

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

АБАЙ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ  
ПЕДАГОГИКАЛЫҚ УНИВЕРСИТЕТІНІҢ

# Х А Б А Р Л А Р Ы

## ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
РЕСПУБЛИКИ КАЗАХСТАН

КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ  
ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ ИМ. АБАЯ

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN

ABAY KAZAKH NATIONAL  
PEDAGOGICAL UNIVERSITY

ҚОҒАМДЫҚ ЖӘНЕ ГУМАНИТАРЛЫҚ  
ҒЫЛЫМДАР СЕРИЯСЫ



СЕРИЯ ОБЩЕСТВЕННЫХ  
И ГУМАНИТАРНЫХ НАУК



SERIES OF SOCIAL AND HUMAN SCIENCES

### 5 (321)

ҚЫРКҮЙЕК – ҚАЗАН 2018 ж.  
СЕНТЯБРЬ – ОКТЯБРЬ 2018 г.  
SEPTEMBER – OCTOBER 2018

1962 ЖЫЛДЫҢ ҚАҢТАР АЙЫНАН ШЫҒА БАСТАҒАН  
ИЗДАЕТСЯ С ЯНВАРЯ 1962 ГОДА  
PUBLISHED SINCE JANUARY 1962

ЖЫЛЫНА 6 РЕТ ШЫҒАДЫ  
ВЫХОДИТ 6 РАЗ В ГОД  
PUBLISHED 6 TIMES A YEAR

## Б а с р е д а к т о р

ҚР ҰҒА құрметті мүшесі  
**Балықбаев Т.О.**

## Р е д а к ц и я а л қ а с ы:

экон. ғ. докторы, проф., ҚР ҰҒА академигі **Баймұратов У.Б.**; тарих ғ. докторы, проф., ҚР ҰҒА академигі **Байпақов К.М.**; филос. ғ. докторы, проф., ҚР ҰҒА академигі **Есім Г.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА академигі **Қирабаев С.С.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Қошанов А.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Нәрібаев К.Н.** (бас редактордың орынбасары); филос. ғ. докторы, проф., ҚР ҰҒА академигі **Нысанбаев А.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сәбікенов С.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сүлейменов М.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Сатыбалдин С.С.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Әбжанов Х.М.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Әбусейтова М.Х.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Байтанаев Б.А.**; филол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Жақып Б.А.**; фил. ғ. докторы, проф., академик НАН РК **Қалижанов У.К.**; филол. ғ. докторы, проф., ҚР ҰҒА академик **Қамзабекұлы Д.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қожамжарова Д.П.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қойгелдиев М.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Құрманбайұлы Ш.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Таймағанбетов Ж.К.**; социол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Шәукенова З.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Дербісәлі А.**; саяси. ғ. докторы, проф., **Бижанов А.К.**, тарих ғ. докторы, проф., **Кабульдинов З.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Қажыбек Е.З.**

## Р е д а к ц и я к ең с е с і:

Молдова Республикасының ҰҒА академигі **Белостечник Г.** (Молдова); Әзірбайжан ҰҒА академигі **Велиханлы Н.** (Азербайжан); Тәжікстан ҰҒА академигі **Назаров Т.Н.** (Тәжікстан); Молдова Республикасының ҰҒА академигі **Рошка А.** (Молдова); Молдова Республикасының ҰҒА академигі **Руснак Г.** (Молдова); Әзірбайжан ҰҒА корр. мүшесі **Муратов Ш.** (Әзірбайжан); Әзірбайжан ҰҒА корр. мүшесі **Сафарова З.** (Әзірбайжан); э. ғ. д., проф. **Василенко В.Н.** (Украина); заң ғ. докт., проф. **Устименко В.А.** (Украина)

**«Қазақстан Республикасы Ұлттық ғылым академиясының Хабарлары. Қоғамдық және гуманитарлық ғылымдар сериясы». ISSN 2224-5294**

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.)

Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 30.04.2010 ж. берілген № 10894-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18, <http://nauka-nanrk.kz>, [social-human.kz](http://social-human.kz)

---

© Қазақстан Республикасының Ұлттық ғылым академиясы, 2018

Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор

Почетный член НАН РК

**Т.О. Балыкбаев**

Редакционная коллегия:

докт. экон. н., проф., академик НАН РК **У.Б. Баймуратов**; докт. ист. н., проф., академик НАН РК **К.М. Байпаков**; докт. филос. н., проф., академик НАН РК **Г.Е. Есим**; докт. фил. н., проф., академик НАН РК **С.С. Кирабаев**; докт. экон. н., проф., академик НАН РК **А.К. Кошанов**; докт. экон. н., проф., академик НАН РК **К.Н. Нармбаев** (заместитель главного редактора); докт. филос. н., проф., академик НАН РК **А.Н. Нысанбаев**; докт. юр. н., проф., академик НАН РК **С.Н. Сабиткенов**; докт. юр. н., проф., академик НАН РК **М.К. Сулейменов**; докт. экон. н., проф., академик НАН РК **С.С. Сатубалдин**; докт. ист. н., проф., академик НАН РК **Х.М. Абжанов**; докт. ист. н., проф., чл.-корр. НАН РК **М.Х. Абусейтова**; докт. ист. н., проф., академик НАН РК **Б.А. Байтанаев**; докт. фил. н., проф., чл.-корр. НАН РК **Б.А. Жакып**; докт. фиол. н., проф., академик НАН РК **У.К. Калижанов**; докт. фил. н., проф., академик НАН РК **Д. Камзабекулы**; докт. ист. н., проф., академик НАН РК **Д.П. Кожамжарова**; докт. ист. н., проф., академик НАН РК **М.К. Койгельдиев**; докт. фиол. н., проф., чл.-корр. НАН РК **Ш. Курманбайулы**; докт. ист. н., проф., чл.-корр. НАН РК **Ж.К. Таймаганбетов**; докт. социол. н., проф., чл.-корр. НАН РК **З.К. Шаукенова**; д. фиол. н., проф., чл.-корр. НАН РК **А. Дербисали**; доктор политических наук, проф., **Бижанов А.К.**; доктор ист. наук, проф., **Кабульдинов З.Е.**; доктор фиол. н., проф., член-корр. НАН РК **Қажыбек Е.З.**

Редакционный совет

академик НАН Республики Молдова **Г. Белостечник** (Молдова); академик НАН Азербайджанской Республики **Н. Велиханлы** (Азербайджан); академик НАН Республики Таджикистан **Т.Н. Назаров** (Таджикистан); академик НАН Республики Молдова **А. Рошка** (Молдова); академик НАН Республики Молдова **Г. Руснак** (Молдова); чл.-корр. НАН Азербайджанской Республики **Ш. Мурадов** (Азербайджан), член-корр. НАН Азербайджанской Республики **З.Сафарова** (Азербайджан); д. э. н., проф. **В.Н. Василенко** (Украина); д.ю.н., проф. **В.А. Устименко** (Украина)

**Известия Национальной академии наук Республики Казахстан. Серия общественных и гуманитарных наук. ISSN 2224-5294**

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов

Министерства культуры и информации Республики Казахстан № 10894-Ж, выданное 30.04.2010 г.

Периодичность 6 раз в год

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18,  
[www.nauka-nanrk.kz](http://www.nauka-nanrk.kz) / [social-human.kz](http://social-human.kz)

---

© Национальная академия наук Республики Казахстан, 2018 г.

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75

## Chief Editor

Honorary member of NAS RK  
**Balykbayev T.O**

## Editorial board:

Doctor of economics, prof, academician of NAS RK **Baimuratov U.B.**; doctor of history, prof, academician of NAS RK **Baipakov K.M.**; doctor of philosophy, prof, academician of NAS RK **Esim G.E.**; doctor of philology, prof, academician of NAS RK **Kirabayev S.S.**; doctor of economics, prof, academician of NAS RK **Koshanov A.K.**; doctor of economics, prof, academician of NAS RK **Naribayev K.N.** (deputy editor-in-chief); doctor of philosophy, prof, academician of NAS RK **Nyssanbayev A.N.**; doctor of law, prof, academician of NAS RK **Sabikenov S.N.**; doctor of law, prof, academician of NAS RK **Suleymenov M.K.**; doctor of economy, prof, academician of NAS RK **Satybaldin S.S.**; doctor of history, prof, academician of NAS RK **Abzhanov H.M.**; doctor of history, prof, corresponding member of NAS RK **Abuseitova M.H.**; doctor of history, prof, academician of NAS RK **Baitanaev B.A.**; doctor of philology, prof, corresponding member of NAS RK **Zhakyp B.A.**; doctor of philology, prof, academician of NAS RK **Kalizhanov U.K.**; doctor of philology, prof, academician of NAS RK **Hamzabekuly D.**; doctor of history, prof, academician of NAS RK **Kozhamzharova D.P.**; doctor of history, prof, academician of NAS RK **Koigeldiev M.K.**; doctor of philology, prof, corresponding member of NAS RK **Kurmanbaiuly Sh.**; doctor of history, prof, academician of NAS RK **Taimaganbetov J.K.**; doctor of sociology, prof, corresponding member of NAS RK **Shaukenova Z.K.**; doctor of philology, prof, corresponding member of NAS RK **Derbisali A.**; doctor of political science, prof **Bizhanov A.K.**; doctor of History, prof **Kabuldinov Z.E.**; doctor of philology, prof, corresponding member of NAS RK **Kazhybek E.Z.**

## Editorial staff:

Academician NAS Republic of Moldova **Belostechik G.** (Moldova); Academician NAS Republic of Azerbaijan **Velikhanli N.** (Azerbaijan); Academician NAS Republic of Tajikistan **Nazarov T.N.** (Tajikistan); Academician NAS Republic of Moldova **Roshka A.** (Moldova) Academician NAS Republic of Moldova **Rusnak G.** (Moldova); Corresponding member of the NAS Republic of Azerbaijan **Muradov Sh.** (Azerbaijan); Corresponding member of the NAS Republic of Azerbaijan **Safarova Z.** (Azerbaijan); Associate professor of Economics **Vasilenko V.N.** (Ukraine), Associate professor of Law **Ustimenko V.A.** (Ukraine)

## News of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanities. ISSN 2224-5294

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of information and archives of the Ministry of culture and information of the Republic of Kazakhstan N **10894-Ж**, issued 30.04.2010

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,  
[www.nauka-nanrk.kz](http://www.nauka-nanrk.kz) / [social-human.kz](http://social-human.kz)

---

© National Academy of Sciences of the Republic of Kazakhstan, 2018

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.1>

Volume 5, Number 321 (2018), 5 – 11

**S.M. Altybayeva, E.S. Sagyndykov**

Doctor of Philology, Head researcher of Ablai Khan Kazakh university  
of international relations and world languages;  
Master of pedagogical sciences, Junior researcher of Ablai Khan Kazakh university  
of international relations and world languages, Almaty, Kazakhstan  
[altybayevasaule@gmail.com](mailto:altybayevasaule@gmail.com); [ernar.kaznpu@mail.ru](mailto:ernar.kaznpu@mail.ru)

**CULTURAL CODE AND MYTH POETIC MODELING  
IN THE STRUCTURE OF THE ARTISTIC TEXT**

**Abstract.** The article is implemented within the framework of grant financing of the MES of the Republic of Kazakhstan for the project AP05133019.

The paper considers the fundamental issues of myth poetic modeling in the context of the implementation of cultural code. The definition of the myth(ical) capacity of an artistic text is given as an important quality of an artistic text. The author's definition and justification of the term is given. The ratio of mythological components to cultural codes as a part of the whole is investigated. Literary, philosophical universals, concepts, stereotypes, mythologems stand out as defining myth capacity constructs and moduses of the text. In modern literary practice, the interrelated processes of the mythological creation, myth-generation and myth-destruction are actualized. However, in any case, the mythology of the text increases, especially in the case of complete destruction of the semantics and stylistics of the classical myth. A certain precedent of "reverse" coding arises: the semantics of the mythological basis can be completely destroyed. In this sense, the cultural code as a construct of a wider associative-communicative content is associated with mythology as general to private and vice versa.

**Key words:** artistic text, myth(ical) capacity, mythology, cultural code, literary universal, concept.

**Introduction.** Modern literary creativity abounds with various kinds of techniques and methods of text making. The predominant place in this row is myth poetic modeling, which has the same long development period as the literature itself. The profound elaboration of the mythological trend in literature and literary criticism makes it possible to single out such important categories and concepts as mythological thinking, myth time, myth space, mythologem, and others. Observations on artistic texts of heterogeneous aesthetic nature show the suitable quantitative and qualitative characteristics of myth poetics. It is known that in the Russian literature of the Silver Age, mythology acquires the features of the dominant artistic method. The frequency and wide range of access to archaic and pre-archaic subjects, images, motifs, and other national symbols lead to the creation of original "myth-texts" (the works of Z.G.Minz, O.Freidenberg, J.Golosovker and many others). 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.

The cultural code, most prominently reflected in the myth, legend, parable, with its internal focus on coding (and subsequent decoding) of meanings, gives rise to many associative, referential links of the text and extra-textual realities.

**Myth in the space of literature: conjugation of contexts.**

The mythological component of the text realizes its hidden intentional and communicative possibilities: referring to the past (real-historical narrative or the unreal world, "fantasy"), the myth in a broad sense links the past and the present of the people, opens up possible fronts of the future, and in this its universality. A study of the literature of Kazakhstan over the past twenty or thirty years [1] shows that the desire to create "another reality" through appealing to the archaic myth, ritual, rite is at the forefront of creative searches of national writers. Hence - an increase in the myth capacity of the text as an aggregated

conditional-total characteristic of functioning myths (elements of myth poetics): the actual mythology, including author's, literary universals, concepts, stereotypes, parables, legends and other conditional-metaphorical forms and means. Increased mythology is characterized by literature with the so-called. New mythological dominant, because it often combines the reproduction and interpretation of classical myths with the creation of its own new myth (s). The desire to create "universal unreality", to which the myth can be attributed, allows artists to put into the text myths, legends, symbols of different aesthetic, philosophical, regional orientation. These are the books of Kh. Adibayev, A. Kemelbayeva, A. Zhaksylykov, D. Nakipov, A. Tynibekov, I. Odegov and others.

New mythologism is a complex, heterogeneous aesthetic and philosophical phenomenon. If, on the other hand, we take into account the frequent installation of modern authors for freedom of interpretation, we can see here the almost unlimited possibilities of new mythologism, namely:

- in the actualization of objects of intangible cultural heritage (*Zhusip Balasan* by Askar Yegeubai, *Taltys* by Talasbek Asemkulov),
- in the reproduction and rethinking of certain epoch-making events in national history (*Sakies* by Bulat Zhandarbekov, *Kabanbai batyrby* Kabdesh Zhumadilov, *The death of Otrar* by Khasen Adibayev),
- in the unfolding of a large intertextual game (*Constellations of the twins* by Khasen Adibaev, *Dreams of the accursed* by Aslan Zhaksylykov),
- in the installation of situations, motifs, images of national and other nationalities (*Altai balladasyby* Askar Altai, *Circle of Ashes*, *Shadow of the Wind* by Dyusenbek Nakipov, *Caravan* by Abai and Auez Tynibekov),
- in the re-creation of national and other national concepts (*Kypchak Aruy* by Mukhtar Magauin, *Purushaby* Ilya Odegov).

Naturally, in each of these works internal intertwining of myth poetic elements, mythologems both among themselves and with other plans of narration (historical, philosophical, existential, sacred, symbolic, mystical and other) are strong. The processes of mythological creation, myth-creation and myth-destruction, observed in Kazakhstani literary practice, objectify the emergence of works with a heterogeneous genre-style and narrative structure, experimental, "provocative" texts. However, in any case, the mythology of the text increases, especially in the paradoxical case of complete destruction of the semantics and stylistics of the classical myth-base. In other words, a certain precedent of "reverse" coding arises: the mythological basis can be completely changed, but belonging to it remains, despite its profanation, an intentional stylistic decrease in the sacred and mystical, metaphysical content (Kh. Adibayev's *Twins Constellation*).

Quite often discussed in literary criticism and near-literary milieu are the works of *Dreams of the Accursed* by A. Zhaksylykov, *The Shadow of the Wind*, *The Circle of Ashes* by D. Nakipov, *Any Love*, *Timur and His Summer* by I. Odegov, *Giants* by A. Tynibekov and others are distinguished by a high density of mythological, new mythological, historical and quasi-historical constructs. From the latest Russian novels, you can name almost 600-page novel *My Ragnarok* [2] Max Fry (literary pseudonym of two authors - Svetlana Martynchik and Igor Stepin), which presents many myths, sacraments and historical personalities of the ancient medieval world and recognizable personalities modernity. This work clearly demonstrates the tendency of myth destruction, which is based on desacralization of known images and motifs, the classical plot. Absurd situations, in which the main character - the narrator and other characters often fall, weaken the semantics of the archetype, which is the basis of this or that mythological event. "Narrative tension" [3] increases due to the large concentration within the text of known mythological images and their "counterparts", the development of a variety of story lines, situations, heterogeneous chronotope.

In the personosphere of the book includes the iconic mythological figures of the Gods of different beliefs, demons, prophets. The sacred and profane are deliberately connected through the fantastic plot of the joint Path of the new worldly prophets of the world religions (Muhammad), the ancient Gods and Goddesses of various cults (Athena, Dionysus, Ares, Seth), demonic personalities (Dracula), mythologems (Sphinx, Quetzalcoatl), literary archetypes, film actors and many others. Without focusing on the moral and ethical aspects of such a literary experiment, one can also identify here a non-controversial version of the development and the universal monomyth of J. Campbell.

The Kazakh writer D. Nakipov (*The Circle of Ashes* [4], *The Shadow of the Wind*) also introduces into the narrative the mythological characters that play a key role in creating a complex text structure,

expressing the intricate concept of life and worldview. In search of harmony, overcoming the permanent chaos are his characters: people and fantastic creatures - *samions*. Chaos is personified first of all by a mystical monster - *Osmihorr*. Many motifs, semantic and emotional dimensions, interspersed quotes from sacred books, occasional combinations, as well as allusions, reminiscences, break down the linear narrative into countless texts, resulting in one rather voluminous postmodern bizarre text-labyrinth. It is maximally complicated through the introduction of multi-component sound combinations, which are difficult to perceive and often stylistically reduced.

For modern literature, especially the postmodernist mode, the creation of the myth is equally characteristic, and its destruction is the process opposite to "myth creation", consisting in the exclusion of the most important myth-forming components (as in the example cited, the desacralization of the image, the dissolution of the myth chronotope in modern time and space), a change in their qualitative structure. As a result, the myth turns either into its opposite, "ordinary life as it is", or into a "game of beads" (Hermann Hesse). And in this context, the study of the myth poetics of the artistic text, the principles of its functioning in the sphere of poetic consciousness, individual style, genre formation processes is one of the important tasks of mythological literary criticism and mythic criticism.

In the novel *My Ragnarok* almost all the personalities are synesthetically reduced: the original sacral component is subjected to total reorganization towards profane content. Such a transformation of mythological images, motifs, plots is classified in myth poetics as "transposition" (playing, E. M. Meletinsky) myth in another space and time.

In historical and philosophical works, the path of "mythological restoration" (S. Telegin, I. Pogrebnaya) is reproduced of some mythological schemes marked with national or universal semantics, rituals, sacred-directed rituals, events, situations. The ritual component also serves as an essential element of the entire narrative text framework. An example is the Kazakh historical novels *Sakies* B. Zhandarbekov, *Giants* by A. Tynibekov. The latter has undoubted rolls with the book of Zhandarbekov in terms of choosing stylistics, narrative techniques. One can even say about the continuity of the tradition of panoramic narrative of the theme of ancient Proto-Türkic history in the context of the civilizational contacts of the Steppe and the Ancient East, prominently reflected in the historical novels of I. Yesenberlin, Z. Samadi, M. Magauin, M. Simashko, B. Zhandarbekov and others. In the aspect of artistic tradition and innovation in contemporary Kazakh literature, several interconnected blocks of mythology, embedded in the narrative: sacred, Turkic, universal (authoritative, ethnic), are distinguished. It is ethno-cultural images, personal concepts, symbols, motifs with a strong archetypal center that form the basis of the national picture of the world.

Detective, fantastic, quasi-historical narratives are inclined to build a mythological story on the principle of myth analogy (the novels of the Russian author B. Akunin), retaining the external attributes of the archaic myth (mythonymss, myth toponyms, body and portrait characteristics, the general scheme of the myth), but almost completely modifying the semantics of events, character of personage, chronotope (*The Death of Achilles* by B. Akunin).

The screen adaptation of many books of this artistic strategy also creates special narrative structures, where a visual series of cultural codes prevails over the verbal code. Cinema, like no other, is built on the installation of situations, images, scenes. For example, in the trailer for the film *Percy Jackson and the Lightning Thief* we find a number of well-known mythological images: Satyr, Furia, Minotaur, Mount Olympus, Centaur and many others. All of them, as well as the external attributes of the archaic myth are transferred to the world of the modern metropolis. But the new myth is similar - the film-narrative and the myth-base - the philosophical focus on staging and searching for answers to the "eternal" questions about good and evil, the sense of being, faith and unbelief.

Cultural code and literary mental constants. The cultural code in the artistic text has an ambivalent nature: semantic and functional content. In the aspect of referentiality and functionality, the cultural code is understood by us as a specific mechanism (tool) for the storage and successive transmission of important information about the history, philosophy, spiritual and material culture of a person (individual), ethnos, group of ethnos of a particular region, this or that civilization, Universe (Universum) [5].

According to Ticher, "in text analysis, coding means that text phenomena refer to individual concepts. That is, a connection is established between specific fragments of the text (units of analysis) and more

abstract categories. In a sound coding theory, coding is a general term for data conceptualization. In this theory, coding means that the researcher asks questions about categories and their contexts and offers intermediate answers (hypotheses)" [6, p. 333]. In other words, the cultural code in the text is a complex artifact that has unconditional value and meaning in revealing the idea and concept of the work. Hence the axiological nature of the cultural code. Another important quality of cultural code in the context of literature is its functional longevity, length in time.

The cultural code as a construct of a broad associative and communicative content is associated with mythology as a general to a particular one. From the semiotic-semantic point of view, the cultural code in the literary discourse is the reproduction of one or another cultural information, tradition, philosophy, world outlook, world order in a specific text space. As any linguistic sign (in the sense of Sossyur), the cultural code in the text has two inseparable sides - external and internal, meaning and signified. Hence - the implicit and explicit embeddedness of the cultural code, realized in the myth, in the narrative, the plot, the manifestation of the set of associative and semantic links of the cultural code with the reader (listener, viewer) with other concepts, plots, ideas, images, motifs. Examples are given above.

In the artistic text, there is an original coding of ethno- and historical-cultural, philosophical, worldview, economic, legal and other information. In this aspect, mythological constructs reveal the deep archetypes of consciousness, their conjugation with the concrete existence of one or another ethnos (s) in a given time interval and space.

So, in the novel-dilogy *Sakies* [7] by Bulat Zhandarbekov there are about 200 characters of different ethnic orientation (Sakies, Persians, Babylonians, Egyptians, Greeks, Assyrians, Medes, Jews), each of which is fully depicted, functionally embedded in the personosphere of the novel, occupying a certain place in the development of the described events.

Numerous ancient Iranian, Babylonian, Assyrian, ancient Egyptian gods, demons are represented in the background: Akhramazda is the Supreme deity of the Persians, Angra-Manyu is the Lord of darkness, Adad is the God of thunder, Ahriman is an evil spirit, master of evil spirits, Bel-Marduk (Jupiter) the supreme God of Babylon, Bachman the Persian deity, Zabab the God of the happy war and the knight of the gods, Ishtar (Venus) the Goddess of love and beauty, Naboo (Mercury) - the God of wisdom, ablution and ritual, Nergal (Mars) - the God of the bloody war and the Lord of hell, Ninurna, in - the moon-god and knowledge, Shamash - God of the sun, Humay, in the Persian legends, bird of happiness, Simiurg - fantastic bird and others. Such a number of foreign sacraments (sacred names), which bear a significant informative, epistemological, emotive function in the disclosure of the artistic concept, also increase the mythological capacity of the text. This contributes to the creation of a panoramic picture of the ancient world, the impression of aesthetic and historiographical reliability of the events described.

#### *Literary universals, concepts, stereotypes.*

An important role in the process of structuring the narrative text belongs to the universals introduced into it, the concepts, the constructs that make up its peculiar semantic supports. N.V. Volodina, investigating the categorical content and aesthetic functions of literary universals, concepts and stereotypes, notes that "myths, archetypes and eternal images have a common field of meanings, sometimes turn out to be interchangeable, which allows them to be included in a general category - universals ... The content of universals is also formed in the process their "renovation" in the literature and on interaction, in correlation with general cultural factors "[8, p.29].

It provides the following scientifically substantiated definition of literary universals: "Universal in the literature can be called mythological, archetypal, eternal images and motifs, actualized by world literature and functioning in an unlimited space-time continuum" [8, p.30].

This definition is closely correlated with the opinion of A.F. Kofman: "The other vast layer (referring to the Latin American artistic world - AS) is composed of elements that go back to mythological universals - such as myths of water, rivers, trees, earth, sky, sun, moon and others. They can be raised to Indian mythologies, but with the same success - to find their roots in any other mythological system. In our opinion, these elements have no other specific cultural source: they are ubiquitous in mythology, literature and folklore, and are the archetypes of human consciousness and culture "[9, p. 301].

In other words, mythological universals, otherwise - universal mythologems, are cross-cultural, or supracultural, phenomena reflected in the poetics of a work of art. But in each specific case of national mythology and then - folklore, literature, such universals are supplemented by ethnic specificity, including in the name. For example, the archetype of the sun, widespread in all the areas of ancient civilizations,

appeared in the ancient Egyptian system as the Sun god, the supreme deity of the ancient Egyptians, in India it is the sun god, the ruler of the Surya sky, the Iranians have the deity of the sun and the Mithra treaty, etc. For prototurks, the sun also appears in many ancient tales and is associated with "White deer with golden horns - it's Day, Sun-Father and Hagan" [cite on: 10, p. 100].

S.Kondybai cites the words of the Kazakh orientalist Yu.A.Zuev: "Another sacred symbol of the Sun for ancient Turks was the sacred Deer" [10, p. 105]. An interesting interpretation of this universal was proposed in the novel *Zhusip Balasagun* [11] by Askar Yegeubai through the parable of the appearance of the world Kagan-Sun, the sun-like (God-like – A.S.) boy. The universal inter-species nature of this archetype is confirmed by well-known examples from ancient literature, classical music: Homer's "Hymn to the Sun", the symphonic poem "The Hymn to the Sun / Thus Spoke Zarathustra" by Richard Strauss.

