”, joint-stock company “KazAgroInnovation”, 4 design bureaus, 7 industry centers of innovations, 9 offices of commercialization, 4 domestic venture funds laid the skeleton of an innovation system in Kazakhstan. Over the past three and a half years in Kazakhstan, about 200 grants worth 9.5 billion tenge were allocated to innovators in Kazakhstan. More than 100 projects received state support through a program of technological business incubation. Thanks to the work of the design offices, 100 product items have been mastered, and 18 of them are already being produced. Now domestic products are exported to 110 countries.

At present, concessions in foreign economic practice are the most common form of public-private partnership. This is due to the use of complex market mechanisms for attracting extra-budgetary investment resources in the development of the public sector of the economy.

The urgency of enhancing the implementation of concession agreements in a number of sectors of the economy of Russia, Ukraine and other CIS countries is due to the acute shortage of budgetary financial resources, insufficient state allocations for the renewal and modernization of fixed production assets, the need to attract long-term investments to improve the use of state and municipal property. Under a concession agreement, one party (the concessionaire) undertakes to create and (or) reconstruct the property defined by this agreement (the object of the concession agreement), the ownership of which belongs to or will belong to the other party (concessor), at its own expense concession agreement, and the concedent undertakes to grant the concessionaire, for the term established by this agreement, the right of ownership and use of the object of the concession agreement to achieve the goal. In its general form, the term “concession” means the assignment by state or municipal authorities of their property rights for certain types of activities to non-state companies for a fixed period of time according to agreed terms set forth in the concession agreement. The parties to the concession agreement are the concessor - the state, on behalf and on whose behalf those or other agencies, state companies or municipal bodies act, and the concessionaire - a private legal entity who receives the relevant ones from the concessor.

In order to achieve fundamental improvement and sustainable development of the agrarian sector of the economy, it is necessary to rethink some theoretical concepts and methodological approaches to the development of a system of relations in the agrarian sector in relation to the conditions of the Republic of Kazakhstan.

The solution of each problem in the new economic conditions requires a systematic approach and taking into account the specifics of the economic development of the country. This equally applies to the solution of credit issues in the agricultural sector of the economy of Kazakhstan. It is necessary to determine the national features of economic development, the state of modern production, social, institutional infrastructure, since their level of development will affect the competitiveness of products in the future compared to products of other countries of the world community, that is, it is necessary to determine ways of qualitative change in the distribution factor of GDP within Kazakhstan.

The tasks of raising the agrarian economy should be considered systemically from several sides: economic, social and environmental. Improving the competitiveness of the agricultural sector of Kazakhstan to ensure its food security should be considered in conjunction with the development of social processes and an increase in loans to this area. Investments are necessary to improve the social development of the society; therefore, Kazakhstan needs a serious restructuring in the field of social and economic relations. However, the theoretical and methodological database of problems in our republic has not yet been sufficiently studied. The use of effective lending mechanisms in the agricultural sector contributes to solving the problem of financial support for agricultural producers. The objective need for credit support for agriculture is due to a number of reasons, chief among which are the peculiarities of agricultural production, the inequality in trade with industry, the need to overcome negative trends in the development of the industry.

In addition to system-wide problems, there are constraints on the pace of innovative development of the agro-industrial complex, such as:

- the lack of scientific organizations with modern scientific and logistical infrastructure. Today, the main part of buildings and structures (71.1%) has been in operation for over 30 years and 22.1% - for over 20 years, 71.4% of all available agricultural equipment is to be written off;
- limited financial resources for research and development work (the amount of funds allocated does not exceed 0.2% of gross agricultural output (2009), while in countries with developed agriculture this figure is from 1 to 4%);
- low level of entrepreneurial culture based on the use of new technological solutions and innovations, low innovative activity of agribusiness entities;
- low level of competitiveness of scientific products and technologies in the international scientific market. Due to the lack of financial resources, internships of young specialists in leading foreign scientific centers are poorly carried out, joint international research is not carried out, measures are not being implemented to attract leading foreign scientists;
- the lack of an effective mechanism for securing, motivating and socially supporting young scientific personnel in the domestic agrarian science, which led to a deterioration of the social status (decrease of the authority of scientists in society) of a scientist and a break in the continuity of generations of scientists;
 - low wages in agriculture;
 - lack of qualified personnel due to the lack of effective methods of forecasting the need for personnel, insufficient allocation of government orders for the training of agricultural personnel and a low level of employment for graduates of agricultural and veterinary specialties (16-30% of the number of graduates of higher education). Also, a shortage of personnel is observed in those areas where there are no schools for technical and vocational education;
 - the lack of social support measures for young professionals, stimulating their consolidation in the countryside;
 - undeveloped social engineering infrastructure of the village as a whole, including the organization of cultural leisure;
 - weak interaction of agricultural enterprises and universities and colleges, as well as a lack of awareness of graduates of universities and colleges about the availability of vacancies in enterprises.

The country's agro-industrial complex includes about 65 sectors and sub-sectors. In order to specify measures in the most promising areas and enhance regional specialization based on a detailed analysis of the sectors and subsectors of the agro-industrial complex, 15 promising competitive sectors were selected (production, export of grain and deep processing products, production and export of meat and meat products, poultry farming, production and processing of oilseeds, production and processing of fruits and vegetables, the production of milk and dairy products, the production of white sugar and from sugar beet, production and export of wool and products of its deep processing, development of aquaculture and processing of fish products, production and processing of pork, development of horse breeding in meat and dairy areas, with further production of finished products, development of camel breeding and its processing, development maral breeding to meet the needs of pharmacy, the development of beekeeping to meet the domestic needs of the population and pharmacy, production and processing of cotton).

CONCLUSION

Innovative development of the agro-industrial complex means its qualitative transformation achieved through the growth of the productive forces while simultaneously improving the organizational and economic mechanism of agriculture, the industries interacting with it, and the agro-industrial complex as a whole. It is ensured by the ever-expanding use of more advanced technologies for the production and processing of agricultural products, improved varieties of agricultural crops and animal breeds, new machines, progressive organizational and economic models, modern information technologies and other innovations.

Consequently, one of the main tasks of the supporting blocks of the innovation system of the agro-industrial complex is the creation of favorable conditions for the formation of an innovation fund and their development in production while smoothing the existing differences between the results obtained in production and the potential of scientific and technical developments. This refers to both the quantitative

set of innovations that are available and accessible to consumers, as well as their ability to improve production, economic and other indicators of agro-industrial activity.

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ҚАЗАҚСТАНДАҒЫ КӘСІПКЕРЛІК АГРАРЛЫҚ САЛАДА ДАМУЫ ЖӘНЕ МӘСЕЛЕЛЕРІ

Аннотация. Ауыл кәсіпкерлігі көптеген елдердегі зерттеушілердің, кеңесшілердің және саясаткерлердің қызығушылығын тудырады. Жоғары қосылған құнды өсіру, жоғары технологияларды пайдалану, халықтың жұмыспен қамтылуын қамтамасыз ете отырып, кәсіпкерлік көптеген елдерде экономикалық дамудың табиғи қозғалтқышы болып табылады.

Агроөнеркәсіптік кешенді дамыту барлық аспектілерде ресурстарды (қаржылық және білім мен дағдыларды) талап етеді, бұл көбінесе болашақ кәсіпкердің мүмкіншіліктерінен асып түседі. Кәсіпкерлік компаниялар пайда болуы мен жұмыс істеуінің нәтижесінде жалпы технологиялық инновациялар, ұйымдастырушылық инновациялар және аграрлық сектордағы шағын бизнестің өсуі байқалды. Кәсіпкерлікке деген қызығушылық бүгінгі күні әлеуметтік және экономикалық артықшылықтармен түсіндіріледі. Макро деңгейде олар экономикалық дағдарысты енсеру, жұмыссыздық және жаңа жұмыс орындарын құру секторының өсуімен байланысты. Микро деңгейде кәсіпкерліктің үлесі инновациялық өзгерістерге, шығармашылық көріністерге, ресурстарды пайдалануға, ұйымның жаңа формаларын ұтымды пайдалануға, жаңа бизнес-мүмкіндіктерді, жаңа өнімдерді / қызметтерді идентификациялау және пайдалану болып табылады. Кәсіпкерлік ұйымның жетілдірілуі немесе жаңа технологияларды енгізу нәтижесінде өнімділікті арттыру факторы болуы мүмкін.

Түйін сөздер: ауыл шаруашылығы, кәсіпкерлік, тұрақты даму, инновациялар, даму.

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ПРОБЛЕМЫ И СТРАТЕГИЯ РАЗВИТИЯ АГРАРНОГО ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ

Аннотация. Предпринимательство в сельской местности является предметом растущего интереса со стороны исследователей, консультантов, «политиков» во многих странах. Производя высокую добавленную стоимость, ориентируясь на рост, используя высокие технологии, обеспечивая занятость части населения, предприниматели выступают в качестве естественного двигателя экономического развития во многих странах.

Для развития агропредпринимательства во всех аспектах необходимы ресурсы (как финансовые, так и знания и навыки), которые в большинстве случаев выходят за рамки возможностей будущего предпринимателя. В результате появления и функционирования предпринимательских компаний наблюдались общие технологические инновации, организационные инновации и рост малого бизнеса в аграрном секторе. Несомненный интерес к предпринимательству сегодня объясняется социально-экономическими преимуществами. На макроуровне они связаны с ростом сектора в преодолении экономического кризиса, безработицей и созданием новых рабочих мест. На микроуровне вклад предпринимательства заключается в инновационных изменениях, проявлениях творчества, использовании ресурсов, рациональном использовании новых форм организации, выявлении и использовании новых возможностей для бизнеса, новых продуктов / услуг. Предпринимательство может быть фактором повышения производительности труда в результате улучшения организации или внедрения новых технологий.

Ключевые слова: сельское хозяйство, предпринимательство, устойчивое развитие, инновации, развитие.

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maira.69@mail.ru**FOREIGN EXPERIENCE OF DEVELOPMENT OF INNOVATIVE
POTENTIAL OF SMALL AND MEDIUM ENTREPRENEURSHIP**

Abstract. The authors of the article reveal the features of the development of small and medium-sized innovative entrepreneurship in foreign countries, such as the United States, China and the countries of the European Union. The formation of an institutional framework for supporting small and medium-sized businesses is presented, which is a prerequisite for shifting the modern economy to the innovative path of development of Kazakhstan. It was also proposed to use the best practices of foreign countries for implementation in Kazakhstan's practice in order to ensure the effective functioning and development of small and medium-sized companies. In the conditions of globalization of market relations, the role of scientific and technological progress (NTP) in ensuring the competitiveness of national economies is constantly increasing, therefore, the accelerated development and support of the innovation sphere of activity becomes of strategic importance. Only timely funding, combined with effective management, followed by first-class technical advice, provide certain opportunities for the most promising innovative projects.

Keywords: innovation, potential, small and medium business, entrepreneurship, development, foreign experience.

INTRODUCTION

Innovation refers to the process from the emergence and development of the initial idea to the creation of new products, services and technologies or their improvement with the provision of legal copyright protection, followed by the creation of a prototype or model confirming their practical feasibility. Further transition to industrial output demanded by the market and obtaining the expected profit from the sale of these products is called the process of commercialization of innovations. Timely financing, combined with effective management, accompanied by first-class technical advice, provide certain opportunities for the most promising innovative projects and high-tech developments that require several years of hard work for successful commercialization, which ensures satisfaction of market demand in a single scientific and reproduction cycle. The continuity and consistency of these activities depends on the level of integration of science, education, production and the market. The success of innovation activity depends on the general economic situation in the country and the state scientific and technical strategy, on full-fledged resource support, market conditions, professionalism of specialists and effective management. The innovation process is carried out in the following stages: searching for ideas for new products and services; preliminary selection of the most promising ideas; investor search; conducting research and development and development of a new product or service; copyright protection; production of a product or service; checking their competitiveness; promotion of new products or services to the markets. Only the presence of a developed innovation infrastructure ensures the effective implementation of all stages of the innovation process up to the successful commercialization of research.

MAINPART

World experience suggests that the dominant position of big business in innovation processes does not lead to the disappearance of medium and small enterprises and does not even entail a decrease in their significance. So, American companies with less than 1,000 employees develop 17 times more large-scale

technical innovations than firms with more than 10,000 employees. A special place in developed countries is occupied by R & D, which is represented by four main institutional sectors: public, private, "non-commercial" (research institutions and organizations that have virtually no profits and therefore are exempt from paying taxes) and universities. In developed countries, the duration of the innovation process is 5–6 years, while in medium-developed and developing countries it is 15–25 years.

One of the most important areas in the US economy is the intensification of innovation activities with the aim of creating a scientific and technical basis for the comprehensive development of the country in the twenty-first century. One of the main drivers of technical progress are enterprises in the SME sector, the innovative activity of which is confirmed by the fact that the number of innovations per researcher is 4 times higher than in large organizations. At the same time, the number of innovations per dollar of research and development costs in the SME sector is 24 times higher than the similar indicator for large enterprises. In addition, the innovation activity of specialists engaged in small business, expressed in the relative number of patents granted per employee, is almost 16 times higher than the similar indicator for large enterprises. It should be noted that small enterprises, having limited resource capabilities, are highly active in the innovation sphere of activity, which is associated with high risks. In order to provide favorable conditions for the success of innovative SMEs, the US Government in 1982 adopted a federal law. "On the development of innovation in small business" with subsequent changes from 1992, the main objectives of which are:

1. Stimulating technological innovation;
2. Using the potential of SMEs for the implementation of federal orders for R & D;
3. Assistance in attracting talented people to engage in technological innovation;
4. Assistance to the private sector in the commercialization of scientific and technological achievements, according to the results of R & D performed under federal orders;
5. Involving small businesses in the qualification list of US firms operating in the innovation sphere to meet national needs for special research and development.

As part of this law, a number of national programs funded from the state budget were developed, which provided innovative SMEs and inventors with ample opportunities to implement their developments. To stimulate innovation in various enterprises, US law provides for the exclusion of many expenses from taxation (acquisition of documentation, equipment, production of prototypes, testing, payment of patent services, etc.).

In order to meet the national need for special research and development, as well as to ensure more successful activity of innovative enterprises engaged in research and development (hereinafter R & D), the United States implements a set of various-scale scientific and technical programs. Among the most effective federal-scale events are programs such as The Small Business Innovation Research (SBIR) and the Small Business Technology Transfer Program (STTR). Both of these programs are coordinated by the Technology Department of the Small Business Administration (hereinafter referred to as AMB).

The SBIR program serves to attract innovative small business ideas to solve scientific and technical problems on the subject of the 10 largest federal ministries and national agencies. Among them: the Ministry of Agriculture; Ministry of Commerce; Defense Department; Ministry of Education; Department of Energy; Ministry of Health and Public Services; Ministry of transportation; Environmental Protection Agency; National Aeronautics and Space Administration; National Science Foundation and Atomic Energy Commission. Each of these organizations can subsidize more than \$ 100 million to carry out R & D by small enterprises. These organizations, being members of SBIR, determine the size and types of financial support for future developers themselves and prepare thematic R & D plans, assess the viability of entrepreneurial proposals and hold competitions for the distribution of subsidies, grants or contracts. SBIR is a competitive program for financing the innovation activities of SMEs related to research and development of scientific and technical problems of national importance and with significant commercial potential. The process of implementing the work on SBIR topics, as well as the size of financial support, are based on the qualification assessment of a small enterprise, the originality of the innovation proposal, its industrial merit and commercial prospects.

Small businesses applying for participation in the SBIR program must meet the following hard criteria:

- The company must be private, commercial, owned by a US citizen and be independent in its management.

- The company must be profitable.
- Professional researchers, developers and analysts should work at the enterprise, their number can reach 2/3 of the total number of employees.
- The number of employees should not exceed 500 employees.

Another effective mechanism for financing innovation activities of SMEs is the Small Business Investment Company (SBIC) program, which serves to provide SMEs with risk and investment capital during their launch, growth and subsequent expansion. This program is implemented and coordinated by the agency AMB and currently in the US there are over 400 investment companies - SBICs, which, using their own capital and attracting borrowed funds, make various types of investments in SMEs at acceptable rates based on the guarantee obligations of AMB. Considering the attraction of private investment, the total capital of this program will reach \$ 21 billion. Almost all SBICs are private commercial enterprises. They provide equity, long-term loans, bond issues, and also provide financial management services. The SBIC program is designed to finance all types of manufacturing and service enterprises. Many SBICs are focused on providing venture capital investments in innovative SMEs focused on R & D and the production of new products and services. This is due to the fact that investors proceed from confidence in the high growth potential of these enterprises. Thus, according to the National Association of Venture Capital USA (NVCA), under the SBIC program, risky investments have allowed the creation of more than 75,000 new jobs in SMEs with high-tech manufacturing. The most common type of financial support under the SBIC program is an investment of up to \$ 750 thousand (in some cases investments can be increased by 50-70%), for which the agency AMB can provide guarantees. Investments are granted for a period of up to 10 years to invest in the active part of funds (equipment, technology, etc.) and up to 25 years to invest in buildings and structures. The incentive for SBICs is the possibility of profit sharing in case of successful development and further flourishing of small enterprises.

Among the rather active mechanisms to promote the development of new technologies, including in innovative SMEs, the following two programs can be attributed.

Program: The Business Information Center (BIC) is aimed at supporting the activities of about 400 information centers that promote the use of the latest high-tech work methods in small business through the use of modern equipment, communication systems and software. These centers provide free counseling and training for start-ups and existing entrepreneurs by the "Service Corps of Retired Executives - SCORE" consultants and specialists from other partner and public organizations collaborating with the agency AMB.

• Program: "The Corps of Consultants from the Former Top Managers" (Service Corps of Retired Executives - SCORE) offers a system of free advice on technical, organizational and financial problems for start-ups and existing entrepreneurs at various stages of development of their enterprises. At the same time, counseling and practical coaching can be carried out directly in enterprises. The program has 11,500 voluntary consultants working with all SME support centers in various parts of the country. The implementation of this program ensures the transfer of the experience of highly qualified specialists to the younger generation of entrepreneurs, while at the same time contributing to the rapid development of new technologies in various fields of entrepreneurship. The activities of the SCORE consultants are partially funded from the budget of the agency AMB.

• At present, to ensure wide access to information on innovative developments in the field of small business, on the initiative of the Government and under the management of the US National Science Foundation, the Innovative Research of Small Business portal has been created. The portal provides on-line information on thematic plans of all the co-founders of the SBIR and STTR programs, as well as provides data on all research organizations in the country. In addition, the portal has a search site that allows users to find information about successfully completed R & D on a given topic.

It should be noted that in many developed and dynamically developing countries various methods of state stimulation of innovation activity in the SME sector are used. Here and a number of government programs of financing and technical support of innovative developments of SMEs on the subject of government organizations. In addition, there are many legislative, financial, tax and property levers at the state and regional levels that contribute to the development of innovation in all areas of business. In world practice, the following main forms of stimulating the innovation activities of small and medium-sized enterprises have emerged:

- Government programs of financial and technical support for innovative companies that carry out R & D on governmental organizations (USA, Japan, Great Britain, India, China and other countries);
- Direct financing (subsidies, loans), which reach 50% of the cost of creating new products and technologies (France, USA and others);
- Granting loans, including non-interest payments (Sweden); grants for 50% of the costs of innovation (Germany);
- Targeted grants for research and development (in almost all developed countries);
- Creation of innovation introduction funds taking into account possible commercial risk (England, Germany, France, Switzerland, the Netherlands);
- Reduction of state duties for individual inventors and the provision of tax benefits to them (Austria, Germany, USA, Japan, etc.), as well as the creation of a special infrastructure for their support and economic insurance (Japan);
- Postponement of payment of duties or exemption from them, if the invention concerns energy conservation (Austria);
- Free services of patent attorneys at the request of individual inventors, exemption from fees (Netherlands, Germany, Japan, India);
- Tax relief for enterprises operating in the innovation sphere, incl. Exemption from taxation of R & D costs, preferential taxation of universities and research institutes (USA, UK, India, China, Japan);
- Legislative protection of intellectual property and copyright (in all developed countries);
- Government programs for risk reduction and risk reimbursement (USA, Japan);
- Creation of a wide network of venture capital funds used for the implementation of innovative projects by SMEs (in all developed and developing countries);
- Creation of a network of science parks, business incubators and technology development zones (in all developed and developing countries);
- Creation of powerful state organizations (corporations, agencies) providing comprehensive scientific, technical, financial and industrial support for innovative SMEs (USA, Japan, India, China and other countries);
- Information retrieval specialized sites on advanced technologies and

In world practice, such structures are combined into national and international innovation networks, for example, the European Network of Business Innovation Centers (The European Business & Innovation Centers Network -EBN), which supports and develops innovation activities in small and medium-sized businesses in the European Union . As a non-profit organization, EBN was founded in 1984 on the initiative of the European Commission and now unites 160 Business Innovation Centers (B.I.C.s.) and 70 associate members. Within the framework of EBN, incubators, technology parks, innovation and technology centers, research institutes, information systems (Euro Info Centers - EIC), Technology Transfer Centers (Innovation Relay Centers - IRC) and other organizations are actively interacting.

CONCLUSION

In addition, in many countries, government contracts from various organizations for R & D are one of the most important financial instruments supporting innovative SMEs. Such contracts involve careful coordination of all the main characteristics of the expected result, deadlines and the necessary costs of execution. Usually the price is fixed before the start of work, and the final calculation is carried out after their completion. Subsidies and subventions are usually provided to support radical and risky projects implemented by innovative SMEs on the register of enterprises with experience in complex R & D.

In conclusion, it should be noted that the creation of an effective national infrastructure to support innovation activity is one of the most important conditions for the further scientific, technical and economic development of our country. In a word, the innovative component of the country's development strategy, special emphasis on scientific foundations, research centers and technology parks, give a powerful impetus to the innovative development of the country. Measures taken at the state level create all the conditions for the implementation of the Kazakhstan Development Strategy until 2020, where the main goal is to increase innovation-active enterprises from 4 to 20 percent, which will make it possible to rank among the 30 most competitive countries in the world.

М.Х. Абенова

Қазақ еңбек және әлеуметтік қатынастар академиясы

ШАҒЫН ЖӘНЕ ОРТА КӘСІПкерліктің инновациялық Әлеуетін дамытудың шетелдік тәжірибесі

Аннотация. Мақалада авторлар АҚШ, Қытай және Еуропалық Одақ елдері сияқты шет елдерде шағын және орта инновациялық кәсіпкерлікті дамыту ерекшеліктерін ашты. Шағын және орта кәсіпкерлікті қолдау үшін институционалдық негіз қалыптастыру ұсынылған, бұл қазіргі заманғы экономиканы ҚР дамуының инновациялық жолына көшірудің қажетті шарты болып табылады. Сондай-ақ, шағын және орта компаниялардың тиімді жұмыс істеуі мен дамуын қамтамасыз ету мақсатында қазақстандық тәжірибеге енгізу үшін шет елдердің озық тәжірибесін пайдалану ұсынылды. Нарықтық қатынастардың жаһандануы жағдайында ұлттық экономикалардың бәсекеге қабілеттілігін қамтамасыз етудегі ғылыми-техникалық прогрестің (ҒТБ) ролі ұдайы өсуде, сондықтан қызметтің инновациялық саласын жедел дамыту және қолдау стратегиялық мәнге ие болады. Бірінші сыныпты техникалық кеңес берумен сүйемелденетін тиімді менеджментпен бірге уақтылы қаржыландыру ғана неғұрлым перспективалы инновациялық жобаларды жүзеге асыру үшін белгілі бір мүмкіндіктерді қамтамасыз етеді.

Түйін сөздер: инновациялар, әлеуетті, шағын және орта бизнес, кәсіпкерлік, даму, шетелдік тәжірибе.

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Казахская академия труда и социальных отношений

ЗАРУБЕЖНЫЙ ОПЫТ РАЗВИТИЯ ИННОВАЦИОННОГО ПОТЕНЦИАЛА МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация. Авторами в статье раскрыты особенности развития малого и среднего инновационного предпринимательства в зарубежных странах, таких как США, Китая и стран Европейского союза. Представлено формирование институциональной основы для поддержки малого и среднего предпринимательства, что является необходимым условием перевода современной экономики на инновационный путь развития РК. Также предложено использовать передовой опыт зарубежных стран для внедрения в казахстанскую практику с целью обеспечения эффективного функционирования и развития малых и средних компаний. В условиях глобализации рыночных отношений, постоянно возрастает роль научно-технического прогресса (НТП) в обеспечении конкурентоспособности национальных экономик, поэтому ускоренное развитие и поддержка инновационной сферы деятельности приобретает стратегическое значение. Только своевременное финансирование в сочетании с эффективным менеджментом, сопровождаемым первоклассным техническим консультированием обеспечивают определённые возможности для осуществления наиболее перспективных инновационных проектов

Ключевые слова: инновации, потенциал, малый и средний бизнес, предпринимательство, развитие, зарубежный опыт.

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**INNOVATIONS IN THE ECONOMY: DEVELOPMENT
METHODOLOGIES OF KAZAKHSTAN**

Abstract. The relevance of the research topic is also due to the fact that innovations in the modern economy are a powerful factor in the growth of its competitiveness. Today, competitiveness is one of the most influential concepts in economics and politics, as it contributes to the development of socially responsible business for the benefit of the prosperity of every nation and the whole world. The whole world is becoming the arena of the activities of large corporations, the international division of labor is deepening, the volumes, dynamics and significance of foreign trade and international economic relations are multiplying. The path of innovative development of Kazakhstan has already been defined and has its own directions and guidelines. The contours of the national model of innovative development of Kazakhstan are formalized as a high-tech model of the economy based on human capital. The authors presented the problems of the development of innovative Kazakhstan and suggested ways to solve them.

Keywords: innovation, economics, competitiveness, science, education, internet, technology.

INTRODUCTION

Currently, innovation is an active part of all spheres of society. It is impossible to imagine the modern world without innovations that have already been realized and become habitual, and without future ones that contribute to further evolution. Most scholars agree that innovation has become the main driving force of economic and social development. Innovation activity has led the world community to a new, higher stage of development. The concept of "innovation" is used almost everywhere, is the topic of conversations both at the household and at the professional level, including at the level of heads of state, international organizations, etc. Innovation can be understood as the end result of innovation, embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practical activity, a new approach to social problems.

The need for a transition to an innovative economy capable, on the one hand, of ensuring a sufficient variety of products produced in the country, and on the other, of reducing the dependence on imports of strategically important goods and technologies, has increased significantly due to the global financial crisis.

Innovative economy (knowledge economy, intellectual economy) is a type of economy based on the stream of innovations, on continuous technological improvement, on the production and export of high-tech products with very high added value and technologies themselves. It is assumed that in this case, basically the profit creates the intellect of innovators and scientists, the information sphere, and not material production (industrial economy) and not the concentration of finance (capital).

MAIN PART

World practice shows that innovation occupies a leading place in the economy of developed countries. They contribute to the growth of economic competitiveness, optimize the structure of the economy, save on the scale of production, diversify economic activities, attract external financial

resources in order to acquire market power and establish dominance in the development of leading sectors of the global economy.

There are positive changes in the structure of the information technology market. The software and services sector is growing faster than the hardware sales sector. Demand is growing from the side of not only large, but also medium-sized Russian companies.

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

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

Table 1 - The number of organizations using the Internet

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

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

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

Innovative development of any country is impossible without workers engaged in research and development, which create new knowledge. The more such workers in the total population of the country, the more actively innovations appear. Employees dedicate their main working time to scientific research, development, creation of new product samples, approbation of a new technology or management method. In order for economic development to become innovative, it is necessary that enterprises have ample opportunity to select products and technologies for implementation in production, which can be provided by a large number of professional researchers.

In solving the problems of staffing the innovation development of the economy, the role of the lower echelon stands out, i.e. enterprises, organizations. It is here, in the daily labor process, with the use of certain mechanisms of stimulation and motivation, the creative attitude of the masses of workers to their work, the use of all factors of production. This means that in modern production there functions not only labor in its classical sense, i.e. a set of physical and spiritual abilities, knowledge and skills (abilities) characteristic of a particular profession, specialty; for a new economy, many personal qualities of a person

are important: dedication to the cause, which deals with, integrity and honesty, a conscious, creative attitude to work, interest in overall success, mutual assistance and goodwill in relationships with work colleagues and much more. The factor of economic development becomes a man of labor with all his personal qualities. Among them, an important place is occupied by innovative abilities that are of a pronounced personal character. For the active implementation and development of innovative areas in the economy of the country and its subjects, it is necessary to create conditions for creating a favorable environment for attracting private investment in innovative activities. To do this, at the legislative level, it is necessary to provide for preferences to business entities involved in innovation activities, including preferential loans, the use of collateral, and the leasing of expensive equipment. Legislative consolidation of all tax revenues from the activities of small and medium-sized businesses to the local budget on a long-term basis can be a concrete step in this direction. Only such an approach can stimulate the introduction and development of innovative directions in the economy and attract additional investment flows into the social and business infrastructure of education.

Sources of financing for innovation can be the state, enterprises, financial-industrial groups, small innovative business, investment and innovation funds, local governments, private individuals, and others. They all participate in the economic process and in one way or another contribute to the development of innovation. Principles of financing should be focused on the multiplicity of sources of financing to assume the rapid and effective implementation of innovations in the production and economic activities of enterprises.

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One of the most important issues arising when considering the sources of financing innovation, is the principle of the distribution of investment between the center and the regions and within the regions.

It is in the regions that most of the innovation programs are implemented, but not all of them are able to independently cover the costs associated with innovation activities. It is also necessary to take into account the sharp differentiation of regions in terms of the investment situation.

Now the Development Institutes play the role of the “locomotive” of the innovative development of Kazakhstan, the implementation of the restructuring of the economic system based on increasing the share of high-value-added production, increasing the level of innovativeness of traditional sectors of the economy, contributing to the competitiveness of the economy of Kazakhstan as a whole.

Table 2 - Competitive Potential of Kazakhstan and Other Countries

Indicators	Kazakhstan		Russia		USA		Swiss		Japan		average score for 133 countries
	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	
state of scientific potential											
Country research and training capabilities	4,0	68	4,0	69	6,0	3	5,8	7	5,5	13	4,1
The quality of mathematical and scientific education	3,9	72	4,7	42	4,5	48	4,8	36	4,9	25	4,0
Brain drain	3,3	61	3,5	53	6,0	1	5,2	7	4,8	20	3,5
Availability of scientists and engineers	4,0	74	4,4	48	5,6	5	5,6	3	5,9	20	4,1
Company development and research expenses	3,1	60	3,3	46	5,6	5	5,6	3	5,9	2	3,3

In this regard, it is crucial to involve consumers in the early stages of R & D, both by increasing the state budget financing of research and development of the private sector, and by increasing the costs of the private sector itself to conduct R & D. And here tax incentives play an important role. The need to create incentives and preferences for private capital, directed into the sphere of scientific and innovative activities, says a lot. Thus, the practice of foreign countries shows that the most effective measures are the inclusion of the costs of R & D of the private sector in the costs of production and sales of products.

To the factors constraining the active innovation development of Kazakhstan is a lack of business incubators, technology transfer centers, science parks. Now, with increased funding, innovative companies will find it easier to create innovative production. Strengthening intellectual property protection and improving the efficiency of public procurement could be an additional incentive to increase the number of innovative projects. The development of this process is carried out objectively by the policy pursued by the state to accelerate the development of the country due to the forced creation of an industrial innovation base.

To create an innovative climate, it is necessary to form the mechanism of economic stimulation. The economic mechanism in the innovation sphere is a set of organizational and economic forms and methods of managing the innovation sphere, an integral part of the national economy. Organizational forms should be understood as functional, sectoral and inter-territorial, inter-sectoral and national forms of organization of innovative activity.

It is necessary to intensify the innovation activity of enterprises using their tax instruments. Enterprises that produce new competitive equipment and use advanced technologies should apply preferential taxation of property (for example, they should be fully exempted from property tax in the first year of their activities, 50% in the second, 30% in the third, 20% in the fourth).

In addition to providing tax breaks, innovative enterprises and organizations should be stimulated through effective depreciation policies. The amortization fund for innovative reproduction serves as a financial source not only for recovery, but also for the expansion of fixed assets.

Thus, the transition of the economy to a new qualitative state determines the importance of activating innovation, solving the problems of forming the innovative potential of the country, allowing to reorganize the economy, accelerate the development of high-tech production, which should be the most important factor in ensuring conditions for economic growth and entry of Kazakhstan in the number of 30 developed countries of the world.

Summarizing, we can say that in general, Kazakhstan's innovation policy is increasingly becoming similar to the policies of the developed countries of the world.

CONCLUSION

Many elements of state policy, including in the budget and tax spheres, are not yet fully adjusted to stimulate innovative development of the country. The formation of conditions for the modernization of the economy and changes in the economic growth model has not been completed. The role of innovation in the economy is enormous. In the long term, without innovation, further economic growth along an intensive development path is impossible.

For Kazakhstan, in accordance with the world trend, the following areas will continue to be relevant: space, new energy, biotechnology, special chemistry, telecommunications and communications, where, by the way, Kazakhstan has good groundwork. In this regard, it is necessary to develop targeted programs for further development in these areas, which will help the domestic economy to obtain high returns based on the use of direct investments and the use of foreign trade, tax and other government regulatory tools that can ensure the production of new competitive products.

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ЭКОНОМИКАДАҒЫ ИННОВАЦИЯЛАР: ҚАЗАҚСТАННЫҢ ДАМУ ЖОЛДАРЫ

Аннотация. Зерттеу тақырыбының өзектілігі қазіргі заманғы экономикадағы инновациялар оның бәсекеге қабілеттілігін арттырудың маңызды факторы болып табылады. Бүгінде бәсекеге қабілеттілік

экономика мен саясаттың ең ықпалды тұжырымдамаларының бірі болып табылады, өйткені ол әрбір ұлт пен бүкіл әлемнің гүлденуі үшін әлеуметтік жауапты бизнестің дамуына ықпал етеді. Бүкіл әлем үлкен корпорациялар қызметінің аренасына айналып келеді, халықаралық еңбек бөлінісі тереңдей түсуде, сыртқы сауда және халықаралық экономикалық қатынастардың көлемдері, динамикасы мен маңызы көбеюде. Қазақстанның инновациялық даму жолдары анықталды және өз бағыттары мен басшылықтары бар. Қазақстанның инновациялық дамуының ұлттық моделінің контурлары адами капиталға негізделген экономиканың жоғары технологиялық моделі ретінде қалыптасады. Авторлар инновациялық Қазақстанның даму проблемаларын ұсынды және оларды шешу жолдарын ұсынды.

Түйін сөздер: инновация, экономика, бәсекеге қабілеттілік, ғылым, білім, интернет, технология.

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ИННОВАЦИИ В ЭКОНОМИКЕ: ПУТИ РАЗВИТИЯ КАЗАХСТАНА

Аннотация. Актуальность темы исследования так же обусловлена тем, что инновации в современной экономике являются мощным фактором роста ее конкурентоспособности. Сегодня конкурентоспособность - одна из самых влиятельных концепций в экономике и политике, поскольку способствует развитию социально-ответственного бизнеса во благо процветания каждой нации и всего мира. Весь мир становится ареной деятельности крупных корпораций, углубляется международное разделение труда, многократно возрастают объемы, динамика и значение внешней торговли и международных экономических отношений. Путь инновационного развития Казахстана уже определен и имеет свои направления и ориентиры. Контур национальной модели инновационного развития Казахстана формализуются в виде наукоемкой модели экономики с опорой на человеческий капитал. Авторами представлены проблемы развития инновационного Казахстана и предложены пути их решения.

Ключевые слова: инновации, экономика, конкурентоспособность, наука, образование, интернет, технологии.

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baytanaev@mail.ru, aza.kz.85@mail.ru, toliktommy@gmail.com**“WATCHTOWERS” OF ISPIDZHAB**

Abstract: The purpose of this work is to study monuments like Karaultobe of Ispidzhab historical and cultural district. The paper presents preliminary results of exploration and excavation archaeological works. Methods of ground and aerial reconnaissance of monuments, as well as overture of some Karaultobe were used for the survey of monuments. During the excavation, stratigraphic shafts and excavations were used. The works were carried out in the middle reaches of the Arys River valley and in the foothills of Karatau of Turkestan region of the Republic of Kazakhstan. The research objects were monuments in the form of complexes of defensive structures of Ispidzhab historical and cultural district. Stratigraphic data obtained from the study of all objects showed that they are artificially built embankments with different sizes. It was found that in some cases, the mound embankment was re-used as a signal point by reinforcing the embankment.

Key words: Karaultobe, stratigraphy, layers, exploration works, excavation works, the Middle Ages, archaeology, typology.

Introduction

In 2018, an archaeological study of monuments like Karaultobe began in Ispidzhab historical and cultural district. The field studies of Karaultobe in the south of Kazakhstan were carried out earlier. But until recently, the field works were limited to fixation of the monument and collection of single artifacts.

Researchers of historical topography of South Kazakhstan have always paid attention to the high single hills, which are called “Karaultobe” by the people. Such structures are associated with nearby cities and were part of urban planning and, of course, fortifications.

The first milestone in the study of Karaultobe was the activity of Turkestan circle of archaeology amateurs. One of the Karaultobe mounds, located 2 km east of Koltogan village, on the edge of the left above floodplain terrace of the Arys River, not far from the group of mounds of Borizhary burial mound, was first examined by N.P. Ostroumov. Here in 1893, during installation of a topographical mark, an earthen vessel covered with a metal cap was discovered, in which there was a hoard of coins and ornaments [1, p. 118-137]. The coins had the coinage of Otrar, as well as the coinage of other cities – Taraz, Almalyk, Kenzhid, Samarkand, Khodzhen, Bukhara, Shash and others [2, p. 53-54]. This monument is listed in the code of historical and cultural monuments of South Kazakhstan like the Karaultobe mound, and it is noted that the hill dominating the valley of the Arys River served as a signal point in the late medieval period [3, p. 103, No. 143].

Some of the currently known Karaultobe in the territory of the south of Kazakhstan were recorded during compilation of the code of monuments. One of the potential Karaultobe was described in the compilation of the code of monuments of South Kazakhstan region in the complex with the Ordabasy burial mound, located on the edge of one of the hilly-like remnants of the left above flood-plain terrace of the Badam River. This mound was the largest among the chain of mounds, which dominated over the surrounding area, and it is noted that in the XVIII-XIX centuries it was used as an assembly point and a signal hill [3, p. 97, No. 117]. The next monument in the code of monuments of South Kazakhstan region is interpreted as a “mound”, located 2.5 km south-west of Chubarovka village, not far from the plain flood of the Arys River, along Shymkent-Temirlanovka road. Moreover, the monument is dated by the Saka

time and it is possible that at a later time the embankment with impressive sizes could be used as a signal place [3, p. 114, No. 173].

In 2007, in the study of a mound, located in Shymkent city at the intersection of Ryskulov-Kunayev streets, it was assumed that a burial structure was located under the embankment of this object. However, stratigraphic studies on the monument showed that in the Middle Ages it was used as a defensive watchtower. On pre-revolutionary maps, this object is designated as “Karaultobe”. The embankment of the hill consisted of layers with packed soil and coat. A massive clay platform was built in the upper part. From the top of this hill all the districts were clearly visible, especially Shymkent hillfort. It can be assumed that a tower-like structure was erected on the top of Karaultobe; it was for this purpose that such a powerful platform was required at the base [4, p. 174-176].

In summer of 2008, an archaeological expedition carried out stratigraphic studies of Karaultobe, located 4 km north-east of Sairam village, on the high bluff shore of the Tassay. The monument was a very swollen conic hillock of a regular shape. The diameter of the monument at the foot is about 70 m and its height is about 6 m. According to the data obtained, the time of its operation dates back to the Middle Ages – X-XI centuries. The hill served as an observation tower and together with other Karaultobe defended the oasis from external enemies [5, p. 124-128].

In 2011, a monument like Karaultobe was studied 40 km north-east of Shymkent. It is an artificial embankment with a height of 8 m and a diameter of 100 m at the base, erected at a dominant height, from which adjacent territories are well visible. In addition to traces of burning, underground labyrinths inside Karaultobe were found on the upper surface of the monument. Due to the absence of finds, the monument is tentatively dated to the time of the rise of urban culture under the auspices of the Samanid and Karakhanid dynasties [6, p. 94-98].

Historically it is known that during the penetration of Islam and the conquest of these lands, some urban centers were surrounded by long walls. Al-Belazuri claimed that Nuh ibn Asad surrounded Ispidzhab with suburbs with a long wall in the IX century [7, p. 176]. In the text of Al-Belazuri, the emphasis was placed on the fact that Nuh ibn Asad built a wall around the city, surrounded crops and vineyards. After the punitive campaign against the Turks, Nuh ibn Asad was forced to build a border fortress, which was the city of Ispidzhab. According to the Arab geographers, Ispidzhab becomes a great border fortress and a place of war for the faith [7, p. 187]. Later authors emphasize the power and inaccessibility of Sairam in their writings. During the internal struggle of the Sheibanids between Abdallah Khan II and Baba Sultan, Hafiz Tynysh, who accompanied Abdallah Khan on a campaign on Sairam, writes: “Sairam, which is written in historical essays Ispidzhab, was a fortress, fortified to such an extent that the idea was powerless to afford to conquer it ...” [8, p. 252-257].

To begin with, it is necessary to refer to the meaning of this term. The word “Karaultobe” has a complex composition – “karaul” and “tobe”. The word “karaul” has Turkic roots and is often used in everyday life. In the modern sense, the word “karaul” has a broad meaning. “Karaul is an armed unit assigned to protect and defend military and government facilities or to give military honors” [9, p. 544]. The literal translation of the word “karaul” is “guard”. The word “tobe” is used in modern Kazakh language both in everyday and in scientific speech and means “peak” or “hill”. Hence the name “Karaultobe” – guard hill.

Structures like Karaultobe were assigned the role of guard structures, which were located along the oasis within sight of the city and neighboring elevations. Along with long embankments, high walls, as is observed in a number of monuments of South Kazakhstan, these objects were an integral part of the defense. The appearance of such defense systems is traditionally associated with the Arab conquests. It was during this period that a new type of city was formed with new elements of fortification, which existed all stages of the Middle Ages [10, p. 143-162].

To protect cities outside a city in the medieval period, according to V.A. Lavrov, three types of defensive structures were used: ribats with a small garrison from local population, which were strengthened by walls, caravanserais with buildings along the walls, and hisnah that protected approaches to a city [11, p. 79]. A.N. Bernshtam, based on the data of the Arab geographers, gives definition of hisnah, as structures that differ little from tepe – castles, only having large sizes and adjoining fortified platforms [12, p. 39]. In the works of medieval Arab geographers and in the fundamental works of the last century there is no definition of a detached guard structure. There are some mentions to the early medieval

Karaultobe (Karaultepa) by V.A. Nielsen, but he does not provide a description of the structure, says only about the purpose of the settlement – the guard character [13, p. 111]. From this, it is possible to conclude that the name Karaultobe has a local meaning for Turkestan region, since there are no similar names for medieval monuments in other places.

Methods

One of the most important tasks of the Karaultobe study in the field season of 2018 was search and fixation of archaeological objects of this type in the foothills of Karatau and the valley of the Arys River. The archaeological exploration was carried out by visual inspection of the area, preliminary study of cartographic material, in some cases based on the survey data, as some of them are called “Karaultobe” by the people. The method of natural identification of similar hills was used by inspecting the horizon from the top of one of Karaultobe, since the next hill was to be viewed from this position. Thus, in the process of the archaeological exploration, potential Karaultobe hills were identified with subsequent fixation of the exact location relative to the terrain.

Main part

The archaeological exploration was carried out on the left and right banks of the Arys River, in the foothills of Karatau, covering its eastern and western slopes. The areas of medieval and early medieval hillforts, such as hillfort Khankurgan, Bala-Bugun, Babaata, Syrgesaldytobe, Zhuantobe, Karaspantobe, etc., were investigated. A total of 29 objects were identified (Figure 1). The guard patrol points concentrated around Babaata hillfort, which had an individual defense system, were separated into a separate complex.

To determine the structure and typology of Karaultobe, exploratory excavations were made. The field works were concentrated on Karaultobe Akkoily-1 and 2, on Karaultobe Kumyshbulak, located on the left bank of the Arys River, in the area of Burgendy stow along the small river Kumyshbulak of spring supply, on Karaultobe Madani-1 and 2, located on the right bank of the Arys River. The stratigraphic studies were carried out at all objects. At Karaultobe Akkoily-1 and 2, the upper site was studied by laying the excavation with fixing the horizon by sectors.

Karaultobe Akkoily-1 with its parameters rises above the terrain. This object is the base Karaultobe. Its diameter at the base, as noted above, is 60-70 m, at the surface is about 15 m, and its height reaches 6 m. The steepest slope is the northeastern, the southwestern and southeastern parts are smooth. The embankment of the hill is disturbed in some places by late holes. The study of the profiles of the stratigraphic shaft-1, arranged on Karaultobe Akkoily-1, showed that the hill has an artificially created structure of simultaneously constructed layers, which is typical of this kind of monuments (Figure 2). The comparative analysis of the results of works with the studied hills, such as Karaultobe Sairam and Shymkent, shows that when these hills were erected, a foundation was prepared, representing separate layers, between which there was a rather dense, packed layer. Alternating these layers, a certain height was achieved.

The guard Karaultobe Akkoily-2 is located 4.5 km south of the base Karaultobe Akkoily-1. As mentioned above, the diameter at the base is 50 m, at the surface is about 10 m. The height is 3.5 m. The steepest slope is the northeast. As the profiles of the shaft-2 have shown, under the loose creeps with a thickness of up to 70 cm there is a filled soil with a corresponding tamper down to the level of the IV tier. The filled soil was a separate layers of dark brown color, between which there is a layer of tamped clay.

By the lower layers it can be judged that the surface was previously leveled. From the ceramic fragments of the early period, it is clear that a burial was located under the hill. Later in the medieval period, the hill was rebuilt by strengthening the embankments of the mound and it was used as a guard point. Judging by the height and relatively small diameter of the object, these hills could be used as intermediate guard points, which were located between the main base patrol towers. At the base of this object there is a burial mound, as is observed in some Karaultobe of Ispidzhab.

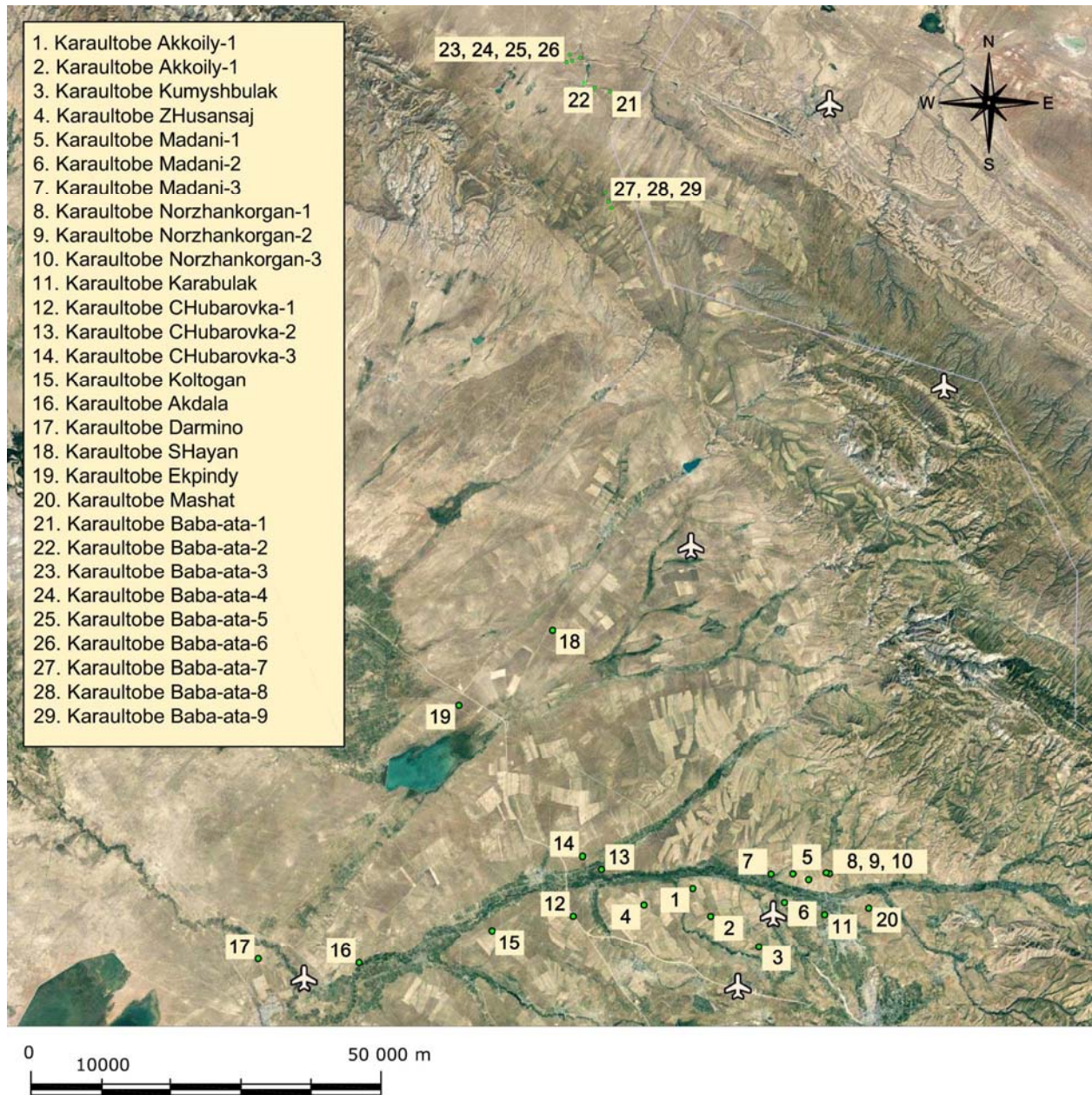


Figure 1 – Map and a list of Karaultobe

The materials found during the excavations at Karaultobe Akkoily-1 and 2, at Karaultobe Kumyshbulak and Karaultobe Madani-1, gave reason to believe that the time of construction of these monuments is the medieval period.

The materials of Karaultobe Akkoily-1 are represented by a small amount of ceramics and metal goods from the shaft and excavation on the surface. The following was found: a fragment of a vessel sidewall – a water-bearing jug made on a potter’s wheel. The vessel’s paste is dense, the firing is even, at the break it is of light brown color. Judging by the characteristics, this vessel belongs to the late Middle Ages and is not associated with the construction time of this hill. There is a fragment of a water-bearing vessel sidewall, and also a copper ring found in loose sediments of 60-70 cm, among the excavation finds. Two fragments of copper coins were also found. Both fragments are 1-1.5 cm in size, their integrity is poor. On the obverse, there is a square bezel – an imitation of a square through hole, typical of the early Middle Ages. The third copper product with sizes of 8 cm is made in the form of a ring.



Figure 2 – Layers in stratigraphy of Karaultobe Akkoily-1

The materials of Karaultobe Akkoily-2 are represented by fragments of ceramic vessels identified at the level of up to 1.5 meters. The ceramics comes from loose creeps and previously dated to the medieval period. A narrow-necked jug with a straight collar with a slightly bent out edge, to which a vertical handle was attached with a small channel along the surface, was found. The paste quality is good, most likely this vessel belongs to the developed Middle Ages. There were also fragments of jugs, jars and pots with poor integrity.

From the level of the II tier there is a piece of a copper turgesh coin with a square hole in the center. There was also found the upper part of a ring with incrustation, the stone is not preserved.

During the visual inspection, raised materials were obtained in the protective zone of this object: these are finial handles of a lamp-chirag of triangular shape with several edges. The handle is covered with turquoise glaze and there is a drawn ornament on the surface. The second fragment is a bottom of a jug made on a potter's wheel. The vessel was covered with a brown engobe and glossed. The raised materials are tentatively dated to the X-XII centuries, which confirms the temporary residence of this section during this period, when, most likely, the construction or operation of this hill was carried out.

The materials of Karaultobe Kumyshbulak are few. The sidewalls of a hand-made jug were found from the level of the V tier. One small fragment of the sidewall of a thin-walled vessel with a dense paste, with gray color at the break, was also found. On the surface there is an ornament drawn on the raw paste. A fragment of a copper bell was fixed from the level of the VII tier. In the northwestern part of the embankment, under the sod layer, a fragment of a copper coin was found, its integrity is very poor.