Another important category in the myth poetics of the text is the literary concept: "The concept is a semantic structure embodied in stable images, repeated within the boundaries of a certain literary series (in the work, writer's work, literary direction, period, national literature), having a culturally significant content, semiotic and mental nature" [8, p.19]. Among the selected narrative material of the *Sakies* dilogy, mythological personalities, for example, have acquired a status of "personal concepts" [8, p.20-21]. They can be roughly divided into proper proto-Turkic personalities (Ishpakai, Madiy, Partatua, Tomiris, Spargapis, Rustam, etc.) and personalities of the ancient East, included in the arsenal of the deepest archetypes of world history and culture (Cyrus, Nebuchadnezzar, Belshazzar, Homer, Croesus, Pharaoh Psempplech and many others). These are acting characters, each of which has a certain text space, each of which is directly or indirectly associated with many other characters, each of which structures a special "extra-textual reality", similar in nature to the one created by the historian, U.M. Lothmann [12]. Each of the personalities produces an associative field, reflected in known idioms, conceptual metaphors, comparisons. For example, the novel introduced the plot of the death of Babylon, with a detailed description of the noisy feast of the last king Belshazzar on the eve of his death (*Belshazzar feast*).

In the system of myth poetic categories, a literary stereotype is distinguished, also possessing a large range of narrative-communicative functions. A.F. Kofman notes: "If the repetition of the same images and motives can not be explained by accident or imitation, then they should be understood as stereotypes of artistic thinking (the concept of" stereotype "in our case does not contain the slightest negative connotation) . They are formed unconsciously, spontaneously - from the common perception of their world and themselves in it. Unlike folklore stereotypes rigidly conditioned by tradition, literary ones are much more mobile, blurred, and variable; they can sporadically appear and disappear, develop and transform, generate new stable elements and interact with already established ones. Artistic stereotype - there is certainly an external, in other words, a form; the study of genesis and symbolic meaning, concealed in a stereotype, leads to its content - namely, to the archetype of artistic thinking. The totality of archetypes of artistic thinking makes up the artistic code of a given culture" [9, p.8-9]. Mythologems of different semantics and orientation can also be interpreted in terms of classification to the indicated literary constants. The artistic embodiment of the poetics of the text-myth, text-code can be seen in the famous poem *Brotherhood* by Octavio Pas. The same tuning fork of the narrative code can be seen in the *Constellations of the Twins* by H. Adibayev, *The Age of the Last Judgment* by S. Elubai.

The constancy of the semantics of literary universals, concepts, stereotypes brings them closer in their phenomenological, semantic and functional focus to the cultural code as a part of the whole: "Being an aesthetic phenomenon, the artistic constants allow us to discover the patterns existing within the literary process itself, the end-to-end lines of its development. At the same time, these constants are of a mental nature, i.e. are connected with the deep features of the worldview, the consciousness of man, culturally-historically and ethnically conditioned. Interest in such phenomena, "the search for certain mental constants ... is actualized at critical moments in history. The change of centuries, which takes place quite a long period, is certainly one of such moments" [8, p.3-5]. Further, Volodina clarifies: "The type is actually a literary phenomenon created by the author, an aesthetic category; conceptual structure, embodied in the literary work associated with the area of epistemology" [8, p.21-22].

Informative layer, for example, in the novels *Sakies*, *Caravan* is a description of the numerous gods, mythical personalities, sacred beings, descriptions of rituals, beliefs, tales of various peoples: Sakies, Babylonians, Medes, Egyptians, Persians, Greeks, Indians, Chinese and others. There are cardinal differences in ethics, psychology, management systems, law, including inheritance between sedentary,

mainly slave-owning, the East and nomadic tribes of the steppe. These details form a descriptive framework of novels important for the "situation of telling".

In modern prose of recent years, there is a clear tendency of artistic representation of world universals and national-cultural concepts, their close interconnection. As a result of this interaction, large-format epic works arise with a branched system of myth and folklore images, motifs, associations, polyphonic and ornamental writing textures. The concept *caravan*, which gave the title of the book of Abai and Auez Tynibekov, secures the plot and event canvas of the work, saturating it with a deep philosophical meaning. Among the concepts that are significant for the conceptsphere of the novel *Sakies*, the following concepts and mythology can be named: *akinak*, *fire*, *tamga*, *battle cry (uran)*, *tulpar*, *dombra* and many others. These concepts, reflecting the specificity of the world outlook and the world order of the *Sakies*, give the products the necessary textual elasticity, rhythm, and polysemy.

In the novel *Sakies* many legendary images are represented: the Tower of Babel, the ancient Eastern lords Kira, Kreuz, Nebuchadnezzar, Kiaksar, Egyptian pharaohs and others. As a result, the original polyethnic cultural range of the text arises, special features of culture and religious views of the Persians of the Medes, Babylonians, Egyptians, Arabs and many others are identified. It should be noted the aesthetic integrity of these universals in the context of the Kazakh novel. The author introduces pedigrees, genealogical trees of both the *Sakies*' leaders and the above-mentioned ancient Oriental despots. If the universal universals introduced into the text carry the functional load of an important but still additional resource, the national images and ethno-cultural concepts form the basis of the main task of the novel - the artistic reconstruction of one of the most dramatic pages of national history (the war of the Persian king Cyrus against the *Sakies*' Queen Tomiris), the disclosure of the characteristics of the national character and image.

Literary universals, concepts, stereotypes, unfolded in time and space of a specific artistic text, reveal, along with other significant poetic elements, the extensive cultural code of the epoch described, the specifics of narrative situations. The result of the inclusion of the indicated mental constants is an increase in the myth capacity of the text, maintaining the necessary balance between its descriptive framework and the event basis.

**The conclusion.** Myth poetic modeling becomes the dominant principle of creating an artistic text. Cultural codes, including various mythologies, concepts, conceptual metaphors, universals, realms, historiosophemes, ideologems, and others, most prominently reflect the connection of times, cultures, and formations. These constructs contribute to the creation of polyphonic, multidimensional artistic text. As a result of the inclusion in the text of various conditional metaphors, the mythological capacity of the text increases. It becomes one of the important characteristics of the specificity of the narrative strategy being implemented. The phenomenon of cultural code in literature and other forms of art, comprehended in a wide connotative range, includes in its associative-semantic field a number of stable mental constants: literary universals, concepts, stereotypes, myths proper. These constructs, forming the background discourse necessary for narration, an informative plan, simultaneously realize the function of the reader's complete immersion in the atmosphere of the epoch described.

#### REFERENCES

- [1] Altybayeva S.M. Kazakhskaya proza perioda nezavisimosti: traditsiya, novatorstvo, perspektivy. Almaty: Tipografiya KazNPU im. Abaya, **2009**. 352 s.
- [2] Fray M. Moy Ragnarek. SPb.: Amfora. TID Amfora, 2-13. 607 s.
- [3] Leshchenko A.V. Narrativnaya napryazhennost' khudozhestvennogo teksta. Cherkassy: CHP Gordiyenko Ye.I., **2017**. 336 s.
- [4] Nakipov D. Krug pepla. Roman intentsiy. A., **2005**.
- [5] Altybayeva S.M. Universal'nyye kul'turnyye kody Prostranstva i Vremeni v rasskaze «Shambala siyayushchaya» Nikolaya Rerikha: referentsial'nyy aspekt». Sbornik statey «Dinamichnaya model' kul'tury: Kazakhstan i mirovoye soobshchestvo». Astana, **2017**. s. 28.
- [6] Ticher S., Meyyer M., Vodak R., Vetter Ye. Metody analiza teksta i diskursa. / Per. s angl. Khar'kov: Gumanitarnyy Tsentr, **2009**. 356 s.
- [7] Zhandarbekov B. Saki. Istoricheskiy roman-dilogiya. Almaty: Zhazushy. **1993**.
- [8] Volodina N.V. Kontsepty, universalii, stereotipy v sfere literaturovedeniya. M., **2010**. 256 s.
- [9] Kofman A.F. Latinoamerikanskiy khudozhestvennyy obraz mira. M.: Naslediye. **1997**.
- [10] Kondybay S. Mifologiya predkazakhov. Kniga 4. Almaty: «Saga», **2008**. 472 s.

[11] Yegeubay A. ZHysip Balasagyn. Roman-esse. A.: Arda. 2005. 312 b.

[12] Lotman, YU.M. (2000). Semiosfera. Sankt-Peterburg: Iskustvo SPB. [Elektronnyy resurs]. URL: <http://members.fortunecity.com/slavaaa/ya.html> (data obrashcheniya: 23.10.2013).

МРНТИ 17.01.07; 17.01.33

**С.М. Алтыбаева, Е.С. Сағындыков**

д.ф.н., главный научный сотрудник Казахского Университета  
международных отношений и мировых языков им. Абылай хана;  
м.п.н., младший научный сотрудник Казахского Университета международных отношений и мировых языков им.  
Абылай хана, г. Алматы, Казахстан

### **КУЛЬТУРНЫЙ КОД И МИФОПОЭТИЧЕСКОЕ МОДЕЛИРОВАНИЕ В СТРУКТУРЕ ХУДОЖЕСТВЕННОГО ТЕКСТА**

**Аннотация.** Статья выполнена в рамках грантового финансирования КН МОН РК по проекту AP05133019.

В работе рассматриваются фундаментальные вопросы мифопоэтического моделирования в контексте реализации культурного кода. Дается определение мифоемкости художественного текста выступает как важное качество художественного текста. Дается авторское определение и обоснование данного термина. Исследуется соотношение мифологических компонентов с культурными кодами как части к общему. В качестве определяющих мифоемкость текста конструктов и модусов выделяются литературные, философские универсалии, концепты, стереотипы, собственно мифологемы. В современной литературной практике актуализируются взаимосвязанные процессы мифовоссоздания, мифопорождения и мифоразрушения. Однако в любом случае мифоемкость текста возрастает, особенно в случае полного разрушения семантики и стилистики классического мифа. Возникает определенный прецедент «обратного» кодирования: семантика мифоосновы может быть полностью разрушена. В этом смысле культурный код как конструкт более широкого ассоциативно-коммуникативного содержания сопряжен с мифоструктурой как общее к частному и наоборот.

**Ключевые слова:** художественный текст, мифоемкость, мифологема, культурный код, литературная универсалия, концепт.

**С.М. Алтыбаева, Е.С. Сағындыков**

ф.ғ.д., Абылай хан атындағы Қазақ халықаралық қатынастар  
және әлем тілдері университетінің бас ғылыми қызметкері;  
п.ғ.м., Абылай хан атындағы Қазақ халықаралық қатынастар  
және әлем тілдері университетінің кіші ғылыми қызметкері, Алматы қ., Қазақстан

### **КӨРКЕМ МӘТІН ҚҰРЫЛЫМЫНДАҒЫ МИФОПОЭТИКАЛЫҚ МОДЕЛЬДЕУ ЖӘНЕ МӘДЕНИ КОД**

**Аннотация.** Мақала ҚР БЖҒМ ҒК AP05133019 жобасы бойынша гранттық қаржыландыру аясында орындалған.

Бұл мақалада контексттегі мәдени кодты жүзеге асырудағы мифопоэтикалық модельдеудің іргелі мәселелері қарастырылады. Көркем мәтіндегі қолданылатын мифтік өлшемділік маңызды бөлік ретінде анықтама беріледі. Осы терминге авторлық айқындау мен негіздеме беріледі. Мифологиялық компоненттер мәдени кодтардың жалпы бөлігі ретінде байланысы қарастырылады. Мифтік мағынаны анықтаудағы әдеби, философиялық әмбебаптар, тұжырымдамалар, стереотиптер мәтіндегі құрылымдар мен модустар ретінде анықталады. Қазіргі әдеби тәжірибеде мифологиялық туындылардың, мифтік ұрпақтың және мифтік жоюдың өзара байланысты процестері өзекті болып табылады. Алайда, кез-келген жағдайда, мәтіннің мифологиясы әсіресе классикалық мифтің семантикасы мен стилистикасы толық жойылған жағдайда әсерленеді. «Кері» кодтаудың белгілі бір прецеденті пайда болып, мифологиялық негіздің семантикасы толығымен жойылуы мүмкін. Бұл тұрғыда мәдени кодексті неғұрлым кең ассоциативті-коммуникативтік контент ретінде жеке және жалпыға ортақ мифологиясы байланыстырады.

**Түйін сөздер:** көркем мәтін, миф, мифтік өлшемділік, мәдениет код, әдеби әмбебап, концепт.

#### **Information about the authors:**

Altybayeva S.M. – Doctor of Philology, Head researcher of Ablai Khan Kazakh university of international relations and world languages; [altybayevasaule@gmail.com](mailto:altybayevasaule@gmail.com); <https://orcid.org/0000-0001-7935-2102>;

Sagyndykov E.S. - Master of pedagogical sciences, Junior researcher of Ablai Khan Kazakh university of international relations and world languages, Almaty, Kazakhstan, [ernar.kaznpu@mail.ru](mailto:ernar.kaznpu@mail.ru); <https://orcid.org/0000-0002-4030-8574>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.2>

Volume 5, Number 321 (2018), 12 – 18

UDK 336.7

**L.M. Sembiyeva<sup>1</sup>, D.M. Mazhitov<sup>1</sup>, M.E. Karpitskaya<sup>2</sup>, D. M. Khamitova<sup>3</sup>**

<sup>1</sup>L.N. Gumilyov Eurasian National University, Astana, Kazakhstan;

<sup>2</sup>Y. Kupala Grodno State University, Grodno, Republic of Belarus;

<sup>3</sup>Pavlodar State Pedagogical University, Pavlodar, Kazakhstan

[sembiyeva@mail.ru](mailto:sembiyeva@mail.ru), [mazhitov.daurenbek01@gmail.com](mailto:mazhitov.daurenbek01@gmail.com),

[karpitskaya@mail.ru](mailto:karpitskaya@mail.ru), [dariga1979@mail.ru](mailto:dariga1979@mail.ru)

**TRANSFORMATION OF THE MONETARY SYSTEM  
OF THE EURASIAN ECONOMIC UNION COUNTRIES IN THE  
CONDITIONS OF MODERNIZATION OF THE ECONOMY**

**Abstract.** Despite a significant increase in research and development, R&D, financing, Kazakhstan still has a low level of technological development compared to other countries, as evidenced by its position in world statistics. In the modernization of the economy, financial institutions and the entire monetary system play an important role, respectively, issues related to the development and reform of the credit system of the Republic of Kazakhstan and the implementation of monetary policy are becoming increasingly important.

**Keywords:** credit system, monetary policy, Eurasian Economic Union, modernization of economy, transformation.

Influence of the modern world economy on the Eurasian Economic Union countries, connected with the revolution in the field of informatization and digitization, the development of new technologies. As the experts note, the processes of the "fourth industrialization" go inextricably with the growth of the development of the service sector, the increase in risks in the global economy, the transformation of the structure of global production, income distribution, the emergence of new centers of political and economic influence and aggravation of interregional competition.

In 2017, the countries of the Eurasian Economic Union demonstrated a strong recovery of economic activity after the consequences of the crisis of 2014. The pace of economic growth in all the Eurasian Economic Union member states, except for Russia, was higher than the forecasts of national authorities and international economic organizations. Following the results of 2017, Armenia, Kyrgyzstan and Kazakhstan demonstrated the highest growth rates - 7.5%, 4.6% and 4.0%, respectively. At the same time, GDP growth rates in Belarus and Russia relative to other Eurasian Economic Union member states remain low: 2.4% and 1.5% [2]. As you know, in Kazakhstan, the financial and credit policy in 2017 was carried out in conditions of macroeconomic stability and recovery of economic growth rates.

In 2017 there was a significant acceleration in the growth of the economy of Kazakhstan in comparison with 2016. According to official data, in 2017, Kazakhstan's GDP reached 51.6 trillion tenge in current prices, having increased by 4.0% in real terms [4]. At the same time, an important contribution to GDP growth was made by the industry, whose production growth in 2010 amounted to 7.1%. It should be noted that the positive growth of the economy of Kazakhstan was facilitated by an increase in investments in fixed assets, in 2017 the growth was 5.5%, and from 2013 to 2017 it amounted to KZT2,676.6 billion, or 44.1%, which is ensured an increase in the volume of investments from own funds, whose share increased from 51.7% in 2013 to 68.7% in 2017. In general, and importantly, investments in fixed assets in 2017 have grown in all Eurasian Economic Union member states.

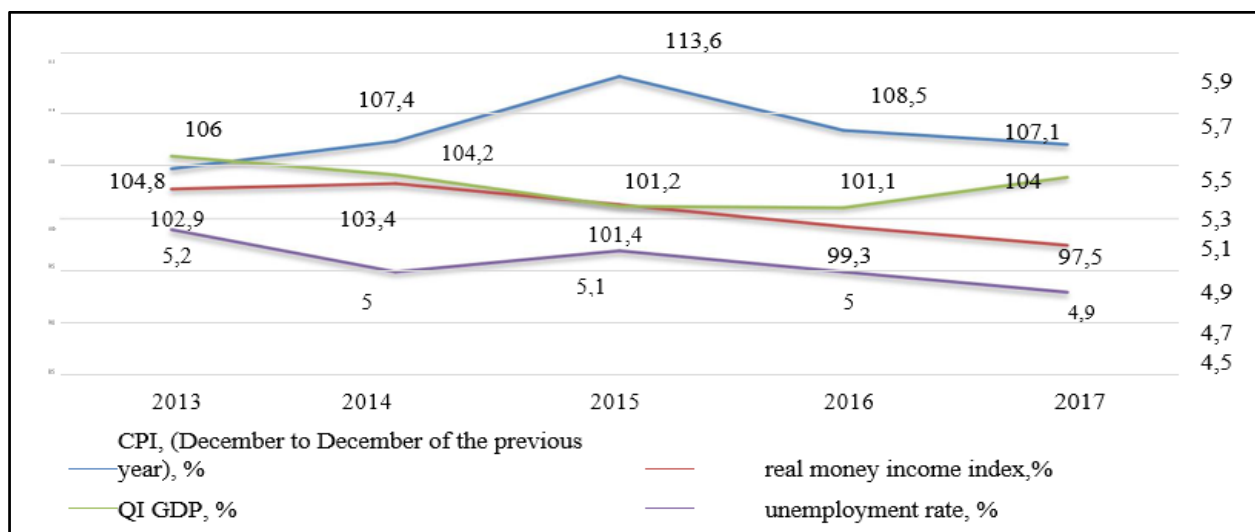


Figure 1 - Dynamics of the main macroeconomic indicators 2013 - 2017 [3]

The priorities of the modernization of the economy of Kazakhstan in the Strategy 2050 to ensure technological breakthroughs and accelerated development of the economy, naturally, can be realized to the full extent if there is a radical turn towards increasing innovation activity of Kazakhstan enterprises. In turn, this will require, above all, increasing the effectiveness of state scientific, technological and innovation policies.

The given tables testify to low innovative activity of the Kazakhstan industrial enterprises. In 2017, out of 30 854 enterprises of the republic, only 2 974 economic entities have technological innovations. The innovative activity of enterprises in Kazakhstan in 2016 was 14%. At the same time, in the long term, until 2020, Kazakhstan plans to raise the share of innovation-active enterprises to 20% of all business entities. For comparison: in 2016 the share of innovation-active enterprises in Switzerland was - 60.2%, in Belgium, Germany, Finland - from 50% [6].

Table 1 - Analysis of indicators that characterize the innovative activity of enterprises in Kazakhstan in 2012-2017

Indicators	Measurement	2012	2013	2014	2015	2016	2017
Number of respondents	Human	21 452	22 070	24 068	31 784	31 077	30854
Number of innovation-active enterprises	Ent.	1622	1774	1 940	2 585	2 879	2974
Share of innovation-active enterprises	%	7,6	8,1	10	12	14	n/a
Level of activity in the field of innovations	%	7,6	8,0	8,1	8,1	9,3	9,6
The volume of innovative products	Bln. tenge	379,0	578,3	580,4	377,2	445,8	844,7
Share of innovative products in GDP	%	1,25	1,64	1,46	0,92	0,95	1,63

Note: compiled on the basis of the data of the Committee on Statistics of the Ministry of National Economy [5]

Despite the fact that the number of innovative-active enterprises is growing, their share in the total number of respondents remains low. This also affects the volume of innovation products, which grew by 17.6%, but if we consider this indicator in relation to GDP, it shows a slight increase in 2017 (1.63%) compared to 2012 (1.25 %). This figure is planned to increase to 2.5% by 2020 in the total GDP.

Most of all R & D spending in Kazakhstan is spent by the state, occupying 35.9% in domestic R & D expenditures. Own funds account for 28.2%. In general, the National Agency for Technological Development is engaged in financing innovative activity in Kazakhstan [7].

The largest share in the structure of costs for research and development is the costs of applied research. For the period 2012-2016. the total amount of all funds allocated to finance R & D in the Republic of Kazakhstan amounted to KZT 316 billion.

Despite a significant increase in R & D financing, Kazakhstan still has a low level of technological development compared to other countries, as evidenced by its position in world statistics.

It should also be noted that 40% of all enterprises in Kazakhstan are worn out. Accordingly, the decrease in the rate of renewal of enterprise funds gives a negative impact of economic modernization.

In the modernization of the economy, financial institutions and the entire monetary system play an important role, respectively, issues related to the development and reform of the credit system of the Republic of Kazakhstan are becoming increasingly important.

Table 2 - Analysis of the structure and dynamics of R&D expenditures by sources of financing for 2012-2017, billion tenge

Indicators	2012	2013	2014	2015	2016	2017	Growth rate of 2017 as% of 2012
Gross costs, total	68,5	73,9	73,6	86,6	89,5	92,7	135,5
<i>spec. weight, %</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	
Internal costs	50,9	61,7	66,3	69,3	66,6	68,9	135,4
<i>spec. weight, %</i>	<i>74,9</i>	<i>83,5</i>	<i>90,1</i>	<i>80,0</i>	<i>74,4</i>	<i>74,3</i>	
<i>including:</i>							
budget resources	30,7	39,3	43,3	40,7	35,4	35,9	116,9
<i>spec. weight, %</i>	<i>59,8</i>	<i>63,7</i>	<i>65,3</i>	<i>58,7</i>	<i>39,6</i>	<i>38,7</i>	
own funds	17,1	17,8	19,9	25,4	26,4	28,2	164,9
<i>spec. weight, %</i>	<i>33,3</i>	<i>28,8</i>	<i>30,0</i>	<i>36,7</i>	<i>29,5</i>	<i>30,4</i>	
foreign investment	0,3	0,5	0,5	1,3	1,0	1,3	433,3
<i>spec. weight, %</i>	<i>0,6</i>	<i>0,8</i>	<i>0,8</i>	<i>1,9</i>	<i>1,1</i>	<i>1,4</i>	
other means	3,2	4,1	2,7	2	3,8	3,4	106,3
<i>spec. weight, %</i>	<i>6,2</i>	<i>6,6</i>	<i>4,1</i>	<i>2,9</i>	<i>4,2</i>	<i>3,7</i>	
External costs	17,2	12,2	7,2	17,3	22,9	23,8	138,4
<i>spec. weight, %</i>	<i>25,1</i>	<i>16,5</i>	<i>9,8</i>	<i>20,0</i>	<i>25,6</i>	<i>25,7</i>	

Note: compiled by the author on the basis of data from the Committee on Statistics [5]

Today, serious structural changes in the credit system of developed countries are becoming evident: a reduction in the role of banks and an increase in the influence of other credit and financial institutions (insurance companies, pension funds, investment companies, etc.). This, as a rule, is expressed both in the growth of the total number of new credit and financial institutions and in the increase in their share in the total assets of all credit and financial institutions.

The study of credit system problems has traditionally been reduced to analyzing either monetary problems or problems of banks. Although, as we know, the credit system is much broader than the banking system.

The credit system is known to play an important role, redistributing resources in the economy and the purpose of this process is, first of all, financing capital investments in the development of new industries and innovations.

Scientists are unanimous in the opinion that the modern credit system should be viewed as a set of various financial institutions operating in the market of loan capital and carrying out the accumulation and mobilization of money capital. [8,9,10,11].

According to official data, about 1 000 banks with a capital of 250 billion dollars are functioning on the territory of the states that make up the Eurasian Economic Union, the aggregate reserves of credit organizations make up over 2 trillion. dollars, and the stock market exceeds 1 trillion. dollars. The volume of mutual investments of the EEA countries amounted to 1.9 billion dollars. The aggregate market of participating countries is estimated at 170 million people and accounts for 2.5% of world GDP [2].

As you know, the EU countries are significantly ahead of the Eurasian Economic Union countries in terms of their financial institutions. At the same time, Austria has the largest number of credit organizations per 1 million people (88 units), Germany (22 units) and Poland (18 units) are on the second place.

Of the Eurasian Economic Union countries, Armenia (7 units), Russia (4.7 units) and Kyrgyzstan (4 units) demonstrate the greatest security by credit organizations.

A more objective estimate of the activity of financial organizations is the ratio of assets of financial institutions to percentages of GDP. This indicator allows you to determine whether economic entities are satisfied with their financial needs. The highest figure in France, the lowest in Kyrgyzstan, Kazakhstan in the penultimate place of the sample of countries.

As for the structure of the credit system, nevertheless, the dominant role of the banking sector is characteristic for all the Eurasian Economic Union countries.

The trend of recent years shows that the number of banks in the Eurasian Economic Union member countries is gradually decreasing. The largest decrease occurred in Russia. The reason for the closure is different: violations of financial legislation - unreliable reporting, inadequate capital, inability to meet the claims of creditors for their obligations, could not reach the minimum capital, due to restructuring - mainly due to mergers and acquisitions.

In terms of assets and liabilities of banks among the countries participating in the Eurasian Economic Union Kazakhstan ranks 2nd in Russia, although it lags far behind it.

If we compare the competition in the credit markets with the nearest economies, then in comparison to the markets of Russia and Belarus, the comparison will be in favor of Kazakhstan. In Belarus, the market is essentially a monopoly - two state-owned banks occupy more than half of the entire lending market, while the share of the largest Belarusbank is 37.8%, which is almost 1.5 times higher than Kazkommertsbank. Dominating in Russia, Sberbank controls 34.4% of the lending market, and the next VTB - 11.2%. All this led to the fact that the level of monopolization in Russia is 26.7% higher than in Kazakhstan.