When cleaning a predatory manhole, a fragment of a silver coin of 2.5 cm in the diameter was found on the surface of the hill. The coin depicts the imitation to the Sassanian king. The motto next to the face is almost invisible. The altar of fire is depicted on the reverse side of the coin, with the king's face above it, two priests are seen to the right and left of the altar. A coin of the Bukharkhudat type [14, p. 156-157]. The coins of the Bukharkhudats were minted during the period of the Arab caliphate and later were in the market circulation up to the XII century. Kochnev B.D. refers such coins to the second type [15, Table. 11].

The materials of Karaultobe Madani-1 are presented with the raised material. Fragments of a single copper coin, the radius of which is about 7 cm, were found. The dating is the era of Karakhanids. Another fragment of a copper product, most likely a necklace, or a belt lining, was also found.

When inspecting the surface of Karaultobe Karabulak hill, raised materials were obtained, represented by two fragments of coins. Both fragments of the coins are dated to the second half of the X – the beginning of the XI century. The silver fragment of the coin seemed to belong to the time of the rule of the Buyid dynasty, the most powerful among the dynasties of the Abbasid caliphate before the Seljuq dynasty came to the power, which existed from 932/5 to 1055/62 years [16, p. 137-140; 17, p. 72-75].

Based on the archaeological materials obtained, most of Karaultobe functioned after the Arab conquest, with the approval of the first Muslim dynasties in Central Asia. The question of the erection of some Karaultobe in the early Middle Ages remains open.

Summarizing the data obtained in the course of research, the foundations of the typological classification were created. According to external signs of the studied Karaultobe type objects, today, two types have been identified, conventionally referred to as base and guard Karaultobe.

The base Karaultobe, as a rule, are distinguished by impressive sizes, clear trapezoidal shape, which give the hill excellent visibility on the horizon. Their diameter reaches 130 m, the height is from 8 to 18 m. These are Karaultobe Akkoily-1, Karabulak, Chubarovka-1 and 2, Akdala, Darmino, Mashat, Shayan. From the parameters of the above objects, the average size can be calculated: these are guard points with the diameter of 80-100 m at the base, 8-10 m in the height. One of such monuments is Karaultobe Koltogan, which is located on the high terrace above the floodplain of the Arys River, on its right bank, 4.5 km east of Koltogan village of Turkestan region (Figure 3). The hill, rounded in plan, has 130 m diameter at the base, the height of almost 18 m. On the surface there is an area with the diameter of 30-35 m, which gives the hill a trapezoidal shape characteristic of this type of monument. Judging by the topography, the construction of this object was carried out in two stages: first, a flat platform 3.5 m high was prepared, on the surface of which the main hill with the diameter of about 100 m was raised (Figure 4). In the terrain around the object, especially in the northeastern part, there are areas from which the soil was taken for the construction of the structure. These are hollows of amorphous shape 1.2-2.2 m deep.

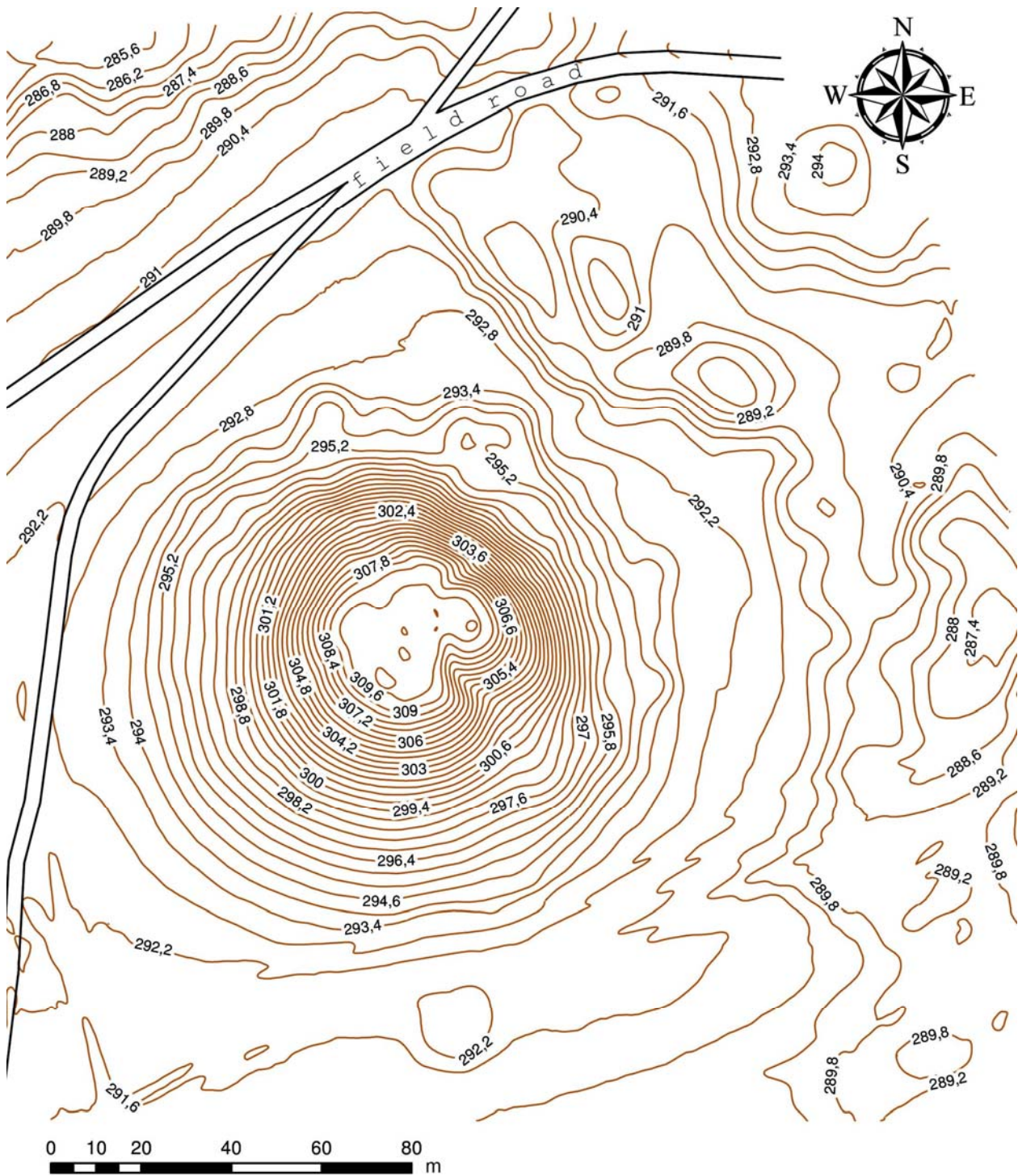


Figure 3 – Topography plan of Karaultobe Koltogan

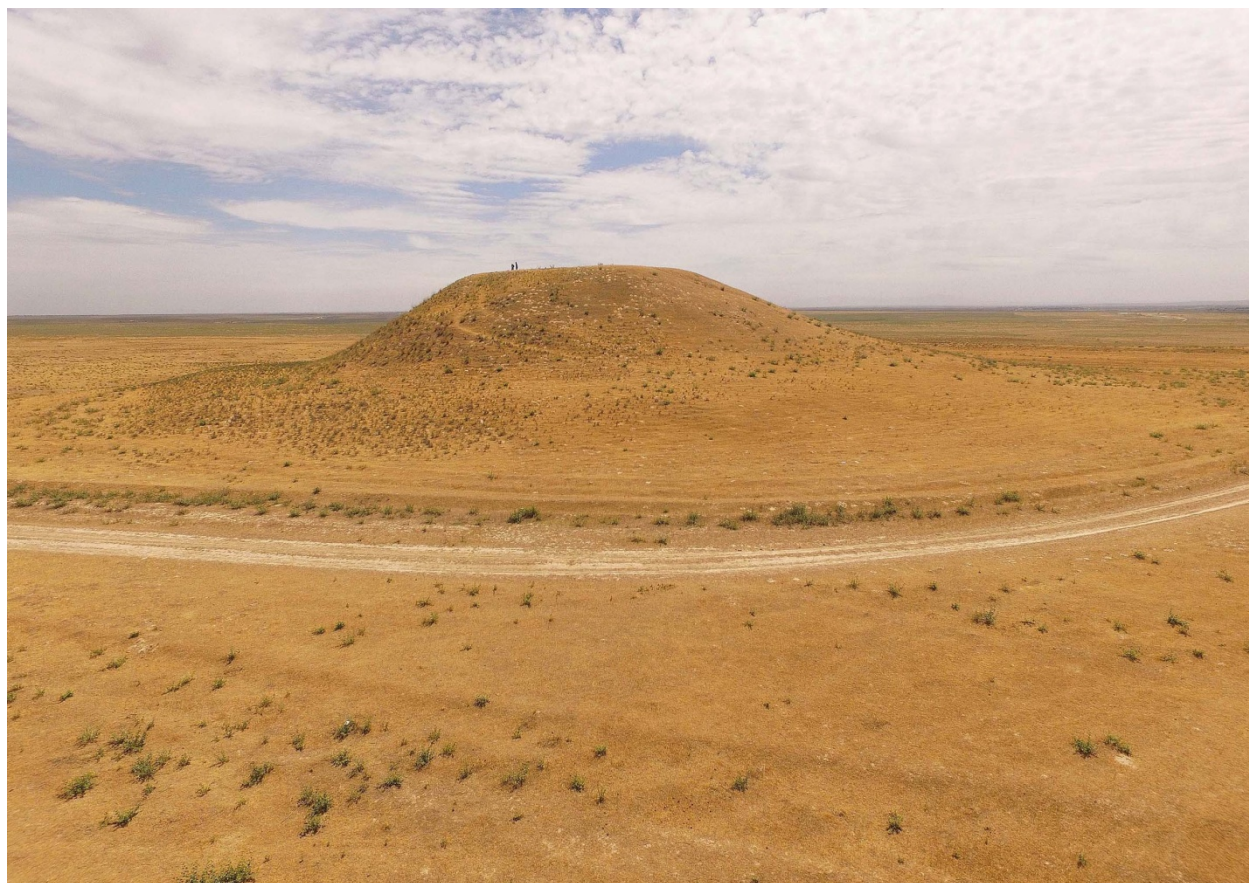


Figure 4 – Aerophoto of Karaultobe Koltogan

The second type is the guard Karaultobe have relatively small sizes, their diameter at the base is about 50 m, the height usually does not exceed 4.5-5 m. However, these parameters were enough for them to function around certain centers, since as a place for guard points natural elevations were selected. Sometimes, as the studies showed, mound embankments were used as the guard points by strengthening them. I.e., there was no need to build a new object in certain areas, where early burial sites were located at the keynote point, this in turn saved time and manpower. Some guard Karaultobe, such as Karaultobe Akkoily-2, Madani-3, Kumyshbulak and Norzhankorgan, were fixed in the complex of mound groups and, quite possibly, they were used for the second time as a signal point because of their location relative to the terrain. In addition, the embankment of these objects was slightly different from the mound embankment, where the contours of additional strengthening of the hill are visually observed by forming on the surface of the site, with the exception of Karaultobe Madani-3. Due to its location at the key high point, there was no need to strengthen the hill, as confirmed by the stratigraphic studies. In addition, the construction of such an embankment would be too time consuming due to the predominance of stones in the soil.

The studies showed that from the peaks of the base Karaultobe there is an excellent overview of the entire adjacent territory and there is good visibility of the next similar hill, on this basis, it is possible to assume that they worked together for the whole oasis. The guard Karaultobe more concentrated around cities.

During the archaeological exploration on the right bank of the Arys River, the Karaultobe series, concentrated around Khankurgan hillfort, was recorded. All of them were guard points, differing in relatively small sizes than the base ones. The fixation of these objects clarified the picture of this micro-oasis, where the guard points, located at rather high elevations, flanked the city located in the lowest valley – this is Khankurgan hillfort on the left bank of the Arys River. At the same time, these points were included in a single complex of guard towers of the entire oasis, since from these positions neighboring points are clearly visible, such as, for example, Karaultobe Akkoily-1.

Karaultobe near Babaata hillfort were conventionally interpreted as a complex of guard towers. According to the data obtained, it should be assumed that the city had an individual defense system, represented by monuments like Karaultobe. Perhaps this is due to its geographical position, being located in the lowlands of the Kapshigay stow with zero visibility of the adjacent territory, it was at the same time a border post.

Next was the question of the chronology of these objects. Inspection of objects like Karaultobe showed that the early medieval monuments are located in the territories adjacent to them, such as, for example, in the guard points Chubarovka-1, 2, 3 medieval cities were not recorded. The monuments located in this area – Chubarovskoye hillfort, Uzyntobe settlement are early medieval, which suggests their appearance during this period.

The stratigraphic studies on a number of monuments such as Karaultobe showed that the objects studied represent an artificially created embankment. The comparative analysis of the results of works with the studied hills, such as Karaultobe of Sairam and Shymkent, shows that the foundation was prepared in advance for the construction of these hills. It was separate layers, between which there was a dense packed layer-horizon [5, p. 124-128]. Alternating these layers, a certain height was achieved. It is important to note that construction stages stand out in the embankments of hills. This is a fairly dense laying in (packed layer), on top of which is filled soil, formed the general contours of the future monument hill.

Conclusions

As a result of the Karaultobe studies of Ispidzhab historical and cultural district, two types of monuments were identified: base and guard, having a different structure. Karaultobe were the most important elements of the city warning system. The most of the archaeological materials found on the monuments Karaultobe of Ispidzhab historical and cultural district date back to the X-XII centuries. A small number of early finds were discovered in Karaultobe, located in close proximity to the early medieval hillforts and settlements. Recently located findings near monuments like Karaultobe (on average watercourse of Arys, several kilometers far from Karaultobe Chubarovka-2 and 3) in Ispidzhab district suggest about early medieval roots of these monuments [18, p. 87-95]. The excavations of some of the monuments gave results on the basis of which it is possible to speak with confidence about the large labor costs and continued use of Karaultobe for the intended purpose. Further studies of Karaultobe in Ispidzhab historical and cultural district will undoubtedly show the availability of new data on the construction and use of monuments of this type. The objectives of future research will be compilation of a complete list of monuments of this type. Also very important is the comprehensive study of Karaultobe in the future and identification of various links with the medieval monuments of the district.

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ИСПИДЖАБТЫҢ «ҚАРАУЫЛ МҰНАРАЛАРЫ»

Аннотация: Аталмыш жұмыстың мақсаты Испиджаб тарихи-мәдени аймағындағы Қарауылтөбе ескерткіштерін зерттеу болып табылады. Жұмыста барлау және археологиялық қазба жұмыстарының алғашқы нәтижелері баяндалған. Зерттеу жұмыстарында жерден және әуеден барлау әдістемесі пайдаланылған. Археологиялық жұмыстар барысында стратиграфиялық қазбалар жасалынды. Жұмыстар Қазақстан Республикасы Түркістан облысы бойынша Қаратау тау бөктері мен Арыс өзені алқабының орта ағысында жүргізілді. Зерттеу нысаны Испиджаб тарихи-мәдени аймағындағы қорғаныс жүйе кешендері ретіндегі ескерткіштер болып табылды. Нысандарға жүргізілген зерттеу жұмыстары барысында алынған стратиграфиялық деректер бойынша олар әртүрлі өлшемді және жасанды түрде көтерілген төбешіктер екені айқындалды. Кейбір жағдайларда қорғандағы үйінділерді қайта нығайтып, көтеру арқылы белгі беру бекеті ретінде пайдаланғаны анықталды.

Түйін сөздер: Қарауылтөбе, стратиграфия, қабаттар, барлау жұмыстары, қазба жұмыстары, ортағасыр, археология, типология.

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«СТОРОЖЕВЫЕ БАШНИ» ИСПИДЖАБА

Аннотация: Целью данной работы является изучение памятников Караултобе Испиджабского историко-культурного округа. В работе приведены предварительные результаты разведочных и раскопочных археологических работ. Методы осуществления данных археологических исследований соответствуют современным стандартам. Для обследования памятников использовались методы наземной и воздушной разведки памятников, а также зондаж некоторых Караултобе. В ходе раскопок использовались стратиграфические шурфы и раскопы. Работы проводились в среднем течении долины реки Арысь и в предгорьях Каратау Туркестанской области Республики Казахстан. Объектами исследования являлись памятники в виде комплексов сооружений оборонительного характера Испиджабского историко-культурного округа. Стратиграфические данные, полученные при изучении всех объектов, показали, что они представляют собой искусственно возведенные насыпи с различными размерами. Выяснилось, что в некоторых случаях курганная насыпь вторично использована в качестве сигнального пункта путем усиления насыпи. В дальнейшем результаты, полученные во время исследования Караултобе Испиджабского округа, могут быть использованы в научных публикациях, учебниках и при создании сводов памятников.

Ключевые слова: Караултобе, стратиграфия, наслоения, разведочные работы, раскопочные работы, средневековые, археология, типология.

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INNOVATION IN THE USE OF FUEL AND ENERGY RESOURCES OF THE COUNTRY

Abstract. The issues of the current state, the problems of prospects for the development of the fuel and energy complex of the Russian Federation. in particular the oil and gas industry. The factors that determine the need for innovative development of the branches of the fuel and energy complex are analyzed. The use of high-tech services in the fuel and energy sector is proposed as a basic element of this development. The authors emphasized the need to increase energy efficiency and reduce the energy intensity of the economy to the level of developed countries and consistently limit the load of the fuel and energy complex on the environment and climate by reducing pollutant emissions, discharging polluted wastewater, as well as greenhouse gas emissions, reducing waste production and energy consumption. Also, promising ways of innovative development of the fuel and energy complexes of Kazakhstan were proposed.

Keywords: innovations, fuel, resources, efficiency, ecology, mining.

INTRODUCTION

The fuel and energy complex consists of many separate spheres of economic activity, but all of them are combined into a single complex and are inextricably linked. The sphere of the extraction of fuel and energy minerals is fundamental for the fuel and energy complex. It is extensive and covers extraction as traditional hydrocarbons, including oil, gas, coal, peat, or shale. The main tasks in the field of extraction of fuel resources are the renewal and accumulation of reserves through exploration and development of new deposits. Manufacturing industries include all processes and systems for transforming primary fuel and energy resources into marketable products for their subsequent consumption or further transformation, and it is this area that produces the product with the highest value added in the fuel and energy sector. Problems of energy development, ensuring energy security as a basic element of sustainable and dynamic development of the economy of any state are constantly in the focus of attention of both specialists and the world community. Despite the efforts of a number of countries to increase capacities in the nuclear power industry and the use of renewable energy sources, the dominant position in the structure of consumption of primary energy resources will remain until 2030 for energy carriers of organic origin and will amount to 85%. At the same time, in their total volume, the first place still holds and in the future will hold coal, the second - natural gas, the third - oil.

MAIN PART

Especially great importance is the fuel and energy complex in the Republic of Kazakhstan (RK). First, in the climatic conditions of Kazakhstan, the provision of fuel and electricity to the economy and the population becomes a vital factor in the existence of entire regions. Secondly, the huge reserves of natural fuel resources provide Kazakhstan with a large part of the proceeds from their exports. Thirdly, today the

fuel and energy complex is a huge enterprise consisting of a large number of oil and gas enterprises. Many large enterprises of the complex are city-forming. They provide not only employment for the majority of the population, but also a significant share of revenues to local budgets.

As a rule, the main factors determining the degree of use of any energy source are its estimated reserves, net yield of useful energy, cost, potential hazardous environmental impacts, as well as coal, social effects and impact on industry, ensuring the filling of budgets of all levels. In addition, the fuel and energy complex has a high state security in the republic. Each energy source has advantages and disadvantages, as a result of which the development and consumption of these sources in the world energy sector are significantly different.

Economic management of natural resources in various countries of the world. The mining industry (including oil and gas) is a leading sector of the global economy. According to the British newspaper *Financial Times*, this sector today ranks first in the world in terms of the capitalization of the largest companies, including the extractive industry itself (without oil and gas) in fifth place among global industries, following the banking sector, the oil and gas industry, the pharmaceutical and computer industries. (picture 1).

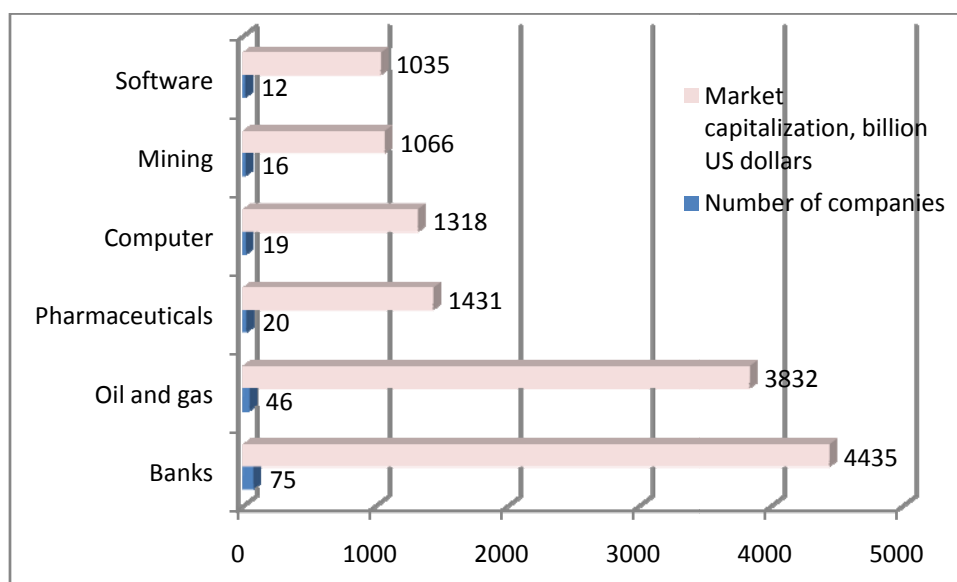


Figure 1 - Capitalization Levels of Leading Sectors of the Global Economy

In recent years, there have been intense discussions on the goals and nature of the modernization of the economy, with an unchanged focus on moving away from resource-oriented growth and the earliest possible transition to the knowledge-intensive nature of economic development.

The demand for coking coal in world markets is significantly expanding, which is associated with an increase in the production volumes of steelmaking companies in the Asian region (especially the rapidly developing steel industry in India and China) [16; 46].

RK is moving in line with the global upward trend in coal consumption, which can be called a jerk to coal. The fuel energy industry existing in Kazakhstan is based on the implementation of the model “extraction of the energy carrier — its transportation — burning at the power plant — energy production — storage of waste”. Each stage in this chain is associated with a set of problems that are objectively exacerbated when the output of marketable goods is increasing.

Thus, high injuries and accident rates of Kazakhstani mines are well known, as a result of which not only economic but also huge social and political losses of society take place. In recent years, accidents claiming the lives of dozens of miners have become uncommon for the country.

Modern methods of coal mining are characterized by a large-scale anthropogenic impact on the ecology of the mining regions, aggravated by the ongoing development of the industry. In addition, the situation is exacerbated by increasing the pace of coal production in the most earthy and open way.

In addition, rail transport of coal is limited by high transport tariffs, reducing its competitiveness in distant markets. The growth of tariffs for electricity due to the high energy intensity of mining production has a negative impact on the competitiveness of coal.

Incineration of coal delivered to a thermal power plant (TPP) objectively leads to the accumulation of a significant amount of ash waste and the occupation of large areas of the earth's surface beneath dumps. The ecological situation in the areas of large and medium-sized thermal power plants deteriorates significantly over time, and the living environment degrades. Recently, progressively, in scientific circles and in the press, there has been a progressive proposal to build a thermal power plant on the sides of open cuts and to create coal-energy complexes with commercial products - electricity, transporting which to remote markets is incomparably more efficient than coal transportation. The implementation of this idea will solve some of the problems listed above.

In various sectors of the economy, the indicator of increasing energy efficiency can be:

- *in the industrial sector:*
- *reduction of energy consumption per unit of output;*
- *in the housing and utilities sector:*
- *reduction of heat consumption per square meter of heated housing; reduction of fuel consumption at generating plants (gas, fuel oil, coal, etc.); reduction of electricity consumption per person; reduction of losses in electric, heating networks;*
- *in the transport sector: reduction of fuel consumption by passenger transport (air transport, rail transport, urban and intercity passenger vehicles) per person-kilometer, and personal transport per fuel-per-kilometer ratio [1, p.27].*

Given that global energy consumption is constantly growing, we believe that it is necessary to consider in more detail the role and prospects for energy saving in solving this problem. Today in our country one of the solutions to the energy crisis is the introduction and use of alternative energy sources. According to experts, 70% of energy consumption comes from factories, the remaining 30% is spent by the population, while in Europe the share of energy consumed by industry is 40%. However, it is necessary to take into account the trend of growth in energy consumption with the growth of the economy.

Despite the fact that the Republic of Kazakhstan belongs to the group of countries with strategic hydrocarbon reserves, and the energy intensity in Kazakhstan is the highest in the world, the issue of energy saving and energy efficiency remains relevant. In order to solve these problems, the Energy Saving 2020 Program was developed, where one of the main priorities is the modernization and improvement of the energy efficiency of the country's industry and large-scale promotion of energy saving among the population.

Among the main tools that allow for the transition and successfully implement an innovative development model, it seems appropriate to highlight the following:

1. Creation of a center of innovative technologies based on the principles of a private-state partnership to solve systemic research and production problems of the development of the fuel and energy complex, as well as the development of an engineering center for power engineering for the development and manufacture of leading samples of innovative equipment, its testing and certification.

2. The introduction of innovative development programs of joint stock companies with state participation.

3. Technological platforms in the energy sector, which will combine leading universities, research institutes, design, engineering and service companies, manufacturers of equipment and energy companies.

4. Innovative territorial clusters.

The main components and features of the energy of the future:

- use of unconventional and renewable energy sources - solar, wind, water flows, geothermal heat, biomass, ocean and sea water;
- decentralization of energy production - obtaining commercial energy from local and individual sources (solar panels, mini wind turbines, heat pumps, etc.), through which you can carry out not only self-contained power supply, but also transfer surplus to the total grid;
- introduction of energy and resource saving technologies (both industrial and domestic) - widespread implementation of measures for the conservation and efficient use of energy and resources (heat, water, full utilization of residual streams), reduction of electricity losses, steam, water, any heat, etc. ; reducing the amount of industrial and domestic waste;

- transfer of motor vehicles (cars, trucks, public) to non-hydrocarbon fuels and electricity, as well as the development of new economical modes of transport, such as monorail, magnetic cushion and others;
- extensive use of Smart Grid technology (smart network), based on the principles and methods of standardizing the interoperability of power equipment and information technology.

It is assumed that in their development energy technologies can move in the directions shown in Table 1.

Table 1 - The main directions of development of energy technologies

Directions	Technology
Motorization	Energy efficient vehicles. New materials (composites). Hybrids, electric transport. Transportation on hydrogen fuel cells. Gas for transport. Biofuels of the second and third generations.
Electrification	Distributed thermal generation (micro CHP). Wind power plants (scaling and cheapening). Thermal power (coal) installations with supercritical steam parameters. Gas-steam power plants with coal and biomass gasification. Direct converters of solar energy into electricity. Solar hubs. CO ₂ capture and disposal at thermal power stations. Decentralization of generating capacity. Intelligent Smart Grid power system. Superconductivity. Energy storage and storage systems.
Industrialization	CO ₂ capture and disposal. Production of hydrogen, synthetic fuel.
Urbanization	ActiveHouse and PassiveHouse technologies, resource-efficient cities. Heat pumps. Solar heating.
Extraction of fossil fuels	Non-traditional mining technologies (from shale, bituminous rocks) oil and gas. Deep water mining technology. Production on the Arctic shelves. Cheaper gas transportation technologies.
Note - these works [6; 7]	

Some of these technologies have already come close to becoming commercial and used on an industrial scale. Other green technologies with great potential need to be improved and should be considered for the long term.

Today, the local executive bodies of all regions and cities have developed and are implementing comprehensive plans for energy conservation in the areas of housing and public utilities, industry, training, and transport as part of an energy saving program. The implementation of the programs is based on the state policy of energy saving and in the future it will allow to work out a list of tasks related to the energy security of the country. In turn, the implementation of renewable energy projects (RES), contributes to the formation of the foundations of a "green economy". Therefore, in order to effectively address this task, the energy conservation policy should cover all regions and sectors of the economy.

CONCLUSION

Summing up the above, it should be noted that the development and implementation of programs aimed at energy saving and energy efficiency contributes to the development of the production of electric and thermal energy from environmentally friendly and inexhaustible sources of free energy, including renewable energy technologies. So one of the important tasks of the FIID program of Kazakhstan and the development of its "green economy" is to increase the non-commodity export potential of Kazakhstan.

Traditional energy, based on fossil energy, is technologically, economically and environmentally unsound in meeting the growing needs of the global economy.

Today, mankind has a choice: either to address threats to energy security, internationally agreed solutions will be worked out and consistently implemented (this is not a local or national problem, but a global problem), or the struggle for resources will not result in solving the energy problem and above all for the main resource - energy.

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МЕМЛЕКЕТТІҢ ОТ-ЭНЕРГЕТИКАЛЫҚ РЕСУРСТАРЫН ПАЙДАЛАНУДАҒЫ ИННОВАЦИЯЛАР

Аннотация. Қазіргі жағдайы, Ресей Федерациясының отын-энергетикалық кешені, оның ішінде мұнай-газ саласының даму перспективалары туралы мәселелер қаралды. Отын-энергетикалық кешен салаларының инновациялық даму қажеттілігін анықтайтын факторлар талданады. Отын-энергетикалық секторда жоғары технологиялық қызметтерді

пайдалану осы дамудың негізгі элементі ретінде ұсынылады. Авторлар энергетикалық тиімділікті арттыру және экономиканың энергетикалық қарқындылығын дамыған елдер деңгейіне дейін төмендету және қоршаған ортаға және климатқа ластаушы заттар шығарындыларын азайту, ластаушы ағынды суды шығарып тастау, сонымен қатар парниктік газдар шығарындыларын азайту, қалдықтар мен энергияны тұтынуды азайту жолымен үнемі шектеу қажеттігін атап өтті. Сондай-ақ Қазақстанның отын-энергетикалық кешендерін инновациялық дамытудың перспективалық жолдары ұсынылды.

Түйін сөздер: инновациялар, отын, ресурстар, тиімділік, экология, тау-кен өнеркәсібі.

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ИННОВАЦИИ В ИСПОЛЬЗОВАНИИ ТОПЛИВНО-ЭНЕРГЕТИЧЕСКИХ РЕСУРСОВ СТРАНЫ

Аннотация. Рассмотрены вопросы текущего состояния, проблемы перспективы развития ТЭК РФ. в частности нефтяной и газовой промышленности. Анализируются факторы, определяющие необходимость инновационного развития отраслей топливно-энергетического комплекса. В качестве базового элемента такого развития предлагается использование высокотехнологичных услуг в отраслях ТЭК. Авторами подчеркнута необходимость повышения энергоэффективности и снижения энергоёмкости экономики до уровня развитых стран и последовательное ограничение нагрузки топливно-энергетического комплекса на окружающую среду и климат путем снижения выбросов загрязняющих веществ, сброса загрязнённых сточных вод, а также эмиссии парниковых газов, сокращения отходов производства и потребления энергии. А так же предложены перспективные пути инновационного развития топливно-энергетических комплексов Казахстана.

Ключевые слова: инновации, топливо, ресурсы, эффективность, экология, добыча.

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**APPLICATION OF NEW TECHNOLOGIES FOR
THE DEVELOPMENT OF THE SIMULATOR IN THE UPDATED
ALGEBRA PROGRAM FOR THE 7th GRADE LEARNERS**

Abstract. On the one hand, the development of digital technologies opens up new opportunities for us, on the other hand, it presents new challenges. Our time is the time of change. The society is interested in people of high professional level and business skills, able to make non-standard decisions and able to think creatively. The government of our country represented by President N.A. Nazarbayev indicated that one of the development priorities of Kazakhstan is education and it is a high-quality education. In the formation of these qualities, a large role is played by the school discipline - mathematics. The new education standards state that “one of the goals of mathematical education is mastery of the system of mathematical knowledge and skills necessary for practical application by the learners”. The modern stage in the development of society requires new approaches for teaching learners, especially in the exact disciplines: geometry, mathematics and algebra. Despite the state's request for a high-quality teaching of these disciplines, in recent years, the school curriculum has not been saturated with methodologically well-made manuals, collections of tasks for self-studying of the learners.

Keywords: paper material, format, simulator, LATEX.

In the Message of the President of the Republic of Kazakhstan N. Nazarbayev to the people of Kazakhstan on January 10, 2018 “New development opportunities in the conditions of the fourth industrial revolution” there was noted: “The transition to the updated content has begun in the secondary education. These are absolutely new programs, textbooks, standards and specialists. It will be necessary to reconsider the approaches of teaching and professional development of all the teachers. It is necessary to strengthen the quality of teaching mathematics and natural sciences at all the levels of education” [1].

Indeed, the modern stage in the development of society requires new approaches for teaching students, especially in the exact disciplines: geometry, mathematics, algebra. Despite the state's request for a high-quality teaching in these disciplines, the school curriculum has not been saturated with methodologically well-made manuals and collections of tasks for self-studying of the students in recent years.

The development of logic and mathematical thinking, respectively, fall to the middle and low levels, which affects the intellectual level of the students and the success of the entire educational activity.

Moreover, the adopted system of education in modern school is aimed for the effectiveness of independent work of the schoolchildren.

The situation should be corrected due to the saturation of independent work with various forms, types and methods of work. One of the ways is development and creation of new teaching and learning aids which can increase the intensity and effectiveness of the learning process. Algebra is the discipline of practical orientation, which is based on the acquisition of logical thinking skills and the main educational literature for its learning are textbooks, collection of tasks and simulators.

The ability to awake interest in mathematics is not easy. Much depends on how the question is posed and how all the learners are involved in the discussion of the current situation. The creative activity of the schoolchildren and the success of the lesson entirely depend on the teaching methods which the teacher chooses. How to generate student' interest for the subject? By means of independence and activity, with the help of search activities in the classroom and at home, creating a problem situation, variety of teaching methods, through the novelty of the material and the emotional color of the lesson. In pedagogical

practice, various ways of activating cognitive activity are used, so, the main among them are the variety of forms, methods, means of teaching, the choice of such combinations arise such situations which stimulate activity and independence of the learner.

The content of the collection should be accomplished taking into account psychological characteristics in the formation of thinking and the personality of a learner.

The necessary element of independent learning activities are monitoring and evaluation activities, which imply awareness on the degree of correctness of the task solution and the need to take additional steps for achieving the goal.

Monitoring and evaluation of the results by the learners of their activities encourage for the new goals, setting new tasks and for the continuation of the learning process.

The basis of creation should also take into account the psychological characteristics of the assimilation of information. From psychology's point of view the assimilation of information is considered in the interrelation of the processes of understanding and memorization, which occur simultaneously, regardless of the volitional orientation of consciousness [2].

Taking into account the psychological characteristics and the need for new approaches in the formation of the collection of tasks, it is proposed to create a modern simulator for thematic tests with the use of new technologies.

The basic elements of the collection were the independent testing system (for learners) and the effective technology of its creation (for teachers).

The collection was created for the learners of the 7th grade, taking into account the peculiarities of their psychology:

In the 7th grade, the intellectualization of cognitive processes continues: attention, memory, imagination, thinking, speech, the development of theoretical reflexive thinking takes place on the basis of the development of formal-logical operations.

Speaking about the testing system, it should be noted that at present the independent testing system has become an important direction of modernization of the control and assessment process improving the quality of education in the domestic education. One of the main and undoubted advantages of testing is the minimum time spent on obtaining reliable monitoring results.

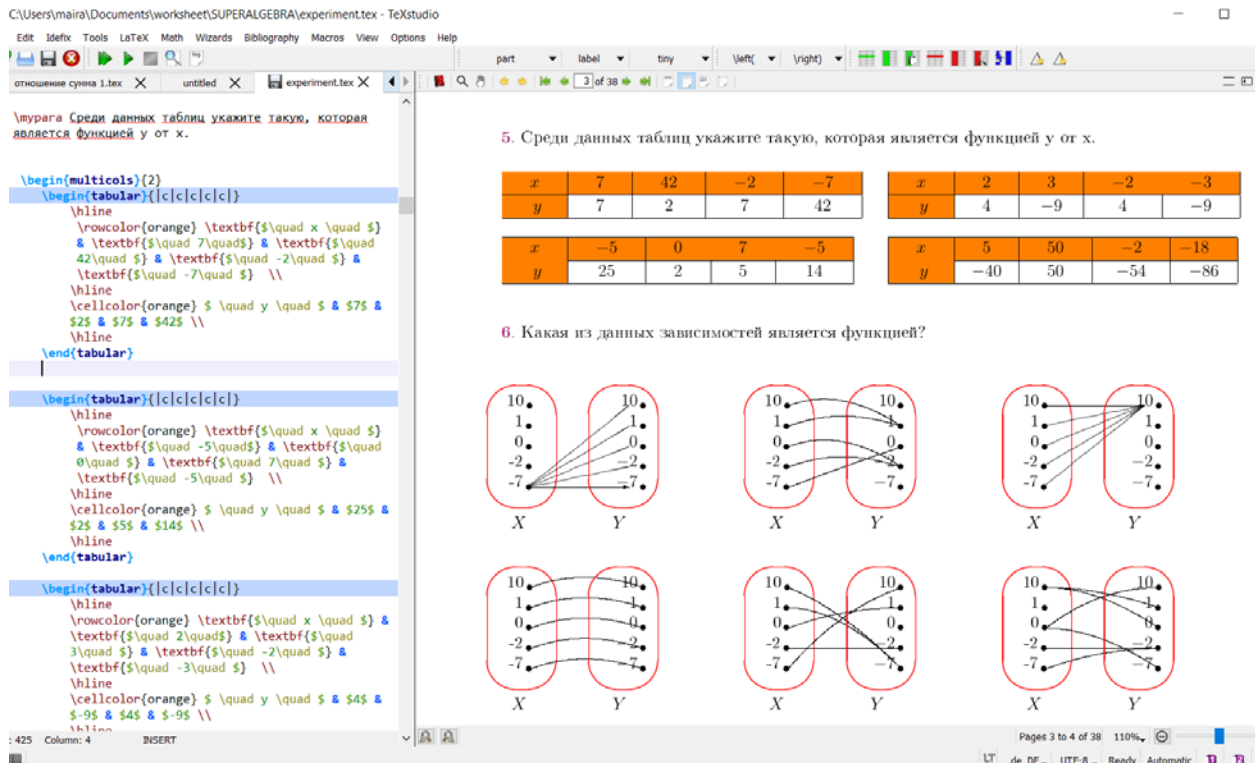


Figure 1 - Type of the development of the simulator. On the left is the text code and illustration code in TEX format

Modern information data makes it possible to fit a very large amount of paper material in electronic form, occupying much less physical space. For ensuring the educational process, special editions are required and one of them is collections of tasks or simulators. Our proposed simulator will be developed on a high-quality system of typing and imposition system LATEX, where words, formulas, punctuation marks and all the elements are accompanied by code fragments. For example, Figure 1 shows a part of the simulator, developed in the LATEX program on the topic of function, LATEX is designed to create fine books, especially books containing a lot of mathematical formulas.

LATEX is a publishing system, the documents created in it look like "printed", which is very difficult (if it is possible at all) to achieve with the help of other programs. Moreover, TEX and LATEX are interesting not only as tools for creating fine mathematical books, articles, coursework and dissertations. The work typed in TEX can also be used for online resources, such as games with mathematical tasks and special sites simulators. In Figures 2 and 3, you can see an example of the introduction of mathematical tasks encoded in TEX for an educational site. LATEX spares the author difficulties from thinking over the intricacies of typographic art, since here you can not only type the formulas, but also reproduce various drawings, graphs, etc. [3]

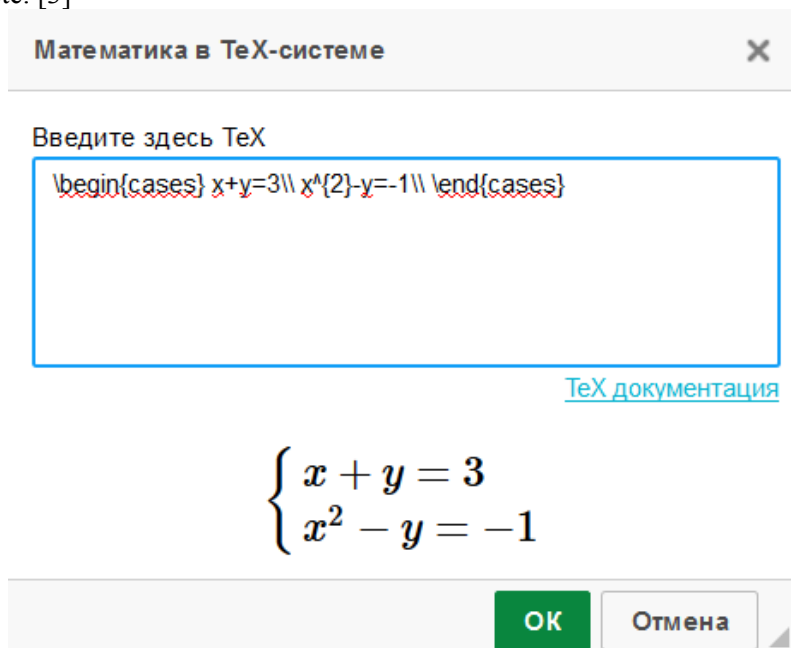


Figure 2 - Task entry in a coded form

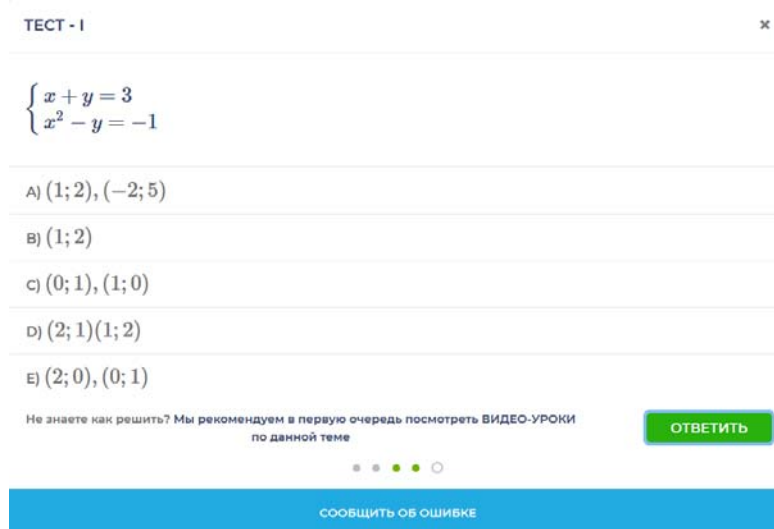


Figure 3 - Final task view for the educational portal

The simulator is the author's development of the model on preparation for intermediate certification in the updated program on algebra for the 7th grade course. The simulator can be considered as the way to consolidate all the topics studied in algebra course of secondary school, the 7th grade. The simulator which we are developing for the learners of the 7th grade is an effective element of self-studying training. Educational objectives are concentrated on the principle of "nothing extra": only the most necessary information in the form which is the most convenient for a child to learn.

For a modern type of the educational process is necessary to change these positions, due to the high risks of mismatch between the obtained and evaluated knowledge, abilities and skills.

Thus, one of the fundamental principles for the construction of the collection of tasks in algebra is to take into account the psychology of the learners and the use of modern technologies in the information sphere.

In this regard, the collection of tasks in algebra acts as a project (model) of the educational process aimed at the effectiveness of the independent work of the schoolchildren and generally improves the quality of mathematical education. The essential objective of this simulator is a full recess into the topic covered, securing the skills by solving a large number of tasks at different levels.

There was the research analyzing the role of the simulator as a tool for preparing for thematic testing in the updated program on algebra for the learners of the 7th grade. The children studying at the "SMART BILIM" mathematical center were involved in the research. During the research, children with the same level of knowledge were divided into 2 groups of 15 people. Up to 40 tasks with three levels of complexity were allocated to the first group to consolidate any topic and from 40 to 100 tasks were allocated to the second group. At the end of the first term of the academic year, testing is conducted on the studied topics, which helps to identify shortcomings in the learners' work and further it helps to eliminate them and improve the preparation of the schoolchildren in mathematics.

While working out these tests, it was determined that the prepared tests are appropriate to the classical requirements for tests. The principle "from simple to complex" in compiling this test was observed.

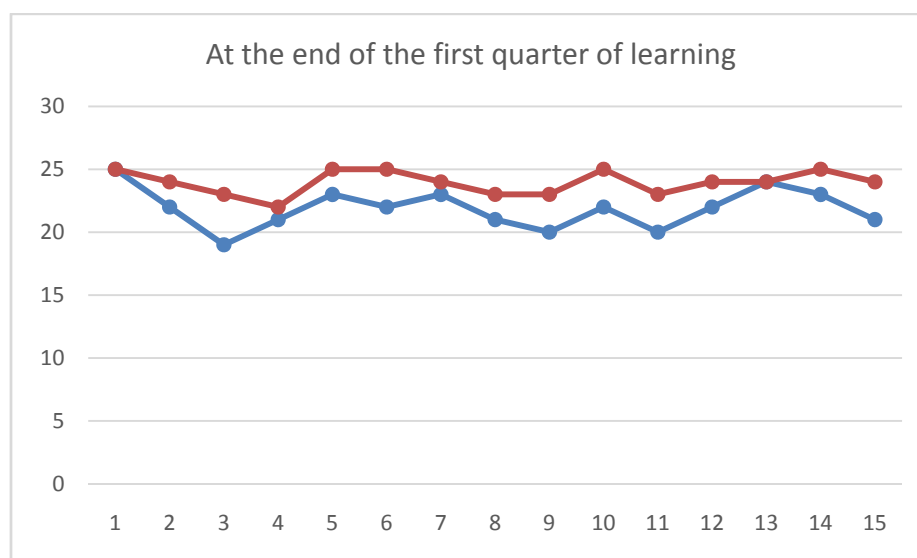


Figure 3 - Test results for two groups. Control group (blue), experimental group (red)

As we can see, in Figure 3, after the term of studying various topics and solving problems with the simulator, the experimental group is characterized by a small increase in knowledge, the average percentage of completing tasks increases only by 9%. At the end of the second term, we also conducted a verification test on the same topics and the result of these two groups you can see in Figure 2. After a long time, the difference is more noticeable and it is 29%. Comparison of these test results in control and experimental groups showed a statistically significant and positive effect of the factor - the use of the simulator - on the test results.

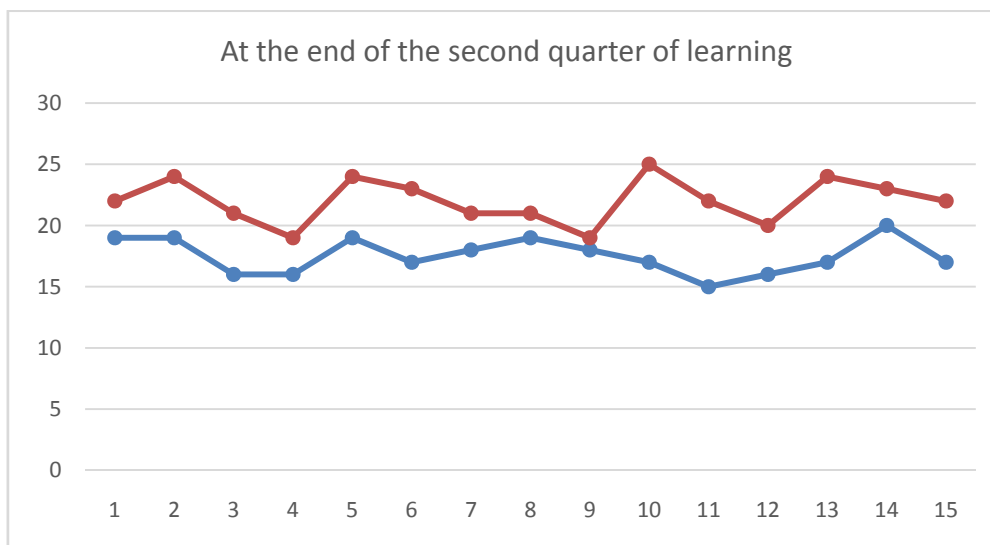


Figure 4 - Test results for two groups. Control group (blue), experimental group (red)

On the one hand, the development of digital technologies, opens up new opportunities for us, on the other hand, it presents new challenges. Our time is a time of change. The society is interested in people with high professional level and business skills, who are able to make non-standard decisions and able to think creatively. The government of our country represented by President N.A. Nazarbayev indicated that one of the development priorities of Kazakhstan is education and moreover, it is a high-quality education.

A large role in the formation of the most qualities is played by school subject - mathematics. The new standards of education state that "one of the goals of mathematical education is the mastery of the schoolchildren by the system of mathematical knowledge and skills necessary for application in practice."

To stay in trend and be effective and sought-after specialist, you need constantly learn and develop. Nowadays classical education is not enough, because there are new requirements, specialties, technologies and processes which are changing. Traditional schools do not have time to adapt to the demands of the market. All these facts contribute to the emergence of new forms and methods in teaching using modern technologies. All educational organizations of the Republic of Kazakhstan from September 2017 continue the transition to the updated content of education. The 1st, 2nd, 5th, 7th classes have been passed to the updated content in 2017-2018 academic year. It should be noted that at the moment the most difficult transition is noted in the 5th and the 7th grades of all educational organizations of the Republic. The difficulty is not in the content of education, not in children, but in the textbooks. There are a lot of questions in the work on the updated content of education. Because the new always raises questions and misunderstandings, requires new developments to work with the learners. What has already been started, you cannot undo, so you need to accept, delve into and study all the related updated content. In this regard, the simulator for the schoolchildren of the 7th grade has been developed.

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ЖАҢАРТЫЛҒАН ОҚУ БАҒДАРЛАМАСЫ БОЙЫНША 7 СЫНЫП ОҚУШЫЛАРЫНА АРНАЛҒАН ЖАҢА ФОРМАТТАҒЫ ЖАТТЫҚТЫРУШЫ

Аннотация. Математикаға қызығушылық ояту мүмкіндігі оңай емес. Көп нәрсе мәселенің қалай көтерілгеніне және оқушылардың жағдайды қалай талқылағанына байланысты. Оқушылардың шығармашылық қызметі, сабақтың сәтті өтуі, мұғалім таңдаған оқыту әдістеріне байланысты. Оқушының қызығушылығы тәуелсіздік пен белсенділік арқылы, сыныптағы және үйдегі проблемалық жағдайды іздеу іс-шараларын жасау, оқыту әдістерінің әртүрлілігі көмегімен, материалды жаңарту арқылы, сабақтың эмоционалды бояуы арқылы қалыптастырылады. Электронды түрдегі, заманауи ақпараттар, қағаз материалын өте көп мөлшерде қолдануға әкеледі, ал физикалық кеңістікті әлдеқайда аз игереді. Білім беруде оқу процесін

қамтамасыз ету үшін, арнайы басылымдар қажет немесе жаттықтырушылар керек. Біз жоғары сапалы терілген LATEX таңбалау жүйесін ұсынамыз. Онда сөздер, формулалар, тыныс белгілері және барлық элементтер код фрагменттері арқылы жүреді.

Түйін сөздер: қағаз материалдар, формат, жаттықтырушы. LATEX.

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ПО ОБНОВЛЕННОЙ ПРОГРАММЕ -ТРЕНАЖЕР В НОВОМ ФОРМАТЕ ДЛЯ УЧАЩИХСЯ 7 КЛАССА

Аннотация. Умение заинтересовать математикой – дело непростое. Многое зависит от того, как поставить вопрос, и от того, как вовлечь всех учащихся в обсуждение сложившейся ситуации. Творческая активность учащихся, успех урока целиком зависит от методических приемов, которые выбирает учитель. Интерес школьника сформируется через самостоятельность и активность, через поисковую деятельность на уроке и дома, создание проблемной ситуации, разнообразие методов обучения, через новизну материала, эмоциональную окраску урока. Современные носители информации позволяют уместить очень большое количество бумажного материала в электронном виде, занимая при этом намного меньше физического пространства. В образовании для обеспечения учебного процесса необходимы специальные издания, одними из таких изданий являются сборники задач или тренажеры. Нами предлагаемый тренажер будет разработан на высококачественной системе набора и вёрстке LATEX, где слова, формулы, знаки пунктуации и все элементы сопровождаются фрагментами кода.

Ключевые слова: бумажный материал, формат, тренажер, LATEX.