Table 3 -Dynamics of the number of banks in the EAES, 2013-2018, units

	2013	2014	2015	2016	2017	2018
Armenia						
Banks	22	22	22	21	16	14
Belarus						
Banks	31	31	26	26	25	25
Kazakhstan						
Banks	38	38	35	35	34	32
Kyrgyzstan						
Banks	24	24	24	25	25	25
Russia						
Banks	923	834	681	680	623	561
Eurasian Economic Union						
Total	1 038	949	788	787	723	657
Note: Compiled according to the source [2]						

Thus, Kazakhstan should pay more attention to the experience of Turkey, which proved the possibility with a small number of banks to provide a more free financial market than the Russian banking sector, 630 of whose participants could not form a competitive environment.

The most developed of all sectors of the credit system in Kazakhstan is the banking sector. As of the beginning of 2018, the banking sector is represented by 32 second-tier banks, of which 15 are banks with foreign participation, including 11 subsidiary banks.

In Kazakhstan at the moment there are major mergers. Of course, consolidation will have a positive impact on the financial system. Within the WTO, commercial banks in Kazakhstan have to compete with the largest financial institutions. And naturally, the earlier the risks of poor-quality assets and poor management are reduced, the easier it will be to survive in a competitive environment.

The liabilities of the second-tier banks of the Republic of Kazakhstan are 22,716.3 billion tenge, an increase for 2016 - 6.7%. In the total liabilities of second-tier banks, the largest share is occupied by customer deposits - 76.0% and issued securities - 7.8% [12].

Despite the measures taken for long-term funding of second-tier banks, their assets as of January 1, 2018 decreased by 5.5% and amounted to KZT 24,157.9 billion.

The share of STB (second tier banks) assets as a percentage of GDP as of January 1 of this year. decreased to 49.9% against 54.4% as of January 1, 2017 (61.4% as of January 1, 2016).

The quality of the loan portfolio does not improve, loans with overdue debts over 90 days as of January 1, 2018 compared to the same date in 2017 increased to 9.3% of the loan portfolio (as of January 1, 2016 - 8%, as of January 1, 2017 - 6.7%) and amounted to KZT 1 265.2 billion.

Over the period from 2013 to 2017, the volume of loans extended to the economy of STB increased slightly from 11.3 trillion. KZT (at the end of 2013) to 12.7 trillion. tenge (at the end of 2017). The trend of declining lending to GDP is continuing (from 31.4% in 2013 to 24.6% in 2017).

There is a decrease in lending to STB of the real sector of the economy against the background of increased investment in securities.

Thus, from the analysis we see that in order to ensure competition in the financial services market, it is necessary to pay special attention to the development of non-banking financial institutions.

The countries of the Eurasian Economic Union want to create a common financial market, but for this it is necessary to gradually introduce special integration tools and go through all the stages of Eurasian integration.

Effective integration of financial markets requires greater coordination of monetary policy among the member states of the Eurasian Economic Union. In this regard, the provision of coordination in the monetary sphere is the main task for the implementation of the full integration of the economies of the Eurasian Economic Union member countries.

However, there are differences in the monetary policy of the member countries. So, if a flexible exchange rate is observed in Russia, Belarus and Kyrgyzstan, then Armenia actually uses a stabilized exchange rate against the US dollar, limiting the fluctuations of the dram within a two percent horizontal corridor. Kazakhstan for a long time used the mode of targeting the exchange rate with a sliding link, but in 2015 devalued the tenge and announced the transition to the inflation targeting regime with a floating rate.

To accelerate the coordination of monetary policies of countries determine the overall plans of countries to move to inflation targeting with a flexible exchange rate. At the same time, announced medium-term inflation targets largely coincide.

Table 4 - Inflation targets for the member-states of the Eurasian economic union for 2020

Country	Medium-term inflation targets for 2020 (%)
Armenia	4
Belarus	5
Kazakhstan	3-4
Kyrgyzstan	5-7
Russia	4

In addition, most of the member states of the Eurasian Economic Union declare plans to move to inflation targeting with a flexible exchange rate, but due to the different speed of implementation of the announced changes, differences in approaches to the implementation of monetary policies remain.

The dynamics of inflationary processes in each of the countries of the Eurasian Economic Union have both general trends caused by global economic factors and individual characteristics determined by differences in the internal structure of each economy. It should be noted that in 2007-2008 and in 2010-2013 there is a strong positive correlation between price level changes in the analyzed countries, which is explained by the growth of world food prices in 2007 and energy resources in 2010.

Starting from the second half of 2014, characterized as a period of active decline in world oil prices, inflationary processes in the Eurasian Economic Union countries began to show multidirectional

dynamics. In countries, net importers of oil (Belarus, Armenia and Kyrgyzstan), inflation began to decline, including in Armenia and Kyrgyzstan since 2016 began to develop deflationary processes.

At the same time, Russia and Kazakhstan, which are net exporters of hydrocarbon raw materials, following the fall in world oil prices, were forced at different times to switch to free exchange rates of their national currencies as part of the implementation of the inflation targeting policy, as a result of which the exchange rates of the Russian ruble and Kazakhstan tenge to world currencies have significantly depreciated. In turn, the increased effect of the transfer of the exchange rate caused a sharp acceleration of inflationary processes in these countries. With the adaptation of the economies of Russia and Kazakhstan to new conditions and stabilization of the exchange rate of the ruble and tenge, inflationary processes in these countries have also stabilized. And in October 2017, the inflation of the Eurasian Economic Union countries is close to each other in importance (Armenia - 101%, Belarus - 103.9%, Kazakhstan - 105.4%, Kyrgyzstan - 102%, Russia - 101.9%) [13].

Thus, CPI in the Eurasian Economic Union countries tend to converge. This phenomenon is favorable for the use within the framework of the Eurasian Economic Union close target inflation targets for the purpose of coordinating the monetary policies of member countries. However, the problems of high dollarization, high inflationary and devaluation expectations, inflationary processes of different levels and volatility impede the implementation of an effective monetary policy in the Eurasian Economic Union countries.

Consequently, the participation of Kazakhstan in the Eurasian Economic Union has a direct impact on the development of the financial and credit system as a whole, since the activities of the Eurasian Economic Union are aimed at creating conditions for the stable development of the economies of the member states in order to improve the living standards of their population, the desire to form a single market for goods, services, capital and labor resources within the Union, comprehensive modernization, cooperation and increasing competitiveness of national economies in the global economy.

Accordingly, it is necessary:

- reduction of inflation in the Eurasian Economic Union member countries to the established target level and its subsequent maintenance within the established target;
- Gradual transition of member countries to inflation targeting with a flexible exchange rate to accelerate coordination in the monetary sphere.

To successfully overcome macroeconomic challenges, the countries of the Eurasian Economic Union need cooperation to develop a response strategy at the supranational level, which is to use the new competitive advantages of the Eurasian Economic Union member countries in the non-primary sectors of the economy and to form their own center of power.

#### REFERENCES

- [1] Annual Report for 2017 "On the Results and Prospects of the Social and Economic Development of the Member States of the Eurasian Economic Union and the Measures made by the Eurasian Economic Union Member States in the field of macroeconomic policy" 2017 [Electronic resource]: <http://www.eurasiancommission.org/> (in Eng)
- [2] Official website of the Department of Statistics of the EAEC // [Electronic resource]: [http://www.eurasiancommission.org/en/act/integr\\_i\\_makroec/dep\\_stat/fin\\_stat/stat\\_tables/Pages/default.aspx](http://www.eurasiancommission.org/en/act/integr_i_makroec/dep_stat/fin_stat/stat_tables/Pages/default.aspx) (in Eng)
- [3] The official website of the Accounts Committee for Control over the Execution of the Republican Budget // [Electronic resource]: <http://esep.kz/rus/show1/article/26>
- [4] Official site of the Ministry of Finance of the RK // [Electronic resource]: <http://www.minfin.gov.kz/> (in Rus)
- [5] Official site of the Committee on Statistics of the Ministry of Education and Science of the Republic of Kazakhstan // [stat.gov.kz/](http://stat.gov.kz/) (in Rus)
- [6] Fridlyanova S.Yu. (2017) Innovative activity of industrial production organizations. [Innovatsionnaya aktivnost' organizatsij promyshlennogo proizvodstva.] // Institute of Statistical Studies and Knowledge Economy. HSEC [Institut statisticheskikh issledovanij i ehkonomiki znaniy. NIU VSHEH]: 1-3 (in Rus)
- [7] The official site of the Analytical Analyst of the NATR [Electronic resource]: <http://analytics.natd.gov.kz>
- [8] Seytasimov G., Musina A., Albekova S.S. (2015) Models and mechanisms of interaction of financial intermediaries in Kazakhstan: Monograph. Astana: CPI KazUEFMT. ISBN: 978-601-7528-25-6
- [9] Isakova Z.D. (2014) Theoretical bases of finance, credit and the role of the financial system in the development of the Strategy of Kazakhstan. Almaty. ISBN: 978-601-80402-1-4
- [10] Kuchukova N.K. (2011) Macroeconomic aspects of reforming the financial and credit system over the years of Kazakhstan's independence: prerequisites, trends and prospects for development. Monogram. Astana: UzD KazMEDFET.
- [11] Sembiyeva L.M. (2016) Theory and practice of inflation: modern approaches to assessment and regulation in the context of globalization. Monogram. Almaty: Evero. ISBN: 978-691-310-782-0

[12]The official website of the National Bank of the Republic of Kazakhstan [Electronicresource]: <http://www.nationalbank.kz/document/?docid=5106&switch=rus> (in Rus)

[13]Demidenko M.V. (2017)Monetary policy of the EEA member states: current status and prospects for coordination.Russia, Saint-PetersburgISBN:978-5-906-157-33-1

Л.М. Сембиева<sup>1</sup>, Д.М. Мажитов<sup>1</sup>, М.Е.Карпицкая<sup>2</sup>, Д.М. Хамитова<sup>3</sup>

<sup>1</sup> Л.Н. Гумилев атындағы Еуразия Ұлттық университеті, Астана, Қазақстан Республикасы;

<sup>2</sup>Я. КупалааындағыГродномемлекеттікуниверситеті, Гродно, БеларусьРеспубликасы;

<sup>3</sup>Павлодармемлекеттікпедагогикалықуниверситеті, Павлодар, ҚазақстанРеспубликасы

## ЭКОНОМИКАНЫ ЖАҢҒЫРТУ ЖАҒДАЙЫНДАҒЫ ЕАЭО ЕЛДЕРІНІҢ МОНЕТАРЛЫҚ ЖҮЕСІНІН ӨЗГЕРУІ

**Аннотация.** Әлемдік статистикадағы ұстанымымен байланысты, ГЗТКЖ-ды қаржыландырудың едәуір өсуіне қарамастан, Қазақстан басқа елдермен салыстырғанда технологиялық тұрғыдан дамудың әлі де төмен деңгейінде. Экономиканы модернизациялау кезінде қаржылық институттар мен барлық монетарлық жүйесі маңызды рөл атқарады. Қазақстан Республикасының несие жүйесін дамыту және реформалау, монетарлық саясатын жүзеге асыру мәселелеріне байланысты сұрақтардың өзектілігі артуда.

**Түйін сөздер:** несие саясаты, монетарлық саясат, ЕАЭО, экономиканы жаңғырту, трансформация

УДК 336.7

Л.М.Сембиева<sup>1</sup>, Д.М.Мажитов<sup>1</sup>, М.Е. Карпицкая<sup>2</sup>, Д.М. Хамитова<sup>3</sup>

<sup>1</sup>Евразийский национальный университет имени Л.Н.Гумилева, Астана, Республика Казахстан;

<sup>2</sup>Гродненский государственный университет имени Я. Купалы, Гродно, Республика Беларусь;

<sup>3</sup>Павлодарский Государственный педагогический университет, Павлодар, Республика Казахстан

## ТРАНСФОРМАЦИЯ МОНЕТАРНОЙ СИСТЕМЫ СТРАН ЕАЭС В УСЛОВИЯХ МОДЕРНИЗАЦИИ ЭКОНОМИКИ

**Аннотация.** Несмотря на значительный рост финансирования НИОКР, Казахстан все же имеет низкий уровень технологического развития по сравнению с другими странами, о чем свидетельствует его положение в мировой статистике. В модернизации экономики большую роль играют финансовые институты и вся монетарная система, соответственно вопросы, связанные с развитием и реформированием кредитной системы республики Казахстан и проведением монетарной политики, приобретают все большую актуальность.

**Ключевые слова:** кредитная система, монетарная политика, ЕАЭС, модернизация экономики, трансформация.

### Information about the authors:

Sembiyeva Lyazzat Myktybekovna – Doctor of Economic Sciences, Professor, L. N. Gumilyov Eurasian National University, <https://orcid.org/0000-0001-7926-0443>;

Mazhitov Daurenbek - Candidate of Economic Sciences, Associate Professor, L. N. Gumilyov Eurasian National University;  
Karpitskaya Marina Evgenievna - Candidate of Economic Sciences, Associate Professor, Dean of the Faculty of Economics and Management Yanka Kupala Grodno State University The Republic of Belarus, Grodno;

Khamitova Dariga Mejramovna – Candidate of economic sciences, Associate Professor, Pavlodar State Pedagogical University, Pavlodar, Republic of Kazakhstan

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.3>

Volume 5, Number 321 (2018), 19 – 25

UDC 7.067

A.T. Kulsariev, M.E. Sultanova, Zh.N. Shaigozova

<sup>1</sup> Abai Kazakh National Pedagogical University, Almaty, KazakhstanE-mail: [aktolkyn777@mail.ru](mailto:aktolkyn777@mail.ru), [madina-sultanova@yandex.ru](mailto:madina-sultanova@yandex.ru), [zanna\\_73@mail.ru](mailto:zanna_73@mail.ru)**FOLKLORE AND IDENTITY: HISTORY, MEMORY AND  
MYTH-MAKING IN THE MODERN VISUAL CULTURE OF  
KAZAKHSTAN**

**Abstract.** The culture plays an essential role in the process of strengthening of the self-identity. Art creativity and visual art is a sensitive and truthful barometer that visually demonstrates the true state of things. The themes, events, heroes, promises are the basis of the art work, they are clearly or indirectly expressed as a kind of projection of the most relevant cultural trends in society.

The article explores the place, significance and authenticity of traditional folklore and historical subjects in the contemporary pictorial arts of Kazakhstan (painting, graphics and sculpture). The authors consider folklore as not just an interesting and distinctive phenomenon that is capable for decorating any subject, but an important indicator which reflects the complex and often contradictory processes of the formation and strengthening of the nation identity.

The problematic field of the study is the results of two national art competitions "Kazakh folk epic. History and traditions of the Kazakh people" (2012) and "Babalar ansagan Tauelsizdik" ("Independence, bequeathed by ancestors") (2016), which are organized by the A. Kasteev State Museum of Arts of the Republic of Kazakhstan under the patronage of the Ministry of Culture and Sports of the Republic of Kazakhstan. These most large-scale and prestigious events for a quarter of the century of Independence, in addition to an obvious picture of the artistic life state in the country, also convincingly demonstrate the degree of knowledge and awareness of the society about own historical and cultural heritage.

The theoretical and methodological basis of the article is artistic-philosophical and cultural-historical methods, the hermeneutical basis of which allows to make a more comprehensive look at the problem of figurative and semantic interpretations, also an axiological method capable for revealing the value orientations of modern culture.

The result of the article is an analysis of the socio-cultural potential of visual arts in the process of implementing some key tasks of Modernization 3.0 and the State Program "Ruhani Zhanguir", exactly, the preservation of own culture, national identity and national code.

**Keywords:** folklore and history, visual arts, identity, Kazakhstan.

**Introduction.** Formation of national self-identification is a complex process, which takes place at the crossroad of many factors. In Kazakhstan, a young independent state, the strengthening of identity depends on such key elements as the knowledge of one's own history and the activity of socio-cultural memory, the systemic development of which is "the most important ideological function of the state" [1, 265]. Creation and promotion of new values that can unite history and reality is one of the priorities of modern cultural policy, designed to unite the people of Kazakhstan even more. The visual arts play an important role in solving this problem (sculpture, painting, drawing). And the last one has always been a powerful ideological tool, which forms and transmits the necessary meanings.

Traditional folklore links historical and cultural memory in many ways. The degree of presence of folkloric beginning in the society life, its "woven" into the real picture of the world demonstrates the stability of the cultural code. Folklore as an important element of cultural memory is designed to recreate the history, saturate symbolic meaning of symbolic events and people. According to J. Assman this is a process that unites individual identities into a collective identity and cementing it [2, 43, 55]. A. Dantes considered folklore as a kind of "mirror of culture" and an indicator of identity [3, 54], [4, 140-150].

The main goal of the article is to analyze the degree of comprehension by the society of its own historical and cultural heritage through a conscious appeal to traditional folklore and historical subjects.

Research focuses on the results of the republican (2012) and national (2016) art competitions - the two largest and most prestigious events in the creative life of the country since independence.

We suppose that the tasks put forward to the competition participants can be considered as a kind of "state order". And the results of these events reveal not only the professional level of the domestic art community, but also the measure of its immersion in their cultural code.

At the moment, one can single out a certain number of clichés which "wander" from one work to another. Usually these are pathos scenes, the historicity of which, like a belonging to some traditional folklore motif, can be questioned by the professional scientific community. Although any author has the right to artistic fiction, but free treatment of historical and folklore material is fraught with inevitable myth-making.

It should be emphasized that the intention of the authors of article does not include an appeal for criticism to certain specific personalities. We need an analytical look at the subject and figurative language of the works submitted to the competitions, to highlight the most stable images and plots on basis of which artists and sculptors construct their era.

**Methods.** The methodological basis of the article is the artistic-philosophical and cultural-historical methods, their hermeneutical potential allows to see more objectively the features of figurative and semantic interpretations. The axiological method helps to identify the value orientations of modern Kazakhstani culture. Also, the authors used analytical, retrospective and comparative-historical approaches.

**Results.** After gaining an independence Kazakhstan faced a global task of creating and promoting a national idea. The multiculturalism became a fundamental element in the formation of the cultural identity of Kazakhstan in 1990-2000s. Considering the expressed polytechnic composition of Kazakhstan people, multiculturalism has great potential for further active socio-cultural development.

Today multiculturalism in many respects is the semantic core of the state cultural policy of Kazakhstan, on its basis a new cultural identity is being constructed for a quarter of a century. And although this process is very complicated and ambiguous, it confidently moves forward [5, 173-174], [6, 495], [7, 267].

Kazakhstan faces a few global challenges, some of which can be substantially resolved through well thought-out and balanced mechanisms of cultural policy. The issue of preserving identity has a paramount importance in Kazakhstan as for most states with a "colonial heritage". And here cultural identity and art that translates its values are the most effective tools [8, 208-209].

Independence has largely changed the strategy for the development of visual art. The era when everything was "impossible" eclipsed the time "everything is possible." The Kazakhstani creative community actively "joined" the global world. Many national artists (especially the late 90's early 2000's), striving to stand out, focused on originality. The idea of "returning to the origins" was understood literally, which was expressed through the large-scale exploitation of "national originality."

Often very professionally written / fashioned horses, batyrs, wolves, golden eagles, etc. have external effectiveness, but they are devoid of inner meaning, logic, imaginative content. Also, often we see a weak, and sometimes a complete lack of knowledge of traditional folklore and ornaments, an arbitrary interpretation of historical facts.

All this complicatedly affects the plot-semantic dimension of a work and / or creative credo of the artist. Such kind of precedents are appeared more and more, and they reflect a real picture of the representation and understanding by the society of its cultural code. We believe that the potential threat based on the transmission of "wrong" stories through different types of art, and here the special place is assigned to the visual types as the most demonstrated and popular.

In 2012, A. Kasteev State Museum of Arts of the Republic of Kazakhstan (further SMA RK) and ArLine company initiated the first republican creative contest "Kazakh national epic. History and traditions of the Kazakh people". This large-scale cultural project was devoted to the Independence Day of the Republic and its work was dedicated to the creation of high artistic paintings, significant in content and technical performance.

The competition was aimed at popularizing academic art, that's why Kazakh professional artists, which have completed higher or secondary specialized art education, were invited to participate. The works should have been created no earlier than 2012, exclusively in a large format, oil technology and a realistic manner.

Despite of its standard formal requirements It is not difficult to see the essence of the competition: it is not as the "popularization of Domestic art" as the desire to see the true trends in the development of modern artistic consciousness of Kazakhstan as a projection of national identity.

We also believe that another goal of the competition was the desire to induce the country's creative elite to create highly professional works, which not only worthy of decorating the best museums but capable to become as chrestomathy art works and powerful means of translating spiritual values and aesthetic expression of different facets of the national idea. In this case, folklore was a specific identification marker, expressing one of its most vivid manifestations - the traditional epic.

The authoritative jury allowed to participate one hundred and seven people in the competition, whose canvases satisfied all parameters: theme, size, manner and material. All works were available for public viewing, first in the halls of the State Art Museums of RK, then on the pages of the exhibition catalog.

It was interesting how the artists imagined the task. The majority of participants preferred abstract standard subjects on the "national" theme like rituals, customs and holidays (dastarkhan, cutting of puts, celebration of forty days for a newborn, etc.); household scenes (guests - refreshments, cooking, mother and baby, jailau); pathos events (hunt hunting, proclamation into khans, batyr'soaths, soldier'sfarewell, etc.); allegorical / symbolic subjects (heritage, shamanism, long road, eternal nomadic life, etc.).

Analyzing the subject of the works, it was obvious that the general theme put forward by the organizers was "Kazakh folk epic". History and traditions of the Kazakh people "were most often represented by illustrations of customs and traditions. It is important that it was epos, not just epic, which was required, which in turn neither had sufficient credibility in most works nor was totally absent from the position of art criticism. Only few contestants directly appealed to the Kazakh epic.

Three works - "Deep. Baluen Sholak and Galiya "(author Dosbol Kasymov)" Adyraspan "(author Azhibekuly Kazakbai) and "Khan's hunting "(author Yesengali Sadyrbaev) shared three prizes. Seven works - "Kambar batyr", "Bayan", "Abylai Khan. Khan elections", "Besik orda ", " Batyr babalar ", " Dedication to the Kazakh soldiers who fell for their native homeland. Anirakay battle ", " Zheti kazyna "were awarded with encouraging places.

It should be noted that nine of ten winner artists are representatives of the so-called generation X (all born between 1960-80). Their youth and creative development happened to be in the 80-90s of the twentieth century - the time of "stagnation" and its fundamental changes. These painters are distinguished by the "old" (professional) school, a stable picture of the world, a certain knowledge of traditional folklore and its perception as an important element of cultural memory [9,60].

In general, the jury and visitors of the contestant's exhibition noted that, firstly, the art level of the paintings was lower than expected; secondly, the required epic-folkloric principle in most works is not expressed / misunderstood / not felt. The first point we explain that the modern Kazakh school of academic realistic painting is experiencing a certain stagnation, often giving way to salon and actual (conceptual) art. In the second case, we see alarming signs of a weakening of ethnic memory, as many works demonstrate superficial ideas about traditional culture, folklore, national history and their interrelation.

This competition was the first, and, despite of certain inconsistencies between the desired and the real had important results:

- there were exposed long overdue ideological, plot and technical problems in the creative environment;
- The open format of the competition allowed young artists (especially from regions) to test themselves on a high professional platform;
- experts of the art, culture and education fields (history, ethnography, literature, cultural studies, art education, art) faced the issue of conceptual changes in study programs at different levels and the need for serious, systematic research in the field of their own intangible cultural heritage and ways of its transmission.

We would like to mention one more detail: we think this contest for the first time clearly indicated the problem of the responsibility of the author's art work. For some reason, the society persistently believes that the artist as a kind of "vessel of God" can be guided only by his talent and vision. All plots and heroes chosen by him, even on historical themes, become "artistic reminiscence", which automatically removes the question of the potential "secondary" of figurative-semantic content and its authenticity.

We supposed that especially in such areas as history and folklore, artists who intends to broadcast important moments (sometimes key events that form the national historical narrative) should have a high degree of moral obligations in front of society.

Four years later, in March 2016, the Ministry of Culture and Sports of the Republic of Kazakhstan and the A. Kasteev State Museum of Arts announced the National competition for the creation of works of painting and sculpture, dedicated to the history of the Kazakh people "Babalar ansagan Tauelsizdik" ("Independence, bequeathed by ancestors").

The competition was dedicated to the significant date of the 25th anniversary of the country's Independence. This project considered the experience of past years, the organizers developed objective requirements, indicating the purpose, objectives and recommended ways for their implementation. The results of the contest were available for public viewing in the format of two large-scale exhibitions in Astana and Almaty, as well as in the pages of the colorful catalog.

So, the goal was "to promote patriotic education through methods of artistic imagery and the embodiment of important historical events and personalities of our state in the context of the values of the national idea" Mangilik El ". Improvement and enhancement of professional artistic level of art masters, creating a competitive environment for artists". The artists as historians and scholars, writers and philosophers were declared chroniclers of history, spiritual culture, the life of the nation and the country [10].

The key mission of the contest was the formation of single cultural space of the country and a new comprehension of the history of Kazakhstan people through stimulating the interest of the domestic creative community to historical genre.

We emphasize that in addition to standard conditions for contestants, professional artistic education, novelty of works (not earlier than 2016), realistic manner, canvas-oil (for painting), bronze-aluminum marble (for sculpture), large works, were announced two more important and principled wishes: the plots should be specific historical episodes of national history before the beginning of the twentieth century; the priority will be works where the author can originally, sensibly and convincingly show the not so popular stories of the history of Kazakhstan people.

In contrast to the competition in 2012, there were supposed to conduct two qualifying stages. On the first, sketches of future works were considered and approved. The sketch must necessarily be accompanied at least by two-page explanatory note-justification for the historiography of the selected plot and the author's conceptual design. At the second stage, the organizing committee determined the work that responded all the requirements and allowed to participate in the competition.

Considering the importance and scope of the competition tasks, as well as the degree of responsibility of the masters, the SAM RK organized an open lecture-hall for all potential participants of the contest inviting leading historians and art historians of the country. There were several lectures on the history of the Kazakh Khanate and New Times (Speaker –expert on the social and political history of Kazakhstan, problems of pre-revolutionary and foreign historiography, candidate of historical sciences Erofeeva I.V), specific historical genre in the visual arts system - professor of T. Zhurgenov KazNAA, candidate of art history Baturina O.V).