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**IMPROVING THE DEVELOPMENT OF INTELLECTUAL
POTENTIAL IN KAZAKHSTAN AS A FACTOR
OF INNOVATIVE AND ECONOMIC GROWTH**

Abstract. Innovative economy creates new factors of economic development, where non-material sectors dominate: science, education, services, etc. The transition to a new stage of development places knowledge and education on a special place in the modern economic mechanism, therefore the dominant factor of competition and development becomes highly qualified, unique skills and abilities of a person, that is, his human capital. Globally, scientific and technological progress is recognized as a vital factor in the transition to sustainable economic growth and is most often associated with the creation of innovative mechanisms combining science, technology, entrepreneurship and management. In order to effectively achieve strategic goals, the infrastructure of higher education must be complemented by innovative structures (centers, complexes, companies, institutes) so that higher education institutions can form educational, scientific and innovative complexes, being part of the national system. innovation system.

Keywords: human capital, assessment, modernization, policy, competitiveness, potential.

INTRODUCTION

The main priority for the development of the economy of Kazakhstan in the Presidential Address today are innovative tools. Successful implementation of the strategic objectives set by the President of the Republic of Kazakhstan in the Message to the people of the country for the next decade, Kazakhstan's leadership in the Central Asian region and throughout the post-Soviet space is ensured by the growth of competitiveness of the economy due to such major factors as innovative development and human potential. Essentially, Kazakhstan is entering a new stage of its development. The stage of forming the foundations of the economy of the future, the use of new technologies, ideas and approaches, innovative development and growth of competitiveness, modernization and diversification of production. The movement in this direction will be the more successful, the more fully taken into account the global trends in socio-economic progress.

Human development is the process of empowering a person. The most important of them is the opportunity to live a long and healthy life, gain knowledge and have a decent standard of living. And if these opportunities are not available, then many other opportunities remain unavailable. The main goal of human development is the creation of such an environment of political, economic, social and ecological environment that would allow people to enjoy a healthy and creative life for a long time. The theoretical developments of the Nobel Prize winner Amartya Sen, in particular, his paper Development as Empowerment, published in 1989, had a decisive influence on the formation of a modern understanding of the development process. Sen sees the development process not as an increase in material or economic wealth, but as a process of expanding a person's ability to live a long and healthy life, have access to knowledge, do more things, and so on. At the same time, the process of empowerment, first of all, is associated with the expansion of the freedom of human choice.

MAIN PART

Based on these ideas, a group of experts of the United Nations Development Program (UNDP) developed a conceptual approach to "human" development (or human development), and later published the first global Human Development Report for 1990, which later became annual. The concept of human development sets as the main goal of economic development not the growth of GNP (gross national product), but the possibilities for the development of man himself, the expansion of his freedom of choice. At present, this concept is global in nature, which is reflected in all program documents of international organizations working under the auspices of the UN.

The concept of human development comes from the fact that human life is valuable not because people are capable of producing benefits, but because it is the goal of this development.

Studies show that today a new type of economic development has emerged in the world based on the use of knowledge, human capital and innovation as the most important resources. The national wealth of developed countries is only 5% natural resources, 18% - productive capital, and the main place - 77% - is occupied by the knowledge and ability to dispose of them. At the heart of the economy of developed countries is intellectual potential.

Therefore, there is a need to form an innovative, intellectual economy in order to firmly take a worthy place in the world ranking of states, to define new horizons towards which to strive. Here, I believe that not only the oil and gas industry should become the national flagship, but also other sectors of the economy. If we develop only one direction, we face the so-called "Dutch disease". The essence of this concept is that a state that possesses significant resources (gas, oil, ferrous, non-ferrous metals, and so on) is ultimately doomed to "economic extinction," accompanied by social tension and the transformation of such an economy into a global raw material appendage. In order for us to avoid these problems, it is necessary to increase labor productivity growth, invest in infrastructure, develop telecommunications, strengthen the financial and tax system, improve the efficiency of public administration, as well as create favorable conditions for business development.

Thus, the successful implementation of the Strategies "Kazakhstan-2030", "Kazakhstan-2050" should facilitate the implementation of qualitative changes in the structure of the economy of Kazakhstan, which will lead to its sustainable growth, based on the effective use of human, produced and natural capital, Kazakhstan's entry into a new level social development and social order. It is obvious that the goal set by the leadership of the Republic of Kazakhstan can be achieved only on the basis of a deep diversification of the country's economy, by stimulating innovation, introducing and developing competitive industries integrated into regional and world markets.

Due to its attractiveness, the idea of developing human potential quickly spread throughout the world. In Kazakhstan, with the development of the first National Human Development Report in 1995, the concept of human development is becoming increasingly important as an "alternative" way of planning and prioritizing the development of the country. On the basis of this report, a presentation is made annually for parliamentarians, executive authorities, non-governmental organizations and the general public. Social needs of the population are more reflected in the official plans of the republic, including the priorities outlined in the strategy "Kazakhstan-2030", the program to reduce poverty. The annual messages of the President of the Republic of Kazakhstan contain provisions important for society, reflecting the principles of human development. Such attention to a person-oriented policy can be viewed as an indicator of the changing situation in our country.

The Human Development Report laid the foundation for a wide range of informational and analytical materials related to various aspects of human life. However, the problem of replacing simple digital data, such as GNP, with a mass of tables (and numerous analysis results) is that the latter lack practicality and convenience of a rough GNP indicator. Therefore, in contrast to GNP, another simple indicator was created - the Human Development Index (HDI) - this is a cumulative indicator of the level of human development in the country, so sometimes it is used as a synonym for such concepts as "quality of life" or "standard of living".

The index measures the country's achievements in terms of health status, education and the actual income of its citizens, in three main areas:

1. Health and longevity, as measured by life expectancy at birth.
2. Access to education, measured by the adult literacy rate and cumulative gross enrollment ratio.
3. A decent standard of living, as measured by the gross domestic product (GDP) per capita in US dollars at purchasing power parity (PPP).

These three dimensions are standardized as numerical values from 0 to 1, the geometric mean (formerly arithmetic) of which is a cumulative indicator of the HDI in the range from 0 to 1. Then the states are ranked based on this indicator. All countries in the ranking are classified in four categories:

1. Countries with very high HDI levels.
2. Countries with high HDI.
3. Countries with medium HDI.
4. Countries with low HDI.

The HDI is not intended to assess human development in a short period of time, since some indicator components do not change immediately in response to political changes. The same with the average number of years of education and life expectancy at birth. However, it is very useful to review the HDI progress in the medium and long term.

The use of HDI can be improved by disaggregating it. The overall country index may obscure the fact that different groups of people within a country may have different levels of human development, whether the difference is due to region, gender, or type of terrain (urban or rural).

When calculating the HDI by region, the main problem is the choice of the indicator that would most objectively reflect the accessibility of the population to resources. At the country level, GDP per capita is taken as such an indicator according to the UNDP methodology. In the regional context, the analogue of this indicator is the gross regional product (GRP), calculated by the production method. The use of this indicator in calculating the HDI is the most vulnerable point in the methodology for calculating the HDI by region. The high proportion in the production of GRP of export-oriented industries creates a picture of the imaginary economic well-being of the population of the region.

Considering the criticism of the use of GRP per capita as an indicator characterizing access to resources that provide a decent standard of living, in preparing data and calculating the HDI in the regional context, national income reports of the population were used along with this indicator. It should be noted that the GDP per capita and monetary incomes at the republican level differed in 1993-2008 by 2.9-4.1 times. This is due to three reasons.

Table 1 - Indicators of HDI of Kazakhstan in comparison with other countries

	HDI index	HDI rating	Lifeexpectancyatbirth	Expected number of years of study	Average number of years of study	GNP per capita (PPP in \$)
Kazakhstan	0.714	66	65.4	15.1	10.3	10.234
Ukraine	0.710	69	68.6	14.6	11.3	6.535
Russian Federation	0.719	65	67.2	14.1	8.8	15.258
Czech Republic	0.841	28	76.9	15.2	12.3	22.678
Europe and Central Asia	0.702	-	70.4	13.9	9.4	12.555
High HDI	0.717	-	72.6	13.8	8.3	12.286

Due to the aforementioned reasons, the transfer of cash income per capita into US dollars at PPP will lead to an underestimation of access to resources. Therefore, in order to match the result at the republican level, cash income per capita converted by PPP into US dollars is multiplied by a coefficient representing the ratio of GDP per capita to cash income per capita. The same ratio is used to adjust cash income per

capita and by region. As a result, the ratios of the monetary incomes of the population of the regions with the national average remain.

Kazakhstan is also compared to the Czech Republic, a country with a very high level of development.

According to the UNDP Human Development Report “The Real Wealth of Nations: Paths to Human Development” for 2010 [1].

The ranking of quality of life is headed by Norway, which ranked first until 2006, then ceded it to Iceland, but in 2008 it returned to the top of the list and all this time continues to lead in 2018. Australia, New Zealand, the United States, Ireland, Liechtenstein, the Netherlands, Canada, Sweden and Germany are also among the top ten leaders in the ranking - countries with a very high level of development.

Of all the states of the former USSR, only Estonia was able to enter the first group of states with a very high level of human development - it occupies 34th place. Other Baltic countries are in the group of developed countries - Lithuania takes 44th place, Latvia - 48. In this group, along with Russia and Kazakhstan, are Belarus (61st), Azerbaijan (67), Ukraine (67), Georgia (74) and Armenia (76). All other states of the former USSR are included in the group of countries with an average level of development: Turkmenistan (87th place), Moldova (99th place - the lowest figure in Europe), Uzbekistan (102), Kyrgyzstan (109), Tajikistan (112). The list of 169 countries with the lowest level of development closes the list: Zimbabwe (last place with HDI 0.140), Democratic Republic of Congo (168) and Niger (167).

Human potential has not only the material side. According to the concept of human development, income is only one of the choices that a person would like to have. And, despite its significance, it does not define all the diversity of life. In addition, economic well-being directly depends on the intellectual level of the nation, because education is becoming the most important factor of international competitiveness. Kazakhstan has the best education system among middle-income countries.

The development of spiritual potential, moral strength is the component that determines the systemic development of human potential. Returning to our coordinate system, we see that impressive economic growth is accompanied by a steady increase in the quality of life of the population. Kazakhstan has a lot to strive for. In the United Nations human capital development ranking, a group of countries with a very high level is defined, in which only the former USSR countries have been able to enter so far, taking 34th place. The development of the republic over the years of independence proves that Kazakhstan has all the opportunities to enter this group of countries.

In the formation of the national innovation system of Kazakhstan is not provided and such an important component of the innovation economy as the development of a small and medium-sized business system is poorly involved. In a competitive environment, a small business must constantly offer an innovative product, which means either developing new technologies or gaining access to technologies developed by others. Therefore, Kazakhstan faces the need to create a wide network of innovation infrastructure subjects, whose task is to increase the efficiency of R & D, to create favorable conditions for the organization and development of small high-tech firms.

In the overwhelming majority of universities, there is no intellectual property management system that regulates the distribution of rights to intellectual property objects (IPOs) created by scientists, there is no assessment and accounting of IPOs as intangible assets. The level of legal literacy on intellectual property among scientists is extremely low. An analysis of the status of issues related to the commercialization of intellectual property in start-up companies, showed that, unfortunately, little attention is paid to this problem. Common disadvantages of start-up companies are as follows:

1) the lack of a relationship between the strategy of protecting intellectual property and the business model of the company;

2) the relationships for the use of the OIC that belong to the “parent” university / institution are not settled;

3) relations with employees of start-up companies regarding the distribution of rights to the OIP under the project are not settled;

4) there is no accounting of OIC as intangible assets;

5) there is no clear understanding of the structure of the license contract, the calculation of royalties, the procedure for concluding and registering such a contract, etc.

Failure to resolve issues with intellectual property makes the business of these companies very vulnerable - competitors can at any time challenge the rights of companies to use exclusive rights to the

technologies transferred to them, and to exclusive rights to newly created IPOs. At the same time, attracting investments in this case is unlikely, since there are almost no documents regulating and securing the rights to IPO, the technologies used by the company.

CONCLUSION

Technology commercialization is a very important and timely phenomenon for Kazakhstani science. The process of transferring scientific research to industry already has widespread support in the world; in Kazakhstan such a mechanism is only getting better and it is making positive changes. The experience of OECD countries demonstrates the need to improve and develop the system for commercializing the results of scientific and technological activities, including the legal framework governing technology commercialization, tools for financial support from both the government and the private sector, and improving the competence and skills of research personnel, attracting young people to the innovation environment.

Having crossed the milestone of the 25th anniversary of independence, Kazakhstan needs to actively pursue initiatives initiated by the President in the framework of the Third Modernization of the Economy, and reinforce the success with the modernization of public consciousness. Together, this should lead to political and economic modernization of the country, as well as improve the quality of life of citizens.

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ҚАЗАҚСТАНДАҒЫ ИННОВАЦИЯЛЫҚ-ЭКОНОМИКАЛЫҚ ӨСУДІҢ ФАКТОРЫ РЕТІНДЕ ИНТЕЛЛЕКТУАЛДЫҚ ӘЛЕУЕТТІ ДАМУДЫ ЖАҚСARTU

Аннотация. Инновациялық экономика экономиканы дамытудың жаңа факторларын жасайды, онда мате-риалдық емес секторлар басым: ғылым, білім беру, қызмет көрсету және т.б. Дамудың жаңа кезеңіне көшу білім мен білім беруді заманауи экономикалық механизмде ерекше орынға айналдырады және сондықтан да басым фактор болып табылады. Бәсекелестік пен даму жоғары білікті, адамның бірегей дағдылары мен қабілеттеріне, яғни адами капиталға айналады. Әлемде ғылыми және технологиялық прогресс тұрақты экономикалық өсуге көшудің маңызды факторы болып табылады және ғылымды, технологияны, кәсіпкерлікті және басқаруды біріктіретін инновациялық механизмдерді құрумен байланысты. Стратегиялық мақсаттарға тиімді қол жеткізу үшін жоғары оқу орындарының инфрақұрылымын инновациялық құрылымдар (орталықтар, кешендер, компаниялар, институттар) толықтыруы тиіс, сондықтан жоғары оқу орындары ұлттық жүйенің бөлігі болып табылатын білім беру, ғылыми және инновациялық кешендерді қалыптастыра алады.

Түйін сөздер: адам капиталы, бағалау, жаңғырту, саясат, бәсекеге қабілеттілік, әлеует.

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СОВЕРШЕНСТВОВАНИЕ РАЗВИТИЯ ИНТЕЛЛЕКТУАЛЬНОГО ПОТЕНЦИАЛА В КАЗАХСТАНЕ КАК ФАКТОР ИННОВАЦИОННОГО И ЭКОНОМИЧЕСКОГО РОСТА

Аннотация. Инновационная экономика создает новые факторы экономического развития, где доминируют нематериальные сектора: наука, образование, услуги и т. Д. Переход к новому этапу развития ставит знания и образование на особое место в современном экономическом механизме, поэтому является доминирующим фактором. конкуренции и развития становится высококвалифицированным, уникальным умением и способностями человека, то есть его человеческого капитала. Во всем мире научно-технический прогресс признан жизненно важным фактором перехода к устойчивому экономическому росту и чаще всего

связан с созданием инновационных механизмов, объединяющих науку, технологии, предпринимательство и управление. Для эффективного достижения стратегических целей инфраструктура высшего образования должна быть дополнена инновационными структурами (центрами, комплексами, компаниями, институтами), с тем чтобы высшие учебные заведения могли образовывать образовательные, научные и инновационные комплексы, являющиеся частью национальной системы. инновационная система.

Ключевые слова: человеческий капитал, оценка, модернизация, политика, конкурентоспособность, потенциал.

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**MANAGEMENT OF SUSTAINABLE DEVELOPMENT
OF RURAL TERRITORIES AS AN INNOVATIVE FACTOR
OF ECONOMIC GROWTH OF KAZAKHSTAN**

Abstract. Expanded reproduction in agricultural organizations, self-organization of economic entities, diversification of the rural economy and technological renewal of its industries in the agro-industrial complex; attraction of investments - the main directions of increasing the sustainability of rural development, promoting optimal use of resources, stable development of the rural economy, profitability of agricultural producers, improving the quality and standard of living of the rural population. Within the boundaries of concrete rural territories, the vital activity of the population living here is carried out and a certain way of life is formed. That is why the rural territory serves as the fundamental and most important object for the development of agriculture and the agri-food complex as a whole. The rural population is the custodian of traditional culture and morality of the population of Kazakhstan.

Keywords: sustainable, rural areas, innovation, agriculture, agriculture.

INTRODUCTION

The sustainable development of rural areas is understood as a complete dynamic process of positive changes in indicators that determine the social, financial and ecological condition of rural lands, aimed at expanded reproduction of agricultural producers through a forecast system. diversification of their agricultural production, attraction of investments, application of innovations with the help of effective actions of state authorities, local initiatives and components of self-organization of economic entities, providing for resource potential and historical and cultural specifics of rural settlements [1].

Stability - resilience, consistency, exposure to the risk of loss and loss.

MAIN PART

The author identifies such characteristic features of rural areas as (in addition to the above characteristics of a general nature):

- several settlements located near each other and united by a particular attribute or infrastructure into a rural territory;
- agricultural area, located in the geographical boundaries of the same local authorities;
- on the territory there are economic entities engaged in various types of activities related to agriculture
- social infrastructure objects are located on the territory.

Sustainability is a complex, multifaceted concept. There are different approaches to the definition of the concept of "sustainability" (Table 1). The diversity of approaches to the interpretation of the concept of "sustainability" allows us to conclude about the multidimensionality of this category.

Table 1 - The essence of the category of economic "sustainability"

Author	Definition
Raizberg B.A. [2]	The sustainability of an enterprise is the financial condition of an enterprise whose business activity in normal conditions ensures the fulfillment of all its obligations to employees, other organizations, and the state thanks to sufficient income and compliance with income and expenses.
Kulbak N.A. [3]	Sustainability is an equilibrium balanced state of economic resources that provides stable profitability and normal conditions for expanded reproduction and sustainable economic growth, in the long term, taking into account the most important external factors.
Afanasyev V.P. [4]	Sustainability is consistently increasing volumes of consumer values with minimal impact of adverse conditions, improving their structure with optimal efficiency, ensuring expanded reproduction.
Golovaneva U.V. [5]	Sustainability is the ability of all elements that make up the enterprise system to maintain a state of rest, and if possible, a positive movement with both external influences and internal to the activities of the enterprise.
Bryantseva I.V. [6]	Economic sustainability is a state of an enterprise in which the socio-economic parameters that characterize it retain their original equilibrium and are within specified limits when exposed to the internal and external environment.
Zakharchenko V.I. [7]	The economic sustainability of an enterprise is a complex of organizational, innovation, logistic, production, financial and credit properties, taking into account their mutual influence and interaction.
Compiled by the authors on the basis of sources [2], [3], [4], [5], [6], [7].	

Summarizing the above definitions, it can be noted that economic sustainability, in the opinion of most authors, is the ability of a system to restore certain of its parameters when they deviate as a result of environmental factors.

Solving problems in the field of sustainable development of rural areas is impossible without their comprehensive assessment, which reflects the socio-economic status of rural areas and allows you to develop effective organizational and economic measures to improve their sustainable development, taking into account the resource potential, territorial, historical and cultural characteristics. State regulation of sustainable development of rural areas contributes to the development of measures to ensure the legal aspect of the implementation of social, economic and environmental components of rural areas.

Expanded reproduction in agricultural organizations, self-organization of economic entities, diversification of the rural economy and technological renewal of its industries in the agro-industrial complex; attraction of investments - the main directions of increasing the sustainability of rural development, promoting optimal use of resources, stable development of the rural economy, profitability of agricultural producers, improving the quality and standard of living of the rural population.

Today, the level of financing of social infrastructure in rural areas is largely dependent on local budgets, which, in turn, depend on the production activities of enterprises operating in the territory of the respective local councils.

In addition, the results of the research of V. Gorevy and other scientists determine:

- that the level of improvement of rural housing for the most part does not meet modern requirements;
- in an unsatisfactory condition in the village there are objects of education, health care and culture;
- accessibility of the rural population to social services is constantly decreasing from year to year, their assortment and quality is also deteriorating” (46.5% of the total number of villages without first-aid and obstetric centers, only 31.2% of villages are provided with children's institutions, 48.7% - schools, 57.8% - cultural institutions of club type), etc.

Of particular interest in the aspect under study is the use of alternative sources of electricity generation for providing tourist accommodation places. The most widespread sources of energy in international practice regarding the subject under investigation are helio and wind energy. However, for Kazakhstan today hydropower is the most low-cost and highly profitable.

The method of using solar energy is based on the conversion of solar radiation into electricity through the use of specialized technologies and is called "solar generation". Solar radiation used to transform into

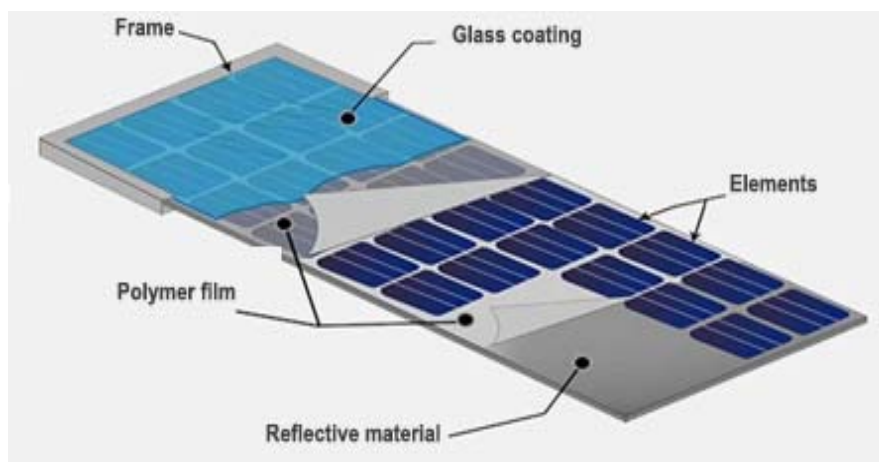
electricity by solar generation is electromagnetic radiation with a range of 2.8 - 3.0 microns. In this case, for solar generation, 3 types of electromagnetic waves are used, namely, ultraviolet waves, light waves and infrared radiation waves. Light waves form the basis, occupying 49% of the total volume in the process of solar generation. Unfortunately, the number of sunny days in the Akmola region does not prevail over cloudy, and therefore the use of solar radiation is not an efficient way to produce energy for this region.

In turn, wind energy is an indirect form of solar energy, which is a consequence of the temperature difference in the atmosphere of the earth.

About 2% of the incoming solar energy to Earth is converted into wind energy. The wind is a very large renewable source of energy. His energy can be used in almost all areas of the Earth. This gives grounds to assert that the production of electricity from wind power plants is extremely attractive, but at the same time technically challenging, the main difficulties in relation to which are a high degree of distraction of wind energy and its variability [8].

Speaking about the method of realization of solar generation, it should be noted that such is carried out by means of photovoltaic cells. In turn, the main technologies of solar generation, the most widely used in modern practice, are photovoltaics, and solar thermal energy.

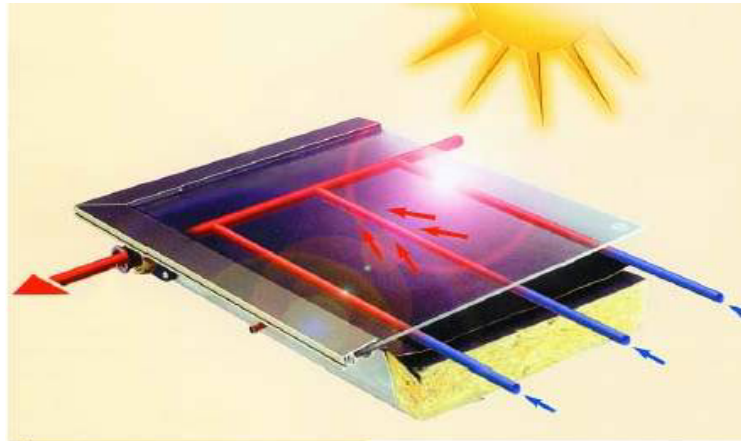
The production of electricity through the photovoltaic effect is carried out according to the principle of accumulation on the installed photocell of sunlight, the energy of which, reacting, is absorbed by electrons, which sets electrons in motion, which in turn generates an electrical voltage. Solar cells (batteries) are used as photovoltaic cells for this technology of solar energy production [9]. The panels are assembled from several elements - modules, which in turn represent a complex of photoelectric converters (FEP) installed on the reflective material, as the basis of the module, between which is placed a polymer film. Visually, the photovoltaic mole and its structure are displayed using figure 9.



Compiled by the author on the basis of literature data [56]
Figure 10 - Structure of the solar panel module

Also in recent years, solar thermal energy has gained special popularity. The production of electricity using this technology is based on the use of solar radiation to heat a fluid located in a special vessel of the solar thermal installation. When heated, the liquid is converted into steam by means of which the turbine of the installation is rotated, which leads to the production of electricity. In addition to the water tank, the installation also includes a set of thermal solar panels located around the tank, which contribute to the heating of water.

Clearly, the principle of using the technology of solar thermal energy is displayed using Figure 11.



Compiled by the author on the basis of literature data [9]
Figure 11 - The principle of operation of a solar thermal installation

Unlike photovoltaics, solar thermal power plants are mainly used for the production of hot water and thermal control of buildings.

In the context of the economic assessment of the resource potential of agricultural areas of the region, statistical data are collected and calculated in such areas as:

- land resources and the assessment of legal restrictions on their use;
- the share of agricultural land in the structure of the total land fund;
- the share of arable land in the structure of agricultural land and in the structure of the total land fund
- mineral resources of agricultural lands;
- assessment of soil quality by their natural properties (grading);
- assessment of production volumes and structure of crop production, livestock production and secondary types of agricultural activities;
- evaluation of the effectiveness of agricultural land use by calculating the volume of production from 1 ha;
- features and efficiency of restoration of arable land in the region.

In the context of assessing the main macroeconomic indicators of agricultural areas of the region, statistical data are collected and calculated on indicators such as:

- gross regional product (nominal and real);
- gross regional product per capita;
- national income of the region
- level of inflationary influence
- The ratio of consumption growth and investment in fixed capital;
- the growth of the export potential of the region;
- an index of the physical volume of industrial output (in comparable prices);
- degree of depreciation of fixed production assets;
- the proportion of unprofitable enterprises;
- the index of the ratio of GRP and tax revenues to the regional budget;
- budgetary provision of the region;
- The state of payables and receivables in the region, including taxes. [10]

Sustainable development of rural areas will provide an opportunity to ensure sustainable growth of the rural economy; to increase employment, the level and state of life, also to reduce the rate of movement of the rural population, to save the environment. It is believed that it is possible to identify 4 interrelated components of sustainable rural development: financial, social, environmental and institutional. The diversification of the rural economy, the expansion of the income sources of the rural population, their employment, etc., depend on the level of economic sustainability. [11]

Financial sustainability directly affects the social, as it reflects the improvement of the living conditions of the rural population, the restoration and development of social infrastructure, etc. [12]. Environmental sustainability involves the rational use of natural resources. The institutional component

provides for the development of legal, financial, organizational and other institutions that contribute to the sustainable development of rural areas. For the purpose of sustainable development of rural areas, it is necessary to develop an existing organizational and economic mechanism in accordance with the concept.

CONCLUSION

Within the boundaries of concrete rural territories, the vital activity of the population living here is carried out and a certain way of life is formed. That is why the rural territory serves as the fundamental and most important object for the development of agriculture and the agri-food complex as a whole. The rural population is the custodian of traditional culture and morality of the population of Kazakhstan.

Solving problems in the field of sustainable development of rural areas is impossible without their comprehensive assessment, which reflects the socio-economic status of rural areas and allows you to develop effective organizational and economic measures to improve their sustainable development, taking into account the resource potential, territorial, historical and cultural characteristics. State regulation of sustainable development of rural areas contributes to the development of measures to ensure the legal aspect of the implementation of social, economic and environmental components of rural areas.

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ҚАЗАҚСТАННЫҢ ЭКОНОМИКАЛЫҚ ӨСУДІҢ ИННОВАЦИЯЛЫҚ ФАКТОРЫ ЖЕРЛЕРІНІҢ ТҰРАҚТЫ ДАМУЫНЫҢ ТҰРАҚТЫ ДАМУЫНЫҢ БАСҚАРУЫ

Аннотация. Агроөнеркәсіптік кешенде ауыл шаруашылық ұйымдары арасында кеңейтілген көбею, шаруашылық субъектілерінің өзін-өзі ұйымдастыру, ауыл шаруашылығын эртарандыру және оның филиалдарының технологиялық жанаруы; инвестицияларды тарту - ауылдарды дамытудың тұрақтылығын арттыру, ресурстарды оңтайлы пайдалану, ауыл шаруашылығын тұрақты дамыту, ауыл шаруашылығы тауарын өндірушілердің табыстылығы, ауыл халқының өмір сүру сапасы мен сапасын көтерудің негізгі бағыттары. Нақты ауылдық аумақтар шекарасында осы жерде тұратын халықтың өмірлік белсенділігі жүзеге асырылады және белгілі бір өмір салты қалыптасады. Сондықтан ауылдық аумақ ауыл шаруашылығын дамытуға және тұтастай алғанда агроөнеркәсіп кешенін дамытудың іргелі және ең маңызды объектісі болып табылады. Ауыл тұрғындары - Қазақстан халқының дәстүрлі мәдениеті мен адамгершілігінің қамқоршысы.

Түйін сөздер: тұрақты, ауылдық аудандар, инновация, ауыл шаруашылығы, ауыл шаруашылығы

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УПРАВЛЕНИЕ УСТОЙЧИВЫМ РАЗВИТИЕМ СЕЛЬСКИХ ТЕРРИТОРИЙ КАК ИННОВАЦИОННЫМ ФАКТОРОМ ЭКОНОМИЧЕСКОГО РОСТА КАЗАХСТАНА

Аннотация. Расширенное воспроизводство у сельскохозяйственных организаций, самоорганизация хозяйствующих субъектов, диверсификация сельской экономики и технологическое обновление ее отраслей в агропромышленном комплексе; привлечение инвестиций – основные направления повышения устойчивости развития сельских территорий, способствующего оптимальному использованию ресурсов, стабильному развитию сельской экономики, доходности сельскохозяйственных товаропроизводителей, улучшению качества и уровня жизни сельского населения. В границах конкретных сельских территорий осуществляется жизнедеятельность проживающего здесь населения и формируется определенный уклад жизни. Именно поэтому сельская территория выступает в качестве основополагающего и наиболее важного объекта развития сельского хозяйства и агропродовольственного комплекса в целом. Сельское население является хранителем традиционной культуры и нравственности населения Казахстана.

Ключевые слова: устойчивое, сельские территории, инновации, агропромышленный комплекс, сельское хозяйство.

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**FORMATION OF TEACHER'S READINESS TO REALIZE
THE CONTINUITY OF PRESCHOOL AND PRIMARY EDUCATION
IN THE CONDITIONS OF UPDATED EDUCATION CONTENT**

Abstract. Changes in the curriculum of pre-school training to update the content of education. In modern Kazakhstan, the formation of a new education system oriented towards the world educational space is underway. This process is accompanied by significant changes in pedagogical theory and practice. The authors described the changes that occurred in our curriculum. However, numerous studies of psychologists and educators show that various changes in education and even the availability of knowledge in itself does not determine the success of training, it is much more important that the child know how to independently obtain and apply them. In this connection, the ways of forming the teacher's readiness to implement the continuity of pre-school and primary education in the context of the updated educational content are proposed.

Keywords: teacher, formation, readiness, continuity, preschool and primary education, updating.

INTRODUCTION

In the works of the Head of State "Looking to the future: modernization of public consciousness", the program "TuganJer" offered by the president and the project "Spiritual shrines of Kazakhstan" are proposed about the importance of high spiritual education of a person as a person.

Qualitative changes in any area of our life, and even more so in education, are impossible without forming a new teacher's view of their place and role in the educational process. Without understanding, we teachers, new goals and objectives in the updated content and technology of training, new forms of assessment, taking into account the competence-oriented approach in teaching, this is probably almost impossible to do. That is why the teacher needs readiness to perceive the methodology and content of the updated SES secondary education, to change the program and methodological support of the educational process, to change the goals and methods of pedagogical activity.

MAIN PART

Today, each teacher is interested in questions:

- What is the difference between the updated content of education and the traditional?
- Whether approaches to the organization of educational process at school will change?
- What does the concept of "result-oriented education" mean?
- In what direction and how should the teacher prepare for the updated content of education?

Of particular importance in the conditions of updating the content of education is the level of pre-school education and upbringing. Pre-school preparation of 5-year-old children should be carried out taking into account psychological, pedagogical, physical, physiological requirements as the main conditions for the quality of preparedness of children for elementary school education. Assessment and monitoring of knowledge will comply with the principles: validity, systematic, consistency, objectivity,

transparency, recommendation, reliability, but involves the parallel development of two lines of assessment: (formative and summative assessment). Evaluation of educational achievements in a result-oriented education model, suggests evaluation of the results of training for the lesson and the final work in the quarter.

Learning outcomes in school children will require us, teachers, a comprehensive and objective assessment of success in achieving the expected learning outcomes of each student, his attitude to learning and the dynamics of personal development in general. But updating the content of education, broadcasting the best experience of introducing new approaches to learning and teaching methods, should take into account the positive experience of the traditional. Synthesis of traditional and innovative teaching methods will allow to diversify the forms of conducting classes that activate students' cognitive activity. In general, the level of Kazakhstan's secondary general education should correspond to the tasks of the state's development and ensure its competitiveness in the modern world.

Pre-school preparation as the initial stage of the education system ensures continuity and continuity of pre-school and primary education, creates conditions for the intellectual and physical development of children 5-6 (7) years old.

Currently, pre-school training is carried out in pre-school organizations and pre-school classes of secondary schools. The main purpose of preschool preparation is to form children's motivation to learn in school and emotional readiness for it.

The main purpose of preschool preparation of children is the general, intellectual, physical development of children of preschool age, ensuring their readiness for learning, the formation of personal qualities in a child for mastering learning activities.

In the 2016-2017 school year, the educational process in pre-school classes of the republic is organized in accordance with the State Compulsory Standard of Pre-school Education and Training (hereinafter - the Standard), approved by the Government of the Republic of Kazakhstan on May 13, 2016 No. 292, the Pre-School Education Program Model curricula for preschool education and training (hereinafter - TUP). The educational program for pre-school preparation includes preparing children for school (socio-psychological, personal, volitional, physical, and intellectual), and also contributes to the development of communication skills, the manifestation of children's cognitive and social motives, and the development of a passion for learning.

The program is based on the pedagogical principles: consistency, system, continuity, integration and unity of 25 educational, developmental and educational tasks of pre-school education and training.

All activities and classes are focused not on the training of future first graders, but on the development of their activity, independence, creative abilities, cognitive interest, ability to communicate with their peers and older children.

The Program defines the main aspects of the content of the educational areas "Health", "Communication", "Cognition", "Creativity", and "Society". All educational areas are related to each other: the child knows; cognizing, talks about what he learned; interacts with peers and adults in the process of research and discussion. Thus, the interpenetration and interrelation of educational areas ensure the formation of a holistic picture of the world around the child.

In accordance with the State compulsory standard of pre-school education and training and the Model Curriculum, the workload in pre-school classes is 24 hours, of which 20 hours are given to classes, 4 hours - for the variable component. In preschool classes, the maximum allowable number of classes is no more than four, lasting 25-30 minutes. The duration of the breaks between them should be 10-12 minutes, during which moderate-intensity outdoor games are organized.

The content of the educational field "Health" is aimed at the formation and development of skills in active motor activity, the need for physical self-improvement, and on introducing children to the basics of a healthy lifestyle.

The content of the educational area "Communication" is aimed at developing the ability to communicate and interact with other people, to distinguish between situations of communication, to adequately and correctly build their behavior.

The content of the educational field "Cognition" is aimed at creating conditions for cognitive and research activities.

The content of the educational field "Creativity" is aimed at creating conditions for the formation of creative abilities, thinking and imagination in preschool-age children, for developing the emotional-sensual sphere and aesthetic taste, striving to convey their inner world in artistic form, for education by means of art and familiarizing with the world arts through musical and artistic activities and games.

The content of the educational field "Society" is aimed at developing the ability to adapt to the social environment, to interact freely in any environment, to love the Motherland, to develop the foundations of the initial moral and spiritual education. Creating conditions for the development and upbringing of children in preschool classes

To implement the requirements of the Standard, it is necessary to create conditions in each preschool class that meet the following requirements:

Teachers of the state, Russian and foreign languages carry out targeted language training in accordance with the TUP.

The music teacher carries out the musical development of children; organizes and conducts music classes, children's parties and other cultural events; identifies musically gifted children; conducts individual work with children; advises parents and educators on musical education of children.

The teacher of physical culture carries out the physical development of children; studies advanced pedagogical experience in physical education and uses innovative technologies.

The further development of documents revealing indicators of children's readiness for learning remains relevant.

Preschool institutions, primary schools should carry out pedagogical propaganda among parents to explain the goals of education and training at each age stage of the child's development.

A concept for the content of continuing preschool-primary education is currently being developed, and the meeting's participants are confident that this concept will contribute to a scientifically sound solution to the problem of continuity.

Modernization of education has made its major changes in the system of preschool and primary education, which touched upon both the organizational and the substantive side of these levels of education.

Thus, the pre-school education system is a flexible, multifunctional network of pre-school educational institutions, which represent a wide range of educational services, taking into account the needs of the family and society as a whole.

The species diversity of preschool educational institutions is developed with priorities of one or several areas of work with children:

- Kindergarten compensating type;
- Kindergartens for supervision and rehabilitation;
- child development centers, etc.

The educational institutions of the elementary school-kindergarten, creating the most favorable conditions for ensuring continuity in the upbringing and education of children, have positively recommended themselves.

Positive changes were outlined in the formation and distribution of psychological services for children of preschool and primary school age and their parents.

Significant changes have occurred in the content of education of children of preschool and primary school age, in the general character and style of the pedagogical process: there has been a rejection of strictly regulated

forms of training and acceptance of the humanistic pedagogy by the pedagogical community. Increasingly, the variability of programs, curricula, teaching aids, which greatly enriches the content of both preschool and primary education, is becoming more widespread.

At the same time, the changes taking place in the education system have shown the unreadiness of a significant part of the teaching staff for the conscious choice of a variable training program and its

adequate implementation. In addition, the variability introduced into the preschool education an unjustified passion for subject teaching, and in elementary school a multidisciplinary nature, which led to a decrease in the quality of education and overload of children. A serious reason for the negative consequences of introducing variability is the lack of education standards approved at the state level, which significantly impedes the establishment of continuity in the education system.

The choice of content and teaching methods is determined at the regional level, often not by pedagogical expediency, but by opportunistic considerations, and the intrinsic value of each period of the child's development, its age characteristics and possibilities are not taken into account. So, preparation for school is often regarded as an earlier study of a first-class program and comes down to the formation of narrow subject-specific knowledge and skills. In this case, the continuity between the preschool and younger school age is not determined by whether the future schoolchild has the qualities necessary for the implementation of a new activity, whether its prerequisites are formed, but by the presence or absence of certain knowledge on academic subjects. Therefore, the purpose of preparation for school should be the formulation of a preschooler's personal qualities necessary for mastering the educational activities:

- Curiosity,
- Initiative.
- Independence
- Creative imagination, arbitrariness.

A serious problem is the ignoring by the creators of programs and textbooks of the laws of mental development of a child — the sensitivity of different age periods to the formation of certain mental functions and neoplasms, the role of leading activity in their formation. So, in the preschool educational institutions there is a widespread negative practice of underestimating gaming activities and overuse of various “school” forms and technologies of learning:

- Frontal classes are held in individual subjects,
- systematic monitoring of the acquisition of knowledge and skills.

Thus, an unjustified artificial acceleration of the development of a child is provoked - “raising up” of preschool education. Purposeful formation of educational activities in elementary school is also, as a rule, beyond the purview of authors of programs and textbooks and practical workers.

These problems are aggravated by the fact that a clear lack of attention is paid to the physical development of children, the protection and promotion of their health.

A full-fledged, socially-oriented and state-regulated implementation of the provisions of legal documents is possible only with the continuity of all levels of education.

Continuing education is understood as a connection, coherence and perspectivity of all components of the methodological system (goals, objectives, content, methods, means, forms of education and training) at all levels of education, which ensures the ongoing development of the child.

The idea of continuity of education is now being more declared than implemented. The lack of unified conceptual approaches to the setting of goals and objectives of education at each stage - building succession and determining their prospects, makes it difficult to focus on the progressive development from the previous stage of education to the next.

The overall goal of continuing education for children of preschool and early age can be formulated as a harmonious physical and mental development of a child, ensuring the preservation of his individuality, adaptation to a changing social situation, readiness for active interaction with the outside world.

The continuity of the preschool and primary educational programs assumes the achievement of the following priority objectives:

at the preschool level - protection, health promotion and physical development of the child, development of his general abilities; the development of arbitrariness, cognitive activity, the development of communication and self-confidence, ensuring its emotional well-being and successful education in the next stage;

at the primary school level - the physical culture of the child; his cognitive development and socialization corresponding to the age possibilities; · Mastering various forms of interaction with the outside world; the formation of educational activities and readiness for education in the middle school.

The implementation of the overall goal of the education of children 3-10 years old requires compliance with a number of pedagogical conditions:

at the preschool level: student-centered interaction of the teacher with the child; the formation of play activities as the most important factor in the development of the child; the creation of an educational environment conducive to the personal and cognitive development of the child;

at the primary school level: reliance on the present level of achievements of preschool childhood; the focus of the learning process on the formation of the ability to learn as the most important achievement of this age period of development; individual work in cases of advancing or lower rates of child development.

CONCLUSION

Comparison of practical observations of teachers, psychologists, and especially class teachers who are closer to other fifth-year subject students, allows us to reach objective results. Information about the individual characteristics of each student was systematized and summarized in a general table, which became a tool in the hands of each subject teacher. Thus, our observations and conversations with pupils show that difficulties with adaptation in 5 classes are connected not only with the complication of the material and the emergence of new subjects. The main difficulty is interaction with new teachers, a violation of the usual emotional contact.

To make it easier for students to adapt to the new conditions, it is very important for the teacher to start learning the subject using those teaching methods used by the elementary school teachers. After all, if you look at the material that is studied in the fifth grade, then it is clear that for the most part it is a generalization of the knowledge with which students came from elementary school. Knowledge of numbers is gradually expanding: children get acquainted with new classes, then they get the notion of ordinary and decimal fractions, and then, in the sixth grade, they get acquainted with negative numbers. In this case, the knowledge, skills and abilities, which they have mastered when working with numbers, are basic and find their further application.

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ЖОҒАРЫ БІЛІМ АЛУШЫЛЫҒЫНДА БАҒДАРЛАМАЛЫҚ ЖӘНЕ БАСТЫ БІЛІМ БЕРУ САЛАСЫНДАҒЫ ОРЫНДАЛУЫ ТӘЖІРИБЕСІНІҢ ОҚЫТУШЫЛЫҒЫНЫҢ ФОРМАТЫ.

Аннотация. Білім беру мазмұнын жаңарту үшін мектепке дейінгі дайындықтың оқу жоспарындағы өзгерістер. Қазіргі Қазақстанда әлемдік білім беру кеңістігіне бағытталған жаңа білім беру жүйесін қалыптастыру жұмыстары жүргізілуде. Бұл процесс педагогикалық теория мен практиканың елеулі өзгерістерімен қатар жүреді. Авторлар біздің оқу жоспарларымыздағы өзгерістерді сипаттады. Дегенмен, психологтар мен педагогтердің көптеген зерттеулері білім берудегі әртүрлі өзгерістер және тіпті білімнің өзі өздігінен оқытудың сәттілігін анықтайтынын көрсетеді, баланың оларды қалайалуға және оларды қалайқолдануға болатынын білу әлдеқайда маңызды. Осыған байланысты жаңартылған білім беру контекстінде мектепке дейінгі және бастауыш білім берудің сабақтастығын жүзеге асыруға мұғалімнің дайындықтарын қалыптастыру жолдары ұсынылды.

Түйін сөздер: мұғалім, қалыптасу, дайындық, үздіксіздік, мектепке дейінгі және бастауыш білім беру, жанару.

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ФОРМИРОВАНИЕ ГОТОВНОСТИ УЧИТЕЛЯ К РЕАЛИЗАЦИИ ПРЕЕМСТВЕННОСТИ ДОШКОЛЬНОГО И НАЧАЛЬНОГО ОБРАЗОВАНИЯ В УСЛОВИЯХ ОБНОВЛЕННОГО СОДЕРЖАНИЯ ОБРАЗОВАНИЯ

Аннотация. Изменения в учебной программе пред школьные подготовки по обновлению содержания образования. В современном Казахстане идет становление новой системы образования, ориентированной на

мировое образовательное пространство. Этот процесс сопровождается существенными изменениями в педагогической теории и практике. Авторами изложено об тех изменениях, которые произошли в нашей учебной программе. Однако, многочисленные исследования психологов и педагогов показывают, что различные изменения в образовании и даже наличие знаний само по себе не определяет успешность обучения, гораздо важнее, чтобы ребёнок умел самостоятельно их добывать и применять. В связи с чем, предложены пути формирования готовности учителя к реализации преемственности дошкольного и начального образования в условиях обновленного содержания образования.

Ключевые слова: учитель, формирование, готовность, преемственность, дошкольное и начальное образования, обновление.

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**ROLE OF SECOND LEVEL BANKS IN THE IMPLEMENTATION
OF STATE PROGRAMS IN THE CONDITIONS OF MODERNIZATION
OF THE ECONOMY OF KAZAKHSTAN**

Abstract. A developed banking system is the basis of a modernized economy. Therefore, there is an increasing need for the operation of several large universal banks that accumulate large amounts of financial resources in order to use them to finance priority areas for the modernization of the industrial sector of the national economy. Large banks will provide full funding for the economy. Today, there is a tendency in Kazakhstan to consolidate the banking sector through the processes of merging banks, which will allow to combine capital and other available resources necessary to meet the needs of the economic system, especially high-tech industries. Strong business is a condition for creating strong states. For this it is necessary to resort to the help of banks and other financial institutions, which are accumulators of money. If banks work stably, the economy will be continuously supplied with the necessary funds.

Keywords: bank, financial stability, modernization of the economy, global competitiveness.

INTRODUCTION

The policy of further innovation development and industrialization of the country's economy continues in the framework of the State Program for Industrial Innovation Development for 2015-2019, as well as the Program for the Development of the Services Sphere. Despite the fact that this is the second industrial five-year plan, the problem with financial resources has not been resolved.

Meanwhile, the solution of the key task of the new industrialization of Kazakhstan will determine whether we are among the 30 most developed countries in the world or will remain suppliers of raw materials and goods with low added value to world markets. To reverse the trend, we need the efforts of the state to create conditions for increasing the investment attractiveness of processing industries. This is a complex and complex task. Its implementation becomes more complicated in the conditions of a new economic reality, since the banking system of Kazakhstan is currently experiencing certain difficulties in attracting additional sources of financing for lending to the economy. Bank loans are very expensive and are provided for short periods, because banks do not have access to long-term cheap funding and cannot provide long-term money to customers, which slows down the growth in the number of investment projects in non-primary sectors of the economy, for the implementation of which long-term money is needed for a period of 5-7 years and more.

MAIN PART

The financial sector affects many sectors and sectors of the country's economy and is an important factor in the development of Kazakhstan. Timely introduction of modern innovative technologies by the National Bank and second-tier banks in the framework of the Information Technology Development Strategy in the National Bank of the Republic of Kazakhstan for 2015–2020 approved by the Board of Directors on June 20, 2016 will allow to achieve the goals, accelerate globalization in the global economy and ensure stable growth of the population's well-being.

The Kazakhstan stock market is also underdeveloped and today it is unable to meet the needs of the real sector of the economy for financial resources. Funds of accumulative pension funds, insurance companies, mutual funds and other funds are still working poorly for the rise and development of the domestic industry. Therefore, it is necessary to create legislative mechanisms for attracting these resources to the real sector of the economy.

In this regard, it is important to use all available domestic financial resources in the country, as well as to attract as much foreign direct investment as possible to solve key tasks of diversification and modernization of the economy, shifting the focus from credit resources, since they are very expensive today and are provided for short periods. .

It should be borne in mind that foreign direct investment is much cheaper and they can be attracted for a longer period of 5-10-15-20 years. A significant advantage of them is the fact that new technologies and innovations come to various sectors of the economy in Kazakhstan along with the money. This is very important in terms of improving the efficiency and effectiveness of investments.

In the absence of adequate funding from commercial financial institutions, the state had to occupy this niche in the Kazakhstan market through a system of national holdings and development institutions. The system of development institutions was expanded and tuned to meet the needs of industrial-innovative development. Various tools to support industrial development were tested: interest rate subsidies, reimbursement of expenses and the provision of grants for innovations and the introduction of technology, reimbursement of part of the costs of subjects of industrial-innovative activity, guaranteeing loans and so on. Such measures were taken by the Government of Kazakhstan, but the situation has not changed significantly.

Therefore, it is important to continuously monitor and evaluate the ongoing diversification policy, reduce corruption in the allocation of budget investments, the effectiveness of selection of investment projects, since the cost of diversification is very high and failures can affect not only the budget policy, but also the macroeconomic situation in general.

It is also necessary to provide the most severe control over the effective spending of budgetary funds, strengthen the personal responsibility of the Administrators of budget programs and akims of all levels.

It is necessary to increase the role of state financial control bodies, as well as their responsibility for the implementation of the objectives of ensuring the transparency of budget spending, the effectiveness of their use and the strengthening of financial discipline in the country.

Along with this, in the conditions of limited financial resources of the state, it is necessary to ensure the development of additional sources of financing for new industrialization. In particular, it is advisable:

- issue infrastructure bonds so that entrepreneurs can use “long money”;
- during the implementation of the second five-year plan of SPAID (2015-2019), more actively apply the model of public-private partnership, the essence of which is to provide private businesses with the opportunity to provide services (to produce products) on the basis of the infrastructure created by the state;
- improve venture financing, use the international experience of the United States and the European Union on the use of venture investments in high-tech and innovative companies in the implementation and development of innovations in Kazakhstan.

• The program provides four areas in which the state supports private entrepreneurship in Kazakhstan: 1) support for new business initiatives, 2) recovery of the business sector (currently, applications for this area are suspended), 3) reduction of currency risks for entrepreneurs, 4) provision of non-financial government support - enhancing entrepreneurial potential. The purpose of these tools is simple - to reduce the cost of loans for enterprises operating in priority sectors of the economy. If a businessman takes a loan under the Business Roadmap 2020 program (its size should not exceed 4.5 billion tenge), at 14% per annum, of which 7% is paid by a businessman, and the difference is Damu Fund. The term of the subsidy is 3 years, while prolongation is allowed up to 10 years. Now business loans are very expensive, the interest rate reaches 16-18%, and if it is a novice businessman, it can exceed 18% per annum. With all this in mind, the subsidies for the “Business Road Map 2020” program, paid by the Damu Fund, are an excellent tool for small and medium businesses.

Earlier They were just a device for transmitting sound over a distance; today, in addition to the means of communication, it is used as a wallet, key, magazine, camera, video players, etc. Thanks to the rapid progress, it became possible to print not just sheets of documents on printers, but to create complex three-

dimensional projection models using 3D printers that are used in various fields - from food and medical to building construction. An additional factor in favor of the introduction of modern digital technologies are digital dividends. According to the data in the World Bank's 2016 World Development Report: Digital Dividends, the introduction of digital technologies can improve the efficiency and transparency of public administration, provide employment, improve the quality of education and health, improve the investment climate, increase productivity and increase the share of small and medium businesses in the structure of GDP.

Financial intermediation of second-tier banks will allow business entities wishing to efficiently manage their money capital to become strategic investors in the economic modernization of Kazakhstan, the creation of new industries and the introduction of advanced technologies [1]. Consider the dynamics of indicators reflecting the role of the banking sector in the economy of Kazakhstan (see table 1).

Table 1 - Dynamics of relative indicators characterizing the role of the banking sector in the economy of Kazakhstan

Name of the indicator / date	2013	2014	2015	2016	2017
GDP, billion tenge	30 347	34443,4	38624,4 ¹	40 884,1 ²	44 354,0 ³
The ratio of assets to GDP,%	45,7%	44,9%	47,2%	61,4%	57,6%
Loan portfolio to GDP ratio,%	38,4%	38,8%	36,7%	37,9%	35,0%
The ratio of customer deposits to GDP,%	28,1%	28,6%	29,4%	41,7%	38,9%
The ratio of the allocation of funds in domestic assets	1,145	1,133	1,148	1,157	1,041
¹ according to the forecast data of the Ministry of Economic Development and Trade of the Republic of Kazakhstan;					
² according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan					
³ according to the Forecast of the socio-economic development of Kazakhstan for 2017-2021					

Note: The table is compiled according to the National Bank of Kazakhstan [2]

As can be seen from the data of table 1 in the period of 2016-2017, the indicators of the banking sector declined slightly relative to the country's GDP. This is primarily due to the fact that the consequences of the global crisis of 2008–2009 continue to affect the state of the banking sector, which should become the locomotive of the modernized economy. An important condition for a full-fledged and high-quality financing of the modernization process is to achieve sustainability of the financial system of Kazakhstan, where second-tier banks play an important role. In the global economy, open international money flows affect the exchange rate and interest rates within the country. This is manifested in the financial system of Kazakhstan [1].