It should be noted that one third of the works were rejected at the first stage. The main reason for this was, in addition to technical issues (size, manner), thematic inconsistency with the tasks of the project. So, for example, in the presence of the necessary artistic professionalism, some authors ignored the specific plot requirements of the competition and again turned to the popular "national" motives (dastarkhans, caravans on the Silk Road, batyr fights, nomadic events, etc.). Some of the masters could not provide a clear and historically objective explanatory note. Some artists experienced obvious difficulties with realistic academic technique or were professionally weak.

The hard selection made this competition a serious national project. The works admitted to participation in most cases showed that Kazakh artists were much more consciously and responsibly concerned with the state task.

So, except standard pathos stories (we think here more meaningful), the masters focused on really concrete and non-popular historical episodes and heroes (The Battle of Bulent, The Reception of Russian Ambassadors by Khan Abulkhair, The Holodomor, Orazmukhamedkhan Kasimovsky at the reception of Tsar Boris Godunov ", " Mission of the Russian Ambassador A.I Tevkilev at the rate of Abulkhair Khan ", " Ketbuga ", " Shynkozha batyr ", " Satay batyr ", " Akhan seri", "Kozhbanbet bi", etc. ).

Some participants, understanding of all the semantic, figurative and emotional complexity, turned to the tragic pages of the people history and could show this clearly and convincingly ("Aktaban shubirindi", "Holodomor-bread", "Oh my people (Elim-ay)" "The shooting of the insurgents", etc.).

Critically analyzing the results of this competition, it is obvious that, despite the ambitiousness of this project, the national status, prestige (big prizes to winners, prize works remain in the collection of the State Museum of the RK, the opportunity to significantly increase their authority, etc.) the number of participants was less than in 2012. Among 90 declared masters, only 67 could overcome the qualifying stage.

We explain this by the complexity of the requirements and responsibility that imposed on potential participants. Not all painters and sculptors who are now relatively well-known in the national creative community, specialize in a quality realistic manner of performance. The masters who seriously work in the historical genre and avoids the clichéd salon plots are even less.

The triptych "Aktaban shubyryndy" (author Dauren Kasteev) won the first place, the second and third places were won by the works "Visit of Kuzym Sultan to forge" (by Meirbek Nurgozhin) and "On the eve of the formation of the Golden Horde" (author Aset Zhakypbek). The "Holodomor - Bread" painting (author Dauren Makin) received an encouraging prize.

"Aktaban shubyryndy" ("the years of the great disaster") is a real event of the 18th century, a kind of historical watershed for the Kazakh people. This tragic breakthrough period of "getaway, while the soles did not turn white" played a key role for the people, who found the strength to unite and win. Widely known in the oral folklore tradition, this topic has never become a plot for visual art.

"Visiting the Forge of Kassym Sultan" is a calm, peaceful work. There is no authenticity here, the plot can be considered as a household one. But this canvas in its figurative and semantic structure immediately recalls the best examples of foreign realistic painting of the XIX century. The forge is the place where the victory is forged, and Kasim Sultan is one of the six men in the smithy. The artist could show the masculinity, greatness of the warrior without the standard stamps (white koshmas, crowds of subjects, brocade gowns, etc.). The boundless steppe on the horizon, the fire what tamed by strong hands, the cold shine of steel ammunition, the faithful horse and the stern male fraternity of equal strength and spirit are the true message of this work.

"On the eve of the Golden Horde formation" - a more symbolic theme than realistic (here they mean not the manner, but the imagery). But the work "Holodomor - Bread" is extremely penetrating and persuasive in its restrained tragedy. We think that the master was able to visualize this terrible period in our history and satiate it with epic.

This project needed historical authenticity, a considerable degree of scientific and high artistic professionalism. Maybe not all goals have been achieved, but the following results are certainly significant:

- Young artists (generation Y) appeared among the prize-winners of the competition;
- the composition of participants significantly rejuvenated;
- some well-experienced masters decided only to participate in the final exhibition, but not in the competition;
- Some young participants, in contrast to many experienced and well-deserved, tried to exactly perform all the conditions of the competition, especially the plot requirements.

**Conclusion.** Today one of the most important issues in the field of artistic creativity and culture is: Is the art able to independently form new models of sociocultural and political identity as well as reflecting them? [11, 38]. This problem is especially relevant for young states seeking harmonization ways for national identity, identity and civil rights.

The results of the two competitions, with a difference of four years, show a positive trend. Firstly, such large projects were carried out for the first time and largely revived the cultural environment as a whole (artists painted the pictures, journalists and the public actively participated in discussion, art historians, culture experts and teachers received food for thought); secondly, many problem areas were revealed in the comprehension of national history and cultural heritage; Thirdly, during these several years many artists (especially young people) began to understand the importance of their capabilities and their mission in strengthening the national idea.

The appeal of creative people to history and heritage, their serious study, the desire for authenticity of subjects, meanings and entourage, greatly influences the reduction of mythological tendencies, relieves

excessive pathetic. In order to promote the nation's self-consciousness, it is necessary to create art works which are meaningful from an artistic and historical point of view and capable for becoming specifically textbook.

We mean their value as not only museum exhibits, but as bright and memorable confirmations of important facts from textbooks of history, archeology, cultural studies and art history. We know many such examples. At one time, the civil and creative activity of the artists formed in Russia a powerful visual basis for progressive ideology. New generations of young people recognize and remember their history and folklore heritage through the paintings of I. Repin, V. Surikov, V. Vasnetsov, I. Kramskoy, Perov and other artists of that period.

The images of Chokan Valikhanov, Amangeldy Imanov, the young Abai Kunanbayev, which were created in the last century by A. Kasteev, today have chrestomatic status. We cannot imagine our folk heroes differently. And when we read the Kazakh epics, we see Alpamys and Kobland Batyras they were painted by V. Sidorkin and I. Isabaev.

Art is one of the most effective methods of drawing attention to the needs and problems of society. A sharpened intuition and a special vision place artist in the vanguard of the sociocultural development of society. Therefore, their role in the formation and promotion of the most important values and meanings is extremely effective. But the artist at the same time is able not only to display something that he observes. Having a talent, the master can express (sometimes even unconsciously) something that has not expressed yet, but already exists.

#### REFERENCES

- [1] Kundakbayeva Zh. V poiskakh istoricheskogo narrativa Kazakhstan: «dialog pamyatey» ili «natsional'naya pamyat' // V kn.: Natsional'nyye istorii na postsovetском prostranstve – II. – Moskva: Fond Fridrikha Naumanna, AIRO-KHKHI, **2009**. S. 295-296. (In Russian).
- [2] Assman Ya. Kul'turnaya pamyat': Pis'mo, pamyat' o proshlom i politicheskaya identichnost' v vysokikh kul'turakh drevnosti. M.: Yazyki slavyanskoy kul'tury, **2004**. 368 s. (In Russian).
- [3] Meaning of Folklore: The Analytical Essays of Alan Dundes. Edited and Introduced by Simon J. Bronner. 2007. Published by: Utah State University Press, University Press of Colorado. P. 443 DOI: 10.2307 / j.ctt4cgrzn (in Eng).
- [4] Dundes A. Defining Identity through Folklore //Journal of Folklore Research Vol. 21, No. 2/3, **1984**, pp. 149-152. (in Eng).
- [5] Abazov R., Khazbulatov A. Experimenting with Multiculturalism and Globalization: The Case of Kazakhstan's Cultural Policies. // Il Nodo di Gordio. **2015**. No. 8, - P. 170-179. (in Eng).
- [6] Schatz E. The Politics of Multiple Identities: Lineage and Ethnicity in Kazakhstan. // *Europe-Asia Studies*. **2000**, Vol. 52, No. 3, pp. 489-506. (in Eng).
- [7] Mukazhanova K. The Politics of Multiple Identities in Kazakhstan: Current Issues and New Challenges. / Multiple Identities: Migrants, Ethnicity, and Membership. Edited by Paul Spickard. **2013**, USA. Indiana University Press. pp. 265-289. (in Eng).
- [8] Mulcahy K. Identity and Cultural Policy // Understanding the Arts and Creative Sector in the United States, **2008**, USA. Rutgers University Press, pp. 197-212. (in Eng).
- [9] Sultanova M., Mikhailova N., Amanzholova D. Between the East and the West: reflections on the contemporary art of Kazakhstan, Electronic Journal of Folklore, Estonia. Vol. 63, **2016**. p.45-65.DOI: 10.7592/FEJF2016.63 (in Eng).
- [10] National competition for the creation of works of painting and sculpture, dedicated to the history of the Kazakh people "Babalar ansagan Tauelsizdik" ("Independence, bequeathed by ancestors"). [http://mks.gov.kz/rus/informery/centralnyi\\_apparat/departament\\_kultury\\_iskusstva/tvorcheskie\\_konkursy\\_dki/?cid=0&rid=2012](http://mks.gov.kz/rus/informery/centralnyi_apparat/departament_kultury_iskusstva/tvorcheskie_konkursy_dki/?cid=0&rid=2012) (In Russian).
- [11] Turner C., Webb J. Art and human rights: Contemporary Asian contexts. - Manchester: Manchester University Press, **2016**. Pages: 232 (in Eng).

**А.Т. Құлсариева, М.Э. Султанова, Ж.Н. Шайгозова**

Абай атындағы Қазақ Ұлттық Педагогикалық Университеті, Алматы, Қазақстан

#### **ФОЛЬКЛОР ЖӘНЕ СӘЙКЕСТІЛІК: ҚАЗАҚСТАННЫҢ ҚАЗІРГІ ЗАМАНҒЫ МӘДЕНИЕТІНДЕГІ ТАРИХ, ЖАДЫ ЖӘНЕ АҒЫЗ ШЫҒАРМАШЫЛЫҒЫ**

**Аннотация.** Өзінің сәйкестілігін нығайту барысында мәдениет аса маңызды рөл атқарады. Көркем шығармашылық және де нақты айтқанда, визуалды өнер заттардың шынайы жағдайын көрсететін сергек және дұрыс барометр болып табылады. Анық немесе жанама берілген тақырыптар, оқиғалар, кейіпкерлер, түрткі – өнер туындысының негізі, әлеуметте ең өзекті мәдени трендтердің өзгеше кескіні рөлін атқарады.

Мақалада Қазақстанның қазіргі заманғы бейнелеу өнеріндегі (кескіндеме, графика және мүсін) дәстүрлі фольклорлы және тарихи сюжеттердің орны, мәні және түпнұсқалылығы зерттеледі. Авторлар фольклорды кез келген сюжетті бейнелейтін қызықты және ерекше феномені ретінде ғана емес, ұлттың сәйкестілігін қалыптастыру және нығайтудың күрделі және жиі қарама-қайшы болып келетін үрдістерін айқындайтын маңызды индикатор ретінде қарастырады.

Зерттеудің мәселелі өрісі Қазақстан Республикасы Мәдениет және спорт министрлігінің бастамасымен Ә.Қастеев атындағы Қазақстан Республикасының Мемлекеттік өнер мұражайымен ұйымдастырылған «Қазақ халық эпосы. Қазақ халқының тарихы мен дәстүрлері» (2012) және «Бабалар аңсаған Тәуелсіздік» (2016) атты екі ұлттық көркемдік байқаудың нәтижелері болып табылады. Тәуелсіздіктің ширек ғасыры ішіндегі осы ең ауқымды және беделді іс-шаралар еліміздің көркемдік өмірі жағдайының айқын жағдайынан басқа, әлеуметтің өзінің тарихи-мәдени мұрасын білу және түсіну дәрежесін көрсете алды.

Мақаланың теориялық-әдіснамалық негіздемесі ретінде герменевтикалық негізі бейнелі және мағыналы интерпретациялардың мәселесін көлемді қарастыруға мүмкіндік беретін көркемдік-философиялық және мәдени-тарихи әдістер, сонымен қатар қазіргі заманғы мәдениеттің құндылықты бағдарларын айқындай алатын аксиологиялық әдіс пайдаланылды.

Мақаланың нәтижесі 3,0 Жаңарту және «Рухани Жаңғыру» Мемлекеттік бағдарламасының кейбір негізгі міндеттерін жүзеге асыру барысында визуалды өнердің әлеуметтік-мәдени әлеуетін талдау, нақты айтқанда өз мәдениетін, ұлттық сәйкестілігін және ұлттық кодты сақтау болып табылады.

**Түйін сөздер:** фольклор және тарих, визуалды өнер, сәйкестілік, Қазақстан.

**А.Т. Кулсариева, М.Э. Султанова, Ж.Н. Шайгозова**

<sup>1</sup> Казахский национальный педагогический университет имени Абая, Алматы, Казахстан

### **ФОЛЬКЛОР И ИДЕНТИЧНОСТЬ: ИСТОРИЯ, ПАМЯТЬ И МИФОТВОРЧЕСТВО В СОВРЕМЕННОЙ ВИЗУАЛЬНОЙ КУЛЬТУРЕ КАЗАХСТАНА**

**Аннотация.** В процессе укрепления собственной идентичности культура играет чрезвычайно важную роль. Художественное творчество и, в частности, визуальное искусство является чутким и правдивым барометром, наглядно демонстрирующим истинное положение вещей. Явно или опосредованно темы, события, герои, послы, - основа произведения искусства, выступают своеобразной проекцией самых актуальных культурных трендов в социуме.

Статья исследует место, значение и аутентичность традиционных фольклорных и исторических сюжетов в современном изобразительном искусстве Казахстана (живопись, графика и скульптура). Авторы рассматривают фольклор не просто интересным и самобытным феноменом, способным украсить любой сюжет, но важным индикатором, отражающим сложные и часто противоречивые процессы формирования и укрепления идентичности нации.

Проблемным полем исследования являются итоги двух национальных художественных конкурсов «Казахский народный эпос. История и традиции казахского народа» (2012) и «Бабалар аңсаған Тәуелсіздік» («Независимость, завещанная предками») (2016), организованных Государственным музеем искусств Республики Казахстан им. А. Кастеева под патронажем Министерства культуры и спорта Республики Казахстан. Эти самые масштабные и престижные мероприятия за четверть века Независимости помимо очевидной картины состояния художественной жизни страны еще и убедительно демонстрируют степень знания и осознания социумом собственного историко-культурного наследия.

Теоретико-методологической основой статьи выступают художественно-философский и культурно-исторический методы, герменевтическая основа которых позволяет более объемно взглянуть на проблему образных и смысловых интерпретаций, а также аксиологический метод, способный выявить ценностные ориентиры современной культуры.

Результатом статьи видится анализ социокультурного потенциала визуальных искусств в процессе осуществления некоторых ключевых задач Модернизации 3.0 и Государственной Программы «Рухани Жаңғыру», а именно - сохранении своей культуры, национальной идентичности и национального кода.

**Ключевые слова:** фольклор и история, визуальные искусства, идентичность, Казахстан

#### **Information about authors:**

Kulsarieva A.T. - Abai Kazakh National Pedagogical University, Almaty, Kazakhstan, <https://orcid.org/0000-0002-7867-430X>;

Sultanova M.E. - Abai Kazakh National Pedagogical University, Almaty, Kazakhstan, <https://orcid.org/0000-0002-7959-1856>;

Shaigozova Zh.N. - Abai Kazakh National Pedagogical University, Almaty, Kazakhstan, <https://orcid.org/0000-0001-8167-7598>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.4>

Volume 5, Number 321 (2018), 26 – 32

UDK 929, IRSTI 03.20

**D.A.Kenzhebayev<sup>1</sup>**

<sup>1</sup>Military and engineering institute of radio electronics and communication, Almaty, Kazakhstan

E-mail: [daulet.0117@rambler.ru](mailto:daulet.0117@rambler.ru)

**THE SARYSHAGAN GROUND –  
THE SHORT HISTORICAL ANALYSIS**

**Abstract.** Centuries-old history of Kazakhstan is the richest well of historical events which often characterized by global scales of their consequences. Geographically connecting the European states with the Asian countries, Kazakhstan in the historical development sometimes had the most direct influence on relationship of the world states. Similar interrelations come to light in the context of historical researches of geopolitical confrontations caused by the development of science, the equipment and technologies in the sphere of providing military safety and development of military art. In this regard in the modern conditions the military space direction of scientific search in general and historical researches in particular is actualized. The territory of the Republic of Kazakhstan historically reasonably became the homeland and the center of the embodiment of a practical celebration of a scientific thought in the sphere of development of space-rocket technologies that in turn staticizes carrying out additional researches the purpose of which must to be a definition of historic facts and the defining events in a complex of the manifestation caused the existing order of things and a conjuncture of interstate relationship. In the context of told in this article historical experience of implementation in the territory of Kazakhstan, one of components of military space activity which is development of antimissile component is considered. Within the provided analysis, the historical prerequisites and conditions of formation of this direction of the state activity in a section of a historiography of her origin and further development in modern conditions are revealed. Actions of public authorities at the historical moment of disintegration of the Soviet state and formation of independent Kazakhstan are shown, results of interstate arrangements are revealed; the prospects of their further execution are defined. In general, leaning on a number of new sources, the impartial view of a historiography of historical development of system of missile defense in the context of disclosure of content of the related activity which is carried out in the territory of Kazakhstan is presented.

**Key words:** Saryshagan, Balkhash hub, missile warning system.

**Introduction**

The historical analysis of implementation of space-rocket activity in the territory of Kazakhstan, being the highly specialized direction of domestic historical science, has undoubted relevance that is defined as current trends of the theory and practice of military science, so requirement of society and state to expansion of the available knowledge of national history for defining the optimum directions of further development [1]. In the context of told it is noted that modernization of arms since ancient times was carried out by the principle of mutual confrontation of attack and defense instruments: to a sword the shield resisted, to spears and arrows – armor and a chain mail, to a shell – armor, to a rocket – the systems of missile defense. In this regard, the short historical analysis of the state activities for development of working out in the sphere of development of the system of warning of missile attack and control of space is of adequately by the relevant and being of interest research.

**Methods**

During the research, the combination of general scientific and historical methods of scientific research, which are the analysis of a problem and a chronological method of its statement were used. Thus, it was succeeded to isolate the defining events of national history which have caused change of dynamics and the directions of a course of the considered historical process.

## Results

Intensive development of nuclear missile arms has caused need of development and the fastest commissioning of reliable remedies of counteractions. For this purpose, from the middle of the 1950th years under the leadership of G.V. Kisunko specially created design bureau (SKB-30) has started research and development projects on formation of theoretical bases and development of practical products in the field of missile defense. The first steps which are carried out in this direction have caused the necessity of carrying out full-scale natural experiments. For implementation of these actions in the territory of Kazakhstan near Lake Balkhash (on its northwest side) near the Saryshagan station in July, 1956 the construction of the State research and proving ground No. 10 of the Ministry of Defence (No. 10 GNIIP) has begun [2 Page 51-52].

On the ground the development and tests of an experimental complex of missile defense was conducted (system "A"), during which ways of creation the effective remedies of defeat of intercontinental ballistic missiles of the possible opponent were fulfilled. As a result of the executed actions the first-ever successful defeat of a ballistic missile by an antimissile has been carried out on March 4, 1961. The medium-range missile R-12 launched from the 4th State Central Ground (SCG) "Kapustin Yar" after its localization on a distance of 1500 km at the height of 25 km has been destroyed in the automatic mode by the V-1000 antimissile, which were started from the State research and proving ground No. 10 of Saryshagan (there were in total 11 tests on hitting the R-5M and R-12 ballistic missiles). Further for determination of operability of radio-electronic means in the conditions of impact of high-rise nuclear explosions the Soviet Union government initiated carrying out of a series of the special test operations designated by a letter "K": the operations "K1", "K2" – in October, 1961, the operation "K3" - "K5" – in October, 1962. During tests about two rockets were let into the region of GNIIP No. 10 "Saryshagan" from GTsP "Kapustin Yar", first of which has been supplied with a nuclear charge. At approach to system "A" the nuclear charge blasted and then the possibility of hitting targets by an antimissile in the conditions of the nuclear explosion factors was examined [3]. In the subsequent the uniqueness of this object in the context of a possibility of carrying out tests of perspective weapon for long time has provided its necessity in military circles even in the conditions of the post-Soviet geopolitics [4].

On August 5, 1963 in Moscow the Agreement between the USSR and the USA "About prohibition of nuclear explosions in the atmosphere, in space and under water" has been signed [5], however by the time in the Soviet Union polygon tests of the relevant products, evidently confirming the potential possibility of the intercontinental ballistic missiles destruction before their approach to the object including conditions of influence of the nuclear explosions factors, have been already executed. Thus, the Soviet military science was enriched with the valuable skilled data which results have formed the basis of creation of the whole direction of the space-rocket industry in the sphere of development of systems and means of missile and antispace defense, having allowed to create in a consequence the effective system of cover of the important administrative centers of the country from potentially possible blows of the opponent.

Creation of above-the-horizon radar stations became a progressive step in development of systems of missile defense as a result of which on the State research and proving ground No. 10 (Saryshagan) since 1973 the radar knot on the basis of Dniester 5H15 and 5H86 Dnieper radar stations (entering the missile warning system and control of space) has been equipped and put into operation which forces and means successfully solved problems of detection of artificial Earth satellites [6 Page 211-214].

The Almaty technological enterprise of Granit concern of the Ministry of the radio industry of the USSR created in 1976 became lead agency of the Soviet Union in the field of implementation of installation and test works of the radio-electronic equipment of the complexes of the missile warning system tested on the Saryshagan ground. This organization has made the powerful contribution to development and modernization of many perspective samples of arms of missile and air defense; and also participated in creation of control systems of the Buran spaceship [7].

Thus, the State research and proving ground No. 10 of the Ministry of Defence (Saryshagan) located in the territory of the Kazakh SSR has been involved in the structure of actively operating military space branch of the Soviet state. Capability of the ground were used as for development and tests (in interaction with GTsP "Kapustin Yar") means of missile defense in various conditions, so for the organization of continuous monitoring of space regarding detection of artificial Earth satellites and a warning of missile attack. The general specifics of the carried-out tasks of objects assumed their further scientific and

technical development in the context of formation of united system of aerospace defense. However, the socio-political realities which have followed in the USSR have caused other way of succession of events.

In 1985-1988 under the leadership of M.S. Gorbachev in the Soviet Union a number of the reforms which have affected the system of public administration, foreign and domestic policy of the country, her economy, armed forces and some questions of ideology has been initiated [8]. At the heart of the accepted policy of "New thinking" acceleration of social and economic development of the country, reorganization of all parties of public and foreign policy strategy of the CPSU, restraint of a race of arms, democratization of the international relations and peaceful co-existence with the states with various social order was proclaimed. However as has shown time, in fact, the result of the chosen way of public administration became the chain of the historical events differing by its extreme character and irreversibility of consequences. The internal political situation caused by crash of economic system, commodity and grocery crisis, a hyperinflation, political confrontations in the highest echelons of the government and also escalation of a series of the international conflicts has sharply become aggravated in the country (December events in Kazakhstan – 1986; Novouzensky and Tbilisi events, the Karabakh and Georgian-South Ossetia conflicts, the conflict in the Fergana Valley – 1989; the conflicts in Baku, Dushanbe, Yerevan – 1989; Baltic region – 1989 and some other).

The social tension increasing in the state has caused rapid development of centrifugal forces. In the 1988-90th years in the USSR occurs, so-called, the "parade of sovereignties" caused by the declaration of a priority of republican laws over all-union [9]. On December 8, 1991 heads of the Russian Federation, Republic of Belarus and Ukraine have signed the Agreement on creation of the Commonwealth of Independent States [10 Page 50-51]. In a prompt stream of the occurring events the contemporary history of Kazakhstan also developed: On October 25, 1990 the Supreme Council of the Kazakh SSR has adopted the Declaration on the state sovereignty [11]; On December 16, 1991 the Republic of Kazakhstan has declared the state independence [12], and on December 21 the same year signing of the Almaty Declaration entered the Commonwealth of Independent States [13].

In the conditions of socio-political processes tormenting the agony Soviet state full activity of various institutes consisting its statehood became almost impossible. The situation was aggravated with destruction of interrepublican communications of economic, production and scientific character.

Progressing "disease" of society has affected also moral atmosphere in his Armed forces. The people bearing military service have faced the necessity of solution of a difficult dilemma: on the one hand they have been obliged to remain faithful to the military duty and, carrying out the official duties, to ensure military safety of the state; with another – they were resisted by the uncertainty of the near future caused by the outlined disintegration of once united country. Besides, emerging sovereign states quickly sought to create the national armies. Thus, further successful functioning of military space branch has appeared under the threat of the elimination.

On August 24, 1991 M.S. Gorbachev has resigned of the Secretary general of the Central Committee of the CPSU and has expressed the idea about expediency of self-dissolution of the Central Committee of the CPSU [14 Page 319]. On August 30, 1991 he has abolished military-political bodies in army and on the fleet [15]. These events has negatively affected already low level of a moral and psychological condition of troops and not in the best way stabilized the situation in army. The military discipline of staff has weakened, among the military personnel of conscription service the discontent facts, warmed up on the national soil began to be shown, cases of unauthorized leaving of a part and mass desertion have become frequent.

In the conditions of lack of the personnel, economic, technical and technological potential, necessary for independent operation of proving grounds, by the country leaders into the forefront paramount tasks were taken out – first of all, it was necessary to safe military facilities from destruction and plunders and to provide their working capacity for future generations.

Thus, thanks to forward-looking policy of the President of Kazakhstan N.A. Nazarbayev the territorial principle of accessory of earlier allied objects of military space infrastructure has been defined [16]. On May 7, 1992 the decree of the President of the Republic of Kazakhstan has created Armed forces of independent Kazakhstan [17]. Construction of the military organization of the state has begun.

In June-July, 1992 the Cabinet of ministers of RK has organized preparation of documents for a meeting of Council of heads of states of the CIS. Development of the draft agreement on means of missile

warning systems and control of space [18] became one of the raised questions. As a result of carried out on July 6, 1992 in Moscow official meeting – "The agreement on means of missile warning systems and control of space" has been signed, according to which the property right to means of missile warning system and the space control system was assigned to the states in the territory of which they accommodate, the possibility of transfer of the rights of use by the sides on the basis of separate agreements and some other questions in the field of interstate relationship is stipulated, the structure of systems, an order of their fighting functioning, management and providing the State Parties with output information was defined [19].

In July of the 1993rd, considering the facts of illegal export of property of military units and industrial enterprises of defense industry out of RK – by the order of the Prime minister of RK has formed the commission on inventory and acceptance in maintaining state bodies of RK of property of military units, industrial enterprises and organizations of Baikonur Cosmodrome and the objects of space infrastructure located in the territory of RK, the Saryshagan, Semipalatinsk and Emba grounds [20]. The commission was obliged to accept objects on proving grounds, property of the military units, enterprises and organizations located or which are carrying out the activity in the territory of RK on balance of state bodies for what she has been given the right to attract to work of specialists of the regional, city administrations, ministries and departments of RK. Thus, the leaders of the state carried out actions for the organization of accounting of arms and military equipment, property and other material values of the military units deployed in the territory of Kazakhstan, to prevention of his plunder and adoption of the reasonable decision on expediency of further use.