In order to implement the Address of the President of the Republic of Kazakhstan Nazarbayev N.A. to the people of Kazakhstan “The Third Modernization of Kazakhstan: Global Competitiveness” in 2017, the National Bank of Kazakhstan adopted the Program for Improving the Financial Sustainability of the Banking Sector of the Republic of Kazakhstan, one of the main goals of which is to restore lending to the real sector of the economy, to ensure uninterrupted banking services for the economy and the population, and to ensure competitive banking sectors within the framework of integration processes (WTO and SES).

The second-tier banks and state development institutions (Development Bank of Kazakhstan, National Innovation Fund, etc.) have great potential for attracting international loans and loans to finance the Kazakh economy. The regional integration of the financial payment and foreign exchange systems of Kazakhstan is important for the financial support of modernization. In this case, banks play an important role.

Scientists Bayniyazov M. and Kaygorodtsev A.A. believe that banks will have to be responsible for lending effective modernization, ensuring the stability of the national currency and, ultimately, for the state of the balance of payments of the country [1]. At the same time, in their opinion, the list of authorized commercial banks that directly work on the implementation of the national strategy should be determined, their contribution to the growth of social production efficiency should be stimulated. The National Bank needs to create a special unit coordinating the activities of authorized investment institutions for the implementation of the national strategy.

These measures should lead to the search for additional impulses for modernization, open access for enterprises and financial sector entities to the world market, which will diversify risks, gain benefits from the export of capital, and strengthen the competitive advantages of the countries participating in regional unions by overcoming the limitations small financial systems.

Taking into account the conditions of the economic crisis in order to reduce the burden on the state budget, the majority of projects under this Program are planned to be implemented through attracting loans from international financial organizations and development institutions, and attracting private investment. One of the international partners in the implementation of the Program is the World Bank, which will provide technical support for the implementation of the Program, as well as help in mobilizing investments, acting as an “umbrella investor”. There will also be applied modern financing mechanisms, such as the service model of informatization and tools of public-private partnership with the active involvement of domestic producers. The Program Management Mechanism, in accordance with the best international practices in the field of program management and recommendations of World Bank experts, will be implemented through the Program Management Office at the National Institute of Development in the field of information and communication technologies.

It is undesirable to finance domestic projects by transnational corporations, since there is a high risk of absorption of national enterprises by foreign companies. The profits from such investments either go beyond the national economy or are reinvested in the securities of foreign firms. For domestic enterprises, it is preferable to cooperate with domestic banks, with which they have a common goal - the modernization of the national economy.

Strong business is a condition for creating strong states. In turn, a strong business cannot be created without sufficient funding. For this it is necessary to resort to the help of banks and other financial institutions, which are accumulators of money. If banks work stably, the economy will be continuously supplied with the necessary funds.

The World Bank’s Digital Dividends report also confirms that as new technologies evolve and penetrate all new professions, employees will have to constantly evaluate and upgrade their skills. As the foundation of the information and communication infrastructure of the subsoil use industry in Kazakhstan, in the framework of the implementation of the state program “Digital Kazakhstan”, it is planned to create a “National Data Bank” of mineral resources”. The idea is that by providing a single tool for collecting and storing data obtained from existing subsoil users, the state will not only ensure the safety of subsoil data, but also be able to attract additional investment in the industry by providing this data to potential investors

New technologies in the sphere of financial services through digital transformation will help increase the scale and efficiency of the banking industry, expand the demand for financial services, increase the share of non-cash payments, and reduce the size of the shadow economy.

CONCLUSION

The financial sector of the Republic of Kazakhstan is one of the weak points of the country's economy. There are two cross-cutting areas of digital financial infrastructure development, such as a data management infrastructure and a payment ecosystem, which needs to be transformed in order to succeed in other areas. An improved data management infrastructure will provide equal access to all participants through an open interface, as well as defining a clear data ownership structure and ensuring information security. This infrastructure will include financial information from government systems and from the Credit Bureau. Data users will increase the efficiency of their business and will be able to develop and implement new services. The development of the payment ecosystem, in particular, the system of small payments, will increase the volume of non-cash payments, the creation of a program of combining ATMs, and will facilitate the implementation of payments in real time. Modern payment technologies will appear, including electronic invoicing and electronic ticketing, making payments by consumers through the use of efficient funds transfer methods.

Thus, the banking system is one of the main factors affecting the ability of the state to pursue an independent and effective economic policy and modernization of the economy.

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ҚАЗАҚСТАННЫҢ ЭКОНОМИКАНЫ ЖАҢҒЫРТУ ЖАҒДАЙЛАРЫНДА ҮКІМДІК БАҒДАРЛАМАЛАРДЫ ІСКЕ АСЫРУДАҒЫ ЕКІНШІ ДЕҢГЕЙЛІК БАНКТЕРДІҢ РӨЛІ

Аннотация. Дамып келе жатқан банк жүйесі - жаңартылған экономиканың негізі. Сондықтан халық шаруашылығының индустриалды секторын жаңғыртудың басым бағыттарын қаржыландыру үшін оларды пайдалану үшін көп қаржы ресурстарын жинақтайтын бірнеше ірі әмбебап банктердің жұмыс істеуі қажеттілігі артып келеді. Ірі банктер экономиканы толық қаржыландыруды қамтамасыз етеді. Бүгінде Қазақстанда банктерді біріктіру үрдістері арқылы банк секторын шоғырландыру үрдісі бар, бұл экономикалық жүйенің, әсіресе, жоғары технологиялық өндірістердің қажеттіліктерін қанағаттандыру үшін қажетті капиталды және басқа қолжетімді ресурстарды біріктіруге мүмкіндік береді. Күшті бизнес - бұл күшті мемлекеттер құрудың шарты. Бұл үшін ақшаның аккумуляторы болып табылатын банктер мен басқа қаржы институттарының көмегіне жүгіну керек. Егер банктер тұрақты жұмыс істесе, үнемі қажетті қаражат бөлінеді.

Түйін сөздер: банк, қаржылық тұрақтылық, экономиканы жаңғырту, жаһандық бәсекеге қабілеттілік.

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РОЛЬ БАНКОВ ВТОРОГО УРОВНЯ В РЕАЛИЗАЦИИ ГОСУДАРСТВЕННЫХ ПРОГРАММ В УСЛОВИЯХ МОДЕРНИЗАЦИИ ЭКОНОМИКИ КАЗАХСТАНА

Аннотация. Развитая банковская система является основой модернизируемой экономики. Поэтому возрастает необходимость функционирования нескольких крупных универсальных банков, аккумулирующих большие объемы финансовых ресурсов, с целью их использования для финансирования приоритетных направлений модернизации промышленного сектора национальной экономики. Крупные банки позволят обеспечить полноценное финансирование экономики страны. На сегодняшний день в Казахстане наблюдается тенденция консолидации банковского сектора через процессы слияния банков, которая позволит объединить капиталы и другие имеющиеся ресурсы, необходимые для удовлетворения потребностей хозяйственной системы, особенно высокотехнологичных отраслей промышленности. Сильный бизнес является условием создания сильного государства. Для этого необходимо прибегнуть к помощи банков и других финансовых институтов, являющихся аккумуляторами денежных средств. Если банки будут стабильно работать, экономика будет бесперебойно снабжаться необходимыми денежными средствами.

Ключевые слова: банк, финансовая устойчивость, модернизация экономики, глобальная конкурентоспособность.

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Zh.O. Lukpanova¹, R.K. Berstembayeva², R.A. Aimkulov³^{1,2}Kazakh University of Economics, Finance and International Trade;³University "Turan-Astana" Astanazhanar_or@mail.ru, rberstembayeva@gmail.com, rahat_aim@mail.ru**MODERNIZATION OF THE STATE TAX POLICY
IN THE CONDITIONS OF THE FINANCIAL AND ECONOMIC CRISIS**

Abstract. Developed a set of measures for the formation of tax policy aimed at the development of entrepreneurial activity. The tax system is one of the most important economic regulators, the basis of the financial and credit mechanism of state regulation of the economy. It is obvious that the success of the economic reform in Kazakhstan to a large extent depends on the directions in which the country's tax system will be transformed, to what extent the state's tax policy will meet the requirements of the time. The instability of the economic environment adversely affects the development of entrepreneurship. In these conditions, it is necessary to stimulate the development of entrepreneurial activity on the basis of the modernization of the state tax policy. The article identifies priority areas of modern tax policy.

Keywords: taxation, modernization, state budget, politics, crisis, entrepreneurship.

INTRODUCTION

With the modernization of the economy, taxes are becoming one of the main instruments of the state in pursuing economic and social policies. With its help, the tasks of four main areas are solved, ensuring the normal functioning of the economy:

- creation of economically acceptable business conditions for business entities;
- provision of the state with the necessary financial resources to solve social and economic tasks;
- provision of necessary social guarantees in maintaining the vital activity of the population;
- formation of new financial conditions for the liberalization and modernization of public life.

MAIN PART

The effectiveness of tax policy depends on many factors, one of the main factors is the effective functioning of the entire taxation of the country. It should be noted that research on the theory and practice of the functioning of the tax system has been conducted in Kazakhstan since the first days of the acquisition of independence of Kazakhstan. The main studies of domestic scientists and practitioners began after the first years of tax reforms that affected the Republic of Kazakhstan after independence and dealt with the strategy and tactics of the formation of the domestic tax system in terms of sovereignty. One of the first fundamental researches that touched upon the subject of taxation was the works of M. Ospanov. In particular, his monograph was published in 1994 on the methodological and conceptual foundations of the development of the tax system of Kazakhstan. The influence of the financial system, including the tax system, on the development of the real sector of the economy and on solving the social and economic problems of the state is studied and studied in various aspects in the works Professor A.B. Zeinelgabdin [3]. He notes that the analysis of the functioning of the tax system of a number of states makes it possible to single out in it certain characteristics. First, the various priorities of tax policy are very mobile and depend both on the economic situation and on the distribution of political forces in the republic. Secondly, although tax policy is the leading element of the economic mechanism, it functions in the system of

financial and credit instruments for regulating the economy. Thirdly, the tax policy is controversial: the more actively the state seeks to intervene in the spontaneous distribution process with the help of taxes, the more persistently it is opposed by social forces, whose carriers are both economic entities and the population, and the political opposition. All these factors should be taken into account when improving the tax mechanism. The long-term strategy "Kazakhstan-2050" and industrial-innovative policy open up new opportunities for ensuring sustainability and economic growth of the economy, diversification of production and overcoming its raw materials orientation with technological upgrading, improving the quality of goods and services, enhancing their competitiveness in world markets, etc. . One of the directions of the fiscal policy of the Head of State in his Message to the People of Kazakhstan "Strategy" Kazakhstan-2050 ": a new political course of the established state" noted the need to further improve the tax legislation and tax administration practices.

Table 1 - Receipt of taxes in the Budget for 2016-2018

Taxes	2016	2017	2018	Rate of increase
Production of goods	330 539,5	492 153,2	442 426,9	33,85
Agriculture, forestry and fisheries	1 842,8	2 743,9	2 345,7	27,29
Industry	319 539,6	475 775,0	428 870,0	34,21
Mining and quarrying	247 694,4	368 802,1	335 800,3	35,57
Manufacturing industry	56 985,3	84 847,4	74 478,6	30,70
Electricity, gas, steam and air conditioning	12 814,5	19 080,0	15 505,6	21,00
Water supply; sewage system, control over the collection and distribution of waste	2 045,4	3 045,5	3 085,5	50,85
Building	9 157,1	13 634,3	11 211,2	22,43
Production services	132 009,3	196 554,2	159 031,6	20,47
Wholesale and retail trade; car and motorcycle repair	19 071,0	28 370,5	20 780,4	8,96
Transportation and warehousing	40 450,2	60 205,0	51 286,4	26,79
Accommodation and Food Services	1 950,5	2 904,3	2 640,4	35,37
Information and communication	10 724,2	15 967,8	14 441,0	34,66
Financial and insurance activities	17 079,2	25 429,8	17 225,8	0,86
Real Estate Operations	17 805,8	26 511,7	21 845,0	22,68
Professional, scientific and technical activities	13 508,8	20 088,6	15 343,2	13,58
Administrative and support services	5 671,4	8 444,3	7 337,9	29,38
Public administration and defense; compulsory social security	484,3	721,1	721,8	49,04
Education	1 673,6	2 491,8	2 792,0	66,83
Health and social services	1 205,4	1 794,7	1 899,5	57,58
Arts, entertainment and recreation	546,2	878,2	962,3	76,18
Provision of other services	1 790,1	2 665,3	1 672,0	-6,60
Activities of households employing domestic servants and producing goods and services for their own consumption	48,6	81,1	83,9	72,63
Total by industry	462 548,8	688 707,4	601 458,5	30,03
Net taxes on products	2 100 233,2	2 633 564,5	3 182 998,5	51,55
Total taxes on production and imports	2 562 782,0	3 322 271,9	3 784 457,0	47,67

According to Table 1, in the Republic of Kazakhstan, there is a growth trend in the flow of funds to the budget for 2016-2018. on almost all items, however, for a more complete consideration of tax revenues to the budget, consider the diagram in Figure 1.

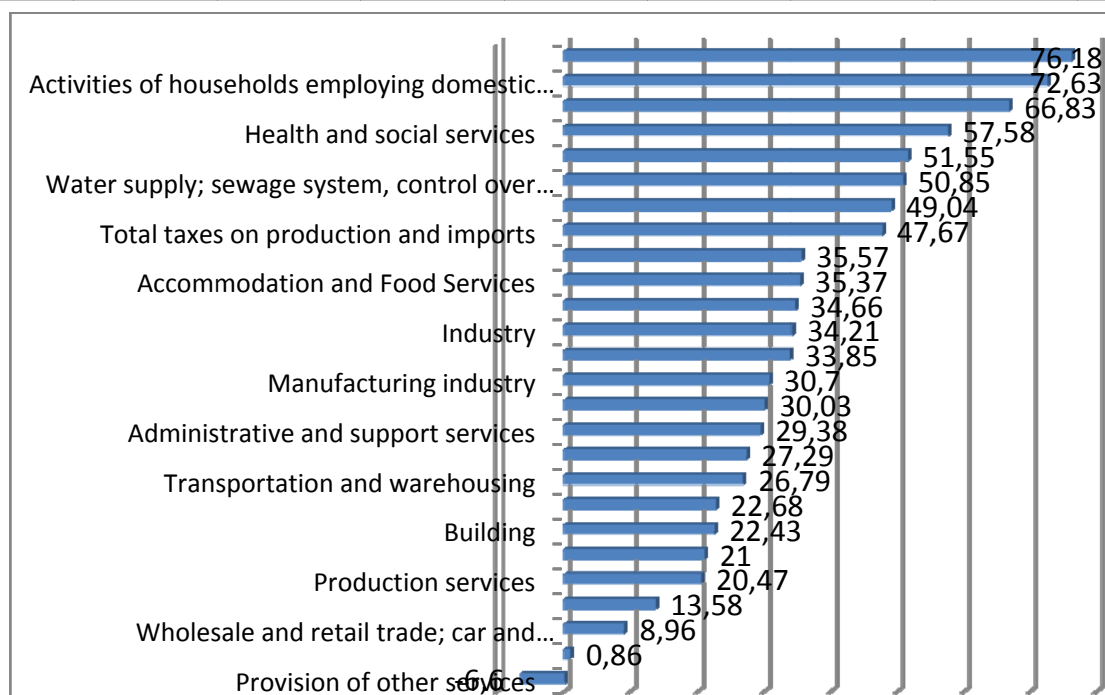


Figure 1 - Tax revenues in the Budget for 2016-2018.

The leader in growth in taxation is the Art, Entertainment and Recreation sector, 76.18%, households employing household workers and producing goods and services for own consumption in the second place, 72.63% and education 66.83% in third place. However, the provision of other types of services fell to minus 6.6%, budget revenues from financial and insurance activities of 0.86% are insignificant. From wholesale and retail; repair of cars and motorcycles for the last 3 years of revenues amounted to 8.96%

Recently, a lot of work has been done in Kazakhstan for the convenience of taxpayers. So, together with the Public Service Centers in the framework of the e-government program, taxpayers are provided with the service of issuing a certificate of the absence of tax debt. An automated online registration service as an individual entrepreneur has been implemented everywhere, and there are some problems with tax administration in issuing a patent, indicating the shortcomings of its mechanism:

- understated planning of tax revenues and an increase in the expenditure side of the budget, leading to an increase in the budget deficit;
- the uneven receipt of the corporate income tax budget related to the practice of using the advance payment mechanism;
- significant excess of VAT refund from the budget;
- low level of collection to the budget of taxes assessed by tax authorities.

Changes in taxation in the Republic of Kazakhstan have the following items:

1. Tax regimes. One more was added to the current tax regimes - with the use of a fixed deduction (including income and expenses). Businessmen will be able to choose which one to use more profitably. And the rate for individual entrepreneurs working under a patent was reduced from 2 to 1%.

2. The wage fund. Social tax decreased from 11 to 9.5%. Exactly 1.5% is equivalent to contributions to the OSHI fund.

3. Benefits. The new Tax Code provides benefits to subsoil users, members of the FEZ.

4. Administration. The number of grounds for inspections was reduced from 32 to 14. And from 2020, the statute of limitations instead of 5 years will be 3 years.

5. Fines. According to the plans of the developers, the new Tax Code will be interpreted in controversial points in favor of taxpayers.

6. Amendments. It is possible to make amendments to the TC, but not more than once a year.

It should be noted that some representatives of business structures took an active part in the development of the code and some still managed to defend their positions.

Criteria for evaluating the activities of tax authorities were approved, which take into account not only the effectiveness of measures to monitor compliance with tax legislation, but also the state of work with taxpayers in general. Analysis of the results in accordance with these criteria will allow a more accurate assessment of the performance of the tax authorities, including with respect to taxes received by the budgets of subjects and local budgets. On the basis of these criteria, a system of bonus payments to tax authority employees was approved and started to be applied, depending on the results achieved. As the experience of developed countries shows, tax administration should also be based on the implementation of the principle of efficiently building a tax system, namely ensuring the maximum revenue of taxes and fees to the budget with minimal collection costs and tax control. One of the indicators of the efficiency of tax administration should be the minimization of administrative costs for tax collection and compliance with tax laws, including the maintenance of the tax apparatus. To this end, the main priority objectives of fiscal policy should be:

- ensuring the necessary level of income in the budget system of the country;
- creating incentives to increase tax revenues;
- compliance with the timeliness and completeness of tax revenues in the budget;
- maintaining social equilibrium in the country by tax methods;
- creation of fair conditions and appropriate incentives for taxpayers in various economic conditions;

- assessment of the effectiveness of the tax mechanism at each stage of the country's development.

Improving the efficiency of the state tax management system, in our opinion, provides for a number of measures, including:

- evaluation of the results of tax exemptions for certain types of taxes;
- monitoring the effectiveness of tax audits;
- minimization of tax risks;
- improvement of the tax risk management system;
- monitoring the effectiveness of the tax administration mechanism for each type of taxes, fees and charges;
- training qualified tax managers.

Improving tax management should be based not only on legislation, but also on changing the culture and ideology of the relationship between tax authorities and taxpayers.

The reasons for the modernization of a balanced business can be both economic and other. Considering the various factors of a balanced budget, it can be concluded that, due to different circumstances, causing a balance or a budget deficit can be infinite, which can only be understood by analyzing these factors, causes or circumstances.

In this regard, the system of measures to ensure budget growth and to narrow the size of the deficit should include:

1. Reducing the size of the budget deficit, and in the absence of it, balancing the budget and forming a surplus, followed by ensuring the growth of tax revenues is not due to the tax burden, but due to the completeness of their income.
2. Covering the budget deficit exclusively on a loan basis by placing on the financial market government securities on a voluntary basis. This will allow financing state expenditures without an increase in the money supply in circulation.
3. Creating a mechanism for regulating the market for government securities and public debt management.

The options for manipulating the budget deficit that we recommend should be the basis for the formation of fiscal policy, resulting from a reduction in the tax burden and a reasonable direction of public spending that can stimulate socio-economic development and ensure the subsequent growth of tax revenues in budget revenues at all levels.

The number of tax payments and the time for fulfillment of tax obligations continue to decrease significantly. The number of tax payments is reduced on average worldwide by one payment for the second year in a row. At the same time, the key driving forces of such changes are the introduction of the possibility of electronic submission of tax reports and payment of taxes, as well as the improvement of tax and accounting software. This is evidence that the tax authorities in many countries of the world are

making more and more efforts to simplify and facilitate the fulfillment of tax obligations, primarily through the automation of processes.

We believe that the current situation of bringing to responsibility for tax evasion requires immediate resolution, and on a systematic basis. Investment companies operating in Kazakhstan, namely the top management of these companies, are at serious risk of criminal liability for tax evasion. This situation is a significant deterrent to new investments. And this is not a ghostly threat. The likelihood of such risks materializing is very high, primarily due to the low threshold and initial presumption of guilt.

Thus, we propose to implement the following steps in the short term:

- investors operating in Kazakhstan should be aware of these risks and, accordingly, should develop risk minimization plans;
- potential new investors in Kazakhstan should take this into account in the decision-making process;
- it is necessary to make changes to the legislation of the Republic of Kazakhstan, which will include a change / cancellation of the threshold amount of \$ 145 thousand. If necessary, tax inspectors should properly consider the issue of presence / absence of intent and provide accessible information on criminal cases to all relevant parties, and only accused.

In conclusion, we would like to note that the issue of criminal liability for alleged tax evasion emphasizes the lack of trust between the tax authority and taxpayers. This situation indicates the authorities' conviction that all taxpayers want to evade tax, which puts legitimate taxpayers in a vulnerable position. In an increasingly transparent business, where companies are thoroughly checked by several independent professional organizations, for example, auditors, in most cases this belief is not justified.

We believe that the situation requires the development of urgent solutions. It is necessary to form a different approach and establish a balance between the tax authority and taxpayers ...

Regarding electronic initiatives, the reverse side of the introduction of electronic technologies and the transition to the online mode of collecting information, may be the need to collect and accumulate an increasing amount of information, which can be an additional burden, especially for small and medium-sized enterprises. Also, the introduction of new technologies and automated systems can lead to an increase in the time for the fulfillment of tax obligations, at least initially, before the complete refinement and improvement of such processes and systems.

CONCLUSION

In general, developed countries perform better in the post-filing process index, compared with developing countries. This may be due to a more developed taxation system and the availability of information technologies and resources for tax refunds. Comparing Kazakhstan with other countries of the world in the context of these changes, it is obvious that the indicators of our state for the first three indicators (time and number of payments, effective tax rate) are consistently better than the world average. The possibility of electronic submission of tax reports and payment of taxes exists in Kazakhstan for a long time and is widely used by taxpayers.

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МЕМЛЕКЕТТІК САЛЫҚ САЯСАТЫН ҚАРЖЫ-ЭКОНОМИКАЛЫҚ ДАҒДАРЫСТАРДЫҢ ЖАҒДАЙЛАРЫН МОДЕРНИЗАЦИЯСЫ

Аннотация. Салық жүйесі - экономиканы мемлекеттік реттеудің қаржылық-кредиттік механизмінің негізі болып табылатын маңызды экономикалық реттеушілердің бірі. Қазақстандағы экономикалық реформаның табысы айтарлықтай дәрежеде елдің салық жүйесі өзгеретін бағыттарға, мемлекет салық саясаты уақыттың талаптарын қаншалықты қанағаттандыруға байланысты. Экономикалық жағдайдың тұрақсыздығы кәсіпкерліктің дамуына теріс әсер етеді. Мұндай жағдайларда мемлекеттік салық саясатын жаңғыртуға егізделген кәсіпкерлік қызметтің дамуының талаптары қажет. Мақала заманауи салық саясатының басым бағыттарын анықтайды. Кәсіпкерлік қызметті дамытуға бағытталған салық саясатын қалыптастыру бойынша бірқатар шаралар әзірленді.

Түйін сөздер: салық салу, жаңғырту, мемлекеттік бюджет, саясат, дағдарыс, кәсіпкерлік

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**МОДЕРНИЗАЦИЯ НАЛОГОВОЙ ПОЛИТИКИ ГОСУДАРСТВА
В УСЛОВИЯХ ФИНАНСОВО-ЭКОНОМИЧЕСКОГО КРИЗИСА**

Аннотация. Налоговая система является одним из важнейших экономических регуляторов, основой финансово-кредитного механизма государственного регулирования экономики. Очевидно, что успех экономического реформирования в Казахстане в большой степени зависит от того, в каких направлениях пойдет преобразование налоговой системы страны, насколько налоговая политика государства будет отвечать требованиям времени.

Нестабильность экономической среды негативно влияет на развитие предпринимательства. В этих условиях требуется стимулирование развития предпринимательской деятельности на основе модернизации налоговой политики государства. В статье выявлены приоритетные направления современной налоговой политики. Разработан комплекс мер по модернизации налоговой политики, направленной на развитие предпринимательской деятельности.

Ключевые слова: налогообложение, модернизация, государственный бюджет, политика, кризис, предпринимательство.

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G.K. Mukusheva, N.S. SarsembiyevaAtyrau University named after H. Dosmukhamedov, Atyrau
mukusheva66@mail.ru, sarsenbieva_n@mail.ru**STUDY OF EMISSIONS OF POLLUTING SUBSTANCES
FROM ANPZ TO ENVIRONMENT AND DEVELOPMENT
OF RECOMMENDATIONS FOR THEIR DECREASE**

Abstract. The study of emissions of pollutants from the Atyrau Refinery into the environment is a hot topic for many years, the authors have made recommendations to reduce their negative impact on nature and go to sustainable industrial development. The object of the labor market is labor, and the labor bearer - labor force - labor resources, which are characterized by such basic indicators as employment and unemployment. The research consisted of the works of domestic and foreign leading economists. In the course of the study, the author applied methods of system, comparative, factor analysis, as well as methods of statistical analysis of economic processes. In the course of carrying out the work, the author used general methodological principles that made it possible to most fully and objectively investigate problems. The solution to the problems of air and water pollution, biodiversity conservation should be based on the responsibility and transparency of the actions of each participant in this process. Atmospheric emissions of pollutants in the Atyrau region are equal to the amount of emissions in industrialized regions, such as Karaganda, Pavlodar and East Kazakhstan regions. The recommendations proposed to reduce emissions in the study are elementary, first of all, to bear full responsibility for the pollution of nature and apply the world experience of microbial purification of oil-contaminated soils, which is the most efficient in the world.

Keywords: emissions, pollution effects, environment, production, reduction.

INTRODUCTION

Most of the problems that have now faced mankind are of a man-made nature and are associated with the socio-economic transformations taking place in the country. Therefore, it is in vain to hope that they will disappear on their own, without human intervention. Practical efforts in the direction of environmental protection, changing the model of production and consumption, solving problems of air and water pollution, preserving biodiversity should be based on responsibility and transparency of actions of each participant in this process.

MAIN PART

The territory of the RK covers four climatic zones: forest-steppe (8% of the total area of the country), steppe (26%), semi-desert (14%) and desert (44%). The forest-steppe regions include moisture-rich plains of the north of the country. Steppe occupies a vast territory, located south of the first. In the central part of the Republic of Kazakhstan is a semi-desert part of the dry steppes, and the desert zone occupies most of the flat belt of the south of the country. Duration of sunshine on the territory of Kazakhstan - 2000 - 3000 hours.

In 2018, compared with 2017, the production of crude oil, natural gas and metal ores increased. The production of food, tobacco, oil refining, chemical products, rubber and plastic products, the metallurgical industry and mechanical engineering increased. At the same time, the production of ferrous metallurgy decreased.

Industrial production indices tend to grow in all 14 regions of the republic for 2018 as a percentage of the corresponding period of the last year in Figure 1.

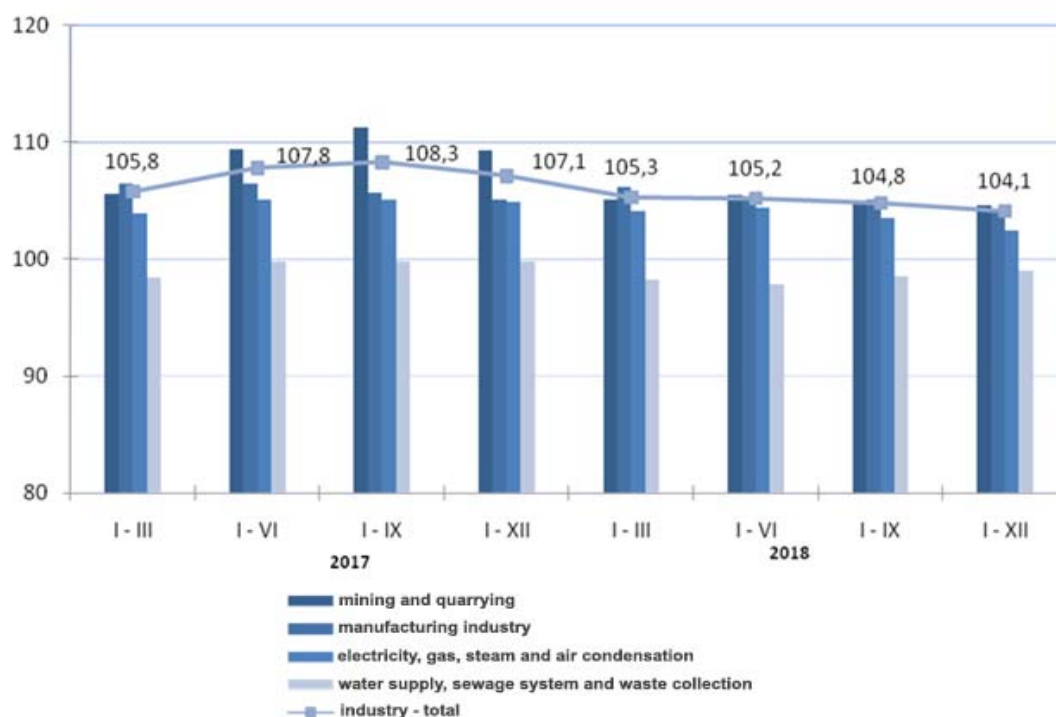


Figure 1 - Industrial production indices

As can be seen from the figure, mining and quarrying has a high index in mid-2017, but in 2018 this figure tends to decrease. The lowest index for water supply, sewerage and waste collection. For a better understanding, consider the production of certain types of products for 2018.

Table 1 - Production of certain types of products in January-December 2018

Types of products	Produced by	2018 by 2017, in%
oil, including gas condensate, mln. tons	90,4	104,8
copper ores, million tons	103,2	108,6
flour, mln. tons	4,0	100,7
gasoline, million tons	4,0	129,8
gas oil (diesel fuel), mln. tons	4,7	107,4
Portland cement, mln. tons	9,9	105,5
flat steel, mln. tons	2,5	89,5
refined copper, million tons	0,4	102,8
electricity, billion kWh	107,1	103,8

The production of copper ore (103.2), electric energy (107.1) and oil, including gas condensate (90.4), has the highest rate, that is, these are the main industries polluting the environment.

In the Republic of Kazakhstan, the East Kazakhstan, Karaganda and Pavlodar regions are the most industrialized and, therefore, the most polluted. The main volumes of pollutants were formed in the territories of Karaganda (596.4 thousand tons), Pavlodar (552.9 thousand tons), Aktobe (134.3 thousand tons), East Kazakhstan (127.2 thousand tons), and Atyrau (110.6 thousand tons) regions.

Air emissions of pollutants in the Atyrau region amounted to 130.4 thousand tons (5% of the total emissions in Kazakhstan). The largest number was only in Karaganda, Pavlodar and East Kazakhstan regions. The level of purification of pollutants is very low.

In the shelf zone of the Caspian Sea, over-salt Gran, Martyshi, Zhanatalap, Buzuchi, Karazhanbas, Kalamkas fields have been operating for more than 30 years, and since 1993, the pre-salt Tengiz oil and

gas field. Emissions include hydrocarbons, hydrogen sulfide, oxides of sulfur, nitrogen and carbon. These substances enter the atmosphere and are adsorbed by the underlying surface. The maximum level of atmospheric pollution with hydrogen sulfide falls on 1999, and oxides of sulfur and nitrogen - on 2000. The water accumulates surfactants, phenols, petroleum products and heavy metals, and acidification of water is noted.

The main factors of spatial dispersion of technogenic emissions are weather conditions: wind direction and speed, air temperature, precipitation, relative air humidity, etc. Gas-dust emissions deposited on the soil surface are firmly fixed in the upper horizon.

Significant areas are flooded with emissions of oil and drilling mud. In the soils of all deposits, the gross forms of heavy metals (cadmium, mercury, copper, cobalt, selenium, antimony, lead) do not exceed the MPC, with the exception of certain sections of the Tengiz deposit, where the lead content is 60 mg / kg and exceeds the MPC by 2 times, and on Profile 1 and UE - exceeds the MPC by 8-12 times, and the total zinc content is 18-29 times. The arsenic content in places is 15-30 times higher than the MPC. The accumulation in the soils of heavy metals occurs mainly through anthropogenic emissions into the atmosphere of dust, smoke, and aerosols. Plants accumulate heavy metals (copper, zinc, cobalt, lead, cadmium). However, their content is significantly lower than the maximum allowable level (MRL) for feed, excluding nickel. Succes have a high absorption capacity.

Soil contamination with heavy metals occurs due to the inefficient use of natural resources, including oil and gas production.

Also, the main reasons for the harmful effects of vehicle emissions are the low quality of the fuel used and the inefficient distribution of traffic flows in the city, causing congestion on the main streets of the city (next to which observation posts are located), accompanied by additional tons of exhaust gases polluting the air.

At present, an investment strategic project "Construction of a Deep Oil Refining Complex" is being implemented at the Atyrau Refinery. The project is included in state and sectoral programs: The state program of industrial and innovative development of the Republic of Kazakhstan for 2015-2019, approved by the Decree of the President of the Republic of Kazakhstan dated August 01, 2014, No. 874; Republican map of industrialization for 2015-2019, approved by the Government of the Republic of Kazakhstan dated December 31, 2014, No. 1418;

In hydrogeological terms, the territory is confined to the southeastern part of the West-Caspian artesian basin of the second order. The main load of anthropogenic impact, as a rule, are borne by aquifers, which are the first to be deposited from the surface. On the territory of the Atyrau Refinery, such are continental aquifers - modern and upper quaternary alluvial and alluvial-deltaic (a + d Q III-IV), aquifer thickness is 3-9 m, sediments are represented by fine-grained sand and sandy loam, sandy clay. The depth of groundwater from 0.5 to 6.0m.; Pollution of the Caspian Sea and r. The Urals from "ANPZ" LLP through groundwater is excluded due to a meager hydraulic bias, a very small slope of the terrain of small amount of precipitation, poor water content of aquifers and a relatively low filtration coefficient. The main potential sources of groundwater pollution currently include the evaporation pond on the left-bank part of Atyrau. The wastewater evaporator pond has existed for more than 60 years and receives wastewater not only from the ANPZ LLP, but also discharges of industrial and public utilities from the entire left-bank part of Atyrau and, thus, is among the most significant potential sources of influence on groundwater at present time.

In recent decades, the drain p. The Urals are influenced by many factors of economic activity, the most significant of which is the presence of the Irikliinsky reservoir, commissioned in 1958. The opening of the river from the ice in the lower reaches of the Urals takes place in the second half of March. In some years, melting of ice can be observed both in early March and in the first five days of April. In the lower reaches of the river. The Urals does not accept tributaries, in connection with which its turbidity does not significantly increase as compared with the headwater (320 mg / l). Ws Poplar it is equal to 390 mg / l. Water salinity in the river varies from 600-800 mg / l in the flood period to 1.0 g / l in the pre-spring period. Mode of hydrochemical parameters p. The Urals are very dynamic both in the seasons and in individual years. In general, the river is polluted with oil products, phenols and nitrogen compounds.

The main reasons for the harmful effects of vehicle emissions are the poor quality of the fuel used and the inefficient distribution of traffic flows in the city, causing congestion on the main streets of the city

(next to which observation posts are located), accompanied by additional tons of exhaust gases polluting the air basin.

Despite the improvement of economic and environmental indicators, these processes do not increase the depth of oil refining at LLP "ANPZ" and the adopted refining scheme cannot provide the current level of conversion today. To do this, you need to add processes that provide deep processing of heavy oil fractions.

Production wastes cause environmental degradation: damage to aquifers, coastal areas, forests and other vulnerable ecosystems. Urbanization in coastal areas causes a rapid deterioration of coastal and marine ecosystems. Therefore, it is important to monitor urban development trends in order for sustainable development of human settlements to be viable. One of the main tasks in building a sustainable urbanized world is to harmonize the development needs of the city with the interests of the natural environment. In particular, it is necessary to protect aquifers and other freshwater resources, coastal areas from the harmful effects of industrial enterprises, which are land-based sources of pollution, and from human settlements.

To reduce pollution of the surrounding area, a complex of the following main measures is envisaged: - circulation of the flushing fluid is carried out in a closed cycle: well - circulation system - receiving tanks - injection line - well; - cleaning and disposal of drilling waste water; - compliance with the technological regulations for drilling; - timely repair of equipment; - Preventing the discharge of industrial wastewater to the terrain.

To prevent emergency situations, the following activities should be performed:

- compliance with the technological parameters of the main production and ensuring the normal operation of facilities and equipment;
- accumulation of accidental spills of liquid products and their return to the recycling system;
- the prohibition of emergency discharges of wastewater or other hazardous liquids on the terrain;
- development of a specialized emergency response plan (measures to limit, eliminate the consequences of a potential accident);
- availability of the necessary technical means to remove pollutants;
- carrying out planned preventive maintenance of equipment;
- automation of emergency process protection systems, the use of warning and pre-emergency signaling.

CONCLUSION

It is necessary to carry out work on the removal of oil from contaminated sites. Existing methods for the remediation of soils contaminated with petroleum products are based on the removal of highly contaminated layers either mechanically or by bacterial oxidation of petroleum products in the soil. The method of burning oil from an environmental point of view is unacceptable. The most progressive method of cleaning oil-polluted soils is the biological method, which is based on the artificial contamination of the soil by specially selected types of bacteria. World experience shows the effectiveness of microbial purification of oil-contaminated soils.

Thus, the characteristic pollutant within the oil and gas fields are nitrogen compounds belonging to nutrients - one of the components of oil. Nitrogen is present in groundwater in the form of various inorganic and organic compounds. The study of the chemical composition of water shows that in all sediments they have a high degree of metamorphization. According to the genetic classification of Gulin, water belongs to the calcium chloride type, chloride group, sodium subgroup. With an increase in the depth of the horizons of the water become more mineralized and more thermal, the content of sulfates and hydrocarbonates is reduced or absent, in all waters there are microcomponents.

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**ҚОРШАҒАН ОРТАНЫ ҚОРҒАУ ЖӘНЕ ҚОРШАҒАН ОРТАНЫ
ҚОРҒАУДЫҢ МҰНАЙДЫ ӨТКІЗУШІ МАТЕРИАЛДАРЫНЫҢ ОТДЫҒЫНА
ШЫҒАРУҒА АРНАЛҒАН ҰСЫНЫСТАРДЫ САҚТАУ**

Аннотация. Атырау мұнай өңдеу зауытынан қоршаған ортаға ластаушы заттар шығарын дыларын зерттеу көптеген жылдар бойы ыстықта қырып болып табылады, авторлар табиғат қатеріс әсерін төмендету және тұрақты

индустриалды дамуға көшу бойынша ұсыныс таренгізді. Ауа, судың ластану проблемаларын шешу және биоәртүрлілікті сақтау осы процестегі әрбір қатысушының әрекеттерінің жауапкершілігі мен ашықтығына негізделуі керек. Зерттеу барысында автор жүйе, салыстырмалы, факторлық талдау әдістерін, сондай-ак экономикалық процестерді статистикалық талдау әдістерін қолданды. Жұмысты орындау барысында автор жалпы методологиялық принциптерді пайдаланды, олар мәселелерді барынша толық және объективті түрде зерттеуге мүмкіндік берді. Атырау облысындағы атмосфераға ластаушы заттардың шығарындылары Қарағанды, Павлодар және Шығыс Қазақстан облыстары сияқты өнеркәсіпті көңірлердегі шығарындылар көлемін етең. Зерттеуге шығарындыларды азайту бойынша ұсынымдар, еналдымен, табиғаттың ластануына толық жауапты болу және әлемдегің тиімді болып табылатын мұнаймен ластанған топырақты микробтықтазалаудың әлемдік тәжірибесін қолдану болып табылады.

Түйін сөздер: шығарындылар, ластануәсері, қоршаған орта, өндіріс, азайту.

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ИССЛЕДОВАНИЕ ВЫБРОСОВ ЗАГРЯЗНЯЮЩИХ ВЕЩЕСТВ ОТ АНПЗ В ОКРУЖАЮЩУЮ СРЕДУ И ВЫРАБОТКА РЕКОМЕНДАЦИЙ ПО ИХ СНИЖЕНИЮ

Аннотация. Исследование выбросов загрязняющих веществ от Атырауского Нефтеперерабатывающего завода в окружающую среду является актуальной темой уже долгие годы, авторами произведена выработка рекомендаций по их снижению негативного влияния на природу и перейти на устойчивое развитие промышленности. Решение проблем загрязнения воздуха и воды, сохранение биоразнообразия должны базироваться на ответственности и прозрачности поступков каждого участника этого процесса. Объектом рынка труда выступает труд, а носителем труда - рабочая сила – трудовые ресурсы, которые характеризуются такими основными показателями как занятость и безработица. Исследования составили труды отечественных и зарубежных ведущих ученых-экономистов. В процессе исследования автором применялись методы системного, сравнительного, факторного анализа, а также методы статистического анализа экономических процессов. Выбросы в атмосферу загрязняющих веществ в Атырауской области на уровне с количеством выбросов в промышленно развитых регионах, таких как Карагандинская, Павлодарская и Восточно-Казахстанская области. Рекомендации, предложенные по сокращению выбросов в исследовании элементарны, прежде всего, нести полную ответственность за загрязнение живой природы и применять мировой опыт микробной очистки нефтезагрязненных почв, который является в мире наиболее эффективным.

Ключевые слова: выбросы, влияние от загрязнений, окружающая среда, выработка, снижение.

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**ISSUES OF SELECTING THE APPLICABLE NATIONAL LAW
TO THE LABOR CONTRACT: EXPERIENCE OF THE REPUBLIC
OF KAZAKHSTAN AND FOREIGN COUNTRIES**

Abstract. According to the authors, the issues of choosing the applicable national law to an employment contract in Kazakhstan has a big difference compared with foreign countries, in particular with developed countries. In general, there are a number of problems that, when compared with international standards, reveal weaknesses in the legal framework, the term of the employment contract with the executive body should be regulated separately from other categories of workers. The time limits for the application of disciplinary measures to managers should be extended. An example is given of the choice of applicable national law to an employment contract in the Republic of Kazakhstan, which despite the differences with the labor laws of the EU countries, nevertheless, there is a tendency towards a convergence of the provisions of national labor laws.

Keywords: international commercial contract, conflict of laws rule applicable to the contract law, the law of the country most closely associated with the contract.

INTRODUCTION

Kazakhstan firmly stood on the rails of a market economy, which inevitably entails a shift in priorities towards the protection of production interests. World practice shows that a market economy is always aimed at the prevalence of production interest over social, and therefore it is impossible to reduce the tasks of labor legislation exclusively to ensuring the interests of the employee.

From January 1, 2016, the new Labor Code of the Republic of Kazakhstan came into force. Then the leaders of the Kazakhstan trade union organizations were concerned about the innovations that they made in the new document. They believed that the rights of the wage worker were minimized, and the powers of the employer were expanded.

The adoption of the new Labor Code has more influenced employers, who must now harmonize personnel documentation and reflect all new provisions in them. At the same time, according to their information, the entry into force of the code also raised some additional questions from both employers and employees.

The new Labor Code has determined that it applies to employees and employers located in Kazakhstan, including branches and representative offices of foreign legal entities.

This opinion is confirmed by several experts in the document. For example, earlier, the Labor Code provided for compensation in the amount of not less than the average salary per year upon termination of an employment contract without a procedure for notifying an employee to an employer. Now, according to their information, the new Labor Code, with this type of dismissal, provides for compensation, which is established by agreement of the parties. Therefore, lawyers recommend to pay attention to the amount of compensation payments and if the compensation does not suit the employee, he has the right to offer his own conditions.

MAINPART

The average monthly nominal wage of employees of large and medium-sized enterprises in Kazakhstan in the reporting period of 2018 amounted to KZT 167,458 and increased compared to the previous year by 6.2%, in real terms, a decrease - by 1.1%.

Differences in pay are characterized by types of economic activity. The maximum wage was recorded in the mining industry and quarrying - 341775 tenge *, the minimum - in agriculture, forestry and fisheries - 91084 tenge.

In the reporting year, the average monthly nominal wages for men reached 1,79575 tenge, having increased compared to the previous year by 6%, for women - respectively 121793 tenge and by 4.9%.

Among the countries of the Commonwealth of Independent States, Kazakhstan ranks second in terms of the average monthly nominal wages in dollar terms. In 2017 According to the CIS Statistical Committee, the average monthly nominal wage in Kazakhstan was \$ 463, in the Russian Federation - \$ 671, in Belarus - \$ 422.

The amount of employer expenses for the maintenance of labor in 2017. amounted to 7335 million tenge and increased over the previous year by 7.7%. The wage fund of employees amounted to KZT 6,351.6 million or 86.6% of the labor cost.

Number of employees in 2017 amounted to 3,712.5 thousand people and increased compared to the previous year by 1%, of which men amounted to 1,829.4 thousand people, or 49.3% of the number of employees, women - 1,883.1 thousand people, or 50, 7%.

In 2017 the distribution of workers according to the size of wages (according to a one-time registration of workers who worked in June completely) showed that 2.6% of workers received monthly wages up to 30,000 tenge, from 3,0001 to 45,000 tenge - 10.8%, from 45,001 to 75,000 tenge - 21.8%, from 75001 to 105000 tenge - 19.7%, from 105001 to 240000 tenge - 34.5%, from 240001 and higher - 10.6%.

The draft of the new Labor Code has improved the legal regulation of a number of issues, closed some existing gaps in the legislation, introduced new legal institutions. In general, the structure of the document has become much more convenient for use by both lawyers and non-professional "users" of this document.

However, there are still some contradictory or insufficiently regulated provisions that could be corrected during the subsequent work on the project.

In the current edition it is not clear whether the elected representatives of the workers will represent the interests of the entire team as a whole, including those who voted "against" at the general meeting of workers, or only those workers who voted "for" these representatives.

At the same time, in view of the contradiction in the conceptual apparatus, the question remains whether the representatives of the employees can be third parties by proxy. In the case when the participation of representatives of employees is mandatory (for example, in the work of the attestation commission), should representatives of specific (in particular, attested) employees participate in the established procedure, or is any other employee representatives allowed to participate? And what if there is no representative of a particular certified employee, and he does not want to elect him? In this case, the employer's rights to conduct certification may be paralyzed.

We believe that in the draft of the new Labor Code, the legislator should solve the currently existing problems of employee representation and eliminate contradictions. This is all the more important since the bill contains a new big problem - with the resolution of disputes.

It is assumed that a person (an employee, an employer) can apply to a court only if the dispute is not settled by the conciliation commission or his decision is not executed. This rule may lead to the fact that the parties will not be able to go to court if the conciliation commission is not formed (and it can be assumed that there will be an overwhelming majority of such cases). At the same time, a specific person does not have legal mechanisms for the prompt formation of such a commission, if there is none, or no employee representatives are elected, or there is no general meeting on the appointment of representatives to the commission, or an agreement between the representatives and the employer has not been reached. In addition, disputes may arise regarding the procedure for holding the aforementioned general meeting.

Thus, the constitutional right to judicial protection is violated: "Everyone has the right to judicial protection of his rights and freedoms" (clause 2 of article 13 of the Constitution). As the Constitutional

Council of the Republic of Kazakhstan pointed out in its Resolution No. 5 of August 5, 2002, “this constitutional right implies the protection of human rights and freedoms of a person, a citizen, both from arbitrariness of any kind and erroneous court decisions”; “The said constitutional norm implies the free will of a person and citizen in the choice of legal means of protecting their interests.”

For example, the Code of Administrative Offenses contains the rule that, in pursuance of the constitutional right to judicial protection, a person has the right to apply for the transfer of the case to the court when the case is subject to consideration by the authorized state body (part 4 of article 683) . And in the draft Labor Code it is intended to deprive citizens and their employers of this right.

In addition, when a dispute arises between the head and the employer (in the person of participants / shareholders, etc.), the mechanism of the conciliation commission provided for in the draft code is defective, because Representatives of the highest governing bodies of the legal entity (in fact, those who hired the head) are excluded from participation in the commission, and the head acquires a lot of legal opportunities for abuse. With this approach, the rights of participants / shareholders are significantly violated.

There is a need to resolve issues related to the peculiarities of the activities of executive bodies. First of all, members of the collegial and sole executive bodies should be equated in legal regulation, since when forming the current Labor Code on the existence of the sole executive body, they simply forgot that they had to be corrected in the course of law enforcement.

The hiring of managers and the termination of their employment relationships have their differences from ordinary workers. It is necessary to give the right to founders, participants or other management bodies of a legal entity to determine who will issue orders on these issues.

It is necessary to provide employers with the right to independently settle the specifics of concluding an employment contract, determining the procedure and conditions of remuneration, bringing to disciplinary responsibility, resolving individual labor disputes, granting vacations, exercising rights and acting as managers.

A ban on termination of an employment contract while the employee is “on sick leave” or on leave should not be extended to managers in order to avoid causing significant harm to the employer due to the specifics of corporate procedures for convening general meetings of shareholders and participants. In the presence of such a ban, the executive bodies can consciously prevent the termination of labor relations with them by going on leave or opening “hospital”. Unfortunately, such cases are regularly encountered when terminating employment relations with managers of legal entities, but at present the courts refuse to reinstate them at work. We hope that the new Labor Code will include a direct rule that the ban in question is not applicable to this category of workers, which will eliminate grounds for further disputes on this issue.

The practice also requires extending the peculiarities of labor regulation of managers of legal entities to the heads of branches and representative offices, as well as to other elected bodies.

The International Labor Organization recognized as legitimate "borrowed" labor in 1997, adopting Convention No. 181, which is dedicated to private employment agencies. This convention gives private employment agencies, by which any natural or legal person, the right to hire workers for the purpose of placing them at the disposal of a third party (the client company). The Convention has now been ratified by 22 states. Unfortunately, the Republic of Kazakhstan is not yet among the ratifications of the convention. The term, in our opinion, is most appropriate for reflecting the essence of the secondment process, outstaffing and staff leasing from the point of view of Kazakhstan legislation - the personnel provision contract (DPP), we will use this term in the future. In this case, we will try to combine in our DPP those moments that, in our opinion, most closely correspond to the tasks of the society within the framework of the current legislation of the Republic of Kazakhstan.

DPP should be distinguished from outsourcing, which has become widespread in Kazakhstan. Outsourcing refers to the transfer of certain non-core functions of a specialized company. The most frequently outsourced accounting and tax accounting, payroll, administrative IT support, office cleaning, security and others. In accordance with the DPP, one organization places at the disposal of another organization the necessary qualifications for performing certain functions in the interests of that other organization. At the same time, the organization providing personnel does not assume obligations to provide any services. Its only obligation is to provide qualified personnel.

DPP is concluded by two parties - the customer and the employer, thus, the risk of recognizing it as an employment contract in accordance with article 24 of the Labor Code, according to which the parties are the employer and the employee, disappears. It should be recognized that elements of the employment contract are still present in the DPP.

The DPP should reflect the condition that the employee will perform the labor function not in the employer's enterprises, but in the organization of the employer (customer), which entails the need to follow the labor regulations of this particular organization. Determination of employment by the norms of labor legislation is an essential condition of an employment contract (Article 28 of the Labor Code of the Republic of Kazakhstan). A place of work means the location of an enterprise with which an agreement is concluded.

Bringing the labor legislation of the Republic in accordance with international standards is aimed at:

- ensuring the implementation of generally accepted principles and norms of international law, as well as obligations arising from international treaties ratified by the Republic of Kazakhstan;
- creation of necessary conditions for further expansion and deepening of international cooperation;
- consolidation in the Labor Code of world experience in the regulation of labor relations, which contributes to the improvement of the investment climate in the Republic of Kazakhstan;
- minimization of negative social consequences in the period of the republic's accession to the World Trade Organization.