On March 28, 1994 between the Republic of Kazakhstan and the Russian Federation the Agreement on military cooperation, among other, the defined status and an order of use of the Russian Strategic nuclear forces deployed in the territory of Kazakhstan and in the subsequent formed the basis for adoption of many important interstate agreements has been signed [21], [22].

Within performance of the Agreement on means of missile warning systems and control of space (of July 6, 1992) – on December 14, 1994 the Governments of Kazakhstan and Russia have signed the bilateral agreement "About the Order of contents and use of the Knot Balkhash missile warning systems located in the territory of the Republic of Kazakhstan"; according to what, the Republic of Kazakhstan transferred real and personal estate of Knot Balkhash of the Russian Federation to free use, and the Russian side undertook to provide on points of the public and military administration of Kazakhstan information from means of missile warning system and the space control system [23]. This document had important historical and political value for both states as has allowed to define the future of elements of strategic arms of the former Soviet state, having in many respects formed a basis of the Russian-Kazakhstan arrangements in this sector of interstate relationship.

In development of the agreements reached earlier, on December 2, 2014 in Moscow signing between the Governments of the Republic of Kazakhstan and the Russian Federation of the Agreement on conditions of transfer and on an order of further use of the Kazakhstan Knot Balkhash in the Russian missile warning system has taken place; and on October 12, 2015 this document has been ratified; among an other obliging [24]:

Russian side:

- to carry out preparation of the Kazakhstan command and engineering shots for joint operation of Knot Balkhash and executions of alert;

- until the end of 2016 to realize actions and further to carry out delivery on points of the public and military administration of the Republic of Kazakhstan of information about:

  - rocket situation in the automated warning system about missile attack;

  - development and use of space by the foreign states and international organizations in the form of monthly transfer of newsletters;

  - the predicted dangerous rapprochements of space objects with the operating spacecrafts of the Republic of Kazakhstan;

  - the predicted areas of falling of the burning-down space objects posing a threat of day of the Republic of Kazakhstan;

  - parameters of orbits of foreign prospecting spacecrafts for calculations in the automated warning system about flights of foreign prospecting spacecrafts over the territory of the Republic of Kazakhstan;

Kazakhstan side:

- to provide activity of the Kazakhstan military personnel and the persons of civil personnel designated for joint operation and execution of alert on Knot Balkhash;
- to carry out antiaircraft cover of Knot Balkhash in the Uniform regional air defense system of the Republic of Kazakhstan and the Russian Federation;
- to provide exchange of information about a land, air, radio-electronic, chemical, biological, meteorological situation and threat of emergence of emergency situations around dislocation of Knot Balkhash.

### Summary, discussion, conclusions

Thus, on the basis of the considered historical experience of formation and development in the territory of Kazakhstan of one of the most important components of military space activity which development and operation of missile warning systems and control of space is – it is noted that presence at Kazakhstan in the field of the state activity of the richest past, along with the tendentious growth of use in the military purposes of opportunities of near-earth space and the technical means placed in him in modern conditions staticize necessity of development of domestic initiatives in this sphere.

Modern technologies promptly get practically into all aspects of human activity, and therefore theoretically and practically reasonable vision of the perspective directions of development of military space activity of the country have to be taken out in vanguard of a complex of actions for construction of the military organization of the state; which key condition has to be a principle of implementation of preliminary preparation.

### REFERENCES

- [1] Tarih tarylymdary zhәне qazirgi zaman. – Uroki istorii i sovremennost': Kazakstan Respublikasy tәuelsizdiginiң bes zhyldyryna arnalған salтанatty zhalalysta zhasalған bajandama. – Almaty.: Kazakstan, **1997**. 128 s. (s. 70).
- [2] Korporacija «Vypel». Sistemy raketno-kosmicheskoy oborony / pod red. V.V. Litvinova. – M.: Oruzhie i tehnologii, **2005**. – 240 s.
- [3] Kisun'ko G.V. Sekretная zona: Ispoved' general'nogo konstruktora. – M.: Sovremennik, **1996**. 510 s.
- [4] Raketa «Topol» porazila cel' na poligone v Kazahstane // <http://www.utro.ru/news/2010/12/05/941867.shtml> 20.06.2018.
- [5] Dogovor o zaprete na ispytaniya jadernogo oruzhija v treh sredah: utv. 5 avgusta 1963 goda // <http://ria.ru/spravka/20130805/953857752.html> 20.06.2018.
- [6] Drogovoz I.G. Raketnye vojska SSSR. – Minsk: Harvest, **2007**. – 336 s.
- [7] Severnyj V. GRANIT na grani novyh otkrytij // <https://topwar.ru/44116-granit-na-grani-novyh-otkrytij.html> 20.06.2018.
- [8] Gorbachev M.S. Perestrojka i novoe myshlenie dlja nashej strany i dlja vsego mira. – M.: Politizdat, **1988**. – 271 s.
- [9] Parad suverenitetov. Slovar' russkogo publichnogo jazyka konca XX veka. «Kommersant#» // <https://www.kommersant.ru/doc/390624> 20.06.2018.
- [10] Novaja Rossijskaja jenciklopedija / pod red. A.D. Nekipelova i dr. – M.: OOO «Izdatel'stvo «Jenciklopedija»: ID «Infra-M», **2007**. – T. 3 (1). – 480 s.
- [11] Deklaracija o gosudarstvennom suverenitete Kazahskoj Sovetskoj Socialisticheskoy Respubliki: utv. 25 oktjabrja 1990 goda // [http://online.zakon.kz/Document/?doc\\_id=1000230](http://online.zakon.kz/Document/?doc_id=1000230) 20.06.2018.
- [12] Konstitucionnyj zakon Respubliki Kazahstan. O gosudarstvennoj nezavisimosti Respubliki Kazahstan: prinjat 16 dekabrja 1991 goda, №1007-XII // <http://adilet.zan.kz/rus/docs/Z910004400> 20.06.2018.
- [13] Alma-Atinskaja Deklaracija. Edinyj reestr pravovyh aktov i drugih dokumentov Sodruzhestva Nezavisimyh Gosudarstv: utv. 21 dekabrja 1991 goda // <http://cis.minsk.by/reestr/ru/index.html#reestr/view/text?doc=4> 20.06.2018.
- [14] Filippov A.V. Novejšhaja istorija Rossii, 1945-2006 gg.: kn. dlja uchitelja. – M.: Prosveshhenie, 2007. – 494 s.
- [15] Zen'kovich N.A. Gorbachev Mihail Sergeevich. Samye zakrytye ljudi. Ot Lenina do Gorbacheva: jenciklopedija biografij. – M.: Olma-press, 2004. – 688 s.
- [16] Ukaz Prezidenta Respubliki Kazahstan. O perehode gosudarstvennyh predpriyatij i organizacij sojuznogo podchinenija v vedenie Pravitel'stva Kazahskoj SSR: utv. 31 avgusta 1991 goda, № 410 // [http://online.zakon.kz/Document/?doc\\_id=1000668](http://online.zakon.kz/Document/?doc_id=1000668) 20.06.2018.
- [17] Ukaz Prezidenta Respubliki Kazahstan. O sozdanii Vooruzhennyh Sil Respubliki Kazahstan: utv. 7 maja 1992 goda, №745 // [http://online.zakon.kz/Document/?doc\\_id=1001125](http://online.zakon.kz/Document/?doc_id=1001125) 20.06.2018.

- [18] [Pis'mo v Kabinet ministrov Respubliki Kazahstan tov. Ezhikovu-Babahanovu E.G. ot VriO Ministra oborony RK general-majora S. Altynbekova] // AP RK F. 5.N. Op.1. D. 382. L.83.
- [19] Soglashenie o sredstvakh sistem preduprezhdeniya o raketnom napadenii i kontrolja kosmicheskogo prostranstva: utv. 6 ijulja 1992 goda // AP RK F. 5.N. Op. 1 D. 383. L. 102-105.
- [20] Rasporjazhenie Prem'er-ministra Respubliki Kazahstan. Ob obrazovanii komissii po inventarizacii i prinjatii imushhestva voinskih chastej, prompredpriyatij i organizacij kosmodroma Bajkonur, poligonov Sary-Shagan, Semipalatinsk, Jemba: utv. 19 ijulja 1993 goda, № 293-r // AP RK F. 5.N. Op. 1. D. 1673. L. 73-74.
- [21] Tasbulatov A.B. Dogovor o voennom sotrudnichestve – prakticheskaja realizacija družby i dobrososedstva dvuh bratskih narodov // Dogovor o voennom sotrudnichestve – shag k družbe i kollektivnoj bezopasnosti narodov: mater. pervoj kaz.-ros. nauch.-prakt. konf. / Ylttyk korıanys universiteti. – Shhuchinsk: TOO «RISK-Biznes», 2004. – S. 10-11.
- [22] Skvorcov A.S. Dogovor o voennom sotrudnichestve – prakticheskaja realizacija družby i dobrososedstva dvuh bratskih narodov // Dogovor o voennom sotrudnichestve – shag k družbe i kollektivnoj bezopasnosti narodov»: mater. 1-j kaz.-ros. nauch.-prakt. konf. / Ylttyk korıanys universiteti. – Shhuchinsk: TOO «RISK-Biznes», 2004. – S. 21.
- [23] Soglashenie mezhdru pravitel'stvom Rossijskoj Federacii i pravitel'stvom Respubliki Kazahstan. O porjadke sodержaniya i ispol'zovaniya Uzla Balhash sistemy preduprezhdeniya o raketnom napadenii, raspolozhennogo na territorii Respubliki Kazahstan: utv. 14 dekabrya 1994 goda // [http://www.conventions.ru/view\\_base.php?id=16574](http://www.conventions.ru/view_base.php?id=16574) 20.06.2018.
- [24] Zakon Respubliki Kazahstan. O ratifikacii Soglasheniya mezhdru Pravitel'stvom Respubliki Kazahstan i Pravitel'stvom Rossijskoj Federacii ob uslovijah peredachi i o porjadke dal'nejshego ispol'zovaniya kazahstanskogo Uzla Balhash v rossijskoj sisteme preduprezhdeniya o raketnom napadenii: prinjat 12 oktjabrya 2015 goda, № 354-V ZRK // <http://adilet.zan.kz/rus/docs/Z1500000354> 20.06.2018.

ӘОЖ 929, МҒТАР 03.20

**Д.А.Кенжебаев<sup>1</sup>**

<sup>1</sup>Радиоэлектроника және байланыс әскери-инженерлік институты, Алматы, Қазақстан

### **ПОЛИГОН САРЫШАГАН – ҚЫСҚАША ТАРИХИ ТАЛДАУ**

**Аннотация.** Қазақстанның ғасырлық тарихы тарихи оқиғалардың ең бай көзі көбінесе салдарларды анықтаудың жаһандық ауқымымен сипатталады. Географиялық жағынан Еуропа мемлекеттері мен азиялық елдерді байланыстырып, Қазақстан өзінің тарихи дамуына әлемдік мемлекеттердің қарым-қатынасына тікелей ықпал етті. Осындай қарым-қатынас әскери қауіпсіздікті қамтамасыз ету және әскери өнердің саласын, ғылым, техника мен технологияларды дамуы келісілген геосаясат тайталастары тарихи зерттеулер контекстінде анықталады. Осыған байланысты қазіргі заман шартына жалпы әскери-ғарыш бағыты ғылыми ізденіспен нақты тарихи зерттеулердің өзекті сипатын береді. Қазақстан Республикасының аумағы тарихи негізде зымырандық-ғарыштық технологияларды дамыту саласындағы практикалық салтанатты ғылыми ойлар отаны және жинағы болды, бұл өз кезегінде қосымша зерттеулер жүргізу қажетті болды олардың мақсаты тарихи фактілерді және маңызды оқиғалар өзінің кешенінде көріну бар заттардың тәртібі және мемлекетаралық қарым-қатынастың мән-жайларын анықтау керек. Айтылған контексте Қазақстан аумағында әскери-ғарыштық қызметін құрайтын, атап айтқанда зымыранға қарсы құрамдас бөлігін дамыту, оны жүзеге асыру, тарихи тәжірибесі қарастырылған. Келтірілген талдау шеңберінде тарихи алғышарттары мен шарттары осы бағыт қалыптастыру мемлекеттік қызметтегі оның тарихнама бөлінісінде қазіргі жағдайда одан әрі дамыту ашылады. Кеңес мемлекетінің ыдырауы және тәуелсіз Қазақстанның қалыптасуы тарихи сәтінде мемлекеттік органдарының іс-әрекеттері көрсетілген, мемлекетаралық келісімдерді нәтижелері айқындалған, оларды әрі қарай орындау перспективалары анықталған. Тұтастай алғанда, бірқатар жаңа көздеріне сүйене отырып зымыранға қарсы қорғаныс жүйесін дамыту тарихи процестің тарихнамасы Қазақстан аумағында контекстінде мазмұнын ашудың тиісті қызметті жүзеге асырылған.

**Түйін сөздер:** Сарышаған, Балқаш торабы, зымыран шабуыл туралы ескертудің жүйесі.

Д.А.Кенжебаев<sup>1</sup>

<sup>1</sup>Военно-инженерный институт радиоэлектроники и связи, Алматы, Казахстан

### ПОЛИГОН САРЫШАГАН – КРАТКИЙ ИСТОРИЧЕСКИЙ АНАЛИЗ

**Аннотация.** Многовековая история Казахстана являет собой богатейший кладезь исторических событий зачастую характеризуемых глобальными масштабами определяющих последствий. Географически связуя европейские государства с азиатскими странами, Казахстан в своем историческом развитии подчас имел самое непосредственное влияние на взаимоотношение мировых государств. Подобные взаимосвязи выявляются в контексте исторических исследований геополитических конфронтаций обусловленных развитием науки, техники и технологий в сфере обеспечения военной безопасности и развития военного искусства. В этой связи в условиях современности актуализируется военно-космическое направление научного поиска вообще и исторических исследований в частности. Территория Республики Казахстан исторически обоснованно стала родиной и средоточием воплощения практического торжества научной мысли в сфере развития ракетно-космических технологий, что в свою очередь актуализирует проведение дополнительных исследований целью которых должно стать определение исторических фактов и определяющих событий в комплексе своего проявления обусловивших существующий порядок вещей и конъюктуру межгосударственных взаимоотношений. В контексте сказанного в данной статье рассматривается исторический опыт осуществления на территории Казахстана одной из составляющих военно-космической деятельности, а именно развитие ее противоракетной составляющей. В рамках приведенного анализа раскрываются исторические предпосылки и условия формирования данного направления государственной деятельности в разрезе историографии ее зарождения и дальнейшего развития в современных условиях. Показаны действия государственных органов в исторический момент развала советского государства и становления независимого Казахстана, выявлены результаты межгосударственных договоренностей; определены перспективы их дальнейшего исполнения. В целом, опираясь на ряд новых источников, представлен непредвзятый взгляд на историографию исторического процесса развития системы противоракетной обороны в контексте раскрытия содержания соответствующей деятельности осуществленной на территории Казахстана.

**Ключевые слова:** Сарышаган, Узел Балхаш, система предупреждения о ракетном нападении.

#### Information about author:

Kenzhebayev Daulet Anuarbekuly - Military and engineering institute of radio electronics and communication, Almaty, Kazakhstan, chief of department of Bases of military radio technique and electronics, doctor of philosophy (PhD), [daulet.0117@rambler.ru](mailto:daulet.0117@rambler.ru), <https://orcid.org/0000-0003-3299-5930>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.5>

Volume 5, Number 321 (2018), 33 – 38

UDK: 331.1

G.A. Abdullina<sup>1</sup>, A.G. Bazarbaev<sup>2</sup>

<sup>1,2</sup> Narxoz University, Almaty city, Republic of Kazakhstan  
E-mail: [gulnar.abdullina@narxoz.kz](mailto:gulnar.abdullina@narxoz.kz), [abzal.bazarbaev@narxoz.kz](mailto:abzal.bazarbaev@narxoz.kz)

## MODERN CONCEPTS OF HUMAN RESOURCES MANAGEMENT IN ORGANIZATIONS

**Abstract.** The results of many recent studies have shown that managers often focus on production, financing and marketing, and that the company's key management system remains a weak link in human resource management. Human resources management systems used by organizations have significant shortcomings, and most importantly - comprehensive monitoring of personnel activities, poorly developed information base, a clear system of personnel performance evaluation, outdated technology of forecasting personnel risks and much more. The article describes the main changes in personnel management in the development of society and labor relations, the essence and basic concepts of human resources management theory, functions and responsibilities of human resources management in organizations. Human resources management methodologies in organizations, global technological and structural changes, enterprise competitiveness and flexibility, and decentralization and privatization have led to the development of human resources management from human resources management to the evolution of production.

**Key words:** human resources, human resources management, organization.

### Introduction

One of the priorities of the message of President of the Republic of Kazakhstan N.A. Nazarbayev to the people "New Opportunities for the Development during the Fourth Industrial Revolution" is human capital [1].

The term "human resources" is derived from the experience of the American College of Personnel Management. In the 70s of the 20th century, the concept of "personnel" and "personnel management" in the human resources management field in the United States was replaced by the concept of "human resources" and "human resource management". The concept of "human resources" reflects the role and place of man in the production, the adoption of new rules and regulations, the introduction of a number of innovations into many forms and methods of personnel work. The basic human resource management models developed in the United States at the end of the last century [2].

During the evolution of the theory of management in the 19th and 20th centuries, the role of people in the organization has undergone significant changes.

A. Smith has created a valuable labor theory. Bright representatives of this theory are D. Ricardo, later it was K. Marx. Hence, it was K. Marx who further developed the theory. He introduced the concept of "labor force", which he considers as a working ability [3].

Successful human resource management of the organization allows increasing labor productivity and maximizing profits. Due to the growing globalization trends in the global economy, the nature of human resource management is rapidly changing. Working with people from different countries makes it difficult for business to adapt to the current situation. As a result, new issues arise that need to be addressed within the international business environment.

The essence of the organization's activity is collective work of employees through the achievement of this goal. Management, planning, organization, motivation, coordination and monitoring are the basis of

collective labor management. Because people are the basis of the driving force of any organization, the process of managing people plays an important role in the enterprise's overall governance.

The current stage of Kazakhstan's economic development is characterized by the need for competition between enterprises of national economies, competition for consumers, improvement of quality of goods and services and transition to innovative production.

The organization's human resources management system should be based on timely identification of potential problems and opportunities, based on their development plans, management and control over the human resources of the organization.

First of all, it is aimed at improving the quality of life, effectively utilizing the intellectual and physical capabilities of personnel management, strengthening labor relations in the organization, motivating and maximizing employee benefits [4].

Managing human resources has significantly changed in the development of society and labor relations. During the evolution of production, global technological and structural changes, competitiveness and flexibility of enterprises, as well as decentralization and privatization led to the development of personnel management from human resources to managing human resources.

It's worth to say that human resource management has long been established as a science. Initially, human resource management in science was considered and developed related to the production activities of different organizations [5].

At the same time, today there is a difference between theoretical justification and the development of human resources management tools identified as an important function of innovative development [6].

At the beginning of the 20th century principles of scientific organization of work were formed. The specific features of these principles are: orientation to individual worker; recruitment and training; distribution of labor, including the introduction of managerial activity; specialized human resources allocation.

Table 1–Evolution of human resources management approaches

The main directions of management	Management relationships to employees	Human Resources Management
1	2	3
Until 1910		
Industrial Technology	Not looking indifferent to the needs of the workers	Disciplinary systems
From 1910 to 1920		
Social security of employees	Workers need safe working conditions and opportunities for growth	Safety guides, English lessons, curriculum guidelines
From 1920 to 1930		
Effectiveness of tasks	If workers increase productivity, workers need higher wages	Study of movement during work and motion
From 1930 to 1940		
Personal differences	Accounting for personal differences	Psychological testing and counseling for employees
From 1940 to 1950		
Trade union movement	Workers are the forces that can resist leadership	Employee communication programs, trade-union methods
From 1950 to 1960		
Economic security	Employees need economic protection	Personnel retirement plan, health plans, discounts
From 1960 to 1970		
Human relationships	Employees should take into account their opinions when administering	Professional training of managers (business games, trainings, focusing on different aspects)
From 1970 to 1980		

Продолжение таблицы 1

1	2	3
Collective Decision-Making	Employees are required to participate in the decision-making process	Methods of decision-making management
From 1980 to 1990		
The problem is complicated	Work is needed to meet the challenge and comply with the abilities of employees	Integrated groups of work enrichment, problem solving and formation
From 1990 to 2000		
Personnel promotion	Employees need jobs in the economic crisis due to inter-country competition and technology change	Development, retraining, restructuring
From 2000 to 2010		
Changes in the composition of the labor force and its shortfall	Employees need flexibility, benefits, and policies against them	Strategic planning, employee rights, professional training, flexible discounts, computerization and more.
From 2010 until now		
Personnel potential, human (intellectual) capital development	Guarantee of employment during the financial crisis, human (intellectual) capital assessment	Intellectual Property Management, Strategic Management of Employee and Intellectual Property as a whole, Planning and Assessment of Human Capital

The School of Behavior created by Charles Bernard. Later followers of this school were F. Hertzberg, A. Maslow, D. He was MacGregor. The main purpose of this school was to increase the effectiveness of the organization's activities through the rational use of human resources. The theory of human resources is a new name given to this school based on that purpose.

It is important to note that human resources management has been shaped at the intersection of management, psychology, applied sociology, industrial sociology, ethics, business and business economics, labor law, politics, conflict theory and a whole range of other sciences.

Personnel Management is an organization that provides competitive professionals, their rational use, professional and social development. Searching, selecting and accepting worthy employees in the organization is the beginning of this service.

Human resource management is a new way of managing, which is "a strategic and consistent process of managing the entity's most valuable asset: the people working there affect collectively and individually to solve corporate issues" [7].

Moving from Personnel Management to Human Resources Management means moving from narrow specialization and limited liability to wider professional and work profiles; from a strictly planned career path to a flexible choice of professional development trajectory; and leads to full control over the employees' ability to promote personal development, creativity, and initiative.

We see that there are significant differences between personnel management and human resources management:

- 1) redirect personnel management system to individual work with the staff;
- 2) human resource management is of strategic importance that makes the personnel policy of the organization more active;
- 3) responsibility for the most active implementation of personnel policies lies on managers, i.e. the personnel work of all references managers is integrated into the personnel management system;
- 4) traditionally trying to save costs associated with modernization of managerial labor, human resource management technology is aimed at improving the effectiveness of such investments;
- 5) If in personnel management all attention is focused on simple staff, then human resource management focuses on managerial personnel;
- 6) The new personnel management system will adopt strong and adaptable corporate culture.

Human resource management envisages the transition from vertical organizational structures to transverse linkages and transition to organic structures, which is an important step in using the internal intellectual potential. Horizontal contacts have a great impact on the disclosure of creative potential of employees compared to vertical structures.

Human resource management allows employees of the enterprises to create strong specialists, increase labor productivity, which will enable firms to develop competitive and sustainable growth in the long run.

However, managers do not use all the capabilities of managing these human resources, which leads to misuse of employees.

In the practice of modern management, the main concepts of human resources management have been formed with all the views, which are accepted equally with all modern managers. It is important to know the content and correctly interpret it.

The authors of the Human Resources Management textbook, Graham H. T. and Bennett R. note that the concept of "human resources management" is a comprehensive system that includes interconnected subsystems for the creation, use and development of human resources [8].

Mordovin S. K. sees the concept of "human resources management" as strategic and operational management aimed at improving the efficient use of human resources [9].

The main objective of human resources management is to develop the corporate capacity of the internal staff to achieve success through the use of human resources. The main objective of the company's employee's management is to work together in the group, to work as a percentage and to stick to employment.

The achievement of this goal will be focused on the following tasks:

- Purchasing and storing a company through qualified, generated and motivated workforce;
- maximal expansion and development of the internal capacities of the population by providing them with knowledge and professional development;
- Creation of favorable and harmonious partnership relations between managers of the company and their subordinates;
- balanced and developed approaches adapted to meet the needs of stakeholders (eg owners, senior executives, employees, suppliers, customers, federal, regional and municipal authorities, as well as the society as a whole);
- Appraisal of employees' performance and achievements and the use of effective methods of remuneration;
- managing diversity in labor collectives, employees' labor relations, behavior, and personal or group differences;
- creating conditions for the implementation of equal opportunities for all employees of the company;

In other words, the goal of human resource management is to hire, retain, encourage, improve and train qualified and motivated employees who can effectively implement the company's goals [10].

The main directions of effective human resource management in the current situation are: increase of motivation and self-motivation of employees; Improvement of the organizational structure of the enterprise; conducting a business valuation procedure and using its results in the selection and placement of human resources. Let's look at the directions.

There are many ways to classify motivation methods. The distribution of administrative, economic and socio-psychological stimulus is widespread. Administrative methods directly affect the person in the organization because they mean mandatory fulfilment of orders, instructions, tasks. They want a sense of debt, a desire to work in a particular organization, and so on. The process of material incentives is being accomplished by means of economic methods.

Human resources management is exercised through the entity's managing subjects - those directly involved in this activity.

Subjects of human resources: Managers of all levels; personnel service (HR) at the enterprise.

Given the importance of the staff, management is usually within the competence of the head of the organization or his first deputy. Senior management and managers at all levels are directly involved in staff management, which directly associates this function with the whole strategy of the organization. The efforts of these managers are aimed at engaging, selecting, propagating, stimulating, rationalizing, developing and retaining personnel for organizations that meet their needs and strategic goals [11].

The main purpose of the Personnel policy is to create an effective system of organization of personnel, administrative methods, as well as to achieve the highest employee productivity, and not just on economic incentives and social guarantees, but also to improve the productivity and achieve the best economic results.

The main directions of the personnel policy of the organization are:

- marketing services in the field of personnel; Planning the organization's employees needs;
- Forecasting of creation of new workplaces taking into account introduction of new technologies;
- recruitment, selection, appraisal and evaluation of staff, organization of management and adaptation;
- recruitment and placement; stimulate and encourage incentive mechanisms to stimulate motivation and increase employee satisfaction;
- To make cost-effective staff expenses; development of human resources development programs, as well as future goals of the organization, not only today, but also by improving the training of personnel for promotion of education, career growth and managerial positions;
- organization of work and jobs;
- development of employment and social programs; efficient distribution and use of employees working in the organization, their rationalization;
- management of innovations in personnel work; ensuring safety and health of employees;
- analysis of reasons for dismissal of personnel and selection of the most effective options;
- ensuring high quality of work, life expectancy and labor results;
- development of projects for improving the management of the organization's employees and evaluation of socio-economic efficiency.