European labor law includes EU norms and norms contained in Council of Europe acts. EU norms, as a rule, relate to the regulation of socio-economic issues, and the norms of the Council of Europe - the regulation of issues in the field of human rights. One of the EU bodies is the European Commission, which initiates the adoption of EU norms and ensures their compliance with each EU member state. If the state violates these norms, the European Commission may apply to the EU Court.

There is also a larger entity - the Council of Europe, consisting of 47 states. The bodies of the Council of Europe are the Committee of Ministers (which includes foreign ministers) and the Parliamentary Assembly of representatives of the national parliaments of the Council of Europe member states. Member States, when developing European law, should take into account Council of Europe guidelines.

EU legal norms can be grouped into three main categories: norms of treaties, EU legislation and norms of judicial practice.

The main EU document - the Lisbon Treaty of 2007 includes two treaties (Maastricht 1992 and Rome 1957) and the Charter of Fundamental Rights of the EU 2000, in fact, it is the EU Constitution. In addition, the Council of Europe treaties are important for regulating the social block of rights: the European Convention for the Protection of Human Rights and Fundamental Freedoms of 1950 (hereinafter referred to as the 1950 Convention) and the European Social Charter of 1996 (hereinafter referred to as the Charter).

The Charter contains the most comprehensive list of social rights that apply in the field of labor, and complements the 1950 Convention. The Charter provides for a number of obligations for signatory states. Thus, these states undertake to fulfill conditions ensuring the effective implementation of the rights enshrined in the text of the Charter. States must create the conditions for the rights provided for in the Charter to be realized. The Charter contains the right to earn a living by freely chosen labor, rights in the field of working conditions, occupational safety and health, the right to fair remuneration, information, collective labor rights, etc. The rules of the Charter apply not only to European workers and employers, but also to migrant workers and members of their families, and the recognition of the right to personal dignity is the basis for regulating the work of all workers.

Monitoring compliance with the Charter is carried out by the European Committee of Social Rights of the Council of Europe through periodic reports of the participating States with a list of measures taken to ensure compliance with the Charter, and through the possibility of filing collective complaints by trade unions about non-compliance with a specific provision of the Charter by the State party. A committee cannot impose sanctions on a state, but the court of a given state has the right to rely on the provisions of the Charter and on decisions of the European Committee of Social Rights when considering a particular case.

The second type of European labor law sources is EU law. It includes regulations, regulations and directives - rules adopted at the proposal of the European Commission by the EU Council and the

European Parliament. Unlike decisions and regulations that are instruments of direct action, directives are introduced through the national legislation of EU member states. The directive obliges the state to take measures within a certain period of time, aimed at achieving the goals indicated in it. Like treaties, acts of EU law are superior to national law. Even if the state does not bring national legislation in line with the directive, its violation may be appealed to the EU Court of Justice.

A significant part of European labor law is exactly the directive. The directive establishes objectives and leaves the EU Member State free choice of means to achieve these objectives. The usual period to bring the national legislation into compliance with the directive is 3 years. It will not be enough to copy the directive text into the labor code, it is necessary to take all legal and administrative measures so that the tasks set by the directive are achieved.

The third source of European labor law is the practice of the European Court of Justice and the European Court of Human Rights, residing in Luxembourg and Strasbourg, respectively. If necessary, the interpretation of European law judge of any EU member state may, and sometimes is obliged to appeal to the EU Court. Decisions of the EU Court of Justice and the European Court of Human Rights are binding on EU member states.

The norms of European labor law regulate issues relating primarily to the health of workers and the safety of their work. The Single European Act of 1986 provides for the right of the Council of the EU to adopt guidelines, basic norms in the field of European labor law, that is, minimum requirements that must be followed by all EU member states. These requirements relate to working conditions, their goal is to increase the level of protection of the health and safety of workers. This goal is dynamic and implies a forward movement in the direction of improving working conditions, increasing the level of occupational safety. This is confirmed by the provisions of the Lisbon Treaty. Thus, EU member states set standards in the field of employee health and safety, and EU standards complement the national legislation of EU member states.

The Charter also provides that employees have the right to rely on fair remuneration, including an increase in wages for hours of additional work. In this regard, it is worth paying attention to cases of confrontation of the norms of the Charter with national law. In conclusion, it should be noted that despite the existing differences in the national labor laws of some EU member states with European labor laws and the present reluctance of state authorities of these countries to bring national labor laws in line with European legal norms, there is an objective tendency for convergence of provisions national labor legislations of EU member states through the general rules of European labor law. This is confirmed by the fact that not only the European judicial authorities in Luxembourg and Strasbourg, but also the national courts of the EU member states, considering the appeals of workers and trade union organizations, give priority to European labor law.

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ҚОЛДАНЫЛАТЫН ҰЛТТЫҚ ЗАҢДЫҢ ЕҢБЕК ҚЫЗМЕТІНІҢ ТАҢДАУЫНЫҢ МӘСЕЛЕЛЕРІ: ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЖӘНЕ ШЕТЕЛ МЕРДІГЕРЛЕРІНІҢ ТӘЖІРИБЕСІ

Аннотация. Авторлардың пікірінше, Қазақстандағы еңбек келісім шартына қатысты қолданыстағы ұлттық заңнаманы таңдау мәселелері шетелдермен салыстырғанда, әсіресе дамыған елдермен салыстырғанда үлкен айырмашылық қане. Жалпы алғанда, халықаралық стандарттармен салыстырғанда нормативтік құқықтық базадағы кемшіліктерді анықтайтын бірқатар мәселелер бар, атқарушы органмен еңбек шартының мерзімі қызметкерлердің басқа санаттарынан бөлек реттелуі керек. Менеджерлерге тәртіптік шараларды қолдану мерзімі ұзартылуы тиіс. ЕО елдерінің еңбек заңнамасымен келіспеушіліктерге қарамастан, Қазақстандағы еңбек келісім шартына қолданылатын ұлттық заңнаманы таңдау туралы мысал келтірілген, дегенмен, ұлттық еңбек заңнамасының ережелерін жақындатуүрдісі бар.

Түйін сөздер: халықаралық коммерциялық келісім-шарт, келісім шарттық заңға қолданылатын заңдар қақтығысы, келісім шартқа неғұрлым тығыз байланысты елдің заңы.

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ВОПРОСЫ ВЫБОРА ПРИМЕНИМОГО НАЦИОНАЛЬНОГО ПРАВА К ТРУДОВОМУ ДОГОВОРУ: ОПЫТ РЕСПУБЛИКИ КАЗАХСТАН И ЗАРУБЕЖНЫХ СТРАН

Аннотация. По мнению авторов, вопросы выбора применимого национального права к трудовому договору в Казахстане имеет большое различие по сравнению с зарубежными странами, в частности с развитыми странами. В целом, имеется ряд проблем, которые при сравнении с международными стандартами, выявляют слабые стороны правовой основы, так срок трудового договора с исполнительным органом должен регулироваться отдельно от других категорий работников. Должны быть увеличены сроки для применения мер дисциплинарной ответственности к руководителям. Приведен пример выбора применимого национального права к трудовому договору в РК, который несмотря на имеющиеся различия с трудовым законодательством стран ЕС, тем не менее имеется тенденция к сближению положений национальных трудовых законодательств.

Ключевые слова: международный коммерческий договор, коллизонная норма, применимое к договору право, право страны, наиболее тесно связанной с договором.

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**CURRENT ISSUES OF INTERNATIONAL COOPERATION
IN THE FIELD OF PROPERTY RIGHTS**

Abstract. According to the authors, in spite of the fact that in the modern world, multilateral methods of legal regulation of international economic relations are becoming increasingly common both through the conclusion of multilateral treaties and the creation of international organizations, local, bilateral means of ensuring mutual trade and economic relations of states in the world. Fully retain their value. Such international legal instruments include universal (uniform for all or most states) treaties defining generally accepted standards, as well as regional and bilateral treaties agreed with them. However, there are issues of international cooperation in the field of property law, which are disclosed in this article.

Keywords: Cooperation, international relations, property, law, agreement, protection.

INTRODUCTION

After the end of World War II, the world witnessed many large-scale international projects in the field of education and artistic creation. Today, the new threats to international security are perceived more acutely; their companions are obscurantism, the destruction of “alien” national and religious shrines, and a lack of understanding of the images of classical art. The symbolic character of many historical and artistic monuments makes them hostages of ideological, social, and political contradictions. The number of conflicts aggravated by differences in cultural values is growing. A bitter example is the “caricature” crisis that began in Denmark and developed into bloody actions in Europe, Asia and Africa. Globalization makes the peaceful dialogue of different cultures more significant. He gains a clear and unequivocal political response.

Within the framework of international property law, it is possible to distinguish between the protection and regime of both state property and private property.

Goods turnover in any form (purchase and sale, exchange, contract, rent, etc.) is the scope of application of either civil law or, if the trade is business, economic activity, the trade is subject to the regulation of trade (business, economic) the rights. Moreover, if this turnover is transboundary in nature, regulation of such turnover in many cases occurs at the interstate level. This regulation is subject to international trade law.

The property that is not in the trade turnover, of course, does not stand aside from the legal regulation and protection of it by both the norms of national civil law and the norms of other branches of national law tax, environmental, administrative, etc. Non-traded property of both individuals and states is protected not only at the domestic level, but in many cases also at the international level - within the framework of a special legal system that we call international property law and which is a sub-branch of international economic law.

Within the framework of international property law, one can distinguish between protection and regime of both state property and private property.

MAIN PART

The inclusion of international property law (the concept introduced in this course) in the composition of international economic law is theoretically fundamentally justified, since international property relations are subject to the regulation of the same special principles and norms of international economic law. This mainly applies to the property aspects of international financial relations (investments, taxes). Illustrative examples can be everywhere in the world concluded and existing bilateral agreements on the promotion and protection of investments or agreements on the avoidance of double taxation.

So, with regard to international (interstate) trade law, its norms extend their effect to all international economic relations, minus only the norms that we relate to international property law, i.e. norms that ensure international legal protection and the procedure for the use of property (including investment and intellectual), until it is included in the trade turnover, as well as the norms of international tax law ensuring international tax order.

The special place and role of taxation in the system of economic relations, i.e., its equal attitude to national (public) and corporate finance, make it necessary to develop the idea of tax law as an independent field of science and legal practice, and characterize its interaction with other branches of law. A clear delineation of property relations, property rights of the state, corporations and citizens leads to the isolation and other substantive content of the legal sciences that study the laws and mechanisms of distribution, redistribution and use of financial resources.

All relevant cooperation, in all its diversity, is the subject of international maritime law, but in so far as concerns the property and economic interests of states, which are largely connected with the use of the oceans and its resources, the relevant legal regulation can be attributed to international property law referred to below. With regard to maritime transport and related services, there are a number of special multilateral conventions, including those relating to the settlement of interstate relations and international private (commercial) relations between the subjects of the domestic law of individual states.

As for unification and harmonization in the field of international property law, relevant examples will be given in the presentation of individual sectors of property law.

The property that is not in the trade turnover, of course, does not stand aside from the legal regulation and protection of it by both the norms of national civil law and the norms of other branches of national law tax, environmental, administrative, etc. Non-traded property of both individuals and states is protected not only at the domestic level, but in many cases also at the international level - within the framework of a special legal system that we call international property law and which is a sub-branch of international economic law.

Cooperation of states in the field of education has certain goals, which are set forth in international legal documents. The UN Charter states that the goal is "to carry out international cooperation in resolving international problems of an economic, social, cultural and humanitarian nature and in promoting and developing respect for human rights and fundamental freedoms for all, without distinction of race, sex, language or religion" (para. 3 Article 1 of the UN Charter). Therefore, cooperation has two objectives:

- 1) The resolution of relevant problems;
- 2) The development of respect for human rights [1].

The UNESCO Constitution defines the following objectives of cooperation (including in the field of education):

- 1) The achievement of international peace;
- 2) The achievement of the general welfare of mankind (see the preamble) [2].

The 1989 Convention on Vocational and Technical Education points to a more specific goal of cooperation - the development of education through the exchange of experience and information (see the preamble) [3].

The preamble to the 1960 Convention on the fight against discrimination in the field of education provides for such cooperation objectives as: 1) ensuring universal respect for human rights; 2) ensuring equal access to education [4].

In the context of the topic under consideration, education is a specific area of state cooperation, or in other words, an object of cooperation. In this regard, it is important to determine the scope of the concept of “education” as an object of cooperation. Education is traditionally understood in two aspects: 1) as education, enlightenment; 2) as a body of knowledge gained by special training. That is, in the first case, education is a process of educational activity, in the second - its result.

Based on the analysis of these provisions, the following objectives of cooperation in the field of education can be determined.

1) General goals:

- a) the preservation of peace;
- b) achievement of general welfare;
- c) ensuring the observance of human rights [6, p. 38].

2) Private goals:

- a) the development of education through the exchange of experience and information;
- b) solving specific problems in the field of education.

Interstate cooperation in the field of education is carried out mainly in the form of international legal relations. The composition of legal relations include subjects of relations, content (i.e., mutual rights and obligations of the parties), as well as the object and subject of legal relations.

Depending on a particular approach to the problem of the subject and object of international law, the answer to the question of what is the subject of international legal regulation in the field of education will also be different. Taking as a basis the provisions defended by supporters of the first approach, the answer to the question posed will be as follows. The subject of regulation is interstate cooperation in matters of education, and its object will be the actions of legal entities or individuals in accordance with the provisions of an international agreement. An example of such actions is the training of foreign students in national universities, the implementation of joint projects, the exchange of experience, the recognition of diplomas obtained in foreign countries.

As you know, the inflow of foreign investment is an important factor in stabilizing the economy. An attractive investment regime provides a whole range of measures - preferential taxation, payment of compensation in the event of armed conflicts and unrest, unimpeded transfer of profits abroad, independence of bodies to resolve emerging investment disputes, etc.

States are actively cooperating in the promotion and protection of investment. Contracts provide a list of persons who may be investors. Investors are understood as: individuals who are citizens of contracting states; legal entities created in contracting states.

The term “investment” covers all types of investments,

- movable and immovable property (buildings, structures, equipment and other material values) and corresponding property rights;
- shares, deposits and other forms of participation;
- the right to claim money or services of economic value;
- copyrights, rights to inventions, industrial designs, trademarks or service marks, brand names, as well as technology and know-how;
- rights to conduct economic activities granted on the basis of law or a contract, including, in particular, rights to explore, develop and exploit natural resources.

The investment (acquisition) of property for business purposes is a trading operation. Investment law is considered in this course, however, not within the framework of trade law, but as part of property law, since the meaning of investment law is not to ensure the property’s protection and protection. The aspects of the investment regime related to international trade law are governed by the WTO in the Special Agreement on Trade Aspects of Investment Measures (TRIMS), which, in the interests of the unity of presentation of all investment problems in one place, is also discussed below in this chapter on international property law.

In accordance with the Convention, an International Center for the Settlement of Investment Disputes has been established. The center was established to resolve disputes under international property law. This

refers to disputes arising between states, on the one hand, and foreign natural and legal investors, on the other hand. Such disputes are regarded as private law, but the difficulty is that, by virtue of their sovereignty, states have jurisdictional and other immunities. The purpose of the Convention and the reason for the creation of the Center is the removal of such investment disputes from national jurisdiction and their transfer to international arbitration. In this way, the state's ability to use its jurisdictional immunity is eliminated.

CONCLUSION

The state fulfills its international legal obligations in the field of education, using all branches of state power. Thus, the rights and obligations of subjects of educational relations are secured by the legislative power. The executive authorities (education authorities) coordinate the implementation of commitments undertaken by the state. The judicial authorities protect the violated rights of subjects of educational relations, resolve disputes that arise. The state is not always a party to the corresponding legal relationship (for example, relations between a teacher and an educational institution), but an entity whose rights are violated can always go to court to protect its rights.

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МҮЛІКТІК ҚҰҚЫҚТАРЫ САЛАСЫНДАҒЫ ХАЛЫҚАРАЛЫҚ ЫНТЫМАҚТАСТЫҚТЫҢ АҒЫМДАҒЫ МӘСЕЛЕЛЕРІ

Аннотация. Авторлардың пікірінше, қазіргі әлемде халықаралық экономикалық қатынастарды құқықтық реттеудің көпжақты әдістері көп жақты келісімдерді жасау және халықаралық ұйымдарды құру, әлемдегі мемлекеттердің өзара сауда-экономикалық қарым-қатынастарын қамтамасыз етудің жергілікті, екі жақты тәсілдерін құру жолымен кеңейе түсуде. олардың құндылығын толық сақтайды. Мұндай халықаралық құқықтық құжаттар жалпыға бірдей қабылданған нормативтерді, сондай-ақ олармен келісілген аймақтық және екі жақты келісімдерді анықтайтын әмбебап (барлық немесе көптеген мемлекеттер үшін бірдей) шарттарды қамтиды. Алайда, осы бапта жарияланған меншік құқығы саласындағы халықаралық ынтымақтастық мәселелері бар.

Түйін сөздер: Ынтымақтастық, халықаралық қатынастар, меншік, құқық, келісім, қорғау.

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АКТУАЛЬНОЕ ВОПРОСЫ МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА ОБЛАСТИ ИМУЩЕСТВЕННОГО ПРАВА

Аннотация. По мнению авторов, несмотря на то, что в современном мире во все большей степени находят распространение многосторонние **методы правового регулирования международных экономических отношений** как посредством заключения **многосторонних договоров**, так и создания **международных организаций**, — локальные, двусторонние средства обеспечения взаимных **торгово-экономических отношений** государств в полной мере сохраняют свое значение. К таким международно-правовым средствам относятся универсальные (единые для всех или большинства государств) договоры, определяющие общепризнанные стандарты, а также согласованные с ними региональные и двусторонние договоры. Однако, существуют вопросы международного сотрудничества в области имущественного права, которые раскрыты в данной статье.

Ключевые слова: Сотрудничество, международные отношения, имущество, право, соглашение, защита.

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Sh.Sh. Ramazanova¹, M.M. Valiyeva², O.V. Kopylova³¹Eurasian National University named after L.N. Gumilyov;^{2,3}North Kazakhstan State University. M. Kozybaeva**FINANCIAL SECURITY OF AGROINDUSTRIAL COMPLEX
IN THE CONDITIONS OF MODERNIZATION OF THE ECONOMY
OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. The authors of the article present the concepts of financial support for the agro-industrial complex in the context of the modernization of the economy of Kazakhstan. It should be noted that the complexity and characteristics of agricultural production are characterized by a high level of risk of innovation processes in the agricultural sector. The risk of financing the results of research and production, as well as the risk of a temporary gap between costs and results, the uncertainty of demand for innovative production does not contribute to the interest of private investors to invest in agricultural development. In this connection, methods were created for financial support of the agro-industrial complex with state support, which are described in detail in this study. Other problems of financial support of the agro-industrial complex and ways of their solution are also presented.

Keywords: agriculture, finance, agriculture, modernization, innovation, business.

INTRODUCTION

In accordance with the priorities of development of Kazakhstan in the post-crisis period, defined in the Message of the President N.Nazarbayev “New Decade - New Economic Growth - New Opportunities of Kazakhstan”, the modernization of the country's agricultural sector will be an important segment of economic diversification. The head of state highlighted three main areas of development of the agro-industrial sector (hereinafter referred to as the agro-industrial complex): increasing labor productivity through the introduction of new technologies and the growth of processing of agricultural raw materials; ensuring food security of the country; realization of the export potential of the agricultural industry.

The state innovation policy is formed on the basis of determining the development strategy of the agro-industrial complex of the country and its individual regions, analyzing the current state of innovation activity, forecasting the development of scientific and production potential, developing innovation infrastructure and state support for innovation activity.

MAIN PART

An analysis of business investment activity conducted in 2018 showed that 90% of the largest companies in the country were not ready to present in detail the results of their innovation activities. If in the practice of economically developed foreign countries, private companies play a key role in financing research work and creating innovations, covering up to 80% of national expenditures, in Kazakhstan no more than 25% of investments in scientific and technical progress are financed by business structures.

The critical inadequacy of these figures becomes extremely clear, given that the entire amount of investments in Research and development (hereinafter referred to as R & D) in Kazakhstan in recent years amounted to just over 1% of GDP. For comparison, in the USA the share of expenditures for research work in GDP is about 2.5–2.8%, in Japan –3.3%, and Israel — 4.5%.

The negative dynamics of investment and innovation activity in the country's economy led to significant physical and moral deterioration of the production fund used - from 50 to 70% of fixed assets for production purposes need to be replaced, and the average service life of equipment in the agro-

industrial complex exceeded 15 years. In this regard, it is necessary to significantly increase the budget financing of fundamental and priority applied scientific research, modernization and technical re-equipment of fixed assets to conduct research at a level not inferior to the world's best scientific laboratories.

The conditions and factors influencing the innovative development of the agro-industrial complex can be divided into negative (constraining innovative development) and positive (contributing to the acceleration of innovative processes).

Negative factors include:

- ineffective interaction of scientific institutions with the implementation structures, the department of the entire dissociation;
- reduction of the scientific potential of agrarian science;
- complex structure of agricultural production;
- high risk of innovation in the agricultural sector;
- low level of financing;
- discrepancy in prices for agricultural and industrial products;
- shortage of qualified personnel in agriculture;
- increased monopolization in agriculture;
- lack of state innovation strategy;
- lack of management and innovation coordination
- activities at the state level;
- an increase in the share of imported food products;
- undeveloped credit system of the agrarian sector and innovations in it;
- Lack of preparedness of the personnel structure of the agro-industrial sector in the field of

innovative positive factors includes:

- systematic departure from the command management methods of the AIC;
- the ability to run various forms of management;
- availability of scientific and educational potential of the agroindustrial complex;
- high-capacity food market;
- systematic introduction of new technologies in the production of environmentally friendly

Of course, the important factors contributing to the progressive innovative development of the agro-industrial sector are the transition to a market-based management method, the availability of a vast base of natural resources of the country, significant scientific and educational potential, and a huge potential of the food market. inside and outside the country, the ability to make organic and natural food.

A significant problem is the outflow of young scientists due to cuts in science funding. In these conditions, the goal of the strategy of innovative development of the agro-industrial complex of the Republic of Kazakhstan for the period up to 2020 is to accelerate the growth rate of agricultural products by increasing the effective use of resource potential and product competitiveness, solving social problems in rural areas and reducing the gap in the standard of living of rural and urban populations.

Nanotechnologies - nanomaterials and nanotechnologies - are already found in almost all areas of agriculture: crop production, animal husbandry, veterinary medicine, the processing industry, the production of agricultural equipment, etc. Today in Kazakhstan there are all prerequisites for the active introduction and promotion of nanotechnology in the agro-industrial complex that the initiative of private entrepreneurs and large investments of leading companies can accelerate this process.

At present, the level of innovation activity in the agro-industrial complex is very low due to the difficult financial situation of agricultural and processing enterprises, difficulties in obtaining loans for financing investment projects, as well as insufficient funding for innovative developments at the expense of the budget. All this led to a reduction in the demand for scientific and technical products and the curtailment of many research and development projects in the agro-industrial complex.

At the present stage of development of the agro-industrial complex, it is necessary to more actively use public-private partnership in order to attract foreign investment and advanced technologies for the modernization of the domestic economy. In this regard, precisely ensuring the competitiveness of innovative companies in the domestic and foreign markets is the main goal of state support for innovative development. This aspect is especially important for the development of priority areas of the country's

economy. These are industries such as agriculture, processing industry, etc., which, due to high risks and low attractiveness for investors, do not enjoy the financial support of entrepreneurs.

State participation in innovation development as a partner has the following objectives:

- fostering a new generation of scientists with innovative thinking;
- financial participation in the search for new technologies;
- ensuring the competitiveness of the innovative product;
- participation in the practical implementation of innovations;
- support the emergence of innovative resource centers;
- support of research work in institutions of higher professional education.

These goals can be achieved only if the state and private business interact with each other within the framework of a public-private partnership. It is important that in this partnership the interests of the state and its main function - the modernization of the economy through innovative development be pursued.

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 the repayment of the initial loan payment at the expense of investment subsidies and the provision of loans for subsequent lending to its members [7].

- Today we can say that a new stage of the creation and development of agricultural cooperatives is taking place, so under the Yntymak, Bereke, Yrys and Yntyma Crediting Programs, financing is provided to agricultural producers for the following conditions.

- *Table 1 - Crediting programs*

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. The innovation course is implemented in investment projects under the state programs "Business Road Map 2020", "Agribusiness 2020", the state program of accelerated industrial-innovative development (SPIID) with the aim of implementing the strategic objectives of the development of the agro-industrial complex of 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 of agricultural products, logistics and maintenance of agricultural producers, increase employment of the rural population, create additional jobs.

Sources of financing

Contributions of cooperative members, external investors

KazAgro NMH

- JSC Fund for Financial Support of Agriculture
- KazAgroFinance JSC
- Agrarian Credit Corporation JSC
- KazAgroGarant JSC
- JSC "KazAgroenim"
- KazAgroMarketing JSC (information and consulting services)
- JSC Entrepreneurship Development Fund "Damu" //www.damu.kz

Second level banks [5].

Based on all characteristics of each breeding animal, the following standards of subsidies per 1 kg of live weight are applied: sheep of all breeds - no more than 50% of the acquisition cost, but no more than 161 tenge, horses - no more than 118 tenge, pigs - no more than 139 tenge, camels - no more than 86 tenge, for the purchase of pedigree cattle of domestic breeds - no more than 107 tenge per head, meat breeds from European countries - no more than 140 tenge, Australia, North and South America - no more than 214 tenge.

The mechanism, developed by the Government and the National Bank, will allow for the financial rehabilitation of enterprises of the agro-industrial sector - bank borrowers. Together with KazAgro, the banks approved a mechanism for converting foreign currency loans issued to agricultural producers into tenge loans with an extension of the loan terms. This will reduce the debt burden of enterprises of the agro-industrial complex and reduce the dependence on exchange rate fluctuations caused by external factors.

Acting as financial intermediaries, banks depend on the situation in the economy and in foreign markets. A change in the situation may also have an impact on the pace of development of the agrarian sector, which has a load in the form of foreign currency loans and is developing under the pressure of external shocks.

Within the framework of the direction "Development of State Systems for the Provision of Agro-Industrial Complex Subjects" it is planned to accomplish the following tasks:

- Development of a phytosanitary security system;
- Development of a veterinary safety system;
- Development of pasture water supply infrastructure.

The total amount for the implementation of this direction is 409 billion tenge for 2013-2020.

To reduce capital intensity and payback period of investment projects, government support will be introduced in the form of partial reimbursement of expenses (construction and installation, purchase of equipment, agricultural and special equipment) for investments aimed at creating new or expanding existing production capacities in priority sectors of the agro-industrial complex.

Directions of support:

1. Modernization of processing facilities: sugar mills, processing of fruits, berries and vegetables, meat processing plants, dairy plants and leather and wool processing plants;
2. Construction and modernization of the infrastructure for irrigation of pastures for transhumance;
3. Construction and modernization of dairy farms;
4. Construction and modernization of poultry meat;
5. Construction and modernization of breeding cattle reproducers;
6. Construction and modernization of cattle feedlots;
7. Construction and modernization of greenhouses;
8. Construction of new and expansion of existing grain terminals and grain storage tanks;
9. Introduction of a drip irrigation system;
10. Creation and development of family livestock farms.

The problem of investing in the agricultural sector is further aggravated by the upcoming entry of Kazakhstan into the WTO. In this regard, one of the areas of adjustment of the domestic agricultural policy should be an investment development strategy. The transfer of the agro-industrial complex to an industrial-innovative way of development on the basis of strengthening its material and technical base, increasing the competitiveness of agricultural products implies an increase in the financing of the agro-industrial complex.

CONCLUSION

In the formation of agrarian policy, one should not take into account the global trends in the development of agriculture in developed countries. In most countries of the world, agricultural support is recognized as a national priority; they implement effective systems of state financial regulation. In recent years, there has been a heightened attention of developed countries to the problems of their own food security. The funds allocated for the financial support of agriculture increase annually. The experience of developed countries in the field of financial support of the national economy and the creation of new competitive industries, including the agro-industrial complex, deserves great attention. Each country chooses its own way of regulating the economy, developing and defining for itself the most optimal forms and methods.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЭКОНОМИКАНЫ ЖАҢҒЫРТУ ЖАҒДАЙЛАРЫНДАҒЫ АГРОЙНАЛДЫҚ КЕШЕННІҢ ҚАРЖЫЛЫҚ ҚАУІПСІЗДІГІ

Аннотация. Мақаланың авторлары Қазақстанның экономикасын жаңғырту контекстінде агроөнеркәсіптік кешенді қаржылық қолдау тұжырымдамасын ұсынады. Ауыл шаруашылығы өндірісінің күрделілігі мен сипаттамалары аграрлық сектордағы инновациялық процестердің жоғары деңгейімен сипатталады. Зерттеулер мен өндірістің нәтижелерін қаржыландыру тәуекелдігі, сондай-ақ шығындар мен нәтижелер арасындағы уақытша айырмашылық тәуекелдігі, инновациялық өндіріске деген сұраныстың белгісіздігі жеке инвесторлардың ауыл шаруашылығын дамытуға инвестиция салуға мүдделі емес. Осыған байланысты агроөнеркәсіптік кешенді мемлекеттік қолдаумен қаржылай қолдау үшін әдістеме жасалды, олар осы зерттеуде егжей-тегжейлі сипатталған. Ақ агроөнеркәсіптік кешенді қаржылық қолдаудың басқа да мәселелері және оларды шешу жолдары ұсынылған.

Түйін сөздер: ауыл шаруашылығы, қаржы, ауыл шаруашылығы, жаңғырту, инновация, бизнес.

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ФИНАНСОВОЕ ОБЕСПЕЧЕНИЕ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА В УСЛОВИЯХ МОДЕРНИЗАЦИИ ЭКОНОМИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Авторами статьи представлены понятия финансового обеспечения агропромышленного комплекса в условиях модернизации экономики РК. Следует отметить, что сложность и особенности сельскохозяйственного производства характеризуются высоким уровнем рисков инновационных процессов в аграрном секторе. Риск финансирования результатов исследований и производства, а также риск временного разрыва между расходами и результатами, неопределенность спроса на инновационное производство не способствуют заинтересованности частных инвесторов вкладывать капитал в развитие сельского хозяйства. В связи с чем, были созданы способы финансового обеспечения агропромышленного комплекса при поддержке государства, о которых подробно описано в данном исследовании. Так же представлены и другие проблемы финансового обеспечения агропромышленного комплекса и пути их решения.

Ключевые слова: сельское хозяйство, финансы, АПК, модернизация, инновации, бизнес

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**DETAILS OF PERFORMANCE AUDIT ORGANISATION
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The article discusses one of the most effective mechanisms of state financial control which is performance audit. The article considers the types of performance audit of a quasi-public sector, shows how it differs from regular methods of state financial control, and identifies vulnerabilities of performance audit under the existing legislative, methodological framework. The authors provide the concept of performance audit according to audit standards adopted by the International Organisation of Supreme Audit Institutions (INTOSAI).

Key words: performance audit, financial control, public funds, performance audit phase, performance audit objective.

Introduction. The relevance of the article is owing to extensive range of definitions and types applied in performance audit of a quasi-public sector through investigation and detailed analysis of remarkably different and innovative properties compared to the previous state financial control methods. The relevance of the article is also owing to provided explanation and justification for the most criticised and edited performance audit paragraphs within the existing legislative and methodological framework and the relation between current status of performance audit and current development of state financial control. This work is relevant because it considers the performance audit in the context of contemporary development of state financial control.

Methods. The authors use general scientific and special methods such as system analysis, content analysis, comparative analysis, analysis and synthesis and systematic approach.

Results. The current context of a dynamically developing financial structure of the state makes the subsequent performance audit improvement a strong indicator of an impact on the quasi-public sector. This indicator also transforms into a factor for systematic reform of external financial control with the view to increase the budget utilisation efficiency. The performance audit development is a reasonable consequence of the state financial system development which also becomes a factor for reforming the system of external financial control with the view to increase the budget utilisation efficiency. It should be mentioned that performance audit reviews activities of public fund managers in detail to determine the budget utilisation efficiency and therefore to assess their competence in fulfilling their duties.

Consequently performance audit activities are aimed at analysing the budget utilisation efficiency, evaluating possible reserves for their growth and the reasonableness of spending, identifying deviations of actual and planned parameters and indicators in order to achieve the maximum positive social effect.

Ultimately, as a product of economic activity, there are results in the form of a product derived from the public fund utilisation. First, the most effective use of resources is when the actual cost of a resource unit is less than planned or less than the cost of a similar product or competitor's service. Second, budget utilisation efficiency is defined by the ratio of product output, the volume of rendered services and other activities of an audited entity and the material, financial, labour and other resources spent on obtaining these results. Moreover, it should be noted that the performance audit procedure is much more complicated compared to value for money audit.

In general, the performance audit methodology consists in implementing a certain set of procedures for obtaining evidence necessary for the conclusion / report on the budget utilisation efficiency. However,

the fact that the audit conclusion is based solely on the auditors' judgments makes this type of financial control vulnerable, since the factor of the subjective judgments of experts (auditors) is related to the limitations of the presented report. On top of that, only highly qualified specialists are able to ensure that industry-specific aspects are taken into account in each individual case. Any monitoring activity falls into three main phases which is planning, execution and reporting. This also applies to performance audit (table 1).

Table 1 - The phases of the performance audit of budget utilisation efficiency

Planning	<ul style="list-style-type: none"> ✓ Identifying audit topics; ✓ Planning a preliminary study; ✓ Gathering relevant background information and materials; ✓ Preparing a preliminary study report; ✓ Developing audit proposal.
Execution	<ul style="list-style-type: none"> ✓ Fieldwork on gathering information and factual data for forming audit evidence; ✓ Drawing conclusions and recommendations on the results of the audit; ✓ Discussing the results of the review with the client.
Reporting	<ul style="list-style-type: none"> ✓ Report drafting; ✓ Final report drafting; ✓ Approving and distributing the report.
Note: Based on [18]	

According to the auditing standards adopted by the INTOSAI, performance audit includes:

“*Audit of the economy* of administrative activities in accordance with sound administrative principles and practices”;

“*Audit of the efficiency* of utilisation of human, financial and other resources, including examination of information systems, performance measures and monitoring arrangements, and procedures followed by audited entities for remedying identified deficiencies”;

“*Audit of the effectiveness* of performance in relation to achievement of the objectiveness of the audited entity, and audit of the actual impact of activities compared with the intended impact.”[4]

Lima Declaration standards of the INTOSAI control guidelines recommends parallel application of performance audit and traditional monitoring of proper use of public funds, in order to evaluate the final results of government spending. Performance audit is aimed at improving the qualitative characteristics of the quasi-public sector of the economy and used as a form of financial control, creating mechanisms and methods for evaluating the performance of managing financial flows in the public sector economy. Thus, the performance audit has two major functions:

Control function which focuses on reviewing the activities of an audited entity;

Analytical function which focuses on searching and identifying cause-effect relationships in the activities of executive authorities managing public funds;

Synthetic function which focuses on developing and defining recommendations and proposals to improve the performance of an audited entity.

The feasibility of the performance audit lies in the qualitative improvement of the public funds management by providing full and verified information from reliable sources and a fair review of effectiveness of publicly funded entities.

Advantages of performance audit:

- Expanding the boundaries of financial control beyond the formal estimation of resource allocation to the improvement of the publicly funded entities;

- Comprehensive analysis of the possible reasons for inefficient budget utilisation;

- Creating conditions for anti-corruption activities in government by providing and widely disseminating information on budget utilisation;

- Providing the legislative authorities with the grounds to evaluate the effectiveness of a budget regulation process;

- Providing executive authorities with information and recommendations for improving the budget utilisation efficiency;

- Using early identified audit observations to influence the development of strategic decisions in financial policy. [4]

The performance audit of a quasi-public sector entity, which involves the implementation of an audit plan and programme in terms of conducting analytical and audit procedures at the site of a public audit entity, the public auditors shall:

- 1) Gather audit evidence of appropriate quality / format;
- 2) Conduct additional analytical and audit procedures if necessary, which are aimed at managing audit risk and (or) ensuring the collection of necessary evidence, including:
 - a. conducting counter audits;
 - b. evaluating of the facts revealed during the audit with a view to deviations from the indicators/audit criteria;
- 3) Prepare a report draft;
- 4) Discuss the audit results and report draft with public audit entity and (or) authorised bodies;
- 5) Prepare audit documentation;
- 6) Conduct audit quality-assurance procedures

Similar to the planning stage, the term of the audit depends upon resource availability, complexity and scope of the review.

The performance audit includes gathering and using physical, documentary, testimonial and analytical evidence.

While gathering audit evidence, it is necessary to ensure that the audit evidence is consistent with the qualitative characteristics.

The evidence base of the performance audits of a quasi-public sector entity should be documented. The form and content of relevant documentation should be determined by public auditors based on professional judgment.

Document review or review of primary documentation and reports. This type of review is aimed at collecting audit evidence of proper accounting of assets and control over their use (for example, determining the correctness of recognition and impairment of assets, evaluation of internal control effectiveness regarding to safekeeping of assets etc.). Generally, document review is the method of gathering information that is frequently used in compliance audits and financial audits, which allows public auditors to use available and appropriate audit reports for performance audits.

Observation is one of the most effective method of gathering audit evidence for performance audit of budget utilisation, which involves visual recording of certain events, actions or behaviour that occurred during utilisation of an audited public asset. Observation can be applied to all types of assets and activities.

Interview is one of the most common method of gathering information and audit evidence. This method involves talking to one (individual interview) or several representatives (group interview) of the public audit entity, authorised body or any other person involved in the management of the public audit entity. The main advantage of the interview is the ability to collect "unique" and (or) previously unknown and (or) undisclosed information. Through interviewing public auditors may establish existence of uneconomic, inefficient and ineffective management, find out the reasons for these deviations, and evaluate their impact.

Audit report on the economy, efficiency and effectiveness of a quasi-public sector entity requires analysing all gathered information, including audit evidence. At the same time, these analytical procedures are carried out in order to:

- 1) evaluate the quality of audit evidence;
- 2) compare the revealed facts with the indicators (criteria) of the audit.

The quality of audit evidence is analysed and evaluated using the methods of comparative analysis. In this case, public auditors compare the quality of the collected audit evidence for compliance with established and (or) recommended characteristics.

Generally, quantitative and qualitative methods of analysis are used to compare the revealed facts with audit criteria. In quantitative analysis, public auditors primarily use data that can be measured quantitatively.

For example, Table 2 presents quantitative data that can be analysed using benchmarking methods.

Table 2 - Application of the comparative analysis for performance audit

	Data on a public audit entity	Audit criteria indicators (or data on other entity of public, quasi-public or private sectors)
The level of depreciation of fixed assets used for core activities	45%	30%
The level of depreciation of fixed assets used for non-core activities	10%	20%
The average level of depreciation of fixed assets	$(45+10)/2=27.5\%$	$(30+20)/2=25.0\%$
Deviation in percentage	$25.0\%-27.5\% = -2.5\%$	

Note: Based on official data by Accounts Committee for Control over Execution of the Republican Budget [19]

Identified deviation supported by audit evidence may indicate deficiencies in the economical, efficient and effective use of tangible assets at a public audit entity. Public auditors should consider that some audits may require more complex calculations (for example, a dynamic deviations comparison (Table 3), which in some cases may be performed duly by experts.

Table 3 - Application of the comparative analysis for performance audits (trend analysis)

	Data on a public audit entity	Audit criteria indicators (or data on other quasi-public entities)
First year		
The level of depreciation of fixed assets used for core activities	45%	30%
The level of depreciation of fixed assets used for non-core activities	10%	20%
The average level of depreciation of fixed assets	$(45+10)/2=27.5\%$	$(30+20)/2=25.0\%$
Deviation in percentage	$25.0\%-27.5\% = -2.5\%$	
Second year		
The level of depreciation of fixed assets used for core activities	47%	30%
The level of depreciation of fixed assets used for non-core activities	12%	20%
The average level of depreciation of fixed assets	$(47+12)/2=29.5\%$	$(30+20)/2=25.0\%$
Deviation in percentage	$25.0\%-29.5\% = -4.5\%$	
Third year		
The level of depreciation of fixed assets used for core activities	49%	30%
The level of depreciation of fixed assets used for non-core activities	14%	20%
The average level of depreciation of fixed assets	$(49+14)/2=31.5\%$	$(30+20)/2=25.0\%$
Deviation in percentage	$25.0\%-31.5\% = -6.5\%$	
Fourth year		
The level of depreciation of fixed assets used for core activities	51%	30%
The level of depreciation of fixed assets used for non-core activities	16%	20%
The average level of depreciation of fixed assets	$(51+16)/2=33.5\%$	$(30+20)/2=25.0\%$
Deviation in percentage	$25.0\%-33.5\% = -8.5\%$	

Note: Based on official data by Accounts Committee for Control over Execution of the Republican Budget [19]

At the same time, deviations in the depreciation of fixed assets at a public audit entity show increase in comparison with a certain audit criterion or compared (best) practice during the analysed period. Identified deviation supported by audit evidence may indicate systematic deficiencies in the economical, efficient and effective use of tangible assets at a public audit entity.

Regression analysis. The performance audit of a public entity may also involve a regression analysis of quantitative data. This method makes it possible to determine the potential existence of a positive or negative relationship between different analysed variables (indicators), or indicate the absence of a relationship between the variables (indicators).

Table 4 - Application of the regression analysis for the performance audit (multi-factor analysis).
The following information is sourced from Accounts Committee
for Control over Execution of the Republican Budget (<http://esep.kz/rus>)

Indicator	1 st year	2 nd year	3 rd year	4 th year	5 th year	6 th year	7 th year
The number of employees at a public audit entity who are trained to use a new equipment. Their percentage of the total number of employees of the public audit entity	60	62	64	67	70	75	80
The level of assets profitability of a public audit entity, in percentage ¹	6.0	6.0	6.5	6.5	7.8	7.9	7.8
Correlation coefficient	0.90						
Indicator	1 st year	2 nd year	3 rd year	4 th year	5 th year	6 th year	7 th year
The validity coefficient of fixed assets of a public audit entity, in percentage	0.15	0.30	0.30	0.30	0.35	0.35	0.35
The level of assets profitability of a public audit entity, in percentage	6.0	6.0	6.5	6.5	7.8	7.9	7.8
Correlation coefficient	0.74						
Note: Based on official data by Accounts Committee for Control over Execution of the Republican Budget [19]							

Conclusions. To summarise, the main difference between performance audit and any reviewing activity is that the first should go beyond the traditional audit report. The main objective of the performance audit is to assist audited entities in increasing their budget utilisation efficiency by following the recommendations provided by the audit. In this regard, the time period for adopting the given recommendations should also be considered as a special phase of performance audit –the adopting phase. However, this phase of the performance audit cannot be considered as a completed control activity. The information confirming effectiveness of the performance audit, especially the one on adopting recommendations, should be gathered. This information should be provided after a certain period of time, and this period should objectively be sufficient to adopt the recommendations. This phase should be considered as one that determines the socio-economic effect of the performance audit.

Discussions. Our analysis show that the performance audit is relevant, but it requires a more “reasonable approach”. By reasonable approach, we understand systematic preparation of the legislative, regulatory, methodological framework considering specific features of country’s development. Staff training is also important since the unregulated aspects will be left to auditors’ discretion. The fact that performance audit may require experts from various fields, the personnel responsible for the audit should be equally competent. Thus, only meeting the above challenges can prepare the current audit system for a new evaluation method.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА АУДИТТІ ЖҮРГІЗУ ҰЙЫМДАСТЫРУДЫҢ ТИІМДІЛІГІ МЕН ЕРЕКШЕЛІКТЕРІ

Аннотация. Мемлекеттік қаржылық бақылау құралының ең бір пәрменді тетіктері - аудит тиімділігі. Аудит тиімділігінің түрлері квазимемлекеттік сектор осы жұмыста қарастырылды. Мемлекеттік қаржылық бақылау әдістерінің айырмашылықтары егжей-тегжейлі ашылған. Аудит тиімділігінің заңнамалық, әдіснамалық білім осал орындар белгіленді. International Organization of Supreme Audit Institutions (INTOSAI) авторлар берілген ұғымдар аудит тиімділігінің стандарттарына сәйкес қабылданған.

Түйін сөздері: тиімділік аудиті, қаржылық бақылау, мемлекеттік қаражат кезең тиімділік аудиті.

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ОСОБЕННОСТИ ОРГАНИЗАЦИИ ПРОВЕДЕНИЯ АУДИТА ЭФФЕКТИВНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Рассмотрен один из наиболее действенных механизмов государственного финансового контроля - аудит эффективности. В данной работе рассмотрены виды аудита эффективности квазигосударственного сектора. Подробно раскрыты отличия от привычных методов государственного финансового контроля. Обозначены уязвимые места аудита эффективности при имеющейся законодательной, методологической базе. Авторами, предоставлены понятия аудита эффективности согласно стандартам аудита, принятым International Organization of Supreme Audit Institutions (INTOSAI).

Ключевые слова: аудит эффективности, финансовый контроль, государственные средства, этап аудита эффективности, цель аудита эффективности.

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ANALYSIS OF QUALITY OF LIFE OF THE POPULATION OF KAZAKHSTAN

Abstract: The article is devoted to questions of the standard of living of the Kazakh population and forecasting its future state in the country based on data from the Statistics Committee of the Republic of Kazakhstan.

The article analyzes the main components of the quality of life of the population of the Republic of Kazakhstan according to such indicators as the level of income of the population and their purchasing power, average monthly wages, average size of pensions accrued, the minimum subsistence level. As a result of the study, differentiation factors have been identified that affect the social situation and determine the standard of living of the population.

Key words: quality of life, social security, living standards of the population, cash income, living wage.

Introduction

The economy of Kazakhstan is at an important stage of development, including the formation of a socio-economic model focused on overcoming the consequences of the financial crisis and able to adapt to the realities of modern processes taking place in the entire global economy, which is characterized by increased globalization and convergence. In modern conditions in Kazakhstan, one of the priority directions of socio-economic policy is to improve the quality of life of the population. Kazakhstan is positioning itself as a socially-oriented state, which still has a significant burden on the state budget for social security expenditures. The share of social security expenditures is 1/5 of the state budget, while the sector together with healthcare creates less than 2% of GDP. At the same time, among the key areas of the Strategic Development Plan of the Republic of Kazakhstan until 2025, primary tasks are set to improve the quality of life of citizens and ensure social well-being [1].

Mainpart

According to world rankings, Kazakhstan is among the countries with a high level of human development (HDI). Thus, in 2018, in the ranking of the human development index of the United Nations Development Program, the Republic of Kazakhstan ranks 58th among 189 countries of the world; in 2017, the World Economic Forum's Human Capital Development Index was ranked 29th among 130 countries. In addition, Kazakhstan in terms of income differentiation of the population - the Gini coefficient is in the group of countries with a relatively even distribution of income.

According to the UN report, the assessment of the human development index of Kazakhstan was 0.8 out of 1 (Table 1), which allowed the country to enter the top category of the rating.

Table1 - Human Development Index of Kazakhstan and its components

Indication	Data
Human development index	0,8
Lifexpectancy, years	70
Expected duration of study, years	15,1
Average duration of study, years	11,8
GNI per capita, PPP in dollars	22,626

[2] Human Development Indices and Indicators: 2018 Statistical Update Development Report

The primary characteristics of the standard of living are the monetary incomes of the population, their amount, structure, and indicators of the differentiation of their distribution.

According to the results of the household survey [3], in the 2nd quarter of 2018, cash income averaged 153,725 tenge per capita, which is 9.3% higher than in the corresponding period of the previous year. At the same time, there are significant differences in the living standards of the population in urban and rural areas (Table 2).

Table 2 - Monetary incomes of the population of the Republic of Kazakhstan in the 2nd quarter of 2018, ths. Tonspercapita

Indication	In general, in Kazakhstan	In urban area	In rural area
Cash income, total	153,7	177,9	121,0
Income of employment	115,1	132,7	91,3
Including			
Income from employment	98,4	118,5	71,2
Income from self-employment and business activities	16,7	14,3	20,1
Social transfers	32,0	36,9	25,3
Financial assistance from relatives, alimony	4,5	5,6	3,1
Other income (property income, etc.)	2,0	2,5	1,3
Average household size, person	3,4	3,1	4,0

[3] <http://stat.gov.kz>

According to the survey results, the cash income of the urban population exceeds the income of the rural population by approximately 57 thousand tenge or 47%. In addition, the average household size in a city is smaller than in a rural area and does not exceed the national average size of a household. Analyzing the structure of incomes, we note that the main source of monetary incomes of the urban and rural population is the income from labor activity, which is about 75%.

The most important difference in the income structure of urban and rural residents is the nature of work. Thus, the income of the urban population is almost 90% of the income from employment and 10% of the income from self-employment and entrepreneurial activity. The main source of income for residents of rural areas are also income from work, but they only 78% consist of income from work for hire and 22% from income from self-employment. Thus, for rural areas, a higher proportion of income from self-employment is characteristic than for the urban population.

For the disabled population, the main source of cash income is the social security system (pensions, benefits, targeted social and housing assistance, scholarships, etc.). Thus, the level of development and capabilities of the social support system are crucial for assessing the prospects for the standard of living of this socially vulnerable category of population.

Within the framework of social security, the subsistence minimum plays a key role. From January 1, 2018, the subsistence minimum (VPL) for calculating the amount of basic social benefits was set at 28,284 tenge, an increase of 15.6% compared to last year. The structure of the subsistence minimum was also changed: a fixed share of expenditures on non-food goods and services was set at 45% of the cost of the minimum consumer basket (against 40% earlier). By the end of June, the subsistence minimum in Kazakhstan amounted to 27.85 thousand tenge on average per capita - this is by 5.2% more than in May, by 8.8% - than at the beginning of the year, and immediately by 10.9% - than last June. For comparison, the inflation rate for the corresponding period was only 0.2% - for the month, 2.6% - from the beginning of the year and 5.9% - for the year.

It is curious that for different socio-demographic groups the growth is also different. Thus, since the beginning of the year, the subsistence minimum for able-bodied women and men has risen by 9%, pensioners by 8.8%, children under 13 years old - only by 7.9%.

Recall that in the Republic of Kazakhstan it is considered that women and men should have different subsistence minimum: for example, able-bodied women rely according to this indicator by 20.6% less food and, accordingly, so much less non-food goods and services.

At the same time, neighboring Russia, like another EAEU ally, Belarus, does not divide the minimum subsistence level by gender, only by socio-demographic criteria (age and work capacity). At the same time,

in Kyrgyzstan's neighboring Central Asia, they also believe that women have a lower subsistence minimum than men.

To clarify, the subsistence minimum is calculated on the basis of the cost of the food basket, which is then increased by a fixed share of the cost of the minimum necessary non-food goods and services. Since January 2018, a fixed share of expenditures on non-food goods and services has been set at 45% (against 40% earlier) to the cost of the minimum consumer basket.

Table 3 - The magnitude of the subsistence minimum by socio-demographic groups. June 2018 (tg)

Indicators	All	Including		Value on average (%)	By the beginning of the year (by 2017 \ 12)
		Food basket	Non-food products and services		
Percapita average	27850	15317	12533	100	108,8
Children under 13	22285	12257	10028	80	107,9
Working age population over 18					
Male	33155	18236	14919	119	109
Female	26327	14480	11847	94,5	109
Pensioners and the elderly	26081	14344	11737	93,6	108,8
[4] www.ranking.kz					

It is indicated that the food basket is calculated "according to scientifically based physiological norms of food consumption approved by the authorized body in the field of sanitary and epidemiological well-being in coordination with the authorized body in the field of health". We note that the WHO and FAO (UN) standards do suggest for women lower rates of recommended calories consumed per day than for men; however, for example, during pregnancy and lactation, rates for women are not less, and for some indicators more than for men.

At the same time, the largest gap between the subsistence minimum for women and men is not only in adolescence (girls 14-17 years old "rely" immediately on 23.4% less food, and, accordingly, non-food part of the minimum than boys), but also for the main childbearing age - 18-29 years, when at least for women at once is 22% less than for men.

But the main "controversial" point is that the non-food part of the subsistence minimum directly depends on the food. That is, women and girls are supposed not only to eat less than boys and men, but also to purchase less non-food goods and services. However, the majority of goods (for example, furniture or appliances), and a considerable part of services (for example, utilities or repair) are not divided along gender lines, and they are equally affordable for Kazakhstanis, regardless of gender.