Human resources management should be part of the organization's development strategy to maximize the potential of the company's employees [12].

The managers of the late 20th century were ensuring the progressive development of the organization, the effective use of human resources, the creative power of the company's employees, continuous development and professional development of employees. However, there is a significant difference between the potential of employees and the extent of their use in the real world. This is due to the fact that managing human resources is still considered as a purely functional area of management of the organization, which has a weak relationship with the core business; HR staffs are not familiar with the organization's development strategy and cannot build a human resource management system that ensures the effective implementation of the strategy; The existing human resource management practices overlap the challenges facing the organization, hinder its employees' development and limit their share of organizational goals.

Thus, human resource management has not yet been fully used (ineffective) as a new approach to the company's operations in the management of enterprises.

The human resource management function of the organization is its own system with its principles, powers and functions. Expanding human resources management enables organizations to get more complete, accurate information about their employees and manage them more efficiently.

In conclusion, we can say that human resource management is now one of the key factors of the effectiveness of the organization's activities, mainly: achieving an active HR policy; Strategic role of human resources services and abstract functions in transition to system actions; integration of human resource planning into corporate planning; emphasis is placed on human capital change and investment.

## REFERENCE

- [1] [www.akorda.kz](http://www.akorda.kz) Қазақстан Республикасы Президентінің ресмі сайты.
- [2] Shaburova A.V. Upravlenie vosproizvodstvom kachestvennih trudov ih resursov neftegazodobivayuschih predpriyatii Zapadnoi Sibirimonografiya. Novosibirsk 2014.
- [3] Golubev K.I. Istoriya menedjmenta tendency agumanizacii SPb 2003.
- [4] Vesnin V.R. Upravlenie personalom. Teoriya i praktikauchebnik 2011.
- [5] Sokolova M. I. Upravlenie chelovecheskimi resursami uchebnik 2007.
- [6] Kuzes D.M. Vizovliderstva per. s angl. 2009.
- [7] Kibanov A.Ya. Novaya stadiya evolyucii nauk i ob upravlenii personalomprineizmennoiparadigme 2014. №5 41.
- [8] Grehem H.T. Upravleniechelovecheskimiresursami 2006.
- [9] Mordovin S. K. Upravlenie chelovecheskimi resursami 17 modulnay aprogramma dlya menedjеров «Upravlenie razvitie morganizacii. Modul 16» 2000.
- [10] Balashov A. I. Upravlenie chelovecheskimi resursami uchebnoe posobie SPb. Piter 2012.
- [11] Pugachev V. P. ZnakomtesUChR –2009. №2.
- [12] Shekshnya S. V. Upravlenie personalom sovremennoi organizacii uchebnopraktiches koeuposobie ZAO «Biznesskola» Intel Sintez» 1998.

УДК: 331.1

Г.А. Абдулина<sup>1</sup>, А.Г. Базарбаев<sup>2</sup>

<sup>1,2</sup> «Университет Нархоз» АҚ, Алматы қ., Қазақстан Республикасы

## ҰЙЫМДАРДАҒЫ АДАМ РЕСУРСТАРЫН БАСҚАРУДЫҢ ЗАМАНАУИ ТҰЖЫРЫМДАМАЛАРЫ

**Аннотация.** Соңғы жылдардағы көптеген зерттеулердің нәтижелері ұйымдардың басшылары көбінесе өндірісті, қаржыландыруды және маркетингті басқаруға назар аударады, бұл ретте кәсіпорынның маңызды басқару жүйесі адам ресурстары басқаруды әлсіз байланыс болып қала береді. Ұйымдар пайдаланатын адам ресурстарын басқару жүйелері елеулі кемшіліктерге ие, олардың бастысы, персоналдың іс-әрекеттеріне кешенді мониторинг жүргізу, нашар дамыған ақпараттық база, персоналдың тиімділігін бағалаудың айқын жүйесі, персонал тәуекелдерін болжауға арналған ескірген технологиялар және басқалар. Мақалада қоғам мен еңбек қатынастарын дамыту процесінде персоналды басқару айтарлықтай өзгергендігі, ұйымның адам ресурстарын басқару теориясының мәні мен негізгі ұғымдары, ұйымдардағы адами ресурстарды басқарудағы кадрлық қызметтің функциялары мен міндеттері сипатталған. Ұйымдарда адам ресурстарын басқару проблемаларын зерттеудің әдістемелік тәсілдері, өндірістің эволюциясы барысында жаһандық технологиялық және құрылымдық өзгерістер, кәсіпорындардың бәсекеге қабілеттілігі мен икемділігі, сондай-ақ орталықсыздандыру және жекешелендіру персоналды кадрлық басқарудан адам ресурстарын басқаруға дейін дамытуға әкелгендігі қарастырылған.

**Түйін сөздер:** адам ресурстары, адам ресурстарын басқару, ұйым.

Г.А. Абдулина<sup>1</sup>, А.Г. Базарбаев<sup>2</sup>

<sup>1,2</sup> АО «Университет Нархоз», г. Алматы, Республика Казахстан

## СОВРЕМЕННЫЕ КОНЦЕПЦИИ УПРАВЛЕНИЯ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ В ОРГАНИЗАЦИЯХ

**Аннотация.** Результаты многих недавних исследований показали, что менеджеры часто сосредотачиваются на производстве, финансировании и маркетинге, а ключевая система управления компанией остается слабым звеном в управлении человеческими ресурсами. Системы управления людскими ресурсами, используемые организациями, имеют значительные недостатки, а самое главное - комплексный мониторинг кадровой деятельности, слабо развитая информационная база, четкая система оценки эффективности персонала, устаревшая технология прогнозирования рисков персонала и многое другое. В статье излагаются основные изменения в управлении персоналом в развитии общества и трудовых отношениях, сущность и основные концепции теории управления людскими ресурсами, функции и обязанности управления человеческими ресурсами в организациях. Методологии управления людскими ресурсами в организациях, глобальные технологические и структурные изменения, конкурентоспособность и гибкость предприятий, а также децентрализация и приватизация привели к развитию управления людскими ресурсами от управления людскими ресурсами до эволюции производства.

**Ключевые слова:** человеческие ресурсы, управление человеческими ресурсами, организация.

### Information about author:

Abdullina G.A. - Narxoz University, Almaty city, Republic of Kazakhstan, [gulnar.abdullina@narxoz.kz](mailto:gulnar.abdullina@narxoz.kz), <https://orcid.org/0000-0002-7685-5190>;

Bazarbaev A.G. - Narxoz University, Almaty city, Republic of Kazakhstan E-mail: [abzal.bazarbaev@narxoz.kz](mailto:abzal.bazarbaev@narxoz.kz)

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.6>

Volume 5, Number 321 (2018), 39 – 43

JEL 341.4(574)

A.N. Agybayev<sup>1</sup>, A.K. Adibayeva<sup>2</sup><sup>1</sup> Al-Farabi Kazakh National University, Almaty, Kazakhstan;<sup>2</sup> Kazakh Ablai Khan University of International Relations and World Languages, Almaty, Kazakhstan[ka\\_alina84@mail.ru](mailto:ka_alina84@mail.ru); [naylia7029@gmail.com](mailto:naylia7029@gmail.com)**IMPLEMENTING MECHANISMS OF THE UN CONVENTION ON  
GENOCIDE IN THE CRIMINAL LEGISLATION OF THE  
PARTICIPATING STATES: GENERAL COMPARATIVE ANALYSIS**

**Abstract.** The UN Convention on the Prevention of Genocide of 1948 is the main legal source for determining the composition of this crime. Today, the parties to the international treaty are 156 states that have implemented or are implementing conditions in the implementation of its provisions. Using comparative analysis of the criminal laws of different states, it is shown in this connection how the process of improving the effectiveness of the norms of the Convention in national legal systems is taking place. At the same time, it is confirmed that individual participating States not only formally reproduce the norms of the Convention but also purposefully implement procedures for their addition and improvement within the framework of internal jurisdictions. The result of the study is the fact that the implementation of the standard established by the Convention acquires a stable and consistent nature, and particularly for the post-Soviet republics.

**Keywords:** The UN Convention, genocide, implementation, criminal codes, a crime.

**Implications of the Convention provisions implementation for the States Parties**

The special Convention on the Prevention and Punishment of the Crime of Genocide adopted by the United Nations General Assembly on 9 December 1948 as General Assembly Resolution 260 (III) states in Article V that "the Contracting Parties undertake to enact, in accordance with their respective Constitutions, the necessary legislation to give effect to the provisions of the present Convention and, in particular, to provide effective penalties for persons guilty of genocide or of any of the other acts enumerated in article III." [1, p.781]. It follows from the meaning and content of the above provision that in assuming such an international obligation, a State Party to the Convention must ensure that it is effectively implemented (enforced) throughout its territory not only by all the authoritative acts at its disposal in accordance with its constitutional and other rules and regulations not inconsistent therewith. In international law, this system of measures is referred to as "implementation" or, speaking broadly, "a mechanism of harmonizing or coordinating international and national laws by employing recognized legal arrangements (methods)." Accordingly and in line with the norms enshrined in the Convention, a State Party shall undertake and carry out its actions aimed not as much at avoiding conflicts as at making national legislation that would not "conflict" with provisions of the international treaty in question.

As the current international practice shows, a more universal mechanism of implementation of this act by a State Party is to integrate its provisions into such State's national criminal law. Currently, the most common and applicable implementation methods include incorporation, reception and modification (expansion) of existing norms of criminal law in pursuance of an international treaty.

**Principal mechanisms of the Convention provisions implementation in the States Parties' criminal laws**

The Convention recognizes as wrongful and punishable not only genocide itself but also other acts that directly "flow" out of it, such as conspiracy to commit genocide; direct and public incitement to commit genocide; attempt to commit genocide; and complicity in genocide.

The enumerated initial forms of participation in genocide (or the so-called "inchoate crimes"), however, are not always covered by the norms of criminal laws of the States Parties. This is true, for

example, for the majority of the post-Soviet countries such as Russia, Kazakhstan, Latvia, Moldova, Belarus, Armenia, etc. However, some of the parties to the Convention, including Azerbaijan, Austria, Bulgaria, Spain, Macedonia, Poland and the United States, considered it necessary to either partially take into account this contractual obligation or expand legal consequences of its violation. In this regard, Article 104 of the Criminal Code of Azerbaijan of 30 December 1999 contains a direct and explicit incitement to commit genocide [2, P.132]. Paragraph 2 of §321 of the Austrian Penal Code includes such *corpus delicti* as conspiracy to commit genocide (it is defined as any conduct whereby any person agrees with another person to commit one of those *acti rei* specified in paragraph 1) [3, P.347]. Articles 416.2 and 416.3 of the Bulgarian Criminal Code of 15 March 1968 criminalize both preparation for and explicit and direct incitement to, committing genocide [4, P.284]. In addition, according to Article 419 of the Criminal Code of the same Balkan state, culpable is any officer who, subject to distinctions in the previous articles (416, 418), closes his or her mind to a situation where his or her subordinates commit any of the crimes specified in Section III [5, P.284] (here it should be noted that this part of the Bulgarian Criminal Code is entitled "Liquidation of Groups of the Population (Genocide) and Apartheid").

Criminal Codes of Spain, Australia, Macedonia, Poland and the United States also extend the boundaries of liability with additional elements essential to the offence of genocide. Thus, the Spanish Penal Code of 23 November 1995, which contains the only Article 607 under Section II "Crime of Genocide", designates as another essential element a sexual assault on members of a national, ethnic, racial or religious group [6]. §3 of Article 118 of the Polish Criminal Code of 6 June 1997, likewise the Bulgarian lawmaker, partly provides for the essential elements in the form of preparation for genocide [7, P.128]. The Macedonian Criminal Code of 23 July 1996 sees creation of a group with the purpose of committing genocide as a qualifying element [8]. And finally, the US Federal Criminal Code of 4 May 1962 stipulates in §1091 that the crime of genocide can be committed both during peacetime and wartime [9], and also contains §1093 "Definitions" where the notions of "children", "ethnic group", "national group", "racial group", "religious group", "members", etc. are defined [10].

Recently, "there is a clear tendency towards a more extensive interpretation of the object of genocide" [11] in national criminal laws, "which can be caused by various reasons in different states" [12]. For instance, this way was chosen by lawmakers in such countries as Latvia, Belarus, France, Poland, Lithuania, says R.C. Clarke in his paper entitled "Together Again? Customary Law and Control over the Crime" (2015), [13, P.487], as well as Estonia. Thus, Article 71 of the Latvian Criminal Code of 8 July 1998 includes in the object of genocide not only "national, ethnic, racial or religious groups" but also any "social group, a group of people of certain common beliefs" [14]. According to §1 of Article 118 of the Polish Criminal Code, two more new categories are recognized as genocide victims: "political groups and groups with a certain worldview" [15]. The Lithuanian Criminal Code of 26 September 2000 expands the orbit of genocide victims to also include "social and political groups" [16, C.97]. Article 211-1 of the French Criminal Code which entered into force on 1 March 1994 (as subsequently amended) [17, P.165] and Article 127 of the Belarussian Criminal Code of 9 July 1999 [18] add "groups identified by any other arbitrary criterion" to the objects of genocide, save for those groups of people specified in Article II of the 1948 Convention. While the Estonian Criminal Code of 1 September 2002, according to some experts, contains a more "unique definition of genocide victims as compared to legislation of other states" [19] – being a "group opposing an occupation regime, or another social group" [20]. It is also noteworthy that the old version FRG Criminal Code (§220a of Section 16 of the Special Part, "Crimes Against Life"), prior to adopting the Act to Introduce the Code of Crimes against International Law, defined the object of genocide as a "certain distinct group" (in another similar version – a "group (community) distinguished by its traditions" [21]).

In agreement with the position of N.V. Moshenskaya, for our own part we believe that genocide always means a deliberate crime aimed at exterminating a stable group of people [22]. Besides, we also believe that new notions that expand the scope of the genocide object cover such *acti rei* as enumerated in the prevailing international law provisions and, namely, in the Rome Statute of 17 July 1998. While establishing generally true meaning of the concept of genocide according to Article 211-1 of the French Criminal Code which also extends the scope of the object of crime by including thereto a "...group characterized by any other arbitrary criterion," V.M. Vartanyan nevertheless admits that there is a good sense to this approach [23, C.62]. In support of his conclusion, he writes: for example, "some community of women starts committing actions aimed at liquidation of male population" [24, P.62]. "From the

international law perspective, such actions cannot be called a genocide of the male population, although they objectively are one" [25, P.62] and "in this case, the French Criminal Code covers such actions as essential elements of genocide"[26,C.62].

However, international practice also knows such a specific way of implementing the 1948 Convention as development, adoption and approval at the highest legislative level of an entire regulatory act. Here, the abovementioned German Act to Introduce the Code of Crimes against International Law of 26 June 2002 is no doubt a vivid example (another frequent name is the International Criminal Code; in German – Völkerstrafgesetzbuch (VStGB). This law, enacted by the German Bundestag, has "enriched" primarily the system of sources for the German criminal law and thereby strengthened the so-called "supplementary penal provisions" (Nebenstrafrecht) of the country and, secondly, in §6, formulated the crime of genocide which now matches the definition provided for in Article II of the 1948 Convention as well as in Article 6 of the Rome Statute of the International Criminal Court. Accordingly, with the adoption of the new Criminal Code, §220a was completely deleted from the old version of the Federal Republic of Germany criminal law which was introduced into its system by the Act of 9 August 1954 and became effective on 22 February 1955. It should also be noted that §6 which deals with genocide (Völkermord), along with §7 (crimes against humanity – Verbrechen gegen die Menschlichkeit), for the first time formed a new section in the special part of the International Criminal Code of this state. "The German Criminal Code had no separate section as such prior to its adoption [27, P.33], which speaks for a completely different quality of implementation of the norms of the 1948 UN Convention in the country's national legislation [28,C.33].

Similar criminal laws under which the States being parties to the 1948 Convention implemented their obligations were also adopted in Belgium (simultaneously with it there operates in this Western European country the Criminal Code of 8 June 1867 with numerous amendments reflecting the position of the legislator in XX century and beginning of XXI century) and Canada (in 2000, the Crimes Against Humanity and War Crimes Act was approved and enacted in this North American state.

It is important to emphasize that "responsibility for genocide is not limited to mere criminal one" [29]. But at the same time, Article IV of the 1948 Convention uses the term "punishment" which, apparently, is interpreted by international experts as an element of exclusively criminal responsibility"[30]. As noted by D.A. Dam-de Jong, after adoption of the Convention, the "states went along different paths in addressing the issue of punishment for the crime of genocide"[31,P.237].

As such, it is imposed and implemented in the form of various sanctions by national courts. For example, in the criminal codes of Austria (paragraph 1 of §321), France (Article 211-1) and Germany (§6 of the ICC) the basic constituent parts of genocide include an absolutely definite coercive measure that entails adverse consequences for the offender – life imprisonment ("life sentence" in the French version). However, most of the States Parties to the Convention use an alternative sanction, i.e. custodial sentence besides life imprisonment. National criminal codes provide for different terms of imprisonment: 8 to 15 years (Article 61 of the Estonian Criminal Code; not less than 10 years (Article 264 of the Swiss Criminal Code); 10 to 15 years (Articles 103, 104 of Azerbaijan Criminal Code); 12 to 15 years (Article 393 of the Armenian Criminal Code); 10 to 20 years (Articles 416, 417 of the Bulgarian Criminal Code); 3 to 20 years (Article 71 of the Latvian Criminal Code); 15 to 20 years (Article 607 of the Spanish Criminal Code); 12 to 25 years (Article 118 of the Polish Criminal Code); 16 to 25 years (Article 135 of the Moldavian Criminal Code). In some countries, the sanction provides for possibility of using death penalty for the commission of genocide (Article 127 of the Belarussian Criminal Code). In Kazakhstan, this capital punishment is imposed in case of genocide in wartime (Article 168 of the Criminal Code). In paragraph 2 of §6 of the FRG ICC, there is a norm which "contains no qualified type of genocide but establishes criminal liability for a less serious case of genocide, i.e. a norm containing the rules for determining the amount of penalty (Strafzumessungsregeln)"[32, P.34-35] Paragraph 2 itself reads: "In less serious cases referred to under subsection (1), numbers 2 to 5, the punishment shall be imprisonment for not less than five years"[33]. In the opinion of A.V. Serebrennikova, "In practice, this rule should be applied primarily to genocide which resulted in no deaths"[34, P.35].

While analysing modern criminal laws of states (mainly European and post-Soviet states), it can be noted that "salient features of national legal systems translated into the ways of implementing the norms of international law on genocide, reflecting their belonging to a particular legal family, national legal traditions, the level of public sense of justice, individualities of legislative process" [35]. In this regard, L. Kazyrytski particularly emphasizes that Roman law is the basis of legal systems of most of the above states belonging to the Romano-Germanic legal family [36, P.18]. In turn, it recognizes normative legal

act as the main source of law[37,P.18]. However, in this context, we particularly support the position of the Russian scholar N.A. Shulepov, according to whom the experience of implementing the norms on genocide by various states is not only of scientific but also of practical interest, since it can be used by the national legislator in improving the criminal code as to criminalization of international crimes [38]. This is fully relevant to the applicable laws of many states and, in particular, post-Sovietones.

### Conclusion

In a strictly legal context, it cannot be overlooked that, while obliging the States Parties to provide effective measures for implementation, the Convention also affords them open opportunities for "manoeuvre." This means that each State Party can resort to those measures as are conditioned by its autocratic discretion (compulsion) depending on one or another factual circumstance. The above examples and their simultaneous comparative analysis show that wordings of criminal laws either generally match provisions of the Convention or include elements of the crime of genocide in criminal codes without any firmly established form and not only within single article, or not as much formally perceive direct regulations approved in accordance with internal constitutional procedure of an international treaty as they expand their functional content by fixing not one but several instances of *corpus delicti* of genocide. However, such actions – recognition and development of various and, *it should be emphasized*, not contradicting and not excluding each other, legal forms of implementation, as well as their harmonization – in each case are underpinned by political will of the State Party.

### REFERENCES

- [1] Konventsiya o preduprezhdenii prestupleniya genotsida I nakazanii za nego ot 9 dekabrya 1948 goda // Prava cheloveka. Sbornik mezhdunarodnykh dogovorov. Tom I (chast vtoraya). – OON: Nyu-Iork i Zheneva, 1994. – 1023 s.
- [2] Ugolovnyy kodeks Azerbaidzhanskoi Respubliki ot 30 dekabrya 1999 goda. – Sankt-Peterburg: Izdatelstvo „Yuridicheskiy tsentr Press“, 2001. – 2325s.
- [3] Ugolovnyy kodeks Avstrii ot 29 yanvarya 1974 goda. – Sankt-Peterburg: Izdatelstvo „Yuridicheskiy tsentr Press“, 2004. – 352s.
- [4] Ugolovnyy kodeks Respubliki Bolgariya ot 15 marta 1968 goda. – Sankt-Peterburg: Izdatelstvo „Yuridicheskiy tsentr Press“, 2001. – 289s.
- [5] Ibid.
- [6] Ugolovnyy kodeks Ispanii ot 23 noyabrya 1995 goda – M.: Zertsalo, 1998. – 218s.
- [7] Ugolovnyy kodeks Respubliki Polsha ot 6 iyunya 1997 goda. – Minsk: Izdatelstvo „Tesei“, 1998. – 127 s.
- [8] Ugolovnyy kodeks Makedonii ot 23 iyulya 1996 goda URL: [www.m/rc.org.mk/law/Criminal/Code.htm](http://www.m/rc.org.mk/law/Criminal/Code.htm).
- [9] Criminal Code of USA, May 4, 1962 // <http://www.law.cornell.edu/uscode/text/18/part-I>.
- [10] Ibid.
- [11] Moshenskaya N.V. Genosid – istoricheskaya i pravovaya kharakteristika ponyatiya// Advokatskaya praktika. – 2005. - №3.- S.30-35.
- [12] Ibid.
- [13] Clarke R.C. Together Again? Customary Law and Control over the Crime. Criminal Law Forum, 2015. 26(3). - Pp. 457-495. (In Eng.)
- [14] Ugolovnyy kodeks Latviyskoi Respubliki ot 8 iyulya 1998 goda. - Sankt-Peterburg: Izdatelstvo „Yurid. tsentr press“, 2001. – 2325 s.
- [15] Ugolovnyy kodeks Respubliki Polsha ot 6 iyunya 1997 goda. - Minsk: Tesei, 1998. – 127 s.
- [16] Ugolovnyy kodeks Litovskoi Respubliki ot 26 sentyabrya 2000 goda. - (148s.).
- [17] Ugolovnyy kodeks Frantsii ot 1 yanvarya 1992g. Sankt-Peterburg: Izdatelstvo „Yuridicheskiy tsentr Press“. 2002. 648s.
- [18] Ugolovnyy kodeks Respubliki Belarus ot 9 iyulya 1999 g. // <http://www.base.spinform.ru>
- [19] Pankratova E.D. Ugolovno-pravovaya harakteristika genosida. diss.kand.yurid.nauk. – M.: MGYUA imeni O.E.Kutafina, 2010. - 200s.
- [20] Ugolovnyy kodeks Estonskoi Respubliki. S izmeneniyami i dopolneniyami na 1 avgusta 2001 g. - Yurid. tsentr Press, 2001. – 262 s.
- [21] Ugolovnyy kodeks Federativnoi Respubliki Germaniya ot 26 iyunya 2002 goda// P.V. Golovenkov Ugolovnoe ulozhenie (Ugolovnyy kodeks) Federativnoi Respubliki Germaniya: nauchno-prakticheskiy kommentariy i perevod teksta zakona. 2-e izdanie. Izdatelstvo „Prospekt“ 2012. - 312s.
- [22] Moshenskaya N.V. Ukaz. soch.
- [23] Vartanyan V.M. Ugolovnaya otvetstvennost za genosid. diss.kand.yurid. nauk. - Stavropol; Stavropolskii gosudarstvennii universitet, 2000. – 166 s.
- [24] Ibid.
- [25] Ibid.
- [26] Ibid.
- [27] Serebrennikova A.V. Implementatsiya port mezhdunarodnogo ugolovnogo prava o genoside vo vnutrennee zakonodatelstvo Rossiyskoi Federatsii I Germanii // Yuridicheskie zapiski, 2014. №1. – S.31-35.
- [28] Ibid.

- [29] Moshenskaya N.V. Ukaz. soch.  
 [30] Ibid.  
 [31] Dam-de Jong D.A. The Role of Informal Normative Processes in Improving Governance over Natural Resources Conflict-Torn States // Hague Journal on the Rule of Law, №7 (2), 2015. – Pp. 219-241.  
 [32] Serebrennikova A.V. Ukaz.soch. – S.31-35.  
 [33] Völkerstrafgesetzbuch (vVStGB) от 26. Juni 2002 (B GBl.I.S. 2254) // Ein Service des Bundesministeriums der Justiz und für Verbraucherschutz in Zusam – menarbeit mit der juris GmbH // www.juris.de  
 [34] Serebrennikova A.V. Ukaz.soch. – S.31-35.  
 [35] Shulepov N.A. Implementatsiya norm mezhdunarodnogo prava o genotside v ugovnom zakonodatelstve zarubezhnykh stran // voen prav. ru/docs/20/-2261. doc (Data poseshcheniya: 5 maya 2016g.)  
 [36] Kazrytski L. Latvian SS-Legion: Past and Present. Some Issues Regarding the Modern Glorification of Nazism //Criminal Law Forum. 2016. – Pp.1-25.  
 [37] Ibid.  
 [38] Shulepov N.A. Ukaz.soch.

**А.Н. Ағыбаев<sup>1</sup>, А.К. Адибаева<sup>2</sup>**

<sup>1</sup> Әл-Фараби атындағы ҚазҰУ, Кеден, қаржы және экологиялық құқық кафедрасы, Алматы қаласы, ҚР

<sup>2</sup> Абылай хан атындағы ҚазХҚ және ӘТУ, Халықаралық құқық кафедрасы, Алматы қаласы, ҚР

### **ГЕНОЦИД ТУРАЛЫ БҰҰ КОНВЕНЦИЯСЫНЫҢ ҚАТЫСУШЫ МЕМЛЕКЕТТЕРДІҢ ҚЫЛМЫСТЫҚ ЗАҢНАМАЛАРЫНДАҒЫ ИМПЛЕМЕНТАЦИЯЛЫҚ ТЕТІКТЕРІ: ЖАЛПЫ САЛЫСТЫРМАЛЫ ТАЛДАУ**

**Аннотация.** БҰҰ геноцидке қарсы іс-қимылдары туралы 1948 жылғы Конвенциясы осы аталған қылмыс құрамын анықтайтын басты заңи қайнар көзі болып табылады. Бүгінде бұл халықаралық шарттың қатысушылары қатарында 156 мемлекет бар. Олардың әрқайсысы өз кезегінде құжаттың ережелерін жүзеге асырып үлгерген немесе орындау үстінде. Осы орайда әртүрлі мемлекеттердің қылмыстық заңдарын салыстырмалы талдау әдісі арқылы қарастыра отырып Конвенция нормаларының тиімділігін ұлттық құқықтық жүйелер аясында қалай арттырылып жатқаны көрсетілген. Сонымен қатар мақалада жеке қатысушы мемлекеттердің Конвенция нормаларын формалды түрде қабылдап қана қоймай, оларды тиісінше өзіндік ішкі юрисдикциялар шеңберінде арнайы мақсат тұтып, толықтырып және жетілдіріп жатқан процедуралары дәлелденеді. Жүргізілген зерттеудің нәтижесінде Конвенцияда бекітілген стандарттың енгізілуі тұрақты және жүйелі сипатқа ие болып отырған фактісі анықталған. Әсіресе, бұл үрдіс посткеңестік мемлекеттерге тән.

**Түйін сөздер:** БҰҰ Конвенциясы, геноцид, имплементация, қылмыстық кодекстар, қылмыс.

УДК 341.4 (574)

**А.Н. Ағыбаев<sup>1</sup>, А.К. Адибаева<sup>2</sup>**

<sup>1</sup>ҚазНУ имени Аль-Фараби, кафедра таможенного, финансового и экологического права, г.Алматы, РК;

<sup>2</sup>ҚазУМО и МЯ имени Абылай Хана, кафедра международного права и юриспруденции, г.Алматы, РК

### **ИМПЛЕМЕНТАЦИОННЫЕ МЕХАНИЗМЫ КОНВЕНЦИИ ООН О ГЕНОЦИДЕ В УГОЛОВНЫХ ЗАКОНОДАТЕЛЬСТВАХ ГОСУДАРСТВ-УЧАСТНИКОВ: ОБЩИЙ СРАВНИТЕЛЬНЫЙ АНАЛИЗ**

**Аннотация.** Конвенция ООН о противодействии геноциду 1948 года является главным юридическим источником для определения состава данного преступления. Сегодня участниками международного договора являются 156 государств, которые осуществили либо осуществляют условия во исполнение его положений. С использованием сравнительного анализа уголовных законов разных государств в этой связи показано, как происходит процесс повышения эффективности норм Конвенции в национальных юридических системах. Одновременно подтверждается, что отдельные государства-участники не только формально воспроизводят нормы Конвенции, но и целенаправленно реализуют процедуры по их дополнению и совершенствованию в рамках внутренних юрисдикций. Результатом проведенного исследования является тот факт, что внедрение установленного Конвенцией стандарта приобретает устойчивый и последовательный характер, и в частности, для постсоветских республик.

**Ключевые слова:** Конвенция ООН, геноцид, имплементация, уголовные кодексы, преступление.

#### **Information about authors:**

Agybayev A.N. – Doctor of juridical sciences, professor, chair of customs, financial and environmental law, Al-Farabi Kazakh National University, Almaty, Kazakhstan;

Adybayeva A.K. - Ph.D Candidate, Kazakh National University named after Al Farabi, Lecturer of the International Law, Kazakh Ablai Khan University of International Relations and World Languages, Almaty, Kazakhstan, <https://orcid.org/0000-0002-7463-9435>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.7>

Volume 5, Number 321 (2018), 44 – 47

УДК 65.011.12

**B. Akhmetzhanov, K.B. Tazhibekova, A.A. Shametova**

Karaganda State Technical University, Karaganda, The Republic of Kazakhstan

[kashamida@mail.ru](mailto:kashamida@mail.ru), [ashametova@mail.ru](mailto:ashametova@mail.ru), [bakhmetzhanov@mail.ru](mailto:bakhmetzhanov@mail.ru)

**ANALYSIS OF DEVELOPMENT  
OF THE COAL INDUSTRY OF KAZAKHSTAN**

**Abstract.** First of all, a fundamental improvement in the quality of coal products is one of the most important factors in the development of the coal industry and increasing the competitiveness of coal. It is necessary to create an effective concept of coal quality management, which should ensure protection of the domestic market from low-quality coal products. In the article the authors noted that the Republic of Kazakhstan has a great opportunity to meet the needs for energy coals both on the domestic and foreign markets, this is due to the fact that the proven coal resources and the potential of the created capacities of coal enterprises have significant dimensions. In addition, the work on exploration and production of coalbed methane will solve by 2020 the energy problems of the whole of Central Kazakhstan and have a fundamental impact on the further development of the social sphere and the solution of environmental problems, the reduction in the amount of gas emitted into the atmosphere.

**Keywords:** coal industry, perspective, raw materials, forecast, resources, extraction.

**Introduction**

Mining and metallurgy in Kazakhstan in recent years are among the most dynamically developing sectors of domestic industry. The coal industry is one of the most important industries. The importance of coal as a fuel is great, coal also serves as a raw material for the chemical industry (production of artificial fibers, plastics).

The world coal market consists of two elements - the market of energy coals and the coking coal market.

Among the CIS countries, Kazakhstan ranks third in reserves and in excess of coal and the first place in terms of coal production per capita. The wide development of the coal industry of Kazakhstan began in the 30s due to the intensive development of the Karaganda basin and the industrialization of the national economy. The favorable geographic position of this basin, the availability of huge coal reserves, and their coking ability led to the creation of a powerful coal base on its base. The coal reserves of the Republic of Kazakhstan are accounted for by the state balance of 47 coal-bearing deposits and areas, including 197 sites, with a total diluted reserves of about 35 billion tons.

In the market conditions, the development of the coal industry is mainly determined by the need to acquire Kazakhstan's energy independence, taking into account the integration into the Euro-Asian top-energy and energy complex.

When solving issues related to the development of the coal industry in Kazakhstan, it is necessary to take into account the complex interaction of the two main factors of a technological and economic nature. The first is the qualitative characterization of different brands of coal and explains the specifics of their national economic use; the second is reflected in the level of economic efficiency of the coal industry.

**MAIN PART**

An analysis of the fuel and energy balance shows that there is a shortage of cheap graded coals for domestic needs and for enterprises that have boiler plants with layer combustion. In this regard, the expansion of coal production in the Maikuben basin of the Pavlodar region is of great importance. The coals of this basin are distinguished by high grades, easy enrichment and cheapness.

The Republic of Kazakhstan has a real opportunity to meet the need for energy coals both on the domestic and foreign markets, as the proven coal resources and the potential of the created capacities of

coal enterprises are huge. The total geological reserves and estimated reserves of coal in Kazakhstan are estimated at 150 billion tons..

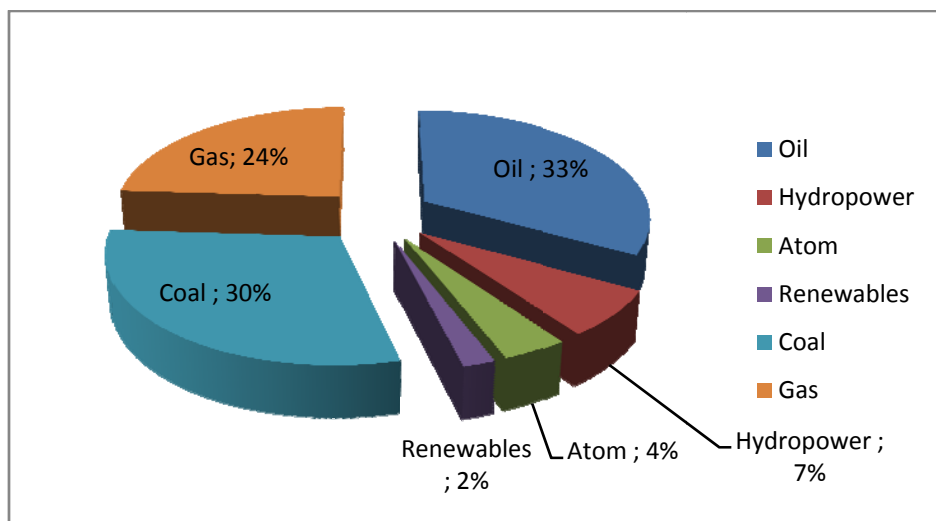


Figure 1 - The structure of global energy consumption

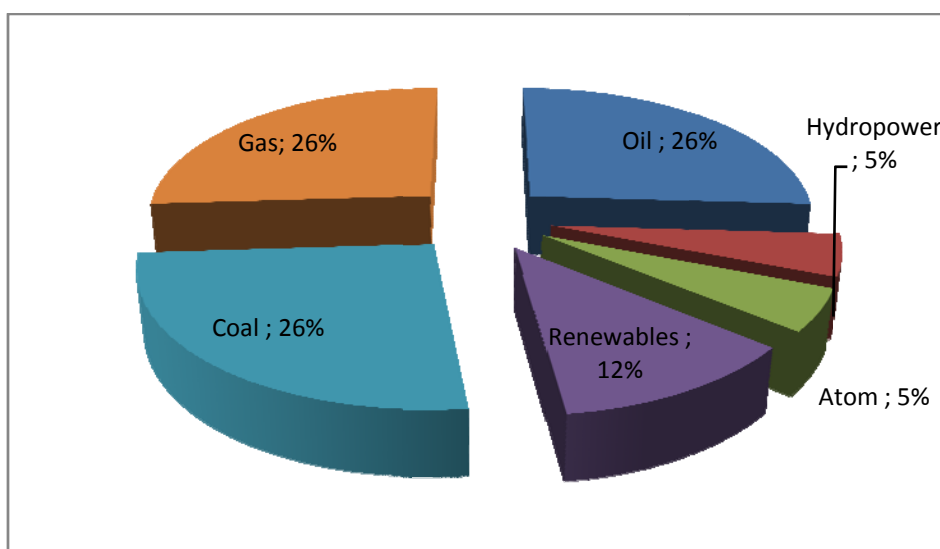


Figure 2 - The structure of global energy consumption in 2035

According to figures 1 and 2, oil production is 33% in 2017, but experts predict that in 2035 its production will decrease by 7% to 26%, hydropower from 7% to 5%, 4% to 5% renewable sources of 2% will increase to 12%, gas 24% will increase production to 26% and coal from 30% will decrease in production to 26%.

Kazakhstan has huge fuel-energy resources and is among the ten largest coal producers in the world market. The coal industry (along with the oil and gas industry) is the backbone of the energy complex of the Republic of Kazakhstan and one of the basic sectors of the country's economy. It provides 80% of the generation of electricity and heat, as well as 100% of the needs of the iron and steel industry for the production of coke. Today, coal production capacities in the Republic of Kazakhstan are significantly ahead of the demand for the traditional coal market, that is, the domestic market for thermal coal. In recent years, there has been a decline in coal production.

As you know, the reduction in demand for coal is currently observed not only in Russia, but throughout the world. But it is worth noting that, according to analysts, the real problem is not this, but in

the abundance of supply. Analysts on the basis of these factors predict the imminent decline of the era of coal as an energy resource. However, this will not happen very soon. "Most of the serious predictions in the electricity sector agree that coal will remain an essential component of the global energy balance for many years to come." The US Energy Information Administration (EIA) is also reassuring - according to him, fossil fuels will continue to account for nearly 80 % of global energy consumption up to 2040. "In fact, world demand for coal should increase by 2019 to 9 billion tons, which means an average increase of 2.1% per year. Electricity shortage in the African, Asian and South American countries, combined with the expected explosive growth of world energy consumption by 40% by 2040, can also spur the demand for fossil fuels. "Thus, despite the fact that the share of coal in the market will decline in favor of natural gas and renewable energy, it will still remain relevant. Prices for energy coals depend on demand, which is significantly influenced by the prices of oil and gas.

Most likely, coal prices will be set at a level that will allow producers to maintain a minimum profitability while at the same time restraining them from a sharp increase in production capacity and from developing new coal seams is connected with the problem of advance degassing of mine fields for the construction of new mines that has always stood and stands in a row priority, requiring prompt solution. The priority of these sites is evident in connection with the prospect of development and maintenance of the Karaganda Basin Mine Fund and the planned construction of new mines for the production of highly deficient coking coal grades KZh and K in these areas with a design capacity of more than 11 million tons per year. Without carrying out these works, further construction of new mines is unthinkable.

One of the significant factors for increasing the competitiveness of coal is a fundamental improvement in the quality of coal products. It is necessary to create an effective concept of coal quality management, which should ensure protection of the domestic market from low-quality coal products. Coal must accurately meet the requirements of various groups of consumers, forming a segment of the market for homogeneous products. The development and introduction of measures to improve the quality of coal products should be aimed at reducing the supply of unprocessed coal.

Today, the development of methane production in coal seams in Kazakhstan can create a new industry that has great prospects in the future. Karaganda as an industrial, coal-mining region of Kazakhstan can largely meet its needs in gas fuel due to development of resources of coalbed methane.

Timely work begun on the exploration and production of coalbed methane could really solve the energy problems not only in the Karaganda region by 2020 but become an alternative option for gasification of the whole of Central Kazakhstan and have a fundamental impact on the further development of the social sphere and the solution of environmental problems.

## CONCLUSION

In addition, the proposed project is attractive from an environmental point of view. New unconventional hydrocarbon raw materials in the center of Kazakhstan have a huge trade and political significance.

The development of resources of methane of coal seams in the Karaganda basin will allow:

- radically improve the safety of mining operations and in the future increase coking coal production;
- to create a new branch of industry that has great prospects in the future;
- use coalbed methane in industries to generate electricity by burning in mobile gas power plants, CHP boiler houses (experience of methane use in boiler houses is available in Karaganda);
- for household purposes for centralized and retail supply of the population with fuel - gas to apartments and as fuel for motor transport;
- in the metallurgical industry and chemical industry for use as fuel, as well as in the production of synthetic materials;
- reduce the environmental component by reducing the amount of gas emitted into the atmosphere.

In addition to the above, it should be noted that in order for coal-mining enterprises to develop, owners should pay attention to the problems of training miners in order to avoid shortages of workers, as well as safety and protection of miners, providing them with modern personal protective equipment

The results obtained in the course of the research show that the coal industry is potentially a significant industry in terms of its development in the world market.

## REFERENCES

- [1] Concept of development of the coal industry of the Republic of Kazakhstan for the period until 2020. Texture. Astana: b.i., 2008. P. 78-82.
- [2] The concept of the transition of the Republic of Kazakhstan to a "green economy". Text - Astana: b.i., 2013. P.11.
- [3] Drizhd N.A. KSTU-60. Carbon methane, history, problems, prospects of extraction and use. Text / Drizhd NA, Sharipov N. Kh., Ahmatnurov DR, Schmidt I.M. // Trudy na-ta. Geotech. Without life. 2013. № 2. P. 59-62.
- [4] Party's NM. Unconventional resources of methane coal-bearing strata. Text / Sideskiy NM, Khryukin VT, Mitronov DV, Shvachko EV // Ros. chem. Journal. 2008. T. LII - №6. P. 63, 72. Bibliography: p. 72.
- [5] Plakitkina L.S. "Forecasting market prices for coal in the external and internal markets until 2030." Magazine "Coal", No. 9, 2008, pp. 45-49.

УДК 65.011.12

**Б. Ахметжанов, К.Б. Тажибекова, А.А. Шаметова**

Карагандинский государственный технический университет, г.Караганда, Республика Казахстан

**АНАЛИЗ РАЗВИТИЯ УГОЛЬНОЙ ПРОМЫШЛЕННОСТИ КАЗАХСТАНА**

**Аннотация.** Прежде всего одним из значимых факторов развития угольной промышленности и повышения конкурентоспособности угля является фундаментальное усовершенствование качества угольной продукции. Необходимо создать эффективную концепцию управления качеством углей, которая должна обеспечить защиту отечественного рынка от некачественной угольной продукции. В статье авторами отмечено, что Республика Казахстан располагает огромной возможностью для удовлетворения потребностей в энергетических углях как на отечественном, так и на внешнем рынке, это связано с тем, что разведанные угольные ресурсы и потенциал созданных мощностей угольных предприятий имеет весомые размеры. К тому же начатые работы по разведке и добыче метана угольных пластов решит к 2020 году энергетические проблемы всего Центрального Казахстана и оказать принципиальное влияние на дальнейшее развитие социальной сферы и решение экологических проблем, уменьшением количества выбрасываемого газа в атмосферу.

**Ключевые слова:** угольная промышленность, перспектива, сырье, прогноз, ресурсы, добыча

ӨОК 6501112

**Б. Ахметжанов, К.Б. Тәжібекова, А.А. Шаметова**

Қарағанды мемлекеттік техникалық университеті, Қарағанды қаласы, Қазақстан Республикасы

**ҚАЗАҚСТАН КӨЛІК ӨНЕРКӘСІПТІҢ ДАМУЫН ТАЛДАУ**

**Аннотация.** Бірінші кезекте көмір өнеркәсібі дамуының маңызды факторларының бірі және көмір бәсекеге қабілеттілігін арттыру көмір өнімдерінің сапасын түбегейлі жақсарту болып табылады. төмен сапалы көмір өнімдерінің ішкі нарығын қорғау қажет тиімді сапа менеджменті тұжырымдамасы көмірде. Мақалада, автор Қазақстан Республикасы салдарынан көмір кәсіпорындары құрылған әлеуетті айтарлықтай сыйымдылығы өлшемдері бар дәлелденген көмір ресурстары және фактісі үшін де отандық және шетелдік нарықта энергетикалық көмір үшін қажеттіліктерін қанағаттандыру үшін үлкен мүмкіндік бар екенін атап өтті. Сонымен қатар, жұмыс 2020 жылға барлық Орталық Қазақстан энергетикалық мәселелерді шешеді және әлеуметтік және экологиялық проблемаларды одан әрі дамыту туралы іргелі әсер етуі, атмосферада шығаратын газ көлемін азайту болады көмір қабаттарынан метан сіңіру барлау және өндіру басталды.

**Түйін сөздер:** көмір өнеркәсібі, болашағы, шикізат, болжам, ресурстар, өндіру

**Примечание:** Статья выполнена в рамках реализации проекта, согласно договора №209 на программно-целевое финансирование от 19 марта 2018 года по подпрограмме 1, на тему «Оценка технико-экономической эффективности и технологической возможности использования слабо-коксующихся углей Казахстана в ферросплавном производстве и в качестве бездымного топлива для бытовых нужд». Регистрационная карта №01.01-22/161 от 13.04.2018г., Номер госрегистрации №0118PK00698.

**Information about author:**

Akhmetzhanov B. - Karaganda State Technical University, Karaganda, The Republic of Kazakhstan, <https://orcid.org/0000-0003-4422-2046>;

Tazhibekova K.B. - Karaganda State Technical University, Karaganda, The Republic of Kazakhstan, <https://orcid.org/0000-0001-9778-2464>;

Shametova A.A. - Karaganda State Technical University, Karaganda, The Republic of Kazakhstan, <https://orcid.org/0000-0002-7100-4178>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.8>

Volume 5, Number 321 (2018), 48 – 52

**Z.K.Ayupova<sup>1</sup>, D.U. Kussainov<sup>2</sup>**

<sup>1</sup>Kazakh national agrarian university, Almaty, Kazakhstan;

<sup>2</sup>Kazakh national pedagogical university named after Abai, Almaty, Kazakhstan  
[zaure567@yandex.ru](mailto:zaure567@yandex.ru)

**PROBLEMS OF CONSTITUTIONAL AND LEGAL  
DEVELOPMENT OF THE REPUBLIC OF KAZAKHSTAN  
IN THE CONDITIONS OF SOVEREIGNTY**

**Abstract.** Consecutive development and effective implementation of fundamental state programs in the field of state and legal development of the Republic of Kazakhstan show huge value of the law in force as the effective social regulator. The main problems of social, economic and political activity of the society were solved in the legal form. The Kazakhstan's Law is designed to provide freedom of people and protection of their interests, to modernize society, to create the high level of welfare. In the modern conditions the big role belongs to the state ideology, which reflects the interests, outlook and ideals of the state and society, plays the major defining role in the development of the country. Certainly, the state ideology is extremely necessary for the state at each stage of its construction, since it comprises a certain potential of the integration of the society and self-identification of the state in the world community. The lack of the political ideology capable to explain the national purposes and ideals, doesn't allow integrating all sectors of the society, rather surely. The creative role of the modern law in the conditions of modernization of the activity of the state and society defines need of formation and development of the number of the directions for the theory of state and law.

**Keywords:** ideological system, state ideology, political life, political decisions, destabilizing factors, perestroika processes, spiritual sphere, mass disorientation, identification loss, identification values.

The independent existence of Kazakhstan began on October 25, 1990, with the acceptance of Article 6 of the Declaration of State Sovereignty, which established that "the state authority in the Kazakh SSR has leadership, independence, and completeness within the Union Republic". On December 16, 1991, in addition to the sovereignty declaration, a new law establishing the state independence of the Republic of Kazakhstan was approved.

After achieving independence, Kazakhstan faced the problems, regarding the formation, strengthening, and perfection of its statehood. The disintegration of the Soviet Union, in contrast to other regions of the planet, "has resulted not necessarily in the formation of essentially new states, but in the revival of lost statehood from last times for lands with deep historical roots" [1].

A sovereign republic must decide many urgent and vital problems, such as: transition from one economic system to another; development of the process of democratization; preservation and strengthening of social and interethnic stability; determination of foreign policy; preservation of territorial integrity; problems of conformity in legislation to accepted models of development; development of integrated processes in the context of international cooperative frameworks, such as the Commonwealth of Independent States (CIS).

The peaceful achievement of independent statehood was a distinctive feature of Kazakhstan's particular variant of sovereignty. This peacefulness allowed state-building to begin upon the old management system. Through gradual reforms the old system underwent slow and painless transformation to the modern state.

At the first stage in the construction of statehood, at the end of 1991, significant and important reforms in the economic relations were held. Laws concerning private property and enterprise were

enacted, opened the way to further reforms and privatization initiatives. New social institutions, reflection of new requirements of the changing society, have begun to flourish.

The year of 1992 began the next stage in Kazakhstan's forming statehood. This included: the creation of the armed forces of the new republic; the creation and formal acceptance of new state symbols; further transformations in the economy, such as liberalization of prices and increasing commercialization of the separate spheres of manufacturing. It was also a year of external policy triumphs for Kazakhstan. Kazakhstan became a member of the world community of independent nations and was admitted to the United Nations Organization (UNO) on March 2, 1992. Kazakhstan was also admitted to the United Nations Educational, Scientific and Cultural Organization (UNESCO) on May 22, 1992, and on July 10, 1992 signed the final act of the OSCE. With the establishment of National Agency for Foreign Investment, the work began in earnest to attract world-wide interest in Kazakhstan's financial development.

The work on the Constitution of Kazakhstan emphasized statehood while encompassing the complex conditions and political disagreements left in the wake of the Soviet Union's demise, as well as social and psychological problems of adaptation in the face of new conditions. The conditions for Kazakhstan's society during this period (characterized by sharp decline of economic conditions aggravated by inflation, rampant non-payments of debts, increasing unemployment, reduced production, and deteriorating quality of life) reflected the irony of personal improvement gained by citizenship in the sovereign state. Coupled with the economic downturn was an upsurge of movements, based on national and ethnic identities, whose vocal opinions surrounded the constitutional debate. Chief among these opinions were concerns of the ethnic Russians in Kazakhstan and in the neighboring Russian Federation, regarding language and citizenship in the new nation. Mass media campaigns on behalf of Kazakhstan's Russians served to cast doubt on the Russian Federation's respect for its new CIS partners [2].

The Constitution of Kazakhstan has legally established the strong presidential republic with distribution of powers among three branches of authority: legislative, executive and judicial. In our country steady and successive institution of strong state authority has been created, that allows for the stability of all internal political processes.

The Constitution of 1995 has almost fixed, that the Republic of Kazakhstan approves itself as the democratic, secular, legal and social state, higher values of which are the person, his life, rights and freedoms. The new Supreme Law of the independent state predetermines qualitative parameters and steady development of the state. In accordance with the constitution, the state of Kazakhstan is characterized as unitary and integral. The main characteristic of the unitary state are the independent bodies. The unitary state assumes uniform citizenship, legislation, and a system of state authority. The efficacy of the government of Kazakhstan is expressed in three aspects:

(1) No one government body or political organization can ignore or stop the activity of constitutionally established institutions or uncontrollably carry out imperious functions, leading to the abolition of the constitutional system or usurpation of authority by violence;

(2) The functional division of authorities assures the appropriate organization of legislative, executive, and judicial mechanisms. The legislative authority is limited by referendum, by direct choices of the president via his direct veto, and by Constitutional Council. Its internal restriction is the two-chamber construction of Parliament. Executive authority is limited by the responsibility before Parliament and the valid character of the normative acts it issues. Judicial authority is subordinated to the Constitution and law, and its internal division is embodied in the Constitutional Court's allocation from the general judicial system, the powers of the prosecutor's office, the courts, etc.

(3) The constitution provides legal and economic conditions of state development on the basis of the self-management of various communities: regional, local, ethnic, cultural, social, industrial, religious, etc. In the same vein the division of functions between the economic and political system is carried out.

Kazakhstan is rich in natural resources, with proven oil reserves in the Tengiz fields. These fields alone are about twice those of Alaska's North Slope. Most world oil companies have acquired, or are acquiring, concessions in Kazakhstan while negotiations are underway with various foreign companies to build refineries and pipelines to bring the petroleum to market. Oil alone is not the sole resource. The republic can boast of having the entire periodic table of elements in exportable quantities. For example, development has begun of the Bakyrchik gold fields, financed by shares sold on the London stock exchange. Although these developments are being pursued by state owned companies, there is

considerable movement of capital into the private sector. Most of it appears to be illegal but sufficient to support the growth of subsidiary service industries, such as the Mercedes Benz dealership and service center in Almaty [3].