Table 4 - The size of the subsistence minimum in terms of gender. June 2018 (tg)

Indicators	All	Including		By the beginning of the year (by 2017 \ 12)	All	Including		By the beginning of the year (by 2017 \ 12)	To the subsistence minimum of men (%)
		Food basket	Non-food goods and services			Food basket	Non-food goods and services		
Men, including teenagers, years					Women, including teenagers, years				
Under 1 years	18697	10283	8414	106,6	17574	9666	7908	106,6	94
1-3	19324	10628	8696	107	19168	10542	8626	111,6	99,2
4-6	23572	12964	10608	108,4	21237	11680	9557	108,4	90,1
7-10	26628	14473	11842	108,7	23263	12795	10468	108,7	88,4
11-13	29628	16295	13333	108,4	24633	13548	11085	108,4	83,1
14-17	35151	19333	15818	108,8	26933	14813	12120	108,8	76,6
18-29	33754	18565	15189	109	26327	14480	11847	109	78
30-62	32519	17885	14634	109	26327	14480	11847	109	81
Older than 63 \ 58,5 (m/f)	27964	15380	12584	108,8	24053	13229	10824	108,8	86
[4] www.ranking.kz									

Among the regions, the largest subsistence minimum is in Mangistau Oblast (34.27 thousand tenge, + 10.8% since the beginning of the year), Astana (32.25 thousand tenge, + 9.4% since the beginning of the year), and Almaty (31.29 thousand tenge, + 7.9%).

In 8 regions of Kazakhstan at a time, the subsistence minimum was raised by more than 10% since the beginning of the year. The largest growth was recorded in Akmola region - by 13.5% from the beginning of the year, to 26.61 thousand tenge.

Table 5 - The size of the subsistence minimum by region. June 2018 (tg)

Regions	All	Including		By the beginning of the year (by 2017 \ 12) %
		Food basket	Non-food goods and services	
Kazakhstan	27850	15317	12533	108,8
Mangistau	34269	18848	15421	110,8
Astana	32251	17738	14513	109,4
Almaty	31291	17210	14081	107,9
East Kazakhstan	28860	15873	12987	109,7
Almaty region	28615	15739	12876	107,8
Atyrau	26875	14781	12094	102,6
Karagandy	26802	14741	12061	110,3
Akmola	26610	14635	11975	113,5
Aktobe	26168	14392	11776	111,8
West Kazakhstan	25947	14271	11676	110,3
Kostanay	25861	14224	11637	110,3
North Kazakhstan	25722	14147	11575	111,7
Shymkent	25567	14062	11505	106,9
Turkestan	25370	13954	11416	104,5
Kyzylorda	25325	13929	11396	106,6
Pavlodar	25318	13925	11393	111,6
Zhambyl	24853	13669	11184	106,4

[4] www.ranking.kz

Inflation is still kept in the target corridor of the National Bank (5-7%), despite the fall of the tenge. Recall, in relation to the US currency, the tenge in August depreciated by 3.6%, before 2 months in a row the national currency had already fallen against the dollar by 2.4%, and the dollar continues to grow every day in September. According to the forecast of the National Bank, inflation for the current year will be in a given corridor, as planned. However, in the years 2019-2020, inflation out of a given corridor is possible. Firstly, it is connected with the regime of sanctions against the Russian Federation, secondly, the decline in oil prices, thirdly, with the growth of social expenditures and loans.

Food products, according to the statistics committee, in July 2017 compared with July 2016 increased in price by 8.6%.

- The increase in prices for meat and meat products over the period was 11.1%. The price of beef was higher by 14.1%, lamb - by 13.4%, poultry meat - by 11.4%, pork - by 10%, horse meat - by 8.7%, sausage products - by 5.9 % In general, over the 7 months of 2017 in relation to December 2016, products went up by 4.6%, non-food products - by 3.5%, paid services - by 3.3% [5].

Among other things, prices rose for:

potatoes by 47.4%

lamb by 11.5%,

beef by 10%,

fresh vegetables by 9.1%.

There are also cheaper products, mainly seasonal. For example, cucumbers became cheaper by 69.3%, tomatoes - by 45%, sweet pepper - by 6.3%. Buckwheat (16.4%) and sunflower oil (9.7%) also went down in price. The remaining types of cereals remained at about the same level as before.

Also, Kazakhs have increased costs for housing and communal services. Sewer tariffs increased by 9.6%, central heating - by 7.3%, cold water - by 5.7%, gas transported through distribution networks - by 4.8%, hot water, electricity - by 3.8 %, housing maintenance - by 3.5%

Thus, the analysis of the main indicators of the standard of living of the population of the Republic of Kazakhstan showed both a number of advantages and problems. The standard of living of the population is an integral indicator characterizing the general welfare of the population. The main achievement on the way of entering Kazakhstan among the 30 developed countries of the world can be considered the inclusion of our country in the highest category of the HDI rating. This advantage should be reflected in national indicators, analyzing which, today the situation is the following: on average, cash income per capita is growing (9.3% growth in the 2nd quarter of 2018), but there are certain unevenness in their distribution.

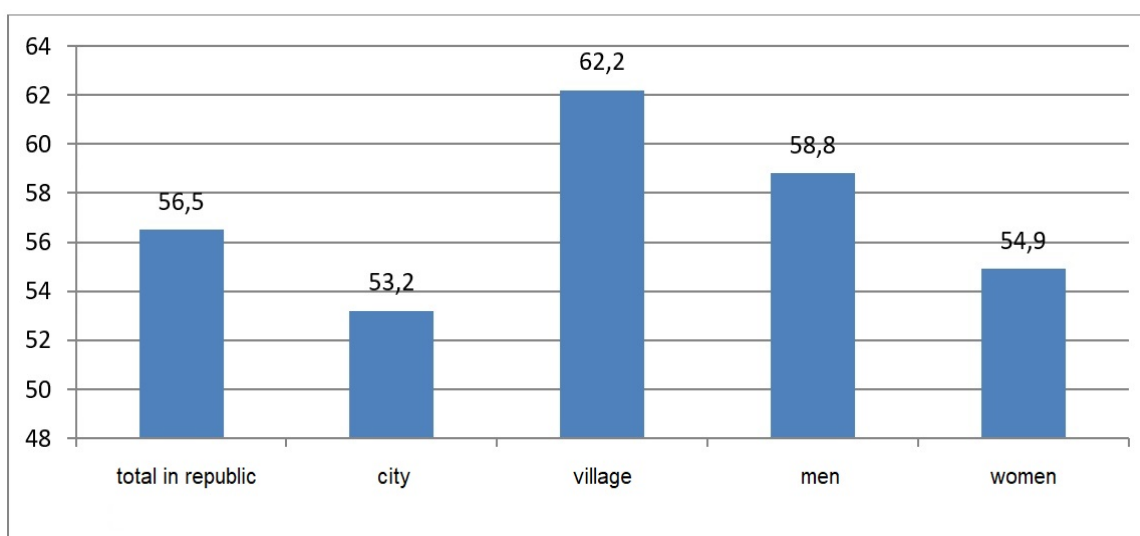


Figure 1 - Satisfaction of the population of Kazakhstan with their lives (%)

According to the results of a sample survey of households on the questionnaire “Quality of life of the population”, 56.5% of respondents (according to subjective assessment) are satisfied with their lives in general, while in rural areas there are more satisfied people (62.2%) than in urban areas (53.2 %). There are more men satisfied with their lives than women - 58.8% and 54.9%, respectively [5].

Compared to a similar survey of the previous year, the level of household life satisfaction has not changed.

According to the survey results, 46.7% of respondents were satisfied with their health, partially satisfied - 48.6%. At the same time, the older the respondents are, the lower the proportion of those who are satisfied with their health. Among the respondents at the retirement age, these are 3.3 times less than among the 15-17 age group. According to respondents, frequent problems when visiting healthcare institutions are long queues (68.1%), a shortage of narrowly specialized doctors (46.2%) and incompetence of doctors (27.1%).

More than half of the respondents (55.9%) indicated that they were confident in the moral support of their relatives or friends, while men and women were almost unanimous in the opinion that they would receive moral support if necessary (56.3% and 55.6%, respectively).

39.9% of respondents are satisfied with the amount of their free time, while only 26.8% of respondents are willing to spend it on sports or physical education.

We note that of the proposed list of providers of basic public services, the respondents are most satisfied with the quality of services provided by Emergency Medical Aid stations - 43.7% of respondents, services provided by the State Corporation "Government for Citizens" amounted to 38.9%.

The fact that their welfare has not changed over the past year was noted by 59.9% of respondents, and that 35.7% of respondents improved.

In terms of material security (prosperity), 55.6% of respondents identified themselves with an average level of security, 1.6% of respondents indicated a low level of security, and only 0.2% of respondents considered themselves a high level of security.

The survey results showed that 14.6% of respondents are satisfied with their financial situation, while satisfaction in urban areas is higher than in rural areas, 15.9% and 12.2%, respectively.

At the same time, by the income level, 25.8% of respondents indicated that they can buy everything they need, 36.5% believe that they have enough food and clothing, but they cannot afford to buy durable goods (TV, refrigerator and other), and 1.7% of respondents indicated that they lack money even for food [6].

Among the main problems in the acquisition of housing, 50.1% of respondents indicated a high cost of housing, 32.3% lack of funds and 30.3% high interest rates on mortgage loans.

78.8% of respondents indicated that they could not spend annual leave outside the home, 26.2% could not pay a paid doctor, 25.6% could not organize ritualistic rituals without burdensome debts, 18.9% of respondents do not always find money for life-saving medications.

37.0% of respondents think positively about their promising future, suggest that there will be an improvement in the future 40.1%, and only 0.6% of respondents think that they will live worse.

The wage increase reported during the whole year did not compensate for inflation, which led to a decrease in the real disposable income of the population. Wage arrears are still preserved, with the main reason - the lack of own funds of enterprises - associated with the crisis in the economy and cannot be eliminated without serious government intervention [7]. In addition, wage increases are, firstly, uneven across the regions of Kazakhstan, which leads to a deepening of the socio-economic differentiation of the regions. Secondly, wage increases are carried out on the basis of its current level, without revising the principles of payroll, for example, in the public sector. Thirdly, there are no reasonable estimates of a decent level of wages, taking into account the social importance of the activity, the professional qualification characteristics of workers and the level of socially determined needs. All this greatly reduces the effect of government wage increases.

The obtained results (conclusions)

The impoverished level of real wages in the country and its critically high differentiation gave rise to numerous problems. Social tension in the society is growing, the proportion of the population having an income less than the subsistence minimum is 25%. With low labor costs, the interest of owners and employers to introduce new equipment and technologies is undermined [9]. In turn, employees have reduced motives for highly productive work. Qualified personnel leaves education, science, and health care, thereby sharply restricting the development of human capital and the transition to a knowledge economy. In addition, low wages hinder the formation of the housing market. Its consequence is also weak effective demand, hampering economic development. Corruption, smuggling of cheap goods, etc. can be added to the problems caused by this factor.

In order to reverse the situation and use the richest natural and human resources of the country in the interests of the whole society, state authorities must take extraordinary measures and make fundamental changes in socio-economic policy, in particular, in income and wage policies.

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АНАЛИЗ КАЧЕСТВА ЖИЗНИ НАСЕЛЕНИЯ КАЗАХСТАНА

Аннотация: Статья посвящена вопросам уровня жизни казахстанского населения и прогнозированию дальнейшего его состояния в стране на основе данных комитета статистики РК.

В статье анализируются основные компоненты качества жизни населения РК по таким показателям, как уровень доходов населения и их покупательная способность, среднемесячная заработная плата, средний размер начисленных пенсий, величина прожиточного минимума. В результате исследования определены факторы дифференциации, влияющие на социальную ситуацию и определяющие уровень жизни населения.

Ключевые слова: качество жизни, социальное обеспечение, уровни жизни населения, денежные доходы, прожиточный минимум.

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Aigul82a@mail.ru**IMPROVEMENT OF THE MECHANISM OF MANAGING INNOVATION PROCESSES IN THE ENTREPRENEURSHIP OF RK**

Abstract. According to the authors, great attention should be paid to the innovative development of enterprises, in connection with which the issue of studying the management of innovative processes in entrepreneurship is of current importance. For the functioning of innovative processes requires the formation of a control mechanism. This mechanism allows enterprises to reach a new level of development: to produce competitive products and services, to enter foreign markets. The mechanism for managing innovation processes is a combination of forms and methods of influencing the economic environment in order to obtain the desired results. The structure of the control mechanism includes many elements. These elements include the goal, tasks, subjects of management, objects of management, principles, functions, methods, means. All this functions under the influence of external and internal factors.

Keywords: mechanism, innovation, management, entrepreneurship, development.

INTRODUCTION

Currently, the most relevant strategic objectives of the economy of Kazakhstan are the development of domestic high-tech production, development and development of new information technologies, aimed at obtaining competitive products, ensuring the interests of national economic security through the preservation and development of industrial and scientific and technical potential of the republic, bridging the gap between science and production, providing a real transfer of advanced foreign technology and the introduction of international standards. As the experience of technologically developed countries shows, innovative enterprises play a special role in solving these strategic problems. In this connection, today in the conditions of the emerging innovation system of the Republic of Kazakhstan, it must be determined in it the place of innovative enterprises as the main subjects of innovation activity.

MAINPART

According to the concept of development of the national innovation system, the innovation activities include:

- implementation of research, developmental and technological works aimed at creating a new or improved product, a new or improved technological process, implemented in the economic turnover;
- the development of new methods and processes that increase the efficiency of economic and economic planning, regulation and management;
- creation and development of innovation infrastructure;
- the formation of markets for innovative products, works, services;
- implementation of technological re-equipment and pre-production aimed at creating innovations;
- testing, certification and standardization of new technological processes, goods, works and services;
- the period of production of innovative products or technologies to achieve the standard payback period of an innovative project;
- promotion of the results of innovation and the spread of innovation;

- protection, transfer and acquisition of rights to intellectual property and confidential scientific, scientific, technical and technological information¹.

The development of innovation is impossible without the formation of the business sector in the scientific and technical sphere. Over the past years, the share of the small business sector in the volume of industrial production and in the number of employees practically does not change and amounts to 2.8-3.2 and 12.0-14.0%, respectively, which is several times less than in industrialized countries .

Today, Kazakhstan has a number of problems that stand in the way of implementing an industrial-innovative strategy:

- low share of innovative enterprises in small and medium business;
- the lack of cooperation links between large companies and small business and research environment in the field of innovation;
- acute shortage of innovative managers;
- the lack of official statistical data on the number of subjects engaged in innovative activities;
- low level of preparation of innovative projects, etc.

The main reason for deterring the development of small innovative entrepreneurship is that small enterprises, as a rule, are not able to produce competitive products in comparison with large enterprises. In order for a small innovative enterprise to fully demonstrate its inherent flexibility, the ability to respond quickly to changes in demand, the government needs to create a favorable innovation climate for it. But for the beginning, the scientific formulation of the question about the system of mechanisms allowing to implement the innovative component of entrepreneurship is necessary. In other words, an independent scientific and economic problem of forming a system of mechanisms arises that allows activating the innovative activity of an entrepreneur, considering this activity extensively, and not only as a scientific, technical and innovative business.

One of the problems that hinder the development of innovative entrepreneurship in the service sector in the region is the low innovative culture of entrepreneurs, researchers and the public, the inability to use their own inventions and promote them. In this regard, a necessary element of the federal and regional innovation policy should be measures to increase the innovation culture in the following main areas:

- organization of personnel training for commercial enterprises, enterprises and organizations in the services sector and higher educational institutions for work in the innovation sphere of the region;
- advising businesses and citizens on the registration of intellectual property;
- development of marketing mechanisms in the promotion of innovative products and services;
- implementation of information support for innovative entrepreneurs and the public on advanced domestic and foreign innovations.

The concept of an innovative mechanism as an organizational-economic form of innovation and promoting its implementation, the search for innovative solutions, as well as a lever of stimulation and regulation of this activity. The system of innovative mechanisms formed by him is represented by five groups: organization mechanisms, development and implementation mechanisms, financing and incentive mechanisms, technological transfer mechanisms and intellectual property mechanisms². Moreover, this set is not closed and the emergence of new mechanisms is a natural event.

Like any economic relations, innovative mechanisms are considered at three levels: macro level, regional level, enterprise level. At the macro level, three main tasks are solved: a state innovation strategy is formulated, a favorable innovation climate is created for the economy as a whole, and state innovation programs are implemented. At the regional level, there are similar tasks, but they are tied to the characteristics of certain regions. Both macro- and regional level create conditions for the intensive flow of innovative processes at the level of business structures. These innovation mechanisms are designed to ensure the implementation of national and regional innovative strategies at the micro level, to direct the entrepreneurial initiative in line with the innovation priorities.

Within the framework of this article I would like to consider the mechanism for organizing innovation activity on the example of the Karaganda region.

The organization's mechanism is focused on the formation and reorganization of structures that carry out innovative processes. Such a formation can take place in various forms, the main of which are: creation, absorption, market innovation integration, separation.

Creation is the formation of new enterprises, structural units or units designed to carry out innovative activities. The most essential elements of the new organizational forms are the following: matrix structures, scientific and technical divisions, scientific and technical organizations operating according to market principles; internal ventures. The processes of creating new innovative organizations are especially important for large enterprises. These enterprises have a complex innovation management system, often focusing on large projects, the implementation of which should almost immediately (or in a short period of time) ensure a high income. Largely for this reason, the number of innovations in these structures is not as great as in small enterprises. The effectiveness of innovation activities could be significantly improved by creating new innovation units and structural units, which, in turn, are designed to create new directions in the activities of large enterprises. These innovative units can be organized on a permanent and temporary basis.

Advanced companies are continuously introducing innovative solutions in all areas of their activities. They create innovative business models, strategies, organizations, processes, technologies, products, and marketing methods.

A business model that transforms innovation consists of 6 main components:

- a) offer of customer value;
- b) a market segment targeted by an innovative product;
- c) the structure of the chain of value creation;
- d) a profit creation model;
- e) competitive strategies;
- f) future growth strategies.

The modeling of the innovation activity of the transport system of the region makes it possible to see the mechanism for the formation of innovation activity in transport and to create the necessary innovation management structure at transport enterprises.

Methodical approaches regulate the stages of the formation of a transport enterprise innovation management system, including its main elements. The introduction of the innovation management system at the transport enterprise is carried out in 5 stages (Fig. 2).

To model business processes of the region's transport system, we have studied the existing approaches in operational management for describing business processes and, based on them, have developed adapted approaches for modeling business processes of transport enterprises.

Thus, the underdevelopment of the domestic innovation system creates for the sectors of the region the potential for unrealized in mass production of knowledge, experimental developments and technologies that can be used to improve the economic efficiency of innovation-active economic entities.

A rather effective mechanism for stimulating innovation activity of enterprises is the development of a system for patenting innovative products. This is due to the fact that the use of this system allows the patent owner to secure the right to dispose of the invention for a certain period, as well as to receive financial resources in the event of a sale, thereby ensuring a reduction in business risks.

It should be noted that, despite the clearly expressed economic nature of these mechanisms, all of them are to some extent related to institutional mechanisms. On the one hand, the measures presented can be viewed as mechanisms for financial support of the subjects, on the other hand, as the establishment of formal norms and rules of tax and financial nature.

Modern forms of small and medium-sized businesses will contribute to the creation of a broad market for scientific and technical products and services with the corresponding infrastructure and mentality. On their basis, it is supposed to create a kind of hub, at the entrance of which - ideas, inventions, patents, and at the exit - goods. It should be noted that small and medium-sized innovative entrepreneurship can be formed and developed both on the basis of liquidated scientific organizations, and through restructuring and privatization of objects of the scientific and technical sphere with the release of the "core" of a scientific organization responsible for fundamental, strategically important research, and units responsible for promotional and applied research.

Associated with the development of small and medium businesses, the revival of entrepreneurship in Kazakhstan should be carried out on a more advanced technical base. Kazakh producers lack the experience of bringing scientific developments to the level of a market product, highly qualified specialists in the field of management, marketing and analysis. In this regard, internships of Kazakhstani

specialists in leading foreign research institutes and companies and attraction of highly qualified foreign specialists to the republic to train domestic personnel will be practiced.

In order to cooperate with small businesses with large enterprises, it is necessary to develop a mechanism for transferring the functions of natural monopolies to provide services that are not related to their main activity in the competitive environment of small businesses. In addition, it is necessary to create conditions for the development of innovative and knowledge-intensive industries in small businesses, including through the acquisition of equipment and technologies for leasing and the wide spread of franchising relationships.

An innovative type of economic development requires creating the most favorable conditions for entrepreneurial initiative, increasing the competitiveness and investment attractiveness of Russian private companies, expanding their ability to work in open global markets under fierce competition, since it is private business that is the main driving force of economic development. The state can create the necessary conditions and incentives for business development, but should not replace the business with its own activity.

CONCLUSION

Despite a fairly developed system of support for innovation activities of enterprises, as shown by statistics, it is ineffective due to the low demand for innovative products in Russian regions. The low demand of industrialists for advanced technologies is met by imports. Thus, we see the interrelation and interdependence of measures, methods and mechanisms to stimulate innovative activity of enterprises with the main directions of the strategy of import substitution.

In general, summarizing all the above, it can be noted that the effectiveness of mechanisms for stimulating innovation activity of Russian enterprises (especially enterprises in the non-primary sector of the economy) is largely determined by the complexity of the mechanisms used. Taking into account that the level of innovative activity of enterprises is determined not only by external factors and conditions, but also by internal motivations, a flexible combination of formal and informal influences on entrepreneurs is necessary taking into account not only the indicators of socio-economic indicators of the region, but also specific factors determining motivation innovation activity of its population.

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ҚР КӘСІПКЕРЛІКТЕГІ ИННОВАЦИЯЛЫҚ ҮРДІСТЕРДІ БАСҚАРУ ТЕТІГІН ЖЕТІЛДІРУ

Аннотация. Авторлардың пікірінше, кәсіпорындардың инновациялық дамуына үлкен көңілбөлінуі тиіс, оған байланысты кәсіпкерліктегі инновациялық үдерістерді басқару мәселесін шешу маңызды. Инновациялық процестердің жұмыс істеуі үшін басқару тетігін қалыптастыру қажет. Бұл механизм кәсіпорынның дамудың жаңа деңгейіне қол жеткізуге мүмкіндік береді: бәсекеге қабілетті өнімдер мен қызметтерді шығару, сыртқы нарыққа шығу. Инновациялық процестерді басқару тетігі - бұл қажетті нәтижелерді алу үшін экономикалық ортаға ықпал етудің формалары мен әдістерін үйлестіру. Басқару механизмінің құрылымы көптеген элементтерді қамтиды. Бұл элементтерге мақсат, міндеттер, басқару субъектілері, басқару объектілері, қағидалар, функциялар, әдістер, құралдар кіреді. Осының бәрі сыртқы және ішкі факторлардың ықпалында болады.

Түйін сөздер: механизм, инновация, басқару, кәсіпкерлік, даму.

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СОВЕРШЕНСТВОВАНИЕ МЕХАНИЗМА УПРАВЛЕНИЯ ИННОВАЦИОННЫМИ ПРОЦЕССАМИ В ПРЕДПРИНИМАТЕЛЬСТВЕ РК

Аннотация. По мнению авторов, большое внимание должно уделяться инновационному развитию предприятий, в связи с чем актуальное значение приобретает вопрос изучения управления инновационными

процессами в предпринимательстве. Для функционирования инновационных процессов требуется формирование механизма управления. Данный механизм позволяет предприятиям выходить на новый уровень развития: выпускать конкурентоспособную продукцию и услуги, выходить на внешние рынки. Механизм управления инновационными процессами - это совокупность форм и методов воздействия на хозяйственную среду с целью получения желаемых результатов. Структура механизма управления включает множество элементов. К таким элементам можно отнести цель, задачи, субъекты управления, объекты управления, принципы, функции, методы, средства. Все это функционирует в условиях воздействия внешних и внутренних факторов.

Ключевые слова: механизм, инновации, управление, предпринимательство, развитие

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FEATURES OF INNOVATIONS IN AGRICULTURE OF RK

Abstract. The standard of living of the population largely depends on the sustainable functioning of the agrarian sector. In addition, the agricultural sector is the largest national economic complex of the country and includes three spheres of interconnected industries: a set of industries that provide agriculture, food and meat and dairy industry, procurement system means of production; agricultural production itself; a set of industries and industries that provide for the procurement, transportation, storage and processing of agricultural raw materials. Over the years of independence, the agricultural sector of Kazakhstan has undergone significant changes, as was the reform of land relations; the main regulations governing the complex of legal issues in the countryside have been adopted; there was a transition from the collective farm economic system to the laying of market relations; legal and organizational conditions have been created for the functioning of agricultural enterprises of various forms of ownership.

Keywords: features, innovations, agriculture, products, economy, competition.

INTRODUCTION

Innovative processes in agriculture have their own specifics. They are distinguished by a variety of regional, sectoral, functional, technological and organizational features, one of which is that in agriculture, living organisms — animals and plants — take the most active part in the production process. Enhanced reproduction takes place in the interaction of economic and natural-biological processes. Therefore, when managing innovations, it is necessary to take into account the requirements of not only economic laws, but also the laws of nature: equivalence, indispensability, and the totality of life factors, laws of minimum, optimum and maximum. The law of the indispensability of production factors is manifested in the fact that, for example, selection does not compensate for fertilizers, the variety cannot compensate for the gaps of agricultural technology, breeding does not replace feed [1].

In agriculture, there are four main areas of innovation:

Table 1 - Classification of types of innovations in agriculture

Breeding-genetic	Industrial-technological	Organizational-managerial	Economic-Socio-Ecological
New varieties and hybrids of agricultural plants. New breeds, types of animals and bird crosses. Creating plants and animals that are resistant to diseases and pests, adverse environmental factors	Use of new technology. New technologies of cultivation of agricultural crops. New industrial technologies in animal husbandry. Science-based farming and animal husbandry systems. New fertilizers and their systems. New plant protection products. Biologization and greening of agriculture. New resource-saving technologies for the production and storage of food products aimed at increasing the consumer value of food products	Development of cooperation and the formation of integrated structures. New forms of maintenance and provision of resources. New forms of organization and motivation. New forms of organization and management. Marketing Innovation. Creation of innovation and advisory systems in the field of science, technology and innovation. Concepts, decision making methods. Forms and mechanisms of innovative development	Formation of personnel system of scientific and technical support. Improving working conditions, solving problems of health, education and culture of village workers. Improving and improving the quality of the environment. Ensuring favorable environmental conditions for the life, work and leisure of the population

Modernization is a complex process, which is an improvement of the facility, in accordance with the new economic conditions, new requirements and standards, quality indicators. Here, scientific developments, innovations, as an economic force, and their introduction into the production process in order to optimize it and increase efficiency, come to the fore.

In relation to the conditions of the domestic economy, the directions of modernization development proposed in the works of modern domestic economists can be divided into the following in the most general form.

The first is related to borrowing foreign innovations that have already been worked out and transferring them to Kazakhstan's economic conditions, taking into account national peculiarities. This is one of the common points of view, according to which the modernization of the domestic economy should be based on the already proven and analyzed Western experience. This area is called modernization without innovation.

Another direction, which is called modernization, carried out jointly with innovations, is that there are certain areas of development in which the domestic economy implements innovative solutions that have no analogues in the world. At the same time, those solutions already borrowed abroad are borrowed, taking into account domestic specifics.

The third direction, which is the least common, the direction that has received the name of innovation without modernization, is associated with a special, radically different from other countries, through the development on the basis of its own developments and its own innovative experience.

It seems that to the conditions of development of agriculture in Kazakhstan, the second way is the most preferable, implemented on the basis of an integrated approach to the introduction of modernization solutions that have been tested in foreign countries, together with absolutely innovative developments. The implementation of this direction guarantees food security, increasing the competitiveness of the industry, reducing dependence on the external food market [2].

The complexity of agricultural production and its specificity determine the originality of the approaches and methods of managing innovation activity, the combination of various types of innovations, the strengthening of the role of the state in stimulating innovations. It should be emphasized that the peculiarities of agricultural production are characterized by a high level of risks in innovative processes. The risk of financing research and production results, the risk of a temporary gap between costs and results, the uncertainty of the demand for innovative products do not interest private investors to invest in agricultural development.

MAIN PART

The provision of agricultural machinery per 100 hectares of crops of grain, leguminous and industrial crops in the Republic of Kazakhstan is about 10–12 times lower [4] than in farms of Western European countries, which is a significant brake on the use of innovative technologies in crop production. Scientists estimate that only 10–15% of agricultural producers use highly efficient resource-saving technologies. The reason for the low level of efficiency of new technologies is often due to the lack of a system that ensures innovative progress. A constraining factor in the technological modernization of agriculture is its low technical level. The lack of competitive domestic agricultural engineering has led to the fact that the market is filled with imported equipment, the deliveries of which in recent years for certain types of machines have increased 1.8-2 times.

The limited resources allocated to innovation creates a problem of choosing priorities, both in areas and by subjects of innovation activity. Over the past three years, the share of unprofitable agricultural producers ranged from 40 to 60%, the majority of other organizations had a low level of profitability, which was largely determined by the disparity of prices for agricultural products. In addition, the industry has no proven mechanisms for introductory activities, a system of scientific and technical information corresponding to a market economy, and there is no proven effective scheme for the interaction of scientific institutions with promotional structures. Research and development is not in all cases a product that is ready for effective implementation. There are no structures that study the demand for innovation. When selecting innovative projects, their economic expertise is not carried out, performance indicators for

development are not considered, and schemes for promoting the results obtained into production are not practiced.

Thus, the main factors hindering the development of innovative processes are:

- Disparity of prices for agricultural products;
- increased monopolization and criminalization of trade markets;
- Deficiency of skilled workers, managers and specialists;
- weak management of NTP, lack of close interaction between the state and private business.
- Sharp reduction in the cost of agricultural science, lack of personnel, low marketing work, low level of effective demand for innovative products;
- a sharp decline in funding for the development of scientific and technological advances in production and related innovative programs;
- Lack of a system for stimulating the development of the innovation process in agriculture, etc.

Food security in the country can be ensured by stable work of the domestic agricultural producer, which is real only with the development of the entire multi-structured agricultural economy.

State support of innovation in agriculture can and should be carried out both by indirect methods in the form of creating favorable conditions for its development, and with the direct participation of the state by targeted financing. One of the priorities of science and technology and innovation policy should be state support of fundamental and applied science with a focus on the introduction of scientific research in agricultural production.

Agrarian science today is designed to provide agricultural producers with the latest developments, to guarantee the results of their implementation, subject to the author's support. In this regard, close contacts are needed between agrarian science and agricultural producers in order to ensure the transfer of adapted scientific and technical developments and their effective implementation in production. Effective mechanisms for the acceptance of completed scientific, technical and technological developments and their selection are already at the level of innovative projects required for agricultural production.

Technological and technical re-equipment of agriculture in modern conditions is a key problem of ensuring the country's food security. Only the creation of favorable institutional conditions for the intensification of the innovation process and the revitalization of the economic activities of agricultural enterprises, private businesses and rural families will improve the quality and competitiveness of domestic agricultural products, bring the “life-long” subsidized agricultural sector of the economy to the path of sustainable and effective development.

In this context, it seems necessary in the near future to create an effective mechanism for promoting innovation. This can be a solution to several interrelated tasks:

- a) expansion of the number of innovative proposals from the agricultural science,
- b) susceptibility to agricultural innovation and the formation of an effective “innovation-conducting” network from science to production.

To increase the innovation activity and investment attractiveness of agricultural production, consolidated efforts are also needed from the side of the authorities and the agrarian business aimed at the formation of the innovation infrastructure. This involves the implementation of the following activities:

1. Implementation by the state and business of significant capital investments in enterprises that determine the scientific, technical and innovation policy in agriculture.
2. Stimulation of the implementation of research and development results through the provision of funds for their purchase, lease or leasing.

As possible options for budget financing, the following are appropriate:

- providing target amounts with the condition of their return after a certain time;
- crediting on concessional, long-term basis of public-private partnership subjects on a parity basis;
- state participation in various investment projects, etc.

3. Reorganization of the management system of the agro-industrial complex, its services and departments in order to rebuild the command and administrative type of state administration of the agro-industrial sphere into a consulting and informational one, providing business entities of all forms of

ownership with timely information on the current situation on the agrarian market, rendering consulting and engineering and marketing services to agricultural producers, which will increase the efficiency of organizations and significantly reduce innovation and the Investment risks.

4. Improving the regulatory framework of innovation to ensure the sustainable development of agriculture.

5. Attracting unions and associations of commodity producers to the formation of institutions for the development and implementation of state innovation policy in the agricultural sector.

6. Training of specialists in the field of innovation management. Development of measures to attract and consolidate them in rural areas.

Thus, the main thing in the activity of the state at the present stage of development of the agrarian sector is the formation of development institutions that facilitate the transition to innovation-oriented socio-economic development [6].

In crop production, innovation processes should focus on:

- Increasing the volume of crop production on the basis of increasing soil fertility, increasing crop yields and improving product quality;
- overcoming the processes of degradation of environmental destruction and ecologization of production;
- reducing energy consumption and reducing the dependence of crop productivity on natural factors;
- improving the efficiency of irrigated and drained land use;
- saving labor and material costs;
- preservation and improvement of the ecology of the environment.

In this regard, the innovation policy in the field of crop production should be based on the improvement of breeding methods - the creation of new crop varieties with high productive potential, the development of scientifically based farming systems and seed production [7].

Government authorities should systematically address the challenges of technological modernization of agriculture in order to bring its potential to the level of competitiveness and efficiency of developed countries. At present, the following tasks can be considered as such tasks [8]:

1. Formation of a long-term agro-industrial policy, which should be based on the joint efforts of government agencies, business structures, the scientific community. This should take into account the fact that Kazakhstan is a large country, with a variety of natural, climatic, economic and social conditions of management. Accordingly, the policy should be based on these features. In some regions that are favorable from the point of view of the realization of agrarian potential, it is necessary to support and stimulate the development of agricultural production with economic measures. In other regions, which are unfavorable for a number of agro-climatic factors, the population of rural areas needs support. Thus, the ongoing agro-industrial policy should be meaningful, based on the experience of the regions. An integral part of this policy should be technological modernization.

2. Preparation of qualified engineering and mechanization personnel of the new generation. It is impossible to carry out technological modernization without a sufficient number of the appropriate level of specialists who are able to design and manage complex high-tech processes. Innovative projects implemented today create high demand for engineers and technologists of various specialties. At all levels, programs of targeted training and retraining of engineering and technical personnel should be implemented to meet the needs of modernized production facilities, as well as advanced training programs for teaching staff of higher educational institutions who prepare specialists of the corresponding profile.

3. Activation of the innovation component of the modernization process. In modern conditions, the innovative path of agricultural development has three directions: innovation in the human factor; innovation in the biological factor; technological innovations that ensure the improvement of the technical and technological potential of the industry through the use of energy- and resource-saving equipment, high-tech technologies. As noted above, for the formation of a competitive agro-industrial complex, it is necessary to carry out not just the renewal of the old fleet of machinery and technological processes, but also the introduction of completely new solutions, developments and innovations. This can be done by

integrating the efforts of science and production. There should be work on the development of market institutions that would ensure the creation, dissemination and maintenance of innovations. The government should play an important role here, since the process of introducing innovations and obtaining a real practical result in the form of increasing labor productivity, optimality and efficiency of using the resource base, environmentally friendly production, and increasing the competitiveness of enterprises is a long-term one. The solution is seen in the creation of small and medium-sized innovative enterprises, in enhancing the participation of large business in innovative projects, in the formation of research and production alliances, and clusters.

4. An important component of the modernization process is its investment support. The state should conduct a stimulating innovation investment policy. In particular, it can be carried out by introducing a system of compensation for the cost of developing projects for modernizing agro-industrial enterprises, providing tax incentives to companies introducing resource-saving, environmentally friendly technologies, subsidizing the cost-saving equipment at the expense of budget funds.

CONCLUSION

The solution of the above mentioned tasks should contribute to the implementation of an effective technical modernization of the country's agriculture, and, as a result, increase the competitiveness of domestic agricultural products in the domestic and foreign markets.

The key factors affecting the technological development of agriculture are production efficiency and technical re-equipment, the speed of mastering the production of new types of products and the attraction of the latest agro-technologies. The special influence of these factors on the technological development of agriculture is due to the structure, current state and trends of growth of the Kazakhstani economy, the current situation in the scientific and technical sphere of the country.

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ҚР АУЫЛ ШАРУАШЫЛЫҒЫНДАҒЫ ИННОВАЦИЯЛАРДЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Халықтың өмір сүру деңгейі аграрлық сектордың тұрақты жұмыс істеуіне тәуелді. Сонымен қатар, аграрлық сектор елдің ірі халықшаруашылық кешені және өзара байланысты үш саласын қамтитын сала болып табылады: ауыл шаруашылығы, тамақ және ет-сүт өнеркәсібі жүйесін қамтамасыз ететін салалар жиынтығы, өндіріс құралдарын сатып алу, ауыл шаруашылығы өндірісінің өзі; ауыл шаруашылығы шикізатын қайта өңдеуді, сақтауды, тасымалдауды және дайындауды қамтамасыз ететін салалар жиынтығы.

Тәуелсіздік жылдары Қазақстанның аграрлық секторы айтарлықтай өзгерістерге ұшырады және жер қатынастары реформа; ауылдық жерлерде құқықтық мәселелерді кешенді реттейтін негізгі ережелер қабылданды; нарықтық қатынастарда колхозды жүйеден экономикалық жүйеге көшті; түрлі меншік нысандары ауыл шаруашылығы кәсіпорындары жұмыс істеуі үшін құқықтық және ұйымдастырушылық шарттары жасалған.

Түйін сөздер: ерекшеліктері, инновация, ауыл шаруашылығы, өнім, экономика, бәсекелестік.

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ОСОБЕННОСТИ ИННОВАЦИЙ В СЕЛЬСКОМ ХОЗЯЙСТВЕ РК

Аннотация. Уровень жизни населения во многом зависит от устойчивого функционирования аграрного сектора. Кроме того, аграрный сектор является крупнейшим народнохозяйственным комплексом страны и включает в себя три сферы взаимосвязанных отраслей: совокупность отраслей, обеспечивающих сельское хозяйство, пищевую и мясомолочную промышленность, систему закупок средств производства; само сельскохозяйственное производство; совокупность отраслей и отраслей, обеспечивающих заготовку, транспортировку, хранение и переработку сельскохозяйственного сырья. За годы независимости аграрный сектор Казахстана претерпел значительные изменения, как и реформа земельных отношений; приняты основные положения, регулирующие комплекс правовых вопросов на селе; произошел переход от колхозной экономической системы к установлению рыночных отношений; Созданы правовые и организационные условия для функционирования сельскохозяйственных предприятий различных форм собственности.

Ключевые слова: особенности, инновации, сельское хозяйство, продукция, экономика, конкуренция.

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**MASS MEDIA IN THE FORMATION OF MORAL-ETHICAL VALUES
OF THE STUDYING YOUTH**

Abstract. The article is devoted to the analysis of the state of moral-ethical and spiritual values of Kazakhstan's youth, including those studying in universities of the country. These values (patriotism, freedom of speech and religion, respect for elders and family institutions, respect for inter-ethnic and inter-religious peace and harmony in the country, etc.) are shaped by the daily and purposeful activities of various media (press, radio, television, Internet). The article reveals their influence on the spiritual renewal of students.

The value orientations of today's youth in connection with the globalization of the political, economic, social, religious and other processes occurring throughout the world have undergone serious changes in many states, including Kazakhstan. The main role in the changes in the moral-ethical standards of youth was played, first of all, by television and the Internet. However, the mass media influence the younger generation of our citizens not only positively, instilling in them respect for such universal values as honesty, kindness, decency, justice, but also have a negative impact on them. As a result, adoration of the cult of money and power prevails among modern youth; non-recognition of various moral-ethical principles that exist in society; disrespect for the traditions of the ancestors and for the achievement of their people in the past, etc. The actions of young people are often manifested in an aggressive and disrespectful form. However, this applies only to a small proportion of young people. As a result of the analysis, we proposed some recommendations that will later make certain changes in the youth policy pursued in the country, corresponding to the traditions, national peculiarities and mentality of the Kazakh people. But the most weighty and significant proposals on the problems of youth policy were made by the President of the Republic of Kazakhstan N.Nazarbayev. These proposals have already being successfully implemented.

Relevance. The field of mass media, without any exaggeration, can be called the focus of modern public life. The media remains the main source shaping a person's perception of the realities of the world, which is why mass information is one of the most important tools of social regulation. By distributing various messages and media materials, they create the public opinion they need, form the attitudes, mood and behavior of both individuals and social groups, and society as a whole. By informing their readers, listeners or viewers of various information, the media evoke in them certain feelings, attitudes, and impressions, according to which people form certain behavior patterns. In this sense, interesting is the statement of Thomas Carlyle: "Is not every capable editor a ruler of the world?" (9).

A significant number of studies were conducted in the Republic of Kazakhstan aimed at studying the influence of mass media on various aspects of society. The result was a lot of articles published in scientific journals, but mainly in the republic itself. In addition, 8 dissertations were successfully defended, including 2 doctoral ones, namely: Isabayev B.O. Mass media and ethno-political processes in Kazakhstan. Diss. of cand. of political sciences. - Almaty, 1998. – 120 p.; Kenzhalin Z.O. The role of the media in the formation of Kazakhstan's patriotism. Diss. of cand. of political sciences. - Almaty, 2004. – 137 p.; Medeuova D.T. Mass media of Kazakhstan in the formation and development of political processes in the context of globalization. Diss. of doctor of political sciences. - Almaty, 2004. – 353 p.; Musinova A.A. The media and the spiritual potential of the nation in the sovereignty of Kazakhstan. Diss. of cand. of philological sciences. - Astana, 2006. – 170 p.; Brushtunov V.N. Mass media of Kazakhstan and

Russia in the transformational period: political analysis. Diss. of cand. of political sciences. - Astana, 2007. – 165 p.; Ermukhambetov A.A. Mass media as an instrument of political struggle and competition (political analysis). Diss. of cand. of political sciences. - Astana, 2007. – 137 p.; Zhaksylykov N.N. Mass media as an institution forming civil society in the Republic of Kazakhstan. Diss. of cand. of legal sciences. - Almaty, 2008. – 139 p.; Sultanbaeva G.S. Political communication in the media: international experience and Kazakhstan. Diss. of doctor of political sciences. - Astana, 2010. – 350 p.

After that, serious research work on this issue was carried out only in the conditions of Kazakhstan's transition to the Western model of defending dissertations. But in any case, the study of the role of the media in shaping the moral values of modern youth remains highly relevant, as new communication and information media emerge or expand. Therefore, it is important for us to have a scientific understanding of the processes that occur in Kazakhstan during the operation of various media.

Problem. There is no doubt that mass media influence the formation of value orientations of young people and society as a whole. In the practice of mass media, methods of subconscious influence on people are widely used, when the attitude of society to certain phenomena of the surrounding world is formed using stereotypes that are embedded in the news flow, automatically causing either negative or positive reaction to a specific event in the mass consciousness. This raises a lot of questions about what are the most effective mechanisms for the formation of moral values in young people through the media.

Being under the influence of suggestion, the person does not control the impact on him. At the same time it is easy to inspire a person to what he is predisposed because of his needs and interests. However, it is possible to instill in him something against his will, evoking certain feelings and conditions that impel one to commit an act, sometimes not at all following his principles from the norms of behavior observed by him. The activity of the media itself, which aims to instill something in society, is inhumane, since young people often cannot control the impact on them and, accordingly, are powerless against such suggestions.

Research methods. To identify the system of moral-ethical values of students, we used the method of free interview in close cooperation with the method of group conversations. In the form of communication, a free interview in a qualitative study is more like an informal natural conversation, a friendly conversation. Such a communication procedure allows respondents not only to be more free in choosing the form of expression of their feelings and thoughts regarding a given topic, but also provides an opportunity to go beyond it. According to the results of our conversations, we revealed the attitude of students to various moral problems of society. This method was used in previous studies, the results of which were set forth in our articles (6, 7).

The results of the study. Attention is drawn to the fact that for 30% of respondents one of the most important means of achieving happiness and success in life is money, although five or six years ago (according to various polls), money for young people was the value of the second plan.

Our study revealed that the main value for today's youth is the family (57% of respondents), business career ranked second (41%), profession and education third (39%), followed by orientation on such values as material wealth (29%), health (25%), love and favorite work (22% each), creativity (4%), sports and service to the Motherland (3% each).

Analysis of the state of moral-ethical values of students and their mass media consumption.

Before turning to the description of the role of the media in the formation of moral values among people, in particular among young people, it is necessary to dwell on the very role and tasks of the media in Kazakhstan's society.

It is known that during the years of our independence, a certain media space has been formed in the country, which has a comprehensive impact on the ideological, ideological, cultural and socio-political processes in society. Mass media is becoming a powerful catalyst for the development of social relations, both by helping to bring together the mutual understanding of people and social groups, as well as the institutions of civil society and the state, cultures, languages, religions, and, conversely, separating them, causing new problems and aggravating existing conflicts (16).

Media resources, thanks to the constant information of the population, have a great influence on the formation of public consciousness, moral values and ideals in society. A well-informed nation is, in general, spiritually independent, and it is the best defender of its rights and freedoms, not only for its own interests, but also for the interests of the state. The media play an important role in strengthening the

sovereignty of the republic, political stability, national unity, interethnic and interfaith harmony in the country, in countering external information influence, and also in protecting the national interests of Kazakhstan in the international information space. In them, as in a mirror, all processes and tendencies occurring in society are fully reflected (15).

Thus, the media became the most important institution of socialization of the individual and an integral part of the culture of modern society. In this regard, the media began to be called the "fourth power" (radio, press, television, Internet), which is almost the most powerful channel of influence on the hearts and minds of people, even more powerful than the family, peer groups and power itself. The "fourth power" learned to covertly and publicly manipulate public opinion in a very secretive manner, and began to acquire uncontrolled power over people (20).

Modern media can also be called a new means of warfare, both in the world and in a separate state. This is due to the fact that in the conditions of informatization of society, a person becomes more and more informed and at the same time more vulnerable, since each of us is subject to constant and targeted information, regardless of our desire (23).

Today, the study of such a modern phenomenon as social programming is on the agenda. Some researchers even talk about the coming epoch of "mediacracy" - the power of the mass media, which not only reflect and interpret reality, but also construct it according to its rules, attitudes and discretions (10).

Thanks to the development of satellite connection and modern communications systems, the media have become a powerful institution of influence on the general population, which "causes a great temptation to use them as an effective tool in solving problems of different levels. The media has indeed become the most effective manipulator of public opinion and, alas, very rarely - in the public interest. Today, perhaps, there is no other such powerful weapon of destruction or an instrument of creation, such as the media"(20).

In the process of working on the "sensation", many unscrupulous journalists use the principle that the news should be unusual. The same principle is used by experts in the field of psychological warfare. Among the methods of negative information impact on the psyche of citizens, the most common are two methods – the use of compromising information to create a negative image of a public personality and special bringing to the required level of a certain way selected negative facts about a particular phenomenon or a particular person. Using them, programs are prepared in which "multiplicity of opinions" are applied with the help of so-called "facts" and the emergence in the mind of a person of a sense of understanding about the fact being told, and it seems that the whole society is talking about the chosen fact. In this way, the society creates an opinion necessary for the media (23).

It should be pointed out that the methods of manipulating public opinion rely mainly on the media, which allow to adjust, regulate and design the mass consciousness and the psyche of people. In this case, emphasis is placed on the use of the laws of psychology, noncritical people's perception of the problem that has arisen, their life inexperience (23).

It is known that thanks to the mass media, public opinion is being formed – this is the state of mass consciousness, which includes the hidden or explicit attitude of various social communities to the problems and events occurring in reality. In connection with the foregoing, you can quote the text from the book "The Psychology of the masses. Chrestomathy" (Samara, 2001). "Whenever people get together, a crowd soon begins to appear and be seen in them. They are intermingled, transformed. They acquire some kind of common essence, which suppresses their own; they are inspired by the collective will, which silences their personal will. Such pressure is a real threat, and many people feel destroyed. Taken individually, each of us is ultimately intelligent; taken together, even among friends, we are all ready for the latest extravagance"(17). These words were spoken more than 20 years ago, and in the conditions of modern times the consequences of mass actions of people can be very negative for any state, and it is known that most often youth participate in the "crowd scenes".

In the practice of mass media today, methods of subconscious influence on people are widely used, when the attitude of society to certain phenomena of the surrounding world is formed using stereotypes that are embedded in the news flow, automatically causing either negative or positive reaction to a specific event in the mass consciousness. It is also known that a person, due to his biological nature, is subject to suggestion, imitation and infectiousness. Therefore, the task of any press in the process of convincing people is to create a strong and sustainable attitude to this phenomenon. As a result of their actions, the

media teach people to think in stereotypes, while trying to reduce the intellectual level of messages so that people become a tool for their stupidity. For this purpose, the main method of fixing the stereotypes necessary for the media in the minds of each person is used – this is repetition.

New communication tools provided the media with unprecedented opportunities to influence their consumers, while the speed and scale of reaching any audience became fantastic. It is known that the mass-communication activity of a modern person associated with the perception, consumption, use and production of mass information, with the total prevalence and availability of information, becomes a necessary condition and means for the implementation of virtually any social activity – public, educational, labor, etc. However, this happens only when the content and form of the mass information changes in accordance with the information interests and needs of people, their sociocultural and communication level (10).

In this regard, it is appropriate to quote the words of the Head of our state NursultanNazarbayev: “Following the revolution in the field of communications, the information prepared a shift in our entire world outlook, the very perception of the world. From the point of view of modern information technologies, interpersonal and public relations turned out to be much more manageable than it seems at first glance. It became clear that information has tremendous power over the individual, unlimited potential impact on human behavior itself. We are well aware that the media in modern society is becoming a powerful tool of influence. They can instill fear in people, spiritually enrich or devastate, bring together, or divide, create or destroy. It all depends on what goals the media and the people who manage them set. Therefore, today the mass media should contribute to the formation and strengthening of our new statehood, political stability, interethnic harmony. The media should be an example of legal compliance. And if we do not put it at the service of society, then there is no need to talk about the unity of the nation and the prosperity of the state”(1).

The special role of the media in the Republic of Kazakhstan is that they were, are and will remain the key means of developing civil society, shaping social attitudes and new political culture of Kazakhstan, promoting the values of the spiritual and cultural unity of the people of Kazakhstan, the principles of humanism, tolerance, etc. At the same time, it should be noted that in modern conditions the fulfillment of these functions is significantly complicated, since we are faced with new problems generated by both the main trends of the ongoing transformation of Kazakhstan’s society and global political, economic, social and cultural trends caused by information-technological revolution taking place everywhere in the world. Many researchers describe the modern type of our society as an “information society”. Globalization gives the process of development of information and communication systems of modern societies a supranational dimension. The individuals captured by globalization processes, while retaining their identification with traditional communities (state, national, ethnic, religious, etc.), form new identities. That is why ensuring information security today and in the future should be a priority for the development of the entire national security system (16).

Among the media, television and the Internet have the greatest manipulative potential.

The power of TV lies in the deep impact on the way people think. It is able to restore old and generate new trends and myths in society. Popular television characters become carriers of certain moral qualities for many people, i.e. they become standards of behavior and morality for them, and this, above all, concerns young people. Showing the greatness of the moral achievement of man, the history of ordinary people who managed to survive in the most difficult conditions, television inspires them with hope and optimism. At the same time, it contributes to the spread of negative perception by people of the surrounding world, showing on the screens the negative problems that exist in society (20).

Unfortunately, domestic statistics on the issue of “aggressive and negative” television are practically absent, although over the years of independence of Kazakhstan, many acute and topical issues have appeared that our society should be aware of and, accordingly, respond adequately.

More acutely, the main problem in the information space of any society is the Internet, which carries great informational and educational potential, but at the same time contains enormous risks, especially for young people (16, 22).

The Internet today controls a significant part of the youth’s leisure time and is one of the tools for shaping the spiritual world, value orientations and social attitudes of the young generation. Caring about the growth of the rating of their sites and, accordingly, about advertising revenues, all the major Internet

channels focus on content that is addressed to a wide audience, and reject narrowly targeted and low-rated ones. Grabelnikov A.A. notes: "If you put together all the entertainment online channels, then their presence on the network will be perhaps the most voluminous compared to social, political, informational, educational programs" (8). Television and Internet channels about culture, popular science programs, children's programs and religious topics also became less visited.

The growing need for event and other operational information actualizes the information functions of the media, expands the volume of publications of a reportage and news character, while the information content of the Internet in recent years has been ranked by rating. Therefore, the topics of information sites tend to be closer to the needs of the audience, but not in all of its sections. Thus, information on the topics of domestic politics (32.4%), families (18.3%) and culture (8.9%) causes the greatest interest among young people.

In general, it turns out that for some the Internet is a source of operational information, for others it is primarily a means of relaxation, a form of entertainment or "a way of emotional discharge" (19). But besides this, the modern Internet, of course, contributes to the familiarization of our citizens to the problems and events of the cultural, political and socio-economic life of the country. Speaking about the negative impact that modern media have on young people, it is necessary to note another significant fact that other authors note in their works is the influence of the media on the deviant behavior of young people and, in particular, the problem of drug addiction. For example, in the United States, as J.Coleman stresses: "The role of the media in the distribution of drugs on a national scale has been and remains extremely important." At the same time, it is about creating new social patterns, "the main goal of which is to popularize and bring to the level of routine drug use, new tastes in clothes and hairstyles, which radically distinguish young people from the older generation. Teenagers could not even imagine that all the non-traditional values to which they aspire were carefully developed by scientists at the think-tanks of England and the USA. They would have been shocked to find that most of their "cool" habits and expressions were specially created by a group of "older sociologists" (13).

In the work of J. Coleman, special attention is paid to the role of the Stanford research institute, which exerts increased pressure on the American nation in order to change it: "Turn on your TV, and you will see the victory of mass media firsthand: talk shows on the most intimate sexual details, special video channels, where perversion, rock and roll and drugs reign supreme. Whole hours of airtime are dedicated to one or another dirty, drug-addicted and decadent rock bands, their crazy sounds, crazy antics and clothes, language perversions"(7). His work analyzed in detail the role of the media in the epidemic of drug addiction, as well as the question of who benefits from it (13).

Drug abuse in the CIS countries, in particular, Kazakhstan and Russia, is one of the most acute social problems and a potential threat to the demographic and cultural reproduction of Kazakhstan and Russian society.

According to Reutov E.V., 82% of the total number of drug addicts are young people under the age of 24, while the prevailing image of drug addiction has decreased from 17-18 to 12-13 years. It follows that the anesthesia of society especially threatens young people as a socio-demographic group, which is a potential carrier of non-standard, including deviant behavior (18).

Y.N. Zasursky notes that today we can say that the image of the Americanized hero of the film-video culture (active, business, resourceful in critical situations) has become firmly established in the minds of the younger generation, and it should be noted that a similar analogue cannot be found in the Kazakh and Russian film and video production. At the same time, the results of various sociological studies do not yet show the mass striving of young people to imitate the external attributes of the heroes of Western popular culture (21).

Currently, the majority of studying youth are becoming active users of the Internet, while many are addicted to computer games that negatively affect their health and moral and psychological state (22, 25).

Numerous sociological studies of recent years have shown the presence of changes in the system of moral and ethical orientation of modern youth. Due to the influence of the media, including the Internet, young people tend to shift their worldview from social problems to personal and individual ones (25).

Analysis of data from various sociological surveys conducted in our countries allows us to highlight contradictory characteristics in the social portrait of modern youth:

- increased level of education and the lack of coherence of the social and personal meaning of education;
- recognition by young people of the social significance of participation in public life and the desire to assert themselves in the non-production sphere, mainly in the field of leisure;
- desire to actively participate in social transformations and the actual exclusion, especially of young students, from diverse social activities;
- desire to change something for the better in the surrounding reality and passivity in finding and realizing opportunities for self-improvement of life (5-7, 14).

In his Address to the people of Kazakhstan (January, 2012) Elbasy N. Nazarbayev said: "We must educate and develop in the citizens of Kazakhstan a love for our motherland and for our people. The current generation of young people should be educated and have a broad outlook, speak several languages and truly love their homeland". At the same time, upbringing of young people in the spirit of their nationality is the basis for their entire future life; it does not exclude, but on the contrary, contributes to the development of their universal values. As a result, any person who received education from his people is a spiritually rich citizen of his country (2, 11, 12).

The President of Kazakhstan N. Nazarbayev developed his ideas in further speeches. Thus, in the article "Plan of the nation - the path to the Kazakhstan's dream", published on January 6, 2016, Elbasy said: "We are aimed at strengthening the overall identity and unity of the country through the development of Kazakhstan's society on the principle of single citizenship, the national values of "Mangilik El", on the basis of the consolidation of our achievements over the years of independence (3).

The head of state N. Nazarbayev on April 12, 2017 published a new article "Looking to the future: modernizing public consciousness" (4). We give from it the most important ideas that relate to our problem.

"I am convinced that the large-scale transformations we have begun must be accompanied by a more advanced modernization of public consciousness. It will not only complement political and economic modernization – it will be their core.

- The first condition for the modernization of a new type is the preservation of its culture, its own national code. Without this, the upgrade will turn into an empty sound.

- Without reliance on national-cultural roots, modernization will hang in the air. I want it to stand firmly on the ground. This means that history and national traditions must be taken into account.

- Any Kazakhstani, like the nation as a whole, needs to have a set of qualities worthy of the 21st century. And among the undoubted prerequisites of this are such factors as computer literacy, knowledge of foreign languages and cultural openness. Therefore, the «Digital Kazakhstan» program, the trilingualism program and the program of cultural and confessional consent are part of the preparation of the nation (of all Kazakhstanis) for life in the 21st century. This is part of our competitiveness.

- Our national traditions and customs, language and music, literature and wedding ceremonies – in a word, the national spirit, must remain with us forever.

- Every Kazakhstani should understand that education is the most fundamental success factor in the future. In the system of youth priorities, education should be first.

- Implementation of the project "New humanitarian education. One hundred new textbooks in the Kazakh language" in social and human sciences. What will we achieve with this program? This, above all, is a qualitatively different level of preparation of hundreds of thousands of our students. Further, this is a training of people, adapted to the global competition in the field of knowledge. Finally, these are the people who will become the main conductors of the principles of the modernization of consciousness – openness, pragmatism, competitiveness. The future is happening in the classrooms.

- In the new reality, the internal desire for renewal is the key principle of our development. To survive, you need to change. The one who does not do this will be brought down by the heavy sand of history" (4).

Educating young Kazakhstanis in the spirit of civic responsibility, patriotism, unity, interethnic and interfaith harmony is impossible without their objective and systematic information. Hiding information, its one-sided presentation is a tool for manipulating the minds of young people, and in a multinational and multi-religious country it is dangerous, because silenced problems grow and eventually break out: lead to open conflicts and clashes. Young people who are not indifferent to their homeland are obliged and must

know the real situation in the country, the main problems and contradictions that exist in society. The majority of young people are thoughtful viewers, listeners, readers with their opinions, i.e. they can independently understand the essence of the problems that various media present to them. But there are those who take for granted all the information provided by the media, and then begin to be guided by them. Therefore, our young people must not only entertain, but also regularly give them food for thought, cultivate civil and patriotic feelings in it (15).

Today, young people are a potential subject of modernization of the country. Their value orientations and motivational attitudes influence the life prospects of their citizens, both in the present and in the future. Therefore, it is important to direct the energy of youth to the creation of the future Kazakhstan's society.

2019 is declared the Year of youth in Kazakhstan. On January 23, 2019 the Head of state N.Nazarbayev spoke at the official opening ceremony. But a lot has already been done for this year. For example, a regulatory framework has been created that regulates the sphere of youth policy. There are laws: "On state youth policy" and "on volunteer activities", as well as "Concept of state youth policy until 2020" Kazakhstan - 2020: the path to the future". The state provides young people with high-quality education through state grants. A unique educational center has been created in the country – "Nazarbayev University", which is an effective training model that meets international standards. The presidential program "Bolashak" has been functioning for more than 20 years, through which the training of many thousands of Kazakhstani in leading foreign universities is funded. These projects successfully work: "Zhasylyel", "Youth personnel reserve", "With diploma - to the village!".

In his speech, the President of the country N.Nazarbayev again updated the issue of the formation of an intellectual nation in Kazakhstan, the main driving force of which is youth. In this regard, the Leader of the Nation put forward a number of new initiatives in the coming years, and he noted that the main factor in the effectiveness of the youth policy should be to establish a systematic approach and practical implementation of all planned initiatives and programs (24).

Our analysis allowed us to draw the following conclusions.

1. The formation of value orientations of modern youth occurs under the influence of various circumstances, but one of the significant factors affecting young people is the media, which is confirmed by the data of numerous sociological polls. The role of the media in the process of socialization of young people in modern society is increasing. At the same time, there is a diversity of ways of forming value orientations in society – from actively and aggressively imposing certain patterns and behavioral patterns of people to their detached information. However, the positive or negative role of the media in shaping the value orientations of young people is largely determined by the social forces they use.

2. Today, in the minds of young people, orientations toward individual- personal and material values prevail, which, above all, are very often promoted by the media. However, along with them, the importance of universal human values increases in society, interest in the eternal problems of good and evil, the meaning of life, justice increases.

3. The negative impact of the media is largely due to their commercialization. For today's mass media, the emphasis is shifted towards entertainment and entertainment to the detriment of cultural, educational and cognitive possibilities. At the same time, there has been a positive trend towards an increase in the release of programs in which moral, universal and cultural values are grafted onto young people.

4. Modern media are one of the defining sides in the process of socialization and the formation of value orientations of each person. Being the main consumer of media products, young people, to a certain extent, force them to form their work in accordance with their interests and tastes, i.e. in relations "youth-media" the basic rule of a market economy applies - "demand creates supply".

5. Considering the special influence on television and the Internet on young people, it is necessary for the authorities and society to focus on their education on the principles of patriotism, humanism, tolerance, interethnic and interfaith harmony; respect for universal values – honesty, decency, kindness, respect for elders and the institution of the family; maintaining their identity, national traditions, mentality and language; love for their Motherland. At the same time, it should be remembered that for young people, the main priorities should always be education and mastering the chosen profession at a high level.

А. Е. Әбілқасымова

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БҰҚАРАЛЫҚ АҚПАРАТ ҚҰРАЛДАРЫНЫҢ ОҚУШЫ ЖАСТАРДЫҢ БОЙЫНА АДАМГЕРШІЛІК ҚҰНДЫЛЫҚТАРДЫ ҚАЛЫПТАСТЫРУЫ

Аннотация. Мақала қазақстандық жастардың, оның ішінде еліміздің жоғары оқу орындарында оқитын жастардың адамгершілік және рухани құндылықтары жағдайын талдауға арналған. Бұл құндылықтар (отан-сүйгіштік, дінаралық және сөз бостандығы, отбасы институты мен үлкендерді сыйлау, елімізде конфессияаралық және ұлтаралық келісім мен бейбітшілікті сақтау және т.б.) әртүрлі БАҚ (баспасөз, радио, теледидар, Интернет) күнделікті және мақсатты қызметінің арқасында қалыптасып отыр. Мақалада олардың оқушы жастардың рухани жаңғыруына әсері қамтылған.

Көптеген мемлекеттерде, оның ішінде Қазақстанда, әлемде болып жатқан саяси, экономикалық, әлеуметтік және басқа үрдістерге байланысты қазіргі заманғы жастардың құндылық бағдарлары елеулі өзгерістерді басынан өткізді. Жастардың адамгершілік ұстанымдарының өзгеруіне ең алдымен теледидар және Интернет басты рөл атқаруда. Алайда БАҚ өскелең ұрпаққа адалдық, қайырымдылық, әділеттілік, тәртіптілік сияқты жалпы адами құндылықтарға құрметпен қарауды, бойына сіңіруде оң әсерін тигізіп қана қоймай, жағымсыз жақтарын да байқатады. Осының салдарынан қазіргі заманғы жастардың күш пен ақшаға табынушылығы; қоғамдағы әртүрлі адамгершілік ұстанымдарды мойындамауы; өз халқының қол жеткізген жетістіктерін және ата баба дәстүрін сыйламауы басымдық алып отыр. Жастардың іс-әрекеті айналасындағы адамдарды сыйламау жағы белсенді түрде жиі байқалады. Алайда бұл жастардың азғана бөлігіне ғана қатысты нәрсе. Аталған талдау нәтижесінде елімізде жүргізіліп отырған жастар саясатына қазақ халқының дәстүріне, ұлттық ерекшеліктері мен менталитетіне сай келетін белгілі бір өзгерістер енгізуге мүмкіндік беретін кейбір ұсыныстар айтылды. Жастар саясатына байланысты Қазақстан Республикасы Президенті Н.Ә. Назарбаев тарапынан салмақты және маңызды ұсыныстар енгізілді.

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СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ В ФОРМИРОВАНИИ МОРАЛЬНО-ПРАВСТВЕННЫХ ЦЕННОСТЕЙ УЧАЩЕЙСЯ МОЛОДЕЖИ

Аннотация. Статья посвящена анализу состояния морально-нравственных и духовных ценностей казахстанской молодежи, в том числе обучающихся в вузах страны. Эти ценности (патриотизм, свобода слова и вероисповедания, уважение к старшим и институту семьи, соблюдение в стране межнационального и межконфессионального мира и согласия и т.п.) формируются благодаря повседневной и целенаправленной деятельности различных СМИ (пресса, радио, телевидение, Интернет). В статье раскрыто их влияние на духовное обновление учащейся молодежи.

Ценностные ориентации современной молодежи в связи с повсеместно происходящей в мире глобализацией политических, экономических, социальных, религиозных и других процессов, претерпели серьезные изменения во многих государствах, в том числе в Казахстане. Главную роль в изменении морально-нравственных устоев молодежи сыграли, в первую очередь, телевидение и Интернет. Однако СМИ влияют на подрастающее поколение наших граждан не только положительно, прививая им уважение к таким общечеловеческим ценностям как честность, доброта, порядочность, справедливость, но и негативно отражается на них. Вследствие этого у современной молодежи превалирует преклонение перед культом денег и силы; непризнание различных морально-этических принципов, имеющих в обществе; неуважение к традициям предков и к достижением своего народа в прошлом и т.д. Поступки молодых зачастую проявляются в агрессивной и неуважительной к окружающим форме. Однако это касается лишь небольшой части молодежи. В результате проведенного анализа нами предложены некоторые рекомендации, которые в дальнейшем позволят внести определенные изменения в проводимую в стране молодежную политику, соответствующую традициям, национальным особенностям и менталитету казахского народа. Но наиболее весомые и значимые предложения по проблемам молодежной политики внесены Президентом Республики Казахстан Н.Назарбаевым. Эти предложения уже стали успешно претворяться в жизнь.

Актуальность. Область массовой информации без всякого преувеличения можно назвать средоточием современной общественной жизни. СМИ остаются основным источником, формирующим представления человека о реалиях окружающего мира, именно поэтому массовая информация является одним из важнейших инструментов социального регулирования. Распространяя различные сообщения и материалы СМИ создают требуемые им общественные мнения, формируют взгляды, настроение и поведение как отдельных индивидов и социальных групп, так и общества в целом. Сообщая своим читателям, слушателям или зрителям различную информацию, СМИ вызывают у них определенные чувства, взгляды, впечатления, в соответствии с которыми у людей формируются определенные модели поведения. В этом смысле интересно высказывание Томаса Карлейла: «Разве каждый способный редактор не является властителем мира?» (9).

В Республике Казахстан проводилось значительное число исследований, направленных на изучение влияния СМИ на различные стороны жизни общества. Результатом их являлось множество статей, опубликованных в научных изданиях, но в основном в самой республике. Кроме того, было успешно защищено 8 диссертаций, в том числе 2 докторских, а именно: Исабаев Б.О. Средства массовой информации и этнополитические процессы в Казахстане. Дисс. канд. полит. наук. – Алматы, 1998. – 120с.; Кенжалин Ж.О. Роль средств массовой информации в формировании казахстанского патриотизма. Дисс. канд. полит. наук. – Алматы, 2004. – 137с.; Медеуова Д.Т. Средства массовой информации РК в формировании и развитии политических процессов в условиях глобализации. Дисс. докт. полит. наук. – Алматы, 2004. – 353с.; Муסיнова А.А. Средства массовой информации и духовный потенциал нации в условиях суверенитета Казахстана. Дисс. канд. филол. наук. – Астана, 2006. – 170с.; Бруштунов В.Н. Средства массовой информации Казахстана и России в трансформационный период: политологический анализ. Дисс. канд. полит. наук. – Астана, 2007. – 165с.; Ермухамбетов А.А. Средства массовой информации как инструмент политической борьбы и конкуренции (политологический анализ). Дисс. канд. полит. наук. – Астана, 2007. – 137с.; Жаксылыков Н.Н. Средства массовой информации как институт, формирующий гражданское общество Республики Казахстан. Дисс. канд. юрид. наук. – Алматы, 2008. – 139с.; Султанбаева Г.С. Политическая коммуникация в средствах массовой информации: зарубежный опыт и Казахстан. Дисс. докт. полит. наук. – Астана, 2010. – 350с.

После этого серьезные научно-исследовательские работы по данной проблеме проводились только в условиях перехода Казахстана на западную модель защиты диссертаций. Но в любом случае изучение роли СМИ в формировании нравственных ценностей современной молодежи остается весьма актуальным, так как возникают новые или расширяются прежние коммуникационно-информационные средства массовой информации. Поэтому нам важно иметь научное представление о тех процессах, которые происходят в Казахстане при функционировании различных СМИ.

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**CRITERIA-BASED ASSESSMENT - A TOOL
FOR DIAGNOSING LEARNING PROBLEMS**

Abstract. The implementation of a criteria-based assessment system should be based on the development of multi-level tests in all disciplines. Monitoring and comprehensive assessment of student learning achievements are used to determine student level achievements in various learning situations. The results of the monitoring will provide an assessment of the development dynamics of the student's functional literacy, the success of schoolchildren, teachers and schools, as well as the effectiveness of measures in updating standards, curricula and textbooks. The criteria-based assessment system is completely transparent in the sense of the methods of setting current and final marks, as well as the goals for which these marks are set. It is also a tool for diagnosing learning problems, providing for and ensuring constant contact between teacher, student and parents.

Keywords: system, curriculum, criterion assessment.

In pedagogical science, the following main types of control are distinguished: current, periodic, and final. Current control is carried out during the classes or after the completion of a specific topic and in the criteria-based assessment mode corresponds to a formative evaluation. Periodic control is carried out at the end of a major section, quarter, semester. The final control is carried out before the transfer of students to the next class or the next level of education and is the most important form of final assessment. These two types of control in the criteria-based assessment mode correspond to the ascertaining control.

A new conceptual approach to assessing the level of development of functional literacy implies a reliance on a specially developed assessment criteria for each type of competence and for the entire content of all academic subjects. Ascertaining (periodic and final) control requires the development of a new assessment system taking into account the tasks of forming functional literacy.

In pedagogical science and practice, two dominant approaches to assessing student achievement by criteria were identified.

The 1st approach to criteria-based assessment is based on the ratio of the typology of learning situations (the situation is standard / variable / new) and the corresponding rating scale. So, within each type of situation a student can get marks from “1” to “5”. In this case, the sequence of tasks is provided according to complexity. At the same time, this approach is limited at the stage of application of knowledge in the conditions of the class-lesson system; it does not provide for a systematic “release of knowledge to life”, which leads to unformed functional literacy.

The 2nd approach to criterion assessment is based on the levels of knowledge reproduction - understanding - application - systematization and generalization, and the corresponding rating scale. With a positive result of such an assessment, which controls, first of all, students' skills, it requires a substantial addition in the aspect of achieving their functional literacy. The application can be of varying degrees of complexity, besides for entering the global world space, the emphasis should fall on transforming activity with “going into life” within the framework of the program material under study (this is the essence of the planned functional literacy). Consequently, the second approach also does not sufficiently cover the need to achieve the expected learning outcomes and evaluate them.

For these purposes, in the laboratory of a 12-year education of the NAE named after Y. Altynsarin, the levels of educational achievements and their respective skills were correlated among themselves, and

an assessment scale was compiled. At the same time, the typology of learning situations is supplemented with a creative type (1 - typical; 2 - variable; 3 - problematic; 4 - creative); The following uses have been highlighted: reproductive, reproductive-productive, productive, creative.

Based on the integration of existing approaches and the specified supplement, the following criterion assessment system was presented.

Table 1 - The system of criteria-based assessment of the final educational achievements

Levels of assessment system	Learning situation	Level skills	Points	Overall points
Traditional assessment system	typical	knowledge	10	1 level - 40 points
		understanding receptive application	10	
		reproductive application	20	
1 st level	variable	Reproductive-productive application	25	2 level – 25 points
	problem	Productive application	35	3 level – 35 points
Total for mastering the basic content of the subject-100 points				
2 nd level	творческая	Systematization and summarizing, the invention	50	4 level – 50 points
		Total for mastering the additional content of the subject (profile / pre-profile levels) and the applied course-50 points		
Total for mastering the basic and additional content of the subject - 150 points				

In accordance with this system of criteria-based assessment, a subject teacher, a methodologist, specialists of the education departments and the MESR of the Ministry of Education and Science of the Republic of Kazakhstan have the opportunity to organize the monitoring of students' academic achievements. The **novelty** of this assessment lies in the ranking of functional literacy levels. In drawing up assignments for checking the level of functional literacy, it is recommended to rely on the wording of the assignments of the International Program for the Evaluation of Academic Achievements of 15-Year-Old PISA Students [1]. The subject of assessment in PISA is not the level and quality of students' mastering of subject knowledge (curriculum), but the degree of their competence in key areas. The term "literacy" was chosen to reflect the breadth of knowledge and skills to be assessed. At the same time, it is envisaged that as the PISA program becomes established, the assessment of student competence beyond the school curriculum will become increasingly important.

The content of the final control dictates the structure of the organization of the current control (formative assessment), since without the corresponding daily assessment it is impossible to obtain the desired results in the final control.

Next comes the question of using this system in the educational process. A clear instruction on its introduction within the lesson, quarter/semester/year, level of secondary education is necessary.

Kazakhstan school is guided by a five-point system, which is not enough to rank the answers of different degrees and provide psychological comfort during the lessons. For this purpose, a 10-point scale of assessment (project), which is easy to bring under the traditional mark "1", "2", "3", "4", "5" and international letters "A+", "A-", "B+", "B-", "C+", "C-", "D+", "D-", "F+", "F-". At the same time, the

described parameters of the selected criteria are most acceptable for the organization of the educational process with an integral component for the formation of functional literacy.

Generalizing world experience, it is possible to draw certain conclusions:

1. In Sweden, there is a four-point system, but the form of evaluation is different: "not passed", "passed", "passed with honors", "passed with special distinction".

2. Austria, Spain, Portugal (primary and Junior high school), Italy (primary and Junior high school), Russia (secondary school) and some other CIS countries have maintained a 5-point system for many decades. However, for European countries 5-point system of assessment is typical for primary and Junior schools.

3. Norway and Great Britain have a seven-point system of evaluation of educational achievements in secondary school. But these systems differ in the form of evaluation: in the UK adopted the letter expression G, F, D, C, B, A, where G – "bad", A – "excellent", and in Norway – digital: 0-2 points – below average, 3-4 – average, 5 - 6 – above average, 7 – excellent.

4. Finland, Iceland, Italy, the Netherlands and Spain have a 10-point system of assessment of educational achievements. In Europe, a 10-point adopted for high school. In addition, Italy, for example, applies a 100 – point system in high school examinations (final grades) with a minimum of 60 points.

5. In Germany, secondary education uses a 6-point evaluation system with inverse dependence, i.e. has the following quantitative and qualitative designations: 1 — sehr gut "excellent" 2 — gut "good" 3 — befriedigend "enough" 4 — ausreichend "satisfactory" 5 — mangelhaft "unsatisfactory" 6 — ungenügend "very bad" [4]. Thus, a five-point system of assessment with blurred indicators is traditional and does not meet the modern needs of education. Common multi-point system is interesting, but in different countries practiced a different number of points; the most optimal is the letter designation of achievements, which means a certain number of points. Particular attention is drawn to the scale of assessment of students' knowledge. In addition, the basic content of education involves substantive results aimed at strengthening the functional, including practical, orientation of training. Despite the different number of points in the assessment and the divergence of views on this issue, in all these systems, the unifying core is the criterion of evaluation and differentiation of levels of assimilation of educational material of students.

As can be seen, the new requirements imply the need to update the traditional five-point grading system, which is often formal in nature (evaluation is usually placed against the background of the class level, with different levels of classes mark "5" class student weak level in reality may correspond to the mark "4" or "3" class student strong level).

The traditional system of assessment is based on 4 levels and takes into account personal-educational-activity achievements in the subject as the learning material (table 2).

Table 2-Traditional system of assessment of educational achievements of schoolchildren

No	Levels	Indications
1 st	Minimal (1-2 points)	Level of achievement of mental activity
2 nd	Satisfactory (3 points)	Have a difficulty
3 rd	Enough (4 points)	Development of specific methods of activity
4 th	High (5 points)	Level of manifestation of independent activity of students

This classification does not provide clear parameters and is easy to use, allows the teacher to put down approximate estimates against the background of the class level. The practical unreasonableness of this system of assessment can be justified by a well-known example of the low level of results of the unified national testing of graduates of most rural schools, which according to reports represent the same percentage of progress and quality of knowledge as urban schools. Or another common example: participants in subject Olympiads have the same grades in the subject, but at the same time the gap between high and low scores is very large: 95/100 points and 18/25 points (with more objective parameters of evaluation, the gap can be 20-25 points).

The process of development of functional literacy of schoolchildren determines the introduction of a new assessment system that takes into account the effectiveness of all types of educational activities, the procedural side of the assimilation of educational material and the manifestation of individual and personal qualities of students.

Thus, the implementation of the proposed assessment system involves appropriate tools that will ensure the reliability and reliability of the results of the assessment of educational achievements of students.

The introduction of such an assessment system should be based on the development of multi-level control tasks in all disciplines as the curriculum progresses. Monitoring and comprehensive assessment of educational achievements of students are used in determining the level of achievements of students in various (typical, variable, problem, creative) learning situations. The results of the monitoring will provide an assessment of the dynamics of the development of functional literacy of students, the success of students, teachers and schools, as well as the effectiveness of measures to update standards, curricula and textbooks.

The criteria-based assessment system is completely transparent in terms of the ways in which current and final marks are set, as well as the goals for which these marks are set. It is also a means of diagnosing learning problems by providing and ensuring constant contact between teacher, student and parents.

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**КРИТЕРИАЛДЫ БАҒАЛАУ - ОҚЫТУ ПРОБЛЕМАЛАРЫН
ДИАГНОСТИКАЛАУ ҚҰРАЛЫ**

Аннотация. Критериалды бағалау жүйесін енгізу, барлық пәндер бойынша көп деңгейлі бақылау тапсырмаларын әзірлеуге негізделуі керек. Оқушылардың оқу жетістіктерінің мониторингі мен интеграциялық бағалауы, әртүрлі оқу жағдайларында, оқушылардың деңгейлік жетістіктерін анықтау үшін қолданылады. Мониторинг нәтижелері, оқушылардың функционалдық сауаттылығын дамыту, мектеп оқушыларының, мұғалімдер мен мектептердің жетістіктерін, сондай-ақ стандарттарды, оқу жоспарларын және оқулықтарды жаңарту бойынша шаралар тиімділігін бағалауды қамтамасыз етеді. Критерийлерді бағалау жүйесі ағымдағы және тоқсандық бағалардың әділ қойылуын қамтамасыз етеді. Мұғалім, оқушы мен ата-аналар арасындағы тұрақты байланыс орнатуға және қамтамасыз етуге үйретудің проблемаларын диагностикалау құралы болып табылады.

Түйін сөздер: жүйе, оқу бағдарламасы, критериалды бағалау.

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**КРИТЕРИАЛЬНОЕ ОЦЕНИВАНИЕ –
СРЕДСТВО ДИАГНОСТИКИ ПРОБЛЕМ ОБУЧЕНИЯ**

Аннотация. Внедрение системы критериального оценивания должна базироваться на разработке разноуровневых контрольных заданий по всем дисциплинам. Мониторинг и комплексная оценка учебных достижений учащихся используются при определении уровней достижений учащихся в различных учебных ситуациях. Результаты мониторинга обеспечат оценку динамики развития функциональной грамотности обучающегося, успешности школьников, учителей и школ, а также эффективность мероприятий по обновлению стандартов, учебных программ и учебников. Критериальная система оценивания совершенно прозрачна в смысле способов выставления текущих и итоговых отметок, а также целей, для достижения которых эти отметки ставятся. Она также является средством диагностики проблем обучения, предусматривая и обеспечивая постоянный контакт между учителем, учеником и родителями.

Ключевые слова: система, учебная программа, критериальное оценивание.

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MARKETIZATION OF HIGHER EDUCATION IN CHINA

Abstract. This article examines and discusses the marketization of higher education in the People's Republic of China. A brief historical overview of the development of higher education in China is presented as background information for contrast. The international marketization trends can also be found in this study; it allows readers to have a comprehensive understanding about the relationship between national development and the development of higher education, and it also illustrates the global trend of marketization of higher education.

Keywords: marketization, higher education, external (social) market, internal market.

Introduction. In this article, the state of the marketplace of higher education in China is introduced first. Higher education participation in China has widened at an historically unprecedented rate and scope. This operation of “massification” has expanded opportunities for young people to get skills and qualifications to meet the needs of China’s rapidly developing economy. However, a degree provides a less steady career way than in the past, and an increasing number of graduates are experiencing unemployment, under-employment, and low salaries. In a rival environment, a growing body of quantitative study has identified social stratification in graduate labor markets. It's important, socio-economic status can be a decisive factor in graduate employment outcomes after controlling for university attended, university major, and other factors. These findings may seem puzzling as higher education is broadly considered the “great equalizer” of life chances.

In this era of globalization, countries are not linked only by trade; international bonds go far beyond economic activities. Although education preserves and transmits a nation's unique culture, it is still affected by the trends towards globalization. In the process of globalization, not only the distinctiveness of national educational curriculum, but also the educational policies, priorities and administrative types, of different nations look blurred and increasingly alike.

In Friedman's proposal, running public services as free enterprises has become the trend. Many governments have emitted their monopolies in the delivery of education by turning over the management of schools to private sectors. Public schools adopt the business practices that meet market needs and compete for clients' choices. This trend is fostered and further promoted by international organizations, such as the World Bank, International Monetary Fund, and Organization for Economic Co-operation and Development, which advocate privatization and marketization (Kwong, 2000).

Kwong(2000) identified that "Marketization in education refers to the adoption of free market practices in running schools". In Kwong's definition, it includes the business practices of cutting production cost, abandoning goods not in demand, producing only popular productions, and advertising products to increase sales and the profit margin. In the marketization spectrum, in extreme cases schools not only insert their endowment funds, but also may even run their own businesses.

A market is a place for the exchanges of good and the sum of the exchange attitudes. The market of higher education includes two parts (Chen, 1999):

1) The external (social) market is a market outside the institution. It contains the labor market, science and technology knowledge market and the capital market that is related to the parents, employers, the personnel agents and investors.

2) The internal market is the market formed by the internal activities and relationships inside an institution or between institutions.

In China, the external market of higher education is influenced and determined by many factors: the government policies (China is still a 'socialist' country; its economy system is the 'socialist market' economy at early stage of socialism), the huge population, the number of affordable parents, the economy type and the trend of economy development, demand of high quality human resources. The internal market of higher education is influenced and determined by the government policies, tuition fees, appointments of personnel and remuneration system, funding channels, management system and degree of school autonomy.

China is the country with the world's largest population. According to national statistics in 1997, there were more than 283 billion students under various forms of education; this was about 22.9% of the population and one fourth of the whole student population in the world. Such a huge amount population provided a great platform for the development of higher education.

The population determines only the probable capacity of higher education. The ability to afford and the desire for higher education are the most important elements because they provided the bases for realizing exchanges in the market. With the economic growth, the incomes of most people increased rapidly. Especially in the cities, the economic development level is much higher; most families can afford for higher education. According to the sample survey of the use of savings, which was conducted by the National Statistics Council and Chinese economic prosperity center, people were willing to spend 10% of savings on education and 7% on residence expenditures. In light of another set of statistics, 27% of the savings are directed to for children's education and 80% of student parents think that the tuition fees for non-compulsory education are reasonable in China.

In Chinese culture, most family members have a very high desire for their children to receive higher education. Under the one child policy in China, most families can have only one child; therefore education is highly prized in most families (Li et al., 1999). This is the situation of the parental part in the external market.

The economy has been growing rapidly since the open door policy. Accompanied with the economic growth, structures of industries and technologies change from time to time; these resulted in new demands on education. The structure of industries changed sharply after more than one decade of economic development. A significant proportion of primary industry shifted to the tertiary industry.

The urgent demand for high quality human resources in the economy growth makes the commercial and industrial enterprises become the strong buyers of the products (graduates) of higher education. As the society becomes richer, most parents can afford the higher education for their children. Students, their parents and the government (which provides aid) become the strong buyers of the services (teaching of knowledge and technologies). In the external market place, the students are the consumers of the higher education services and in turn become the products of higher education and are employed by the enterprises.

Before 1990, the administration of the Chinese higher education system was part of a highly centralized system of directive state planning. At the individual institutions level, most decisions such as the appointment of an academic, an increase in the teaching staffs income, etc. were made in strict accordance with state plans. Leaders of higher education institutions executed the central government's policies rather than being active decision-makers. With the deepening of reforms since the early 1980s, even so, market influences have also left their impress on Chinese higher educational management, which are manifested especially in three areas: administrative management, the personnel system and the system of remuneration (Yin, 1994).

Under the driving of market forces, higher institutions have to shift to the client-center practice and use the entrepreneurial administrative management. In order to enlarge the enrollment scale of institutions, to promote the development and to improve the quality, and to make most use of human and other resources by having ministerial institutions serve local development, many small and relatively weak institutions were merged into big and key institutions with high teaching and research quality. *In the process of institutions, local governments and ministries constructed several defective ways, such as "collaboration in building institutions (gong jian), merging institutions (合并) and running institutions jointly"*

(*lianhehanxue*) (Zhang, 2001). Whichever method is used, the goal is to amalgamate smaller institutions into one large. This can partly solve the problems of low efficiency that arose in the last chapter and make institutions more competent in the market of higher education.

College and university admissions and tuition fees are related to the expenditure budgets, number of staff, equipment and facilities, dormitory spaces, etc. The controls of admissions and tuition fees influence the allocation of resources and many economic entities inside the institutions, such as canteens, bookstores. In China, there were only state-funded students in public institutions before 1986. In 1986, it was the first time, the category of "self-supported student" appeared in the list in the nationwide college and university student recruitment and admission operation. It started the "Dual-Track System", by which public funded students and self-supported students coexist in colleges and universities (Liu, 1995). It was the product of the market economy in its transitional period.

Although this system produced more income for higher education from non-state sources, the system was replaced by the "Combined Track System" in 1997. It was because the "Dual-Track System" weakened the centralization of distribution or allocation of function of the planned economy and brought difficulties for market economy development, which was truly fair competitively and operated on the principle of "survival of the fittest".

Moreover, the change of personnel management of higher education institutions was another important topic in the internal market. It will be discussed in detail later.

On May 5, 1999, Liberation Daily stated: "A survey in Shanghai reported that the average saving per capita in 1998 was 1,425 RMB yuan. Saving for one's children's education ranked first, with 32.7% of informants saying they were willing to save a large amount of money to invest in their children's education. The second most important purpose of saving money was for health, and the third was saving for housing" (CREC, 2001).

On April 15 2000, Life Times described: "Education has become an important part of people's expenditure. An affiliated center of the State Statistics Bureau conducted a survey with 502 urban residents in Beijing, Shanghai and Guangzhou. The following findings were shown. (1) 42.7% of families expressed that education expenditure is an important part of their expenditure. (2) 38.4% supported the education approved by the government, and 33.4% paid more attention to the skill-related education. (3) A majority of families (85%) paid little attention to the tuition fees. They would like to pay higher tuition fees for their children for better schools and better learning atmosphere. Only 9.6% of families paid attention to the scale of tuition fees. (4) 45% of residents felt that the money they paid for education was "value for money". (CREC, 2001)

On June 13 2000, Wuxi Daily reported "Wuxi City Statistics Bureau issued a survey finding on education expenditure among the city residents (Wuxi, Jiangsu Province). Based on 1200 households in the city, the survey found that the average education consumption from kindergarten to university was 63,000 yuan. The average consumption per student per term was 1,540 yuan. The average consumption per college student per term was 3,949 yuan, 1,488 yuan per senior secondary student per term, and 1086 yuan per student per term in kindergarten. The survey also showed that over 10% of households paid different forms of 'donation' for selecting better schools. The average "donation" was 10,093 yuan. A conception of 'buying quality education with money' appeared among the residents." (CREC, 2001)

These three reports reflect that the Chinese parents are willing to spend a large proportion of daily expenditure or savings on their children's education. The most important points are that they felt that what they paid for education was "value for money" and the appearance of the concept of "buying quality education with money". "Prices for education" seems to be rooted in the parents' mind.

Shen and Du (2000, p. 6 8) agreed, "The concept of students paying for their own tuition has already been accepted by the general public". They also pointed out that income from miscellaneous fees and tuition in China had become the second source of education funds after the national allocation.

Before 1980, all university places were centrally planned and allocated by the government; all students' tuition and accommodation fees were exempted. In 1980, the Shanghai Municipal government started a pilot scheme to allow 24 institutions to admit 1000 self-supporting students along with "state-plane students". These students had to pay tuition and living fees.

Although it was firstly criticized by some provincial government and some senior officers in SEC, "self-supporting student" was accepted by more and more students, parents, institutions and provincial

governments. The enrollment of self-supporting students kept enlarging in the first half of the 1980s (Zhang, 2001).

In this period, some enterprises also began to pay tuition fees and provide stipend for some enterprise-commissioned students, because they expected to employ these students in future. These students also stood outside the state plan for higher education enrollment (Zhang 2001).

As a whole, the evolution of the tuition fee system occurred as an outcome of the shortage of education fund and fee-paying for higher education was become acceptable when the market economy concept was introduced. The tuition fee partly reflected the price of higher education. Different specialties charged different tuition fees in the same institution; that means different specialties had different prices. Moreover, institutions in different regions charged different tuition fees; it reflected the price of higher education was different in different regions according to the regional economic situation.

China Education Daily in January 5, 2000 reported: "School-run enterprises in Guangdong Province generated 3.8 billion yuan (US\$ 450 million) in 1999. Ten percent of the income was directly spent for improving educational conditions. 61.3% of Guangdong schools and colleges have their own factories and other enterprises". It reflected that school running became an important income of educational expenditure in China and the percentage of these schools and colleges was high. The following paragraphs discuss this situation in higher education.

Since the late 1980s, most institutions had started to develop their own industries, especially the technological industries because higher education institutions have the advantages of possessing talents and high technologies. Tsinghua University and Peking University are leaders in higher education institutions in many areas in China including institution-running enterprises.

In 1992 the total operational value of all technological industries of Tsinghua University reached RMB 248 million yuan, realizing a profit of RMB 30.37 million yuan and resulting in a remission of RMB 7.63 million yuan in tax monies to state. The overall operating income rose from RMB 480 million yuan in 1993 to 3.2 billion yuan in 1999, and profit rose from 70 million yuan in 1993 to 360 million yuan in 1999. (Postiglione and Liu, 1995; Rong, 2000).

Up to 1999 there were more than 20 companies in the form of proprietorship, holding companies and joint companies at Tsinghua University (Rong, 2000). A similar situation was found in Peking University. In 1998 there were 47 universities running high technology enterprises. There were three major industries, including electronic information communication, biotech and pharmacy, and property development. Peking University Founder Group, Beida Jade Bird Group, China PKU WeiMing BioTech Group and Peking University Resource Group were four main corporations of Peking University. The annual overall output of all the enterprises had a worth of RMB 8.26 billion yuan; the total operational value was RMB 7.8 billion yuan. It realized a profit of RMB 65.21 million yuan. The four main corporations contributed a total of RMB 40 million yuan to the financial expenditure of Peking University. It was 6.4% of the university expenditure, which was one of the important incomes of the Peking University. Besides that, institutional enterprises contributed an amount of RMB 30 million yuan to aid the university and build constructions for the university (Yao, 1999).

Besides the most famous Peking University and Tsinghua University, there are some other examples. In 1989 Sichuan University established a "Sichuan University Science-Technology initiation and development Committee" and set up a science-technology initiation and development Company. These two bodies were responsible for institutional science and technology development and institutional industry development. In 1991 university running enterprises contributed a profit of RMB 172 thousand yuan, teaching services made a profit of RMB 471 thousand yuan, and science and technology services provided RMB 893 thousand yuan; they were 3.62%, 9.92%, and 18.8% of institutional fund respectively (Sichuan University, 1992).

Moreover, in 1991 the overall output value of the industries run at Dongnan (Southeastern) University amounted to RMB 32 million yuan, with a profit of RMB 6.5 million yuan. In October 1992, the university organized and established a cutting-edge technological enterprise or entrepreneurial group that carried out unified coordination and macro administration of the industries run under the auspices of the university. In 1992 the output value had increased to RMB 60 million yuan, and the profit to RMB 14 million yuan. Then, in 1993 the total output value of industries run by the university increased to RMB 80 million yuan, and the profit of these industries exceeded RMB 18 million yuan (Postiglione and Liu, 1995).

Furthermore, In December 1991 Zhejiang University established the "Zhejiang DaxueGongyeZonggongsi [Zhejiang University Industry Headquarter Company]", which possessed 8 industry factories (including mechanical, electrical, chemical, optical, semiconductor, radio and wireless, electrical and mechanical equipment and printing factories) and 9 technological enterprises and economy entities. In 1991 the Headquarter Company had the output value of RMB 65.887 million Yuan and made a profit of RMB 14.42 million yuan. All the institutional running enterprises or companies contributed RMB 14.73 million yuan to the university fund, which was about 68.8% of the fund (Zhejiang University, 1992). In 1992 all the institutional running enterprises or companies had the output value of RMB 106.3 million Yuan and made a profit of RMB 18.49 million yuan and contributed RMB 21.299 million yuan to the university fund, which was about 68.8% of the fund (Zhejiang University, 1993).

In 1995 the number of independent companies in Zhejiang University rose to 135. The overall output value was RMB 465.72 million yuan and realized a profit of RMB 22.58 million yuan. A total of RMB 3.58 million was contributed to the university fund (Zhejiang University, 1996). In 1996 the number of university running companies increased to 146. The overall operating income was RMB 476.24 million yuan and a profit of RMB 27.15 million yuan was made (Zhejiang University, 1996).

The above facts present the recent situation of institution run enterprises and their contributions to institutions. In the above examples, universities made money from the institution run enterprises (including factories, companies and economy entities); these enterprises contributed a considerably important amount of money to the institutional expenditure fund.

China has undertaken economic reforms and started the process towards Four Modernizations since 1978. Education is recognized as the most important means of national development and it has been greatly emphasized by the government. Higher education institutions are the bases of science and technology development. They are highly esteemed by the government for national development. However, the shortage of funds has been the main obstacle to higher education development.

The economic development introduced market mechanism and established the "socialist market economy" in China. Marketization was then introduced into higher education. It brought the diversification of funding and partly solved the problems of shortage of funds. But it also changed the traditional concept of equity that all students should share the fee-free higher education; and brought some equity problems in that it seemed rich students had more chances to access higher education and had more choices in selection of specialties than the poor ones. It seemed to be against the rule that education has a function of reallocation of social resources and reversed the State's stand for protecting proletarian interest.

However, the rapid rise of Chinese national power and its influence in the world and its vigorous economic growth in recent years show that China has found its own way toward national development with Chinese characteristics that might include its long historical and rich cultural wisdom. Chinese higher education, as an important element of national development is also full of Chinese characteristics.

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ҚЫТАЙДАҒЫ ЖОҒАРЫ БІЛІМ ЖҮЙЕСІН МАРКЕТИЗАЦИЯЛАУ

Аннотация. Бұл мақалада Қытай Халық Республикасындағы жоғары білім маркетингизациялау мәселелері қарастырылады және талқыланады. Қытайдағы жоғары білім дамуының қысқаша тарихи шолуы контраст үшін анықтамалық ақпарат ретінде ұсынылған. Бұл зерттеуде сондай-ақ халықаралық маркетингизациялау үрдістерін табуға болады, бұл оқырмандарға Жоғары білімнің дамуы мен ұлттық дамуы арасындағы өзара байланыс туралы толық түсінік беруге мүмкіндік береді, сондай-ақ жоғары білім маркетингизациялаудың жаһандық үрдістерін бейнелейді.

Түйін сөздер: маркетингизациялау, жоғары білім, сыртқы (әлеуметтік) нарық, ішкі нарық.

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МАРКЕТИЗАЦИЯ ВЫСШЕГО ОБРАЗОВАНИЯ В КИТАЕ

Аннотация. В данной статье рассматриваются и обсуждаются вопросы маркетинга высшего образования в Китайской Народной Республике. Краткий исторический обзор развития высшего образования в Китае представлен в качестве справочной информации для контраста. В этом исследовании также можно найти тенденции международной маркетинга, что позволяет читателям иметь полное представление о взаимосвязи между Национальным развитием и развитием высшего образования, а также иллюстрирует глобальную тенденцию маркетинга высшего образования.

Ключевые слова: маркетинг, высшее образование, внешний (социальный) рынок, внутренний рынок.

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DIFFUSION OF INNOVATIONS, KNOWLEDGE SPILLOVERS AND ECONOMIC GROWTH OF THE REGIONS OF KAZAKHSTAN

Abstract. Kazakhstan is a country with a large territory and uneven economic development of regions. The task of transition from a raw orientation of economics to industrial development implies the increase of innovative activity that leads to acceleration of growth. The knowledge spillover between the regions of the country can play an essential role. Taking into consideration the main foreign theories of innovations' diffusion of E. Rogers and the theory of the knowledge spillover of Marshall-Arrow-Romer, L. Anselin, the model of the endogenous growth of J. Grossman and E. Helpman, using the originality of the model of Ph. Aghion and P. Howitt about the knowledge spillover, we explored how the economic growth of territories is associated with innovations. Using panel data on innovative indicators of the regions of Kazakhstan for 2005-2015 the regression models with fixed effects were estimated. Conclusions are made about the ability of the knowledge spillovers to reduce inequality in innovation activity among the regions – innovative leaders and regions lagging behind in innovations. The calculations showed that the knowledge spillover leads to the spread of knowledge to neighboring regions, and from them to neighboring ones, forming so-called "centers of innovation". Alignment in the level of innovative activity leads to an equalization of the rates of economic growth of the regions.

Key words: diffusion of innovations, knowledge spillovers, region, social filter, spatial econometric analysis.

Introduction

A small number of the works representing its evaluations for the most diverse countries of the world is devoted to characterization of interrelation between knowledge spillovers and economic development¹. The conceptual framework for those works consists in the theory of innovations' diffusion and knowledge spillovers. As per standard presentation thereof, it assumes that the knowledge spillover is available for all firms and researchers, and anyone can use these results to create another improved technology. Location of the regions within the space affects economic activity of the agents.

There is relatively small flow of the international comparable researches, which show that speed and directions of innovations' diffusion depend on a distance from a centre of origin of an innovation and internal characteristics of a region, in particular, its innovative potential². With respect to the knowledge spillovers, there is inverse relation between intensity of the spillovers and exchange of knowledge and

¹ As an example see the works of Aghion P., Howitt P. (1994); Anselin L. (1988); Crescenzi R., Rodriguez-Pose A., Stoper M. (2007); Fagerberg J., Schrolec M. (2008); Jaffe A. B. (1986); Audretsch D. B., Feldman M.P. (1996).

² See detailed review of the influence of the knowledge spillover and the results of the R&D on economic growth in the works of Acs Z., Varga A. (2002), Uzawa H., Marrocu E., Paci R., Usai S.(2013), Kaneva, M.A., Untura, G.A.(2014, 2016), V. Baburin., S. Zemtsov, (2013).

distances, since an opportunity of direct relation and spillovers of unobvious knowledge decreases at a distance.

Taking into consideration in our work the main foreign theories of innovations' diffusion of E. Rogers [1] and the theory of the knowledge spillover of Marshall-Arrow-Romer [2], L. Anselin [3], the endogenous growth model [4], using the originality of the model of Ph. Aghion and P. Howitt [5], which introduces the hypothesis of the knowledge spillover, we explored how the economic growth of the areas is associated with innovations.

The task of the transition from the raw orientation of the economy to the industrial development lies in enhancing innovative activity. The spillover of knowledge between the regions – as a condition of economic growth of Kazakhstan – can play an active role in this.

As V.L. Baburin notes: creative regions³ of the former USSR included in the order of priority: Moscow, Kiev, Minsk, Leningrad, and Kharkov, Tomsk, Moscow regions, Alma-Ata. Acceptor region⁴ included the regions of intensive agricultural reclamation (West Kazakhstan), as well as the regions closely adjacent to the creative centres: Leningrad, Minsk, Kiev, Alma-Ata regions [6].

V.L. Baburin concluded that all of this could evidence of existence of active knowledge spillovers in the former USSR between the regions [6]. The knowledge spillovers affected growth rates of the regions.

Since the USSR dissolution Kazakhstan became an independent state. Kazakhstan is a country with relatively large territory and unbalanced development of the regions. The population size increases, i.e. the number of potential users of innovations grows. In the 2000th the material welfare of the most of the citizens improved in Kazakhstan that resulted in gradual growth of consumer capacity.

All of this makes to search the ways to strengthen competitiveness of the country, including by creating and borrowing new technologies, new production methods, etc.

The purpose of the article is to evaluate the role of the knowledge spillovers materialized in the form of research and development (hereinafter – the R&D) and technologic innovations on the economic development of Kazakhstan regions.

Methodological framework for measuring efficiency of innovations' diffusion and knowledge spillovers. Innovations' diffusion means a process by which the ideas, objects, technologies being new for the society are interchanged through communication channels between the members of the social system. The knowledge spillovers mean interchange of ideas between the individuals, which is materialized through costs for the R&D and technologic innovations.

The first ideas of spatial innovations' diffusion and knowledge spillovers sprang out in the scientific researches within the context of anthropology and rural sociology [1], economics [7], marketing [8], and in the work of Z. Griliches [9] in which distribution of hybrid wheat seeds were studied within the limits of local cenosis in the USA.

As T. Hagerstrand showed in his works, the spatial innovations overspread by law of innovations' diffusion [10], but the speed and directions of the innovations' diffusion depend on a distance from a centre of origin of an innovation and internal characteristics of a region, in particular its innovative potential [11].

The theory of innovation's diffusion and knowledge spillovers states that the knowledge can cross the administrative limits and stimulate technologic changes both in a region and on neighbouring⁵ areas [12].

In other words, a distance (geographic proximity) and potential of both obvious and unobvious knowledge to overspread are correlated. An ability to absorb knowledge from the parties of interchange (whether individuals, companies or regions) dies out in inverse proportion to a distance between the parties, efficiency of the knowledge spillover depends on absorption capacity of the regions [13].

The foreign researches evidence that a speed of diffusion depends on "throughout capacity" of transmission channels – respective infrastructure and institutions. The high level of openness of the society is required [14].

³ Creative regions mean the regions implementing acquired skills.

⁴ Acceptor regions mean the regions implementing personal enrichment and competence enhancement.

⁵ Regions – as a rule, the neighbors are much interconnected between each other than those located at a considerable distance.

The geographic proximity (geographic coincidence index) lead to greater positive influence of knowledge on innovations in neighbouring and immediate regions. The theoretic concept of the knowledge spillovers suggest that the regions⁶ located near to the other regions with high costs for the R&D and technologic innovations will grow faster than the regions near which there are not any regions, which are intense in R&D [15].

The literature noted that the processes of innovations' diffusion significantly accelerated with expansion of the Internet, social media, wireless devices, various products, services, and institutions, etc. [16-18].

Starting from the 2000th, the level of human capital assets determining the level of the fund of knowledge was considered as one more significant factor [19-22]. A set of the factors also included the knowledge spillovers subject to distance matrix W . So, for instance, Charlot et al. [21] determine the regional production function of knowledge measuring the fund of knowledge in a region as follows:

$$K_{r,t} = f(RD_{r,t}, HK_{r,t}, WRD_{r,t}, WHK_{r,t}, U_{r,t}) \quad (1)$$

where r means region, t means year, RD means costs for R&D as % of the GRP of a region; HK means human capital assets calculated as % of people having higher education in a region; WRD and WHK mean variables representing the spillovers of R&D and human capital assets, U means a set of unobservable factors affecting the fund of knowledge, and f means Cobb-Douglas function.

The results of the similar researches in the USA and Russia are respectively presented in the works of [23-24]. On the basis of the previous researches, the following hypotheses are made and tested in this work:

1. There is positive interrelation between the knowledge spillovers and the GRP growth rates per capita in Kazakhstan.

2. The regions located near the other regions with high costs for the R&D will grow faster than the regions near which there are not any regions, which are intense in R&D.

Data. The authors used statistics on innovative activity over the period from 1990 to 2017. The sources of information were the books "Regions of Kazakhstan"⁷ published by the RK Statistics Agency [25].

In the context of proposed model, the authors composed a data base considering a set of indicators determining social and economic peculiarities of a region such as a rate of unemployment, persons involved in R&D, the share of population employed in the agriculture, the share of population at the age under 28 years old and the share of people employed in the industry of the regions in 2005-2015.

The GRP growth rates per capita are used in this research as indicators of "consequence" of innovative development and an indicator of economic growth. So, the authors assume that the innovations eventually must further increase in a level of social and economic development. The model includes indicators measuring growth of the gross regional product of the regions of Kazakhstan.

The used methods are similar to the methods of the other works devoted to a posteriori estimate of the model of innovation diffusion. Our goal is firstly to understand what are the reasons for relation between economic growth of the areas and innovations. First, using the example of Kazakhstan to empirically verify existence/absence of the knowledge spillovers.

Materials and Methods

The model of the knowledge spillover, which is a way to determine efficiency of the knowledge spillovers on regional growth widely used at the present, was proposed by Jaffe [26].

The statement of the basic model of this research corresponds to the traditional models of catch-up endogenous growth (catch-up growth models) [27].

The authors' work originality consists in selection of the factors of innovative development, formulation of hypotheses concerning their influence on economic growth, generation of a social filter subject to specific nature of the regions of the Republic of Kazakhstan.

⁶ Independent geographic agents

⁷ http://stat.gov.kz/faces/wcnav_externalId/publicationsCompilations?lang=ru&_afriLoop=726311086825700#%40%3F_afriLoop%3D726311086825700%26lang%3Dru%26_adf.ctrl-state%3Dnz77pit99_96

The model is based on estimation of the equation as follows:

$$growth_{i,t} = \alpha + \beta_1 \log(y_{i,t-1}) + \beta_2 R\&D_{i,t} + \beta_3 SocFilter_{i,t} + \beta_4 Spill_{i,t} + \beta_5 ExtSocFilter_{i,t} + \beta_6 ExtGDPpc_{i,t} + \varepsilon_{i,t} \quad (2)$$

where $growth_{i,t}$ means the gross regional product growth rate per capita (%);

i means an index of a region;

t means a time period;

$\log(y_{i,t})$ ⁸ means base logarithm of the GRP per capita. Logarithmic transformation allows evaluating percentage changes in regression coefficients with treating the coefficients as elasticity;

$R\&D_{i,t}$ means costs for R&D as % of the GRP;

$Socfilter_{i,t}$ means an index of social and economic conditions in each region;

$Spill_{i,t}$ means *spillover* of the share of costs for R&D and costs for technologic innovations in the GRP between the RK regions;

$ExtSocfilter_{i,t}$ means influence of social and economic conditions of all other regions on that region or “spillover of social and economic conditions”. The formula to calculate the variable $ExtSocFilter$ is similar to the formula to calculate the variable $Spill$, but the variable $SocFilter$ is used instead of costs for R&D as the GRP percentage.

$ExtGDPpc_{i,t}$ means impact of the GRP in the neighbouring regions on economic growth of that region or “spillover of the GRP per capita”; this variable measures impact of economic growth in other regions on economic growth in a region concerned. The formula for $Spill$ variable is used again, but the variable “costs for R&D as percentage of the GRP” is replaced with the variable “GRP per capita”.

$\varepsilon_{i,t}$ means accidental error of the model.

Here we should make two important notes. First: the econometric model of impact of innovative indicators on economic growth in a region separately considers the indicator of the knowledge spillover on the basis of the matrix of spillovers of costs for R&D and costs for technologic innovations. We propose a model (1) to account for the knowledge spillovers in a form of R&D or technologic innovations and spillovers of social and economic activity and overall welfare.

The second note relates to the definition of the “Social filter”. This is a direct analogy of the effects of impact of social and economic conditions in a region on the other regions. The social filter shall mean a set of factors relating to a level of development of human capital assets and demographic structure of a region. It is assumed that unemployment in one region may attract labour power from neighbouring region furthering thereby economic development in the first region. Similarly, the high percentage of population with high education can, in the event of migration of that population to the neighbouring areas, result in economic growth of the area through output of a new product.

In 1999 Rodríguez-Pose [28] stated first the importance of the social filter when evaluating innovative activity in a region. The author stated that an area characterized with a great share of youth, population with higher education and employment in highly technologic branches has higher innovative potential. Innovations in such regions can more increase the GRP as compared to the other regions.

The positive effect of the social filter was confirmed by calculations based on regressive model connecting a rate of growth of the GRP per capita and innovative activity of the regions in the works of [29-30].

The factor analysis was carried out in the principal components method. The mathematical treatment of the findings was carried out using STATA Statistics package. Primary observations, statistical significance estimation and factor analysis were used.

On the basis of the principal components selected by variable estimator the index “Social filter” was calculated. To reduce number of variables the procedures of the factor analysis were used: construction of mutual correlation matrices and selection of high-correlated and uncorrelated indicators; checking data distribution uniformity. The factor analysis allowed not only detecting related indices, but also following

⁸ Introduction of the lagged variables always aggravates the problems about self-correlation both in LSM and in the fixed-effect model. Therefore, the dynamic model must be further evaluated using any variant of the Arellano-Bond estimator.

up their combination in the same regions that determines the social and economic conditions of a region. Similarly, using the data of costs for technologic innovations and costs for R&D the index of the knowledge “spillover” was calculated. The factors explain 60.5% of variance.

When making decision on a number of the factors, the results of the indicator of factorization completeness allowing judging about “quality of adjustment” by estimating differences of basic and calculated correlation coefficients based on χ^2 -criterion were taken into consideration. After having identified the factor structure using multiple regression equations, the factor scoring of detected variables was calculated. In addition, importance of the Bartlett’s test of sphericity is within the range of 0-0.05, i.e. application of the factor analysis is adequate.

Table 1 - Factor analysis of the indicators of innovative activity: explained total variance

Variables – factor conventional denomination	Initial eigen values	Difference	Share, % of variance	Cumulative
Rate of unemployment in a region, %	1.72082	0.41661	34,42	0.3442
People involved in R&D (% of the total employed)	1.30420	0.37660	26,08	0.6050
Share of employed population in a region at the age under 28 years old, %	0.92760	0.08606	18,55	0.7905
Share of population employed in industry of a region, of the total employed population, %	0.84154	0.63570	16,83	0.9588
Share of population employed in agriculture of a region, of the total employed population, %	0.0	0.20584	4,12	1.0000

Source: compiled by the authors

One factor combines highly correlating variables. Each factor explains specific percentage of cumulative data variance, as well as it relates to each of variables by loads. The first component matches the largest share of variance; each following one matches the lesser share. The principal components are selected by applying the Kaiser measure based on detection of eigen value of each of the components. To detect the components the share of explained variance is essential. When applying the Kaiser measures, it is required to take as principal components (factors) only those ones the eigen value of which exceeds 1.

To estimate reliability of calculation of the elements of correlation matrix, to determine sampling adequacy and opportunity to describe the same using the factor analysis the Kaiser-Meyer-Olkin (KMO) test was used. The value of the KMO test was equal to 0.2767 and the significance level matching it – 0.000 that evidences that the data is acceptable to carry out the factor analysis. The high level of reliability of the Bartlett’s test (0.000) allows considering the results of the factor analysis as adequate and significant.

Table 2 represents the ultimate set of parameters of the social filter detected using the principal component method (varimax input data). Variable rotation is required to explain by resulted components of the maximal share of variance and maximal correlation between variables in the factors.

As a result of deletion of those variables, which, having high factor weight, were included into the factors identified using that variable only, as well as deletion of non-unique variables, i.e. variables with approximately equal factor loads for two and more factors, the factor structure composed of two variables (see table 2) was derived.

Table 2 - Factor loads (pattern matrix) and unique deviates

Variables	Factor 1	Factor 2	Unique deviates
Rate of unemployment in a region, %	0.2967	0.5495	0.6100
Employed in R&D (% of the total employed)	-0.5298	0.7043	0.2233
Share of employed population in a region at the age under 28 years old, %	0.3951	0.5461	0.5457
Share of population employed in industry of a region, of the total employed population, %	-0.6509	-0.3633	0.4443
Share of population employed in agriculture of a region, of the total employed population, %	0.8788	-0.2756	0.1517

Source: compiled by the authors

The first factor was distinguished. An index with weights like in table 2 was made of it. As a matter of fact that index is converse to social filter. Variables of R&D and employment in industry are negative, i.e. the higher they are the lower the index is. We multiplied the index by -1 to be able to directly interpret the same – the higher the index is the stronger development is.

Table 3 represents the variables describing social, economic conditions in the regions of Kazakhstan or, as per the terms of Rodríguez-Pose and Crescenzi [30], the “filters”.

Table 3 - Coefficients of indicators for factor 1 of the variable SocFilter

Coefficients	Factor 1
Rate of unemployment in a region, %	0.2025
Employed in R&D (% of the total employed)	0.2558
Share of employed population in a region at the age under 28 years old, %	0.2624
Share of population employed in industry of a region, of the total employed population, %	0.2623
Share of population employed in agriculture of a region, of the total employed population, %	0.3280

Source: compiled by the authors

Results

The results of verification of existence of relation between economic growth of the regions and the variables described above are given in table 4. Column 2 shows that relation between the spillovers of R&D, spillovers of social and economic conditions, spillovers of the GRP per capita and a rate of growth of the GRP per capita is significant and negative. This assumes that differences in regional efficiency likely relate to differences in amount of costs for innovations.

Table 4 - Fixed effects model, dependent variable of the rate of increase of the GRP per capita

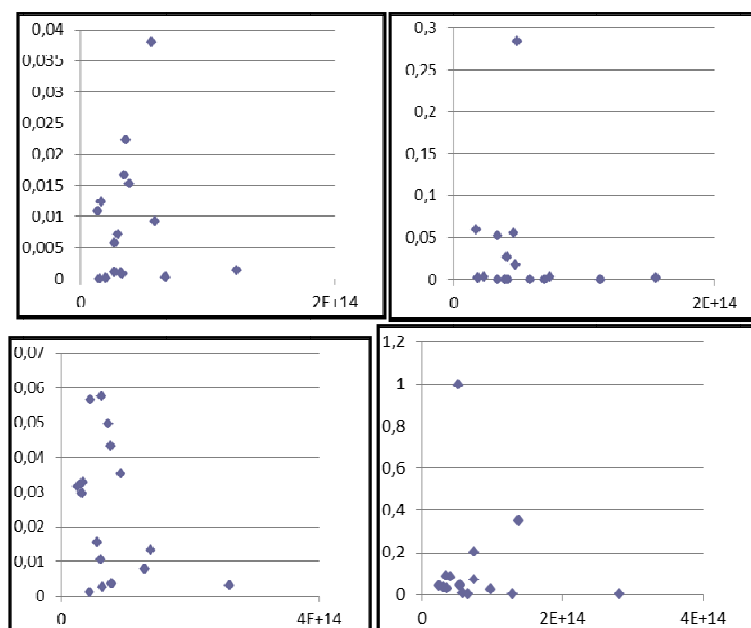
Independent variables	Number of observations = 192
1	2
GRP per capita base logarithm	-77.67357*** (26.29)
Investments in R&D as % of the GRP subject to a lag of	-18.92963 (12.17)
Social filter	-0.102757 (0.18)
R&D Spillovers	-240.4126*** (85.34)
Spillover of social and economic conditions	-0.834956** (0.46)
GRP per capita Spillover	-7.07E-07** (3.38E-07)
Constant	706,3865*** (213,12)
Fischer's test for relevance of coefficients to zero regression coefficient	F(6,16)= 4.701818 [0,0000]
R ²	0.367

Note: *** –is at 1-percent level; ** –is at 5-percent level;

* –is at 10-percent level.

Source: compiled by the authors

Estimation of quality of a particular coefficient (t -criterion) and the whole equation (F -test) show reliability of the results. The fact of negative relation between the spillovers of R&D and the GRP per capita contravenes the results of a number of foreign researches, which evidence existence of positive relation [31]. As Table 4 shows, all coefficients with variables are negative, i.e. nothing furthers economic growth of the regions. What is the matter? We looked at dependence of the costs for innovations on the GRP. Horizontally – GRP, vertically – costs for innovations.



Source: compiled by the authors

Figure 1 – Dependence of costs for innovations on the GRP:
horizontally – GRP, vertically – costs for innovations

The picture obviously demonstrates that dependence between the costs for innovations and the GRP is negative or weak. And the model assumes that the costs for innovations as % of the GRP must further economic growth. However, in our opinion, not the fact that the share of costs for innovations in a neighbouring region is great, but the fact that the amount of costs for innovations is large will affect the knowledge spillover.

However, the above contradiction is settled, if we consider the variables of costs for innovations and R&D as percentage of the total GRP in all regions that represents their absolute values (results of calculation are given in table 5).

Table 5 - Catch-up growth model with the R&D spillovers, dependent variable of the rate of increase of the GRP per capita

Independent variables	Number of observations = 160
1	2
GRP per capita base logarithm	-109.2283*** (31.17)
Investments in R&D as % of the GRP	1.39E-13 (12.17)
Social filter	-1.064928** (0.55)
R&D Spillovers	-22.73779** (17.76)
Spillover of social and economic conditions	-1610.395 ** (737.84)
GRP per capita Spillover	-2.13E-07 (2.55E-07)
Constant	902.1817*** (258.86)
Fischer's test for relevance of coefficients to zero regression coefficient	F(6,16)= 3.053483 [0.000048]
R ²	0.317

Note: *** – significance is at 1-percent level; ** – significance is at 5-percent level;
* – significance is at 10-percent level.

Source: compiled by the authors.

When estimating basic equation (1), estimation of a coefficient with constant and variable of the GRP per capita for each region is found important at 1-percent level. Coefficient of the index of the GRP per capita spillover was insignificant in the model. The great values of the indicator of the GRP per capita spillover as regard to the other variables had the result that the values of the coefficients with that variable proved to be close to zero: when increasing by one the indicator *ExtGDPpc* in the model, the rate of increase of the GRP per capita increases by 0.0000213 percentage point.

The signs of the coefficients with LGRP1M, SPILL INNOA match here the economic sense. The results of regression analysis demonstrate that the spillovers of costs for technologic innovations relate to higher economic growth. The interpretation is very simple here: the regions, which are geographically closer to the regions with high level of costs for technologic innovations, grow faster than the regions surrounded by the areas with low costs for technologic innovations. The availability index growth by 1% results in growth of the rate of increase of the GRP per capita by 0.18%. An additional argument for importance of diffusion of knowledge for the rates of increase of the GRP per capita is the fact that the model is characterized by high $R^2=31.7\%$. Such level is deemed rather high for that type of equations.

Discussion

Some coefficients are negative, for example, with the variable “Spillover of socio-economic conditions”. A similar situation occurs in studies in Russian regions, for example, in studies of Kaneva and Untura [24]. It is explained by the migration of the unemployed population from neighboring regions to this region. The interpretation here is quite simple: regions geographically close to regions with a high level of expenditure on technological innovations are growing faster than regions surrounded by territories with low expenditures on technological innovations.

For the development of the object of research it is necessary to analyze the specifics of Kazakhstan. The solution of the problem will be carried out step by step. First, evaluate the regression equation only for convergence, see the speed, compare with the results of other works. Then add R&D expenses, see how they affect GRP and how the convergence coefficient is. Innovation can and strengthen convergence. Calculate the "social filter" and flows. If possible, consider interregional migration. Calculate the intersection of the filter with R&D? Try the model in the first differences compared to fixed effects. 16 regions in 10 years – the time series is comparable to the number of objects.

The introduction of lagged variables always exacerbates problems with autocorrelation. And in the method of least squares, and in the model with a fixed effect. Therefore, in the future, we will evaluate the dynamic model using some version of the Arellano-Bond model [32].

The above-mentioned models created initially for studying the economy of individual countries have been subjected to empirical testing many times, including on the basis of econometric modeling [30]. The development of empirical work also led to the fact that growth theories were used to test growth hypotheses, convergence or lack thereof and sources for a group of countries (for example, the EU), as well as for regions within one country (US states, provinces of Spain, subjects Federation of Russia).

Conclusion

The analysis of efficiency of the knowledge spillovers is the subject of the researches of many works all over the world. By estimating the model of the knowledge spillovers for all regions of Kazakhstan we show that inside the country the levels of efficiency of the knowledge spillovers may be strongly different. The fact of such regional differences raises many questions. Efficiency of the knowledge spillovers of some regions match the indicators for developing countries; and that of the other regions match the indicators for developed countries.

The developed hypotheses of important impact of the indicators of innovative activity and regional social and economic conditions on economic growth were tested.

The analysis of resulted estimations evidences of positive impact of social and economic conditions in other regions and their GRP on economic growth of the region during the period studied.

The model of interrelation of innovative activity and economic growth of the regions considers significant inequality of development through use of fixed effect panel regression: econometric model of interrelation between the GRP and unobservable characteristics, which are sources of inequality.

The research confirms basic abstract theorem that the innovative activity taken into consideration in calculations through costs for R&D and costs for technologic innovations and the knowledge spillovers is an endogenous factor able to explain the differences in economic growth of the regions of Kazakhstan.

Made calculations showed that the knowledge spillover results in expansion of knowledge into neighbouring regions, and from them to those neighbouring, forming the so called “centres of innovations”. It is evidences that knowledge are dispersed among the regions having close rates of economic development, but their influence on the rates of increase of the GRP per capita is insufficiently represented, i.e. it remains insignificant in the model.

The developed fixed effect models confirmed main hypothesis of the research concerning impact of the knowledge spillovers on economic growth in the regions of Kazakhstan. Innovations’ diffusion and knowledge spillover from innovative centres to the peripheral regions takes place one way or another. Innovative activity is carried out at more intensive rate where the concentration of intellectuals is higher. The gained results evidence that improvements in innovative development can lead to levelling of a level of innovative activity among the regions – by the innovative leaders and regions remaining within innovations. The results of the research can be used when forming regional innovative policy in the Republic of Kazakhstan.

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ИННОВАЦИЯЛАРДЫҢ ДИФФУЗИЯСЫ, БІЛІМНІҢ ТАРАЛУЫ ЖӘНЕ ҚАЗАҚСТАН ӨНІРЛЕРІНІҢ ЭКОНОМИКАЛЫҚ ӨСУІ

Аннотация. Қазақстан – үлкен аумағы бар және өңірлері экономикалық тұрғыда біркелкі дамымаған ел. Экономиканың шикізаттық бағдарынан өнеркәсіптік дамуға көшу міндеті инновациялық белсенділікті арттыруды білдіреді, бұл өсуді жеделдетуге әкеп соғады. Ел аймақтары арасында білімді тарату маңызды рөл атқара алады. Э. Роджерстің инновациялар таралуының негізгі шетелдік теорияларын және Маршалл-Эрроу-Ромердің, Л. Анселиннің білімдерінің таралу теориясын, Дж. Гроссман мен Э. Хелпманның эндогендік өсу моделін, сондай-ақ Ф. Агион мен П. Ховиттің білімнің таралуы жайлы моделінің бірегейлігін пайдалана отырып, біз аумақтардың экономикалық өсуі инновациялармен байланысты екенін зерттедік. Қазақстан өңірлерінің 2005-2015 жылдардағы инновациялық көрсеткіштері бойынша панельді деректерді пайдалана отырып, тіркелген әсерлері бар регрессиялық модельдер бағаланды. Инновация көшбасшылары мен инновацияларда артта қалған өңірлер арасындағы инновациялық қызметтегі теңсіздікті төмендетудің қайталама білім көздерінің қабілеті туралы қорытынды жасалады. Есептеулер білімнің таралуы білімнің көрші өңірлерге, ал олардан – көрші өңірлерге таралуына әкеліп, «инновация орталықтарын» құратынын көрсетті. Инновациялық белсенділік деңгейін теңестіру өңірлердің экономикалық өсу қарқынын теңестіруге алып келеді.

Түйін сөздер: инновация диффузиясы, білімді тарату, өңір, әлеуметтік сүзгі, кеңістіктік эконометриялық талдау.

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ДИФфуЗИЯ ИННОВАЦИЙ, РАСПРОСТРАНЕНИЕ ЗНАНИЙ И ЭКОНОМИЧЕСКИЙ РОСТ РЕГИОНОВ КАЗАХСТАНА

Аннотация. Казахстан – страна с большой территорией и неравномерным экономическим развитием регионов. Задача перехода от сырьевой ориентации экономики к промышленному развитию подразумевает повышение инновационной активности, что приводит к ускорению роста. Распространение знаний между регионами страны может сыграть существенную роль. Принимая во внимание основные зарубежные теории распространения инноваций Э. Роджерса и теорию распространения знаний Маршалла-Эрроу-Ромера, Л. Анселина, модель эндогенного роста Дж. Гроссмана и Э. Хелпмана, используя оригинальность модели Ф. Агиона и П. Ховитта о распространении знаний, мы исследовали, как экономический рост территорий связан с инновациями. Используя панельные данные по инновационным показателям регионов Казахстана за 2005-2015 гг. были оценены регрессионные модели с фиксированными эффектами. Делаются выводы о способности вторичных источников знаний снижать неравенство в инновационной деятельности между регионами – лидерами инноваций и регионами, отстающими в инновациях. Расчеты показали, что распространение знаний приводит к распространению знаний в соседние регионы, а от них – в соседние, образуя так называемые «центры инноваций». Выравнивание уровня инновационной активности приводит к выравниванию темпов экономического роста регионов.

Ключевые слова: диффузия инноваций, распространение знаний, регион, социальный фильтр, пространственный эконометрический анализ.

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PHENOMENOLOGICAL DIALOGUE IN PHILOSOPHY**

Abstract. The article shows that throughout his life M. M. Bakhtin developed methodological problems of the Humanities. He constantly drew attention to the irreducibility of the Humanities to the natural Sciences, repeatedly stressed that the method of research used by him is phenomenological. Comparing personality as a speaking being and a mute voiceless thing, M. M. Bakhtin concluded that the cognition of personality can't be carried out by the same method as the study of things. M. M. Bakhtin research, carried out in the phenomenological style, allowed him to clarify a number of new and fundamentally important mental phenomena as his own speech, polyphony and dialogue. At present, the idea of dialogue, under the names of the dialogics and dialog-science, which continues its movement forward is in the center of philosophical attention and discussion. Playing not the last role in the formation and development of philosophical thinking, dialogue only in our time "found its own voice": became the subject of philosophical discussion. Dialogism is not just a part of the world where dialogues are conducted. It is possible to characterize that side of the world in which the person is comprehended. This is the essence of the universal and philosophical importance of the dialogue.

Keywords: phenomenological method, personality, dialogue, knowledge, logic.

Introduction. The centuries-old philosophical tradition, reflected in other spheres of human activity, implies understanding of dialogue as a dispute, as a result of which one of the parties convinces another in the correctness of a certain statement: "The truth is born in a dispute".

So, if logic is a regulator, deductive proof is an object of regulation, the flow of statements is the input of an object, and the significance of statements is its output, then the logical "control system" obeys the law of necessary diversity, within which only polymorphic logical conclusion allows to successfully regulate the homeostasis of the system of conceivable proofs. If the purpose of the proof is to minimize the uncertainty of the provable at an acceptable time, i.e. maximizing the information content per unit of resource costs, then it is achievable in the implementation of the principles of code selection and code matching, taking into account the principles of interference objectivity and signal uncertainty, and most importantly, when oriented on the law of information expansion as a hermeneutic installation of the proof. From this, that the traditional proof as ("costly") information and energy management in modern conditions should give way to proof as understanding - a purely information energy - saving process. So modern - philosophical knowledge justifies the inevitability of transition in the process of management from "one" logical dialogue to "multidimensional" phenomenological. Thus, the dialogue is a special form of communication interaction of intellectual, behavioral, subject, a number of intermediate actions that create some kind of chain. It involves at least two parties: in which, after a certain action by one party, the action of the other.

The relationship of these actions can be defined in different ways - in terms of action and reaction, question and answer, attack and defense or counterattack, proof and rebuttal or criticism, challenge and defense, and a variety of other terms. And the dialogue itself can be constructive or destructive, an expression of partnership or hostility, have a pronounced cognitive interest and a certain purpose. Dialogue is twofold in that it combines form, mode of existence and content. But whatever the possible points of reference, it is impossible to deny a) - the universality of dialogue as the basis of human

interaction, the universality of dialogism and dialogical relations and b) -the existence of certain rules (conditions for the emergence) of dialogue, without which it is impossible

Main part. In M. M. Bakhtin's interpretation, dialogue becomes a universal concept, «penetrating all human speech and all relations and manifestations of human life, in general, everything that has meaning and significance."

In particular, this concept becomes applicable both to the analysis of the General relations of language and text specifically to anthropology and ontology. «To be», he writes, «is to communicate dialogically. When the dialogue ends, everything ends. Therefore, the dialogue, in essence, cannot and should not end. Everything is a means, dialogue is a goal. One Voice ends nothing and resolves nothing. Two voices-a minimum of life, a minimum of being» [1]. Thus, dialogue is a condition of any existence, a pledge of this existence. Only the presence of dialogue can indicate the existence of the subject, the concept of dialogue almost duplicates and organically complements the meaning of the category of coexistence, namely the idea of collective communication. Moreover, dialogue, and only it, can become a way of cognition, since it is the objectification of personal knowledge, as well as a way of reuniting the subjects of dialogue, and not just a way of relations of the subject of the object of knowledge, if we use the terminology of new European philosophy.

In the book «Aesthetics of verbal creativity» M.M. Bakhtin openly says the idea of the way of cognition, that is, does not separate the subject from the object, contrasting it with the analytical method of the new European philosophy.

"Understanding as the opening of cash by beholding (contemplation) and by adding in creation". The meaning in its interpretation cannot be isolated from the General context of the world and acquires universal characteristics "the Content of the true symbol through the mediated semantic links is correlated with the idea of world integrity, with the fullness of the cosmic and human universe".

Thus, cognition is not only a dialogue with an individual subject, it is necessary to take into account the dialogical relationships of the second kind, which connect all things, in the limit there is unity and «the fullness of the cosmic and human universe». "The observer has no position outside the observed world, and his observation enters as an integral part of the observed object," he writes in another work. In the new European paradigm, the subject also enters and affects the object of research in a certain way, in subjective idealism Berkeley generally forms it, however, traditionally European philosophy and science sought to exclude this influence from the sphere of scientific research, sought to perceive the world objectively, forgetting that the study involved specific subjects - scientists, tried to exclude the personal principle of both science and philosophy, and if in philosophical works you can still find the pronoun of the first person singular, then in scientific treatises it is simply excluded. However, modern science has largely abandoned these principles. M.M. Bakhtin in this case, based on the historical tradition of domestic thought, formulates one of the principles of modern research. He writes: "there is real or possible text everywhere. Research becomes a question and a conversation, that is, a dialogue." Science in this case is no longer a monologue dissection of the "dead" object, but an interaction with it. Based on this statement, we can assume the value of metaphysical and even mystical experience for research, but not only rational knowledge. This appeal to the metaphysical experience of the researcher M. Bakhtin calls "going beyond the understood".

In Bakhtin's understanding and presentation, the dialogue is revealed as a meaning - forming and meaning-analytical procedure. How do we know what we are? And why would we know that? Our being is made certain by the existence of others. This is due to the assessments of others, due to the attitude of others, we get some certainty. And these assessments by others are not indifferent to us. We agree with them or reject them.

Assessments express the attitude of people, hinder or contribute to the existence, implementation of goals. Another person's assessment delineates the limits of our capabilities. Thus, being among other people, communicating with them dialogically, entering into certain relations with them, we become ourselves, something certain, "taking place" in being. «To be is to communicate dialogically. When the dialogue ends, everything ends. Two voices-a minimum of life, a minimum of being» [2]. Bakhtin attaches universal importance to the phenomenon of dialogue. Dialogical relations of people are not just "one of" manifestations of their being, but the phenomenon penetrating all human speech, (and consciousness), all relations and manifestations of human life, everything that has sense and value.

Bakhtin develops his dialogical concept of being based on the literary works of F.M. Dostoevsky. This writer created, according to definitely Bakhtin, a fundamentally new-polyphonic - form of the novel. Dostoevsky presents his characters to the reader in a not very special way: the writer manipulates them as objects, does not judge his characters, using his privilege of the author (as if "God" towering over the world created by him), and gives the heroes to Express themselves, their truth about the world, their vision of other people and themselves among people. The word of the hero here does not serve as a mouthpiece of the author's voice. The consciousness of each hero is opposed by the consciousness of the other heroes; no one has the privilege of the only truth, which man is the bearer of his own truth. The reader does not so much "see" the characters (Dostoevsky usually does not give an unambiguous and complete image of the characters) as he hears their "voices", as if listening to the dialogues between them and their inner speech ("micro - dialogues")[3].

Thus, Dostoevsky creates a polyphony (polyphony), and his task is not to judge the characters with the only correct", the author's point of view, but to bring the characters together in a "great dialogue" in the world of the work. That is why M.M. Bakhtin found in Dostoevsky's works the most suitable models for philosophical understanding of the phenomenon of dialogue. Bakhtin characterizes Dostoevsky's work the word "dialog- science", but we can see that the writer rather, was simulated by means of art a dialogue and research ("doing") they as a subject of scientific analysis carried out M.M. Bakhtin; thus, the term " dialog- science " is more suited to the work of Bakhtin himself.

A person from within himself cannot understand himself or even become himself. My spirit from within itself does not «see» its borders, does not have an image of itself. Only other I see as objects-in-General and among other objects, i.e. I see their borders, I have their images. I can't be an object to myself. I'm not in my own mind. Even when I look at myself in the mirror, I am amazed at the Ghost, the unreality of the visible, I feel a split, a mismatch of me visible in the mirror, and I experienced from within. Only other people see me in one piece. To embrace the personality as a whole, one needs an out-of-place position. I see the world, I see others in the world, but not myself in the world; the other sees me in the world and thus has an excess of vision compared to me. When I meet others, my spirit (and the spirit of the other) reveals its boundaries and thereby becomes condensed into the soul. The inside of my own soul as a whole is not. I enter the world as the main character, I cause others surprise, admiration, fright, love, I see in others the expression of these relations to me, but I do not see myself. We catch the reflection of our lives in the minds of others. You can say that others give me as something whole and certain.

But how from the perspective of unengagement you know the identity, especially its inner life? M. M. Bakhtin shows the failure of two typical approaches to the knowledge of personality. One of them suggests that the soul of another person can be understood by "feeling", "implanting" in it. This path, characteristic of the "philosophy of life", leads the knower to "merge" with the experiences of the other, but at the same time the knower "I" must forget, lose him, "drown" in the other. As a result, the «I» lose the position of non-occurrence and the ability to see the other as a whole. "Pure implantation" is untenable, - Bakhtin notes, - it should act in unity with objectification, i.e. separation of other individual from itself and a look at it from the outside as an object. The second method of cognition of personality criticized by Bakhtin is precisely one-sided objectification," objectification» of man, and one - sided-objective cognition of him. This approach is typical for mechanistic psychology. Bakhtin sees the flaws of the "object" indifferent analysis of man in two aspects [4].

First, this method passes by the most essential in man-his freedom, incompleteness, discrepancy with himself. At any moment of its existence, a person has in itself, in addition to what we "objectively" see in it, also the possibility (what is not yet objectively there: something desirable, supposed, imaginary), he seems to live his future (moment), hidden from our view and judgment. Therefore, a person never coincides with himself, with what he "already" is, he is able to refute the characteristic given to him by others or by himself "While a person is alive, he lives by what has not yet been completed and has not yet said his last word. Therefore, «the true life of the personality is accomplished as if at the point of this discrepancy between man and himself, at the point of his going beyond all that he is as a material being, which can be peeped, determined and predicted in spite of his will, "in absentia" [5]. An example of such a "real" approach is the scene of the investigation and trial of Dmitry Karamazov in Dostoevsky's novel: the investigator, the Prosecutor, the judges see Dmitry already" ready", quite certain, as a thing, while his true identity is always on the threshold of internal decisions and crises, and the hero himself will be judged by a real court.

Secondly, the adherents of mechanistic psychology try to consider a person not from the point of view of another living concrete personality, but from the position of an indifferent, dispassionate "consciousness in General". Such attempts are both false and unproductive. The difficulty is that an indifferent "consciousness in General" is impossible. Any researcher (including a supporter of mechanistic psychology) is a "living person", subject to his preferences and antipathies, firmly connected with his actual, unique and inimitable individual existence. To qualify for the disinterested vision of the world and the other person can pour in the abstract, i.e., abstracted from the fact that each of us can see the world on their own, participants in the world's eyes. "No one can take a neutral position towards me and the other..." "Every person is a center from which only the vision of the world is possible; and "consciousness in General", not tied to the personality – center, is impossible. The low productivity of "indifferent" psychology is that it, relying only on "objective data", neglects the revelations of the individual about itself. Dostoevsky, as Bakhtin emphasizes, such "indifferent" psychology is fundamentally alien. "...Other people's consciousnesses cannot be contemplated, analyzed, defined as objects, as things – they can only be dialogically communicated with. To think of them is to talk to them; otherwise they immediately turn to us with their object side: they fall silent, close and freeze into completed object images [6].

Conclusion. Thus, the "inner man" can't be revealed either as an object of indifferent neutral analysis or through feeling; he himself must be revealed in dialogue through communication with him. "And it is possible to depict the inner man, as Dostoevsky understood him, only by depicting his communication with another" [7].

M. M. Bakhtin rightly emphasizes the idea that dialogue is not a means, but an end in itself and a value in itself. The understanding of the Humanities and thinking proposed by the thinker forms a different way of approaching different styles of thinking, the slogan of which is dialogue as a way of being a person in the world, and at the same time as a way of knowing humanistic, filled with meanings of reality. Thus, the dialogue described by M. M. Bakhtin can be considered as a method of phenomenological study of personality. Just as the phenomenological tendency in psychology opposes the natural-science-oriented tendency, and the personality necessarily forms an opposition to the thing, so the phenomenological dialogue opposes various manipulative approaches, techniques on all considered points. According to M.M. Bakhtin, dialogue is not only a way of knowing the personality and expressing its inner world, its attitudes and ideas, but also a condition for the very existence of ideas in individuals. "The idea does not live in the isolated individual consciousness of man – remaining only in it, it degenerates and dies. The idea begins to live, that is, to form, develop, find and update its verbal expression, generate new ideas, only entering into significant dialogical relations with other people's ideas." "The idea – as the artist Dostoevsky saw it – is not a subjective individual psychological education with a 'permanent place' in a person's head; no, the idea is interindividual and intersubjective, the sphere of its existence is not an individual consciousness, but a dialogical communication between consciousnesses. An idea is a living event played out at the point of a dialogical meeting of two or more consciousnesses." Speaking about the dialogical way of existence of the idea, M.M. Bakhtin argues with the monological «ideology» of the new time, which is expressed, in particular, in Hegel's philosophy. May not be ideas that would have existed and evolved «by itself» and would have been a true «in itself», outside the specific existence of the individual living among other specific individuals, in other words, may not be ideas outside the events of human individuals.

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М. М. БАХТИННИҢ ДИАЛОГЫ ЖӘНЕ ФИЛОСОФИЯДАҒЫ ФЕНОМЕНОЛОГИЯЛЫҚ ДИАЛОГТЫҢ АШЫЛУЫ

Аннотация. Мақалада М.М. Бахтин бүкіл өмір бойы гуманитарлық ғылымдардың әдіснамалық мәселелерін әзірлегені көрсетілген. Ол үнемі гуманитарлық ғылымдардың жаратылыстану ғылымдарына қосылмағандығына назар аударды, ол пайдаланатын зерттеу әдісі феноменологиялық болып табылатынын

бірнеше рет атап өтті. Тұлғаны сөйлеуші болмыс және жасырын нәрсе ретінде салыстыра отырып, М. М. Бахтин тұлғаны тану затты зерттеу сияқты әдіспен жүзеге асырыла алмайтындығы туралы қорытынды жасады. М.М. Бахтиннің феноменологиялық стильде орындалған зерттеулері оған жаңа және принципті маңызды психикалық феномендерді өз тілі, көп дауысты және диалог ретінде анықтауға мүмкіндік берді. Қазіргі уақытта диалог идеясы, диалог және диалогтанудың есімімен өзінің алға жылжуын жалғастырушы, философиялық зейіннің және талқылаудың ортасында орналасқан. Философиялық ойлаудың қалыптасуы мен дамуындағы соңғы емес рөлді ойнай отырып, диалог тек біздің заманымызда ғана "өз дауысына ие болды": философиялық талқылау тақырыбына айналды. Диалогизм-бұл диалог жүргізілетін әлемнің бір бөлігі ғана емес. оларға адам түсінетін әлемнің жағын сипаттауға болады. Бұл диалогтың әмбебап философиялық мәнінің мәні.

Түйінді сөздер: феноменологиялық әдіс, тұлға, диалог, таным, логика.

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ДИАЛОГИЗМ М.М. БАХТИНА И ОТКРЫТИЕ ФЕНОМЕНОЛОГИЧЕСКОГО ДИАЛОГА В ФИЛОСОФИИ

Аннотация. В статье показано, что в течение всей жизни М.М. Бахтин разрабатывал методологические проблемы гуманитарных наук. Он постоянно обращал внимание на несводимость гуманитарных наук к естественным, многократно подчеркивал, что используемый им метод исследования является феноменологическим. Сопоставляя личность как говорящее бытие и немую безгласную вещь, М.М. Бахтин сделал вывод о том, что познание личности не может осуществляться таким же методом, как и исследование вещи. Исследования М.М. Бахтина, выполненные в феноменологическом стиле, позволили ему прояснить целый ряд новых и принципиально важных психических феноменов как собственная речь, многоголосье и диалог. *В настоящее время идея диалога, под именами диалогии и диалоговедения продолжающая свое движение вперед, находится в центре философского внимания и обсуждения.* Играя далеко не последнюю роль в становлении и развитии философского мышления, диалог только в наше время **«обрел собственный голос»:** стал темой философского обсуждения. Диалогизм – это не просто та часть мира, где ведутся диалоги. им можно охарактеризовать ту сторону мира, в которой постигается человек. В этом суть универсального философского значения диалога.

Ключевые слова: феноменологический метод, личность, диалог, познание, логика.

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ПАМЯТИ УЧИТЕЛЯ

Трудно осознать, что Карла Байпакова нет с нами...

Ведущий ученый нашей страны Карл Молдахметович Байпаков – член-корреспондент (с 1994 г.) и академик (с 2003 г.) НАН РК, доктор исторических наук, профессор археологии (с 1995 г.), почетный директор Института археологии им. А.Х. Маргулана КН МОН РК. Его регалии и титулы можно, действительно, перечислять бесконечно долго. Но прежде всего мне хотелось бы сказать о том, что я безмерно горда, поскольку была лично знакома с этим, поистине, легендарным человеком. Вместе с ним мы выполнили не один совместный проект и, начиная с 1988 года, работали над международной выставочной деятельностью.

За этот продолжительный период времени длиною в половину с лишним века, Байпаков своими выдающимися научными достижениями внес огромный, буквально неопределимый вклад в развитие истории и археологии Казахстана. За его плечами сотни экспедиций, десятки научных открытий, более 550 научных статей, переведенных на разные языки земного шара, а также свыше 60 авторских монографий и монографий, выполненных в соавторстве с другими ведущими учеными. За внесение существенного вклада в науку Казахстана и научные достижения К.М. Байпаков был отмечен премиями и наградами Республики Казахстан. Среди них: Лауреат премии им. Ч.Ч. Валиханова (1988 г.), звание «Заслуженного деятеля науки и техники Республики Казахстан» (1998 г.), орден «Парасат» Республики Казахстан (2003 г.), памятная медаль ЮНЕСКО за вклад в мировую науку (2005 г.), диплом и памятный знак Стран Экономического Содружества за вклад в изучение духовного развития мусульманских стран (2006 г.), Лауреат Независимой премии «Платиновый Тарлан» (2007 г.), Серебряная медаль А. Байтурсынова Ассоциации ВУЗов Республики Казахстан «Лучший автор» (2008 г.), Орден «Барыс» III степени, Республика Казахстан (2010 г.), «Қазақстан Республикасының тәуелсіздігіне 20 жыл» (2011 г.), Юбилейная медаль «За вклад в развитие Южно-Казахстанской области» (2012 г.).

К.М. Байпаков являлся лучшим специалистом по средневековым архитектурным городам Казахстана и Центральной Азии, сумевшим пролить свет на многие стороны жизни наших предков. А особое место в научной деятельности профессора Байпакова занимает Отгар – исторический памятник под открытым небом, древний город, который продолжает открывать миру свои загадки.

Все началось с той самой первой его профессиональной экспедиции 1963 года, когда молодой, но подающий очень серьезные надежды, аспирант Карл Байпаков отправился на раскопки в Актюбинские степи в качестве начальника отряда. Хотя нет, началось все значительно раньше – со школьной скамьи. Или даже нет, пожалуй, с рождения.

Будущий археолог родился в 1940 году в интеллигентной семье педагогов-историков. Именно благодаря родителям, Лидии Баландиной и Молдахмету Байпакову, у мальчика с раннего детства сложился интерес к истории, как к науке. И уже больше никогда другой профессии для себя он просто не мыслил. Не так давно в нашей беседе Карл Молдахметович вспоминал: «С момента своего рождения и все детство я провел в Талгаре (Алматинская область), на окраине которого находились раскопки древнего города Талхир. Мой школьный учитель Николай Григорьевич Хан иногда приводил нас сюда и мы как будто погружались в прошлое, собирали черепки, беседовали об истории... так я проникся к археологии». Ну а после окончания средней школы в 1957 году, кстати, с золотой медалью, продолжил обучение на кафедре археологии исторического факультета Ленинградского Государственного университета.

Надо признаться, что в то время, в начале 1960-х годов, археология входила в круг весьма престижных и модных профессий. Конкурс на кафедру археологии был не многим меньше чем во ВГИК. Более того, тогда говорили так: «Эра великих географических открытий во всем мире заканчивается, но эра великих археологических открытий только начинается». В ту, пронизанную романтикой, эпоху многие молодые люди мечтали стать археологами, но далеко не все из них

проходили испытание делом. И на практике оказывалось, что наука эта по плечу лишь самым лучшим и самоотверженным студентам. Ведь археологические экспедиции – это не только и не столько романтика со свежим ветром, сколько настоящая «черная работа» под палящими лучами солнца, с суровыми бытовыми условиями, с пылью, тасканием носилок, капанием лопатой и прочими профессиональными «радостями». А открытие легендарных артефактов и чудесных городов случается далеко не каждый день. И иногда, если не сказать, чаще всего, к этому своему уникальному открытию идешь всю жизнь. Так, уже после первой практики, когда Карл Байпаков, в числе своих сокурсников, вернулся с экспедиции, на кафедре археологии из всего потока осталось только 7 человек. Все остальные просто ретировались. Карл Байпаков закончил обучение и получил квалификацию «историк, археолог».

В том же 1963 г. он поступил в аспирантуру Института истории, археологии и этнографии им. Ч.Ч.Валиханова Академии наук Казахской ССР. В 1966 г. завершил обучение в аспирантуре защитой кандидатской диссертации «Города и поселения Семиречья VI-XII вв.». В этой связи приведу еще одно, весьма любопытное, воспоминание профессора Байпакова. Будучи еще абитуриентом и отправляясь в Ленинград, он вел путевой дневник. Много лет спустя, просматривая записи, он наткнулся ну ту, которую сделал, проезжая на поезде мимо станции Луговая. Эта станция ему особо понравилась, о чем он и написал в своем дневнике и, что в итоге, неким чудесным образом, определило круг интересов будущего ученого. Случилось так, что именно станция Луговая находится на месте древнего городища Кулан, ставшего темой его кандидатской диссертации. А вот докторскую диссертацию на тему: «Средневековая городская культура Южного Казахстана и Семиречья (VI-XVIII вв.)» он защитил в 1986 г. в г. Москве (Институт археологии АН СССР).

Параллельно с тем, Карл Молдахметович вел свою насыщенную трудовую деятельность, которая началась сразу после защиты кандидатской с должности младшего научного сотрудника. Потом в его карьере появилась должность старшего научного сотрудника, позже заведующего отделом средневековой археологии, далее руководителя Центра археологических исследований, а с 1991 г. после разделения ИИАЭ Карл Байпаков стал директором Института археологии им. А.Х.Маргулана, которым руководил до 2010 года.

За этот период ученый совершил целый ряд научных открытий. В разные годы возглавлял тематические экспедиции: Казахско-киргизскую, Таразскую, Археологическую экспедицию Свода памятников, был соруководителем в совместных Казахско-американской, Казахско-французской археологической экспедициях. Кроме того, с 1971 года работал заместителем начальника Южно-Казахстанской комплексной археологической экспедиции, а уже с 1989 года являлся начальником ЮККАЭ. Он неоднократно участвовал в раскопках таких известных средневековых городов, как Тараз, Сауран и, конечно, Отрар – исторического бренда Казахстана. Я скажу даже больше, Президент РК Н.А. Назарбаев неоднократно посещал этот средневековый город и в 2006 году инициировал Государственную программу «Возрождение древнего Отрара». Работы по выполнению данной программы проводились под руководством и, как всегда, непосредственном участии К.М. Байпакова и продлились до 2009 года.

В поисках древних городов Карл Молдахметович открывал для себя и всего мира самые глубинные пласты нашей истории. Он внес значительный вклад в изучение кангюйской проблемы, истории средневековых городов Казахстана, взаимосвязи города и степи, кочевых и оседлых цивилизаций, в охрану памятников археологии. Многие из тех древних городов, что в течение всей своей сознательной жизни изучал ученый, сегодня внесены в список всемирного наследия ЮНЕСКО. Ну а сам Байпаков в период 2001-2004 годов был одним из Руководителей Международной Программы «Казахстан-Япония-ЮНЕСКО «Сохранение древнего городища Отрар» Республики Казахстан». А в период 2004-2010 годов он трудился еще над одним крупным проектом «Культурное наследие: памятники археологии», нацеленным на восстановление городов на Великом шелковом пути. Данный проект финансировался государством и, несомненно, по сей день имеет важное значение в свете развития международного и внутреннего туризма.

Несколько лет назад в рамках работы над туристическими проектами Карл Байпаков предлагал открыть в Приаралье историко-туристический объект под названием «Из глубины веков к звездам». Выступая с данным докладом на совещании по вопросам сохранения историко-

культурного наследия в Кызылорде он сказал: «Кызылординская область имеет свои яркие особенности: огромную территорию, богатейшую историю и культурное наследие. Все эти основополагающие факторы исторического, социального, культурного характера необходимо исследовать и учитывать для выработки новых направлений в историко-этнографической науке...можно воспользоваться возможностью, создав на этой базе проект «Из глубины веков к звездам», который, несомненно, вызвал бы интерес у туристов».

Вообще, надо признаться, круг приоритетных направлений в научной деятельности К.М. Байпакова был весьма обширен. Это исследование, сохранение и использование памятников археологии в качестве туристических объектов. Это изучение Великого Шелкового пути в аспекте его политических, экономических и культурных связей с государствами Евразии. Это также проблемы исторической географии и вопросы духовной культуры в средние века.

Профессор Байпаков является автором целого ряда учебников по истории для 5-7 и 10 классов, а также учебников по отечественной археологии для студентов высших учебных заведений. Помимо того, он стал автором разделов многотомных изданий Истории Казахской ССР и Истории Казахстана.

В течение многих лет Карл Молдахметович посвятил себя изучению возникновения и развития города Алматы. Академик Байпаков считает наш город одной из древнейших столиц Казахстана. Вслед за археологом А.Н. Бернштамом, будучи еще студентом, он высказал предположение, что город Алматы появился гораздо раньше, чем о том принято считать: «Даже первые поселенцы города Верного понимали, что они живут в историческом месте. Они понимали, что живут в городе, который существовал здесь в средние века – еще 1000 лет назад». Впоследствии уверенность ученого была подкреплена многочисленными артефактами, полученными в ходе раскопок, в том числе и монетами, когда-то чеканенными на местном монетном дворе. «Во время раскопок на территории военного института (ныне Военная академия КНБ РК, а в народе пограничье) были найдены монеты – серебряный дирхам. Нумизматы прочитали надписи на арабском языке, рассказывающие о том, что эти монеты чеканились в городе Алматы в 1271-1272 годах» - рассказывал однажды Карл Молдахметович.

Результаты исследований древней Алматы и региона Жетысу им были опубликованы в фундаментальных трудах и монографиях («Археологическое культурное наследие г. Алматы», «Урбанизация Казахстана в эпоху бронзы – раннем средневековье / Древняя и средневековая урбанизация Казахстана (по материалам исследований Южно-Казахстанской комплексной археологической экспедиции)», «Урбанизация Казахстана во второй половине VIII – начале XIII в. / Древняя и средневековая урбанизация Казахстана (по материалам исследований Южно-Казахстанской комплексной археологической экспедиции)» и др.), а также в научно-популярных статьях в журналах и газетах.

Кроме того, профессор Байпаков в течении долгого времени вел очень активную общественную и научную деятельность. Так, он принимал участие более чем в 50 международных конференциях и симпозиумах с докладами по археологии Казахстана, а также с лекциями в зарубежных университетах. Помимо всех других вышеперечисленных проектов и регалий, он являлся членом Казахского Национального комитета Великий Шелковый путь (с 1991 г.), членом научного общества Дунхуано-Турфановедения (с 1992 г.), Международным экспертом ЮНЕСКО по подготовке трансграничной номинации «Великий Шелковый путь. Отрезок Китай – Центральная Азия» и академиком Академии социальных наук Республики Казахстан (с 2006 г.), членом-корреспондентом Немецкого археологического Института (г. Берлин, Германия), а также членом комиссии по присуждению Государственных премий Республики Казахстан.

Карл Молдахметович часто вспоминал: «Институт истории на базе Академии Наук КазССР состоял из небольшого отдела из четырех археологов. Среди них был и я. И вот мы вместе начинали складывать национальную археологическую школу. Тогда, в 60-е годы было много белых пятен, вернее, вся археология была большим белым пятном. Да и о разделе древних городов на территории Центральной Азии на тот период времени были весьма приблизительные понятия».

Собственно же сам институт археологии им. А.Х. Маргулана был создан в 1991 году. Это было весьма непростое время – становления независимой государственности, создания собственной экономики, идеологии. Возглавив Институт археологии, К.М. Байпаков сумел сохранить

профессиональные кадры, продолжить активную работу по выполнению программ фундаментальных исследований, наладить работу по выявлению новых и регистрации уже известных археологических памятников по всей стране. Под его руководством институт успешно справлялся с выполнением фундаментальных и прикладных исследований, результаты которых высоко оцениваются казахстанской и зарубежной научной общественностью. С 2010 года, академик Байпаков являлся Почетным директором Института археологии и заведующим отделом урбанизации и номадизма Института археологии им. А.Х. Маргулана КН МОН РК.

Нельзя не отметить и прекрасный характер этого замечательного человека, коллеги, друга и учителя. Карл Молдахметович был невероятно открытым и очень контактным человеком. Он читал лекции, руководил дипломными работами на историческом факультете Казахского Государственного университета (КазГУ), позже на кафедре археологии и этнографии Казахского Национального университета (КазНУ) им. Аль-Фараби в качестве преподавателя, старшего преподавателя, доцента, профессора. Им разработан целый ряд специализированных курсов: «Средневековые города Средней Азии и Казахстана», «Великий Шелковый путь», «Основы археологии Казахстана». С 1993 года он стал преподавателем на кафедре археологии ЮКГУ им. М. Ауэзова. Здесь им были организованы отделы и научные группы по внедрению новых технологий в археологическую науку. К слову, данная работа получила очень высокую оценку международного научного сообщества, в том числе и ЮНЕСКО. Не маловажным фактом является и то, что под чутким руководством профессора защищено 5 докторских и 17 кандидатских диссертаций.

Ну и, пожалуй, самое главное, Карл Молдахметович Байпаков признавался: «Моя профессиональная деятельность неотделима от судьбы. Я всегда был и буду верен археологии».

В декабре 2017 г. Карл Молдахметович Байпаков был удостоен государственной премии Республики Казахстан в области науки и техники имени Аль-Фараби.

23 ноября 2018 г. Карл Байпаков безвременно покинул наш мир.

Прощай Ученый, Учитель, Друг...

Роза Бектуреева

*Заведующая Музеем археологии РГП «Ғылым ордасы» с 1986 по 2018 гг.,
Вице-президент ИСОМ Казахстан (2008-2013),
член Международной ассоциации критиков-искусствоведов АИСА (Бельгия),
член Казахстанско-Британского общества,
эксперт Национального Комитета РК по Всемирному наследию ЮНЕСКО,
обладатель нагрудного знака «Мәдениет саласының үздігі» (2016)*

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