Just as in Russia and the other republics of the former USSR, the processes of modernization and the transformations of Kazakhstan's economy in twenty seven years of independence have passed along the difficult and inconsistent path. The general factors, which always distinguish the economies of all the CIS states, include, first of all, the inheritance of a uniform economic complex, as well as a major disproportion between extractive and manufacturing industries, and between heavy and light industries.

Despite the years of centralized economy and the difficulties, attending the period of transition from totalitarian to democratic government, Kazakhstan could claim potentially powerful industrial base. The Soviet Union's regional policy of economic development worked to the detriment of all its constituent republics in economic self-sufficiency, guaranteeing dependence on the center. In Kazakhstan, this regional policy deployed limited arsenal of tools. The construction of enterprises in the regions at an expense often beyond the state budget's means was basic and fundamental. Another tool was the state's subsidizing of local and republic budgets from the state budget in order to finance social development. In Kazakhstan, the size of the subsidy actually reached 30% to 40% of the budget. The peculiarity of this mechanism of regional development was based on the basic investments for social development, came from the central budget, there was, consequently, no regional social planning entity, and, moreover, no spatial organization of economic development at the republic level.

The market reforms and strategic plans for socio-economic development in Kazakhstan are projected in three stages over fifteen to twenty years period. During the first period a significant part of state properties were privatized; the consumer markets were normalized; and the macro-economy stabilized. The following seven to eight years is dedicated to directing the new economy and developing an economic infrastructure, supporting an advanced market for goods, capital, and labor. In the third stage, the period of five to seven years, the aim is to develop an open economy and to enter the ranks of the world's industrialized nations.

Domestic legislation and international legal acts, ratified by our state, are among the indisputable attributes of nationhood. Now we can remind that the primary parts of the 1995 Constitution of Kazakhstan are the conventional norms of international law, ratified by the Republic of Kazakhstan. They include international treaties, conventions and agreements, which have a priority above most national legislation. Thus, the 1995 Constitution, being based on the continuity of legal principles, proclaimed Kazakhstan as "democratic, unitarian, secular, legal, and social state". After the legitimization of its sovereignty by the people and recognition by the world community, Kazakhstan will turn its focus inward and work for harmonious social function. This means that Kazakhstan is not a class-based or ethno-cratic state, and it provides the social programs and softens interethnic and social conflicts [4].

SupremeLaw, realizing the merger of public and state institutions, creates favorable opportunities for an active and teleological formation of the civil society. Recognition of such ideological and political diversity also allows for the creation of an independent mass media.

Considering the results and prospects of Kazakhstan's achievement of statehood, we can note the following:

(1) As history has witnessed, each society needs a strengthening of statehood in order to achieve stability and prosperity. Statehood by itself appears to be the driving force in the development of any people. The present and future of any nation depend on its solidity and perfection;

(2) Kazakhstan, as a new sovereign state, must take into the account the experiences of other nations and of its own past as it grows in 21-st century. We should note that in "The Concept of Formation of State Identity in the Development of Kazakhstan's Statehood" brings the cultural and social growth in two major areas. The first relates to the economic, social, and cultural integration with the rest of the world and the community of nations, as well as social integration within the uniform national state.

Integration with the world implies recognition by the community of Kazakhstan as fully realized independent state. Integration within the country, likewise, requires the citizenry's collective belief in their nation's independent status. The confluence of these internal and external dynamics is vital to Kazakhstan's own true achievement of independent statehood.

Kazakhstan is the historically motivated initial ethnic center of the Kazakh people. Hence, one may say that state identity must include the preservation and development of the Kazakhs as the main ethnic unit with their culture, way of life, language and traditions. The determination of Kazakhstan as the national state must first recognize this quality by itself. However, one must not forget that the national revival of the Kazakh people, who for centuries populated the territory of modern Kazakhstan, should not be of nationalistic character.

The Constitution of Kazakhstan holds that the Republic, as a national state, expresses the interests of its whole population, independent of ethnic origin. The ideology of universalism, therefore, instead of the principle of internationalism, is of particular significance. The basic idea of universalism is that all ethnic groups are given equal rights and possibilities for development, *with no* discrimination. Moreover, the proposed ideology of universalism could be the national idea of the Kazakh people as the spiritual leader of the national groups, populating Kazakhstan. The main element for consolidation of the peoples of Kazakhstan, consisting of the Kazakh nation and representatives of the other nationalities, is the Constitution.

In the conclusion we would like to remind again, that the Constitution declares equal rights to all citizens of the Republic, irrespective of their nationalities, religion, status, etc. All state bodies, officials, and citizens should carry out their directives according to this most important constitutional principle, in order to achieve the interethnic consent and unity of Kazakhstan's people. Kazakhstan can't simply follow the example of Western democracies that would contradict its own process of liberalization and economic modernization and weaken the role of the nationstate, as the source of national identity. Incorporation of traditional Kazakh social institutions is vital in creating the state, which follows the lead of Western nations yet achieves the model of social and economic development unique among the nations of today's world.

#### REFERENCES

- [1] N.A. Nazarbayev. On the Threshold of the XXI Century. **1996** (in Rus.).
- [2] Roger D. Kancas. State building, and Civil Society in Central Asia in Political Culture and Civil Society in Russia and the New States of Eurasia in the International Politics of Eurasia // Edited by V. Tismaneanu. **2006** (in English).
- [3] Foreign Broadcast Information Services. Monograph. **2014** (in English).
- [4] Martha Brill Olcott. The New Nations of Central Asia. The Successor States to the USSR. –Stanford. California. **2012** (in English).

**З.К. Аюпова, Д.Ө. Құсайынов**

#### **ТӘУЕЛСІЗДІК ЖАҒДАЙЫНДАҒЫ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ КОНСТИТУЦИЯЛЫҚ-ҚҰҚЫҚТЫҚ ДАМУЫНЫҢ МӘСЕЛЕЛЕРІ**

**Аннотация.** Қазақстан Республикасының мемлекеттік және құқықтық даму саласындағы іргелі мемлекеттік бағдарламаларды дәйекті түрде дамыту және тиімді іске асыру қолданыстағы заңнаманың тиімді әлеуметтік реттеуші ретінде маңыздылығын көрсетеді. Себебі, қоғамның әлеуметтік-экономикалық және саяси өмірінің негізгі проблемалары құқықтық формада шешіледі. Қазақстандық құқық адамның еркіндігін қамтамасыз ету және олардың мүдделерін қорғау, қоғамды жаңғырту, оның әл-ауқатының жоғары деңгейін қамтамасыз етуге бағытталған. Қазіргі жағдайда мемлекет пен қоғамның мүдделерін, идеологиясын және идеалдарын көрсететін мемлекеттік идеологияға үлкен роль тиесілі, ел дамуында маңызды рөл атқарады. Әрине, мемлекет үшін мемлекеттік идеология оның құрылуының әрбір кезеңінде аса маңызды болып табылады, себебі ол қоғамды интеграциялау және әлемдік қоғамдастықта мемлекеттің өзін-өзі тану үшін белгілі бір әлеуетті қамтиды. Ұлттық мақсаттар мен мұраттар түсіндіруге қабілетті саяси идеологияның жоқтығы себепті қоғамның барлық топтарын тиімді интеграциялауға мүмкіндік бермейді. Мемлекет пен қоғам өмірінің барлық аспектілерін жаңғырту тұрғысынан қазіргі заңның шығармашылық рөлі мемлекет пен құқық теориясындағы бірқатар бағыттарды қалыптастыру мен дамыту қажеттілігін анықтайды.

**Түйін сөздер:** идеологиялық жүйе, мемлекеттік идеология, саяси өмір, саяси шешімдер, тұрақсыздандырушы факторлар, қайта құру процестері, рухани сала, бұқаралық бейтараптандыру, сәйкестендіруді жоғалту, сәйкестендіру құндылықтары.

## ПРОБЛЕМЫ КОНСТИТУЦИОННО-ПРАВОВОГО РАЗВИТИЯ РЕСПУБЛИКИ КАЗАХСТАН В УСЛОВИЯХ СУВЕРЕНИТЕТА

**Аннотация.** Последовательная разработка и действенная реализация фундаментальных государственных программ в области государственно-правового развития Республики Казахстан показывают огромное значение действующего права в качестве эффективного социального регулятора. Поскольку именно в правовой форме решаются основные проблемы социально-экономической и политической жизнедеятельности общества. Казахское право призвано обеспечивать свободу людей и защиту их интересов, модернизировать общество, создать высокий уровень его благосостояния. В современных условиях большая роль принадлежит государственной идеологии, которая отражает интересы, мировоззрение и идеалы государства и общества, играет важнейшую определяющую роль в развитии страны. Безусловно, государственная идеология крайне необходима государству на каждом этапе его строительства, т.к. она включает в себе определенный потенциал интеграции общества и самоидентификации государства в мировом сообществе. Именно отсутствие политической идеологии, способной эффективно объяснить общенациональные цели и идеалы, не позволяет достаточно уверенно интегрировать все слои общества. Созидательная роль современного права в условиях модернизации всех сторон жизнедеятельности государства и общества определяет необходимость формирования и развития целого ряда направлений в теории государства и права.

**Ключевые слова:** идеологическая система, государственная идеология, политическая жизнь, политические решения, дестабилизирующие факторы, перестроечные процессы, духовная сфера, массовая дезориентация, утрата идентификации, идентификационные ценности.

### Information about authors:

Ayupova Z.K. - Doctor of juridical sciences, professor, Chair of law, Kazakh national agrarian university, Kazakhstan, Almaty; <https://orcid.org/0000-0002-5925-1619>;

Kussainov D.U. - Doctor of philosophy sciences, professor, interuniversity chair of politology and socio-philosophy disciplines, Kazakh national pedagogical university named after Abai, Kazakhstan, Almaty, <https://orcid.org/0000-0003-4274-5986>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.9>

Volume 5, Number 321 (2018), 53 – 56

A.A. Nurpeisova <sup>1</sup>, I.Yu. Rey <sup>2</sup>, D.T. Bizhanov <sup>3</sup>, D.A. Tleuzhanova <sup>4</sup><sup>1,4</sup>Kazakh Agrotechnical University. S.Seifullin;<sup>2</sup>President, Tour Operator Company "Sayat" ;<sup>3</sup>JSC "Financial Academy"[nauryzbaeva\\_a@mail.ru](mailto:nauryzbaeva_a@mail.ru), [sayat01@mail.ru](mailto:sayat01@mail.ru), [dokphd.unikum@mail.ru](mailto:dokphd.unikum@mail.ru), [tda\\_06@mail.ru](mailto:tda_06@mail.ru)**MAIN ELEMENTS OF MANAGING THE PROCESS  
OF CREATING INNOVATION PRODUCTION**

**Abstract.** The authors of the article consider today the most significant factor related to the success of the company, are the creation of innovations related to the formation of scientific and technological progress. However, innovations in improving the product are least affected in practice and have little effect on the development of the enterprise. Fundamentally significant for the organization of the innovation process is the material and technical base of scientific and design developments. The basic elements of creation of innovative products are revealed, rational management and management of innovative processes is represented, which depends on optimization of expenses for creation of innovations, from terms of realization of given production, and also market opportunities. According to the authors, effective management of innovation processes should include the integration of all elements of the system of science and technology-production-consumption in the process of entrepreneurial activity. At the same time, it is necessary to envisage the creation of a sales system and feedback in the innovation process.

**Keywords:** innovations, competition, efficiency of innovative activity, managerial decisions, economic-mathematical model.

**INTRODUCTION**

Enterprises introduce innovations to increase the competitiveness of goods and ensure a stable success of the company in the market. In this regard, one of the main areas of strategic management of the enterprise is the management of innovation.

The innovative activity of the company is aimed at scientific and technological progress, namely, the application of its results to improve production efficiency and ensure the competitiveness of the product and the firm as a whole. To achieve this goal, you can detail the objectives of innovation based on the company's strategic programs.

**AIN PART**

The main aspects of innovative management are the strategy and technical policy of innovation, as well as specific measures for their implementation.

Innovations include:

- unfamiliar to consumers goods (new products, services);
- an unfamiliar way of creating products or services;
- use of previously unused materials and elements;
- acquisition of new sources of raw materials and energy;
- Innovations in the organization (coverage of new markets, new ways of financing, etc.).

Innovations are any objects or actions that appeared in the organization after scientific research and discoveries or inventions and which are fundamentally different from the previous analog.

Innovations mean a higher technological level, new consumer qualities of a product or service in comparison with previous products. The concept of "innovation" is used with all the innovations of the enterprise, including production, organizational, financial, research and many other areas of activity. In addition, the concept of "innovation" can be attributed to any improvement that provides a reduction in

costs or creates the conditions for such savings. Innovations are divided into two main groups: technical and organizational.

Technical innovations describe: new products, new technologies or new services. Often the success of the company requires a joint effect, which can be obtained by introducing a new product, new technologies and new services simultaneously. Technical innovations are also classified according to the volume of capital expenditures, from the payback period and from their impact on the formation of a separate company or industry. Then they are divided into basic and applied innovations, innovations related to product improvement, technologies or services and modification innovations.

The most significant impact associated with the success of the company as a whole in the economy are the main innovations associated with the formation of scientific and technological progress. At the same time, innovations in product improvement affect the practice of an industrial enterprise, and in this case the least affected are changes in innovation.

The main objective prerequisites (origins) for the emergence of technical innovations are modern technical capabilities and modern needs, on which two popular models of the innovation process are based. Analysis of the population, taking into account the prerequisites of various innovations in different areas and in different countries, shows that the needs are much more important than the new technical potential in the process of the formation of innovative processes.

To understand the essence and type of the process, it is important which elements of the innovation process take part in it directly as an engine of innovation.

Typical types of such subjects are distinguished:

Innovators, generating new knowledge and creating an intelligent product. Scientific institutions, inventors, small research firms often act as donors of an intellectual product.

- Firms are pioneers of innovation.
- The early majority or early followers, literally "breathing the back of the pioneers". It often happens that this category of subjects removes most of the cream "from the market success of innovation.
- Backward followers, who were late with the timely withdrawal of innovations to the market.
- Simulators acquiring legal rights to manufacture and sale of innovations or carrying out pirated copying from the original product.

For effective implementation of production and economic activities, the main elements must be coordinated in time and space.

In addition to the subjects themselves, other participants in the innovation process are also highlighted, which relate to the near and far environment of the innovative company, among them:

- infrastructure institutions of the state, supporting innovation.
- patent offices and organizations, as well as certification bodies;
- investment funds and financial organizations;
- organization of public and private insurance system;
- institutions of the education system, etc.

The organization of innovation management is a system of measures aimed at the rational use of all its components in a single process of innovation management. From the point of view of the organization, traditionally considered to be the main elements of innovation:

- Defining management objectives.
- Strategy Development.
- Development of a management program.
- Planning of innovation processes.
- Definitions of control technologies (techniques).
- Coordination of work on the implementation of the program.
- Organization of control over the implementation of the innovative program.
- Analysis and evaluation of management effectiveness.
- Correction of innovation processes.

The definition of the objectives of innovation management is largely related to the development of the overall objectives of production and economic activities, including increasing revenues and profits, expanding presence in the market, entering a new market, expanding the range, enhancing the image, etc.

Innovative processes of this or that orientation are carried out in all spheres of social and economic activity of the state within the framework of enterprises and institutions of various forms of ownership. At

enterprises, innovation processes should cover scientific, informational, design and production activities. It is also impossible not to take into account economic, administrative and socio-cultural activities in the organization of innovative processes.

The most significant for the organization of the innovation process is the material and technical base of scientific and design developments. Rational construction and management of innovation processes depends on optimizing the costs of creating innovations, the timing of their implementation, as well as market opportunities.

Managing the simplest type of innovation process, which is a relatively isolated sequence of actions with the end result and a set of traditional methods as means of implementation, boils down to allocating resources to support this process and creating certain incentives for the participation of all participants in this process.

An effective tool for managing the process of introducing innovations can be the control of the transition from one operation of the innovation process to another. On the other hand, some operations of the process of innovation should be presented as isolated elements, the input of which is the result of previous operations, and the output is products of this stage.

To successfully implement the innovation process, it is necessary to fulfill the mandatory sequential stages: systematize incoming ideas of innovation, formulate ideas for a new product, analyze the economic effectiveness of a new product, create a new product, test a new product on the market and make a decision to launch a new product into production.

At the initial stage of the innovation process, it is necessary to systematize the incoming ideas of innovation. The company's activities, such as, for example, marketing or research, contribute to the accumulation of ideas for further innovations and their systematization. As soon as there is an opportunity or need for innovation, the cycle of innovations begins.

At the first stage of the innovation cycle:

- collect information that covers technological changes in the market, innovations received from R & D departments and marketing services in production departments;
- to study and analyze wishes, demands and complaints that come from consumers in the sales office of the enterprise, as well as from resellers and buyers;
- collect information on the company's permissible potential in areas related to the development and development of new products;
- identify the types of risks, the levels of their impact on the expected output of production and the introduction of innovations;
- to collect and analyze information on target markets and possible options for their development, relevant to innovation.

#### CONCLUSION

The success of innovation is largely determined by the degree of unimpeded passage of the logical chain of operations. This can be achieved by coordinating adjacent blocks during the transition from one operation to another. For this it does not matter to stimulate the organizations responsible for the respective operations.

Thus, effective management of innovation processes involves the integration of all elements of the system of science and technology-production-consumption in the process of entrepreneurial activity, which should provide for the creation of an extensive system of sales and services to stimulate scientific research and improve inventive activity, linking a new type of communication - communication in the innovation process.

#### REFERENCES

- [1] Andrizhievsky AA Energy saving and energy management: a textbook / AA Andrizhievsky, VI Volodin. - 2 nd ed., Rev. - Minsk: Higher School, 2005. - 294 p.
- [2] Knyagin V.N. Center for Strategic Studies North-West. Scenarios for the development of the Russian economy. URL: [http://ikien.ru/data/Zamena/Prezent\\_En\\_B/Knyagin.pdf](http://ikien.ru/data/Zamena/Prezent_En_B/Knyagin.pdf)
- [3] World energy outlook / World energy agency. URL: <http://www.worldenergyoutlook.org/media/weo/website/2009/WEO2009.pdf>
- [4] Unconventional sources of energy. - Moscow: Nauka, 2004.
- [5] Vasileva E.V. Modeling of investment of technological innovations in the agroindustrial complex on the basis of competition and integration // - 2014. - No. 10. - P. 109-110.

- [6] Golub A., Chebotarev A. A model for the effectiveness of innovation financing // Issues of Economics. - 2016. - No. 3. - P. 104-107.
- [7] Zakharchenko V.I. Innovations: motivation, modeling, efficiency. - Nizhny Novgorod: Scrabble, 2016. - 218 p.
- [8] Ketov M.L., Ketov A.M., Shultz M.M. Programming of numerical methods. - Moscow: Grani, 2015. - 612 p.
- [9] Savchuk A.V. Innovations in industrial production: classification and interaction // Problems of economic development: regional aspect: Sat. sci. tr. - Samara: SamGU, 2012. - P. 716-720.
- [10] Sakhal D. Technical progress: concepts, models, estimates. - Moscow: UNITY-DANA, 2014. - 307 p.

А.А. Нурпеисова<sup>1</sup>, И.Ю. Рей<sup>2</sup>, Д.Т. Бижанов<sup>3</sup>, Д.А. Тлеужанова<sup>4</sup>

<sup>1,4</sup>Казахский агротехнический университет им. С.Сейфуллина;

<sup>2</sup>Президент, Туроператорская фирма «Саят»; <sup>3</sup>АО «Финансовая академия»

### ОСНОВНЫЕ ЭЛЕМЕНТЫ УПРАВЛЕНИЯ ПРОЦЕССОМ СОЗДАНИЯ ИННОВАЦИОННОЙ ПРОДУКЦИИ

**Аннотация.** Авторы статьи считают на сегодняшний день наиболее значительным фактором, связанным с успехом компании, являются создание инноваций, связанные с формированием научно-технического прогресса. Однако, инновации в улучшении продукта наименее затронуты на практике и слабо влияют на развитие предприятия. Фундаментально значительным для организации инновационного процесса является материально-техническая база научных и проектных разработок. Раскрыты основные элементы создания инновационной продукции, представлено рациональное построение и управление инновационными процессами, которое зависит от оптимизации затрат на создание инноваций, от сроков реализации данной продукции, а также рыночных возможностей. По мнению авторов, эффективное управление инновационными процессами должно включать в себя объединение всех элементов системы науки и технологии-производства-потребления в процессе предпринимательской деятельности. При этом необходимо предусмотреть создание системы продаж и обратную связь в инновационном процессе.

**Ключевые слова:** инновации, конкуренция, разработка, управленческие решения, экономико-математическая модель.

А.А. Нурпеисова<sup>1</sup>, И.Ю. Рей<sup>2</sup>, Д.Т. Бижанов<sup>3</sup>, Д.А. Тлеужанова<sup>4</sup>

<sup>1,4</sup>Қазақ агротехникалық университеті. С.Сейфуллин;

<sup>2</sup>Президент, «Саят» туроператоры; <sup>3</sup>«Қаржы академиясы» АҚ

### ИННОВАЦИЯЛЫҚ ӨНДІРІС ДІ ЖАСАУДЫҢ ПРОЦЕСІН БАҚЫЛАУЫНЫҢ НЕГІЗГІ ЭЛЕМЕНТТЕРІ

**Аннотация.** Мақаланың авторлары бүгінгі күні компанияның жетістіктерімен байланысты ең маңызды фактор - ғылыми және технологиялық прогрестің қалыптасуымен байланысты инновацияларды құру болып табылады. Дегенмен, өнімді жетілдірудегі инновациялар практикада аз әсер етеді және кәсіпорынның дамуына аз әсер етеді. Инновациялық процесті ұйымдастыру үшін негізінен маңызды ғылыми және жобалық әзірлемелердің материалдық-техникалық базасы болып табылады. Инновациялық өнімді құрудың негізгі элементтері анықталды, инновациялық процестерді ұтымды басқару және басқару ұсынылды, бұл инновацияларды құру шығындарын оңтайландыруға, осы өндірісті жүзеге асыру шарттарынан, сондай-ақ нарықтық мүмкіндіктерден тұрады. Авторлардың пікірінше, инновациялық процестерді тиімді басқару кәсіпкерлік қызмет барысында ғылым мен техника-өндіріс-тұтыну жүйесінің барлық элементтерін біріктіруді қамтуы тиіс. Сонымен қатар, инновациялық үдерісте сатылым жүйесін құру және кері байланысты құру көзделген.

**Түйін сөздер:** инновациялар, бәсекелестік, инновациялық қызметтің тиімділігі, басқару шешімдері, экономикалық және математикалық модель.

#### Information about author:

Nurpeisova A.A. - Kazakh Agrotechnical University. S.Seifullin; <https://orcid.org/0000-0001-8949-8359>;

Rey I.Yu. - President, Tour Operator Company "Sayat" ; <https://orcid.org/0000-0002-7051-8126>;

Bizhanov D.T. - JSC "Financial Academy", <https://orcid.org/0000-0002-5702-0868>;

Tleuzhanova D.A. - Kazakh Agrotechnical University. S.Seifullin; <https://orcid.org/0000-0003-2302-1595>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.10>

Volume 5, Number 321 (2018), 57 – 63

UDC: 80/81 (075.8)

G.G. Gizdatov

Kazakh Ablai Khan University of International Relations and World Languages, Almaty, Kazakhstan  
[gizdat@mai.ru](mailto:gizdat@mai.ru)

## PSYCHOLINGUISTIC STUDY OF THE CONCEPTS OF KAZAKHSTANI DISCOURSE

**Abstract.** The work analyzes the characteristic features and values of Kazakhstan's mass consciousness within the framework of the theory of medial analysis. Critical analysis of the latest European and Kazakhstani philological research is given. Unresolved problems of the humanitarian paradigm of research have been identified. The article presents an analysis of contemporary Kazakhstani discourse on specific psycholinguistic and medial material. In the mainstream of modern theories (cognitive and critical discourse analysis), cognitive strategies of social cognition and perception, expressed in linguistic consciousness, have been identified in the work. The results and conclusions presented in the article are confirmed by several pilot association experiments. Complete data on associative fields to stimulus words: Kazakhstan, Power, National, Russia, Soviet and Soviet Union - are published for the first time in this article. Also, psycholinguistic data on Western «signs» in youth linguistic consciousness are offered for the first time. The conducted research revealed the newest trends of the Kazakh and Russian-speaking medial space. The analysis of socially-oriented communication was made, when they are addressed not to the personality of the individual, but to a generalized image of the audience. As a result, the language and general social patterns of thought, including the aesthetic predilections of the epoch are interconnected and verified on different medial material.

**Keywords:** association area, discourse, concept, mass consciousness, medial space, psycholinguistic data.

Source of financing. The article was prepared in the framework of the project № AP05133019 «Cultural codes of modern Kazakhstan (literary and media discourses)

### Introduction

Modern Kazakhstani discourse (in all its manifestations - social, aesthetic, everyday and others) can and should be perceived, in our opinion, as a constructed «text». Only in this situation the aesthetic, linguistic and social stereotypes of our time and our place become clear. What is the «discursive» history of Kazakhstan at the end of the 20th and 21st centuries: from the reconstruction to the middle of the 2000s? More precisely, the essence of what is happening in the discourse can be explained in interdisciplinary and perspective terms for further research, presented in the work of V. Ibraeva on the art history of post-Soviet Kazakhstan [1]. These include historical and cultural concepts:

- the matrix of socialism in the land of nomads;
- liberalization and nationalism,
- sovereignty in bronze,
- feudalism;
- criticism,
- ethnofuturism.

These culturological concepts very accurately characterize and explain the tendencies and patterns of official and mass discourse and the ideological manifestations of our time: from surviving Soviet stamps to the national identity and further development prospect.

## Methods

The key questions for further analysis are the following: which methodological base of scientific direction in this case can be practically effective?

Inherited tradition about carrying out linguistic research in isolation from political theories is still preserved. The observation of O. Moroz is still topical: «The result of this policy of silence was the practice of discursive description of Soviet social, anthropological and cultural experience with the help of «unproblematic», that is, hollow symbolic templates» [2].

In my opinion, in this case we are still dealing with the camouflaged coexistence of linguistic theory with outdated political concepts. Practically, many Kazakhstani linguists like to find a common thing between Kazakh and Russian culture, opposing it to Western values. It became a common place for reasoning, for example, in the indisputable «key»: «Analysis of the texts of the presidential oath in three cultures of the RK, RF, USA shows a greater conceptual similarity in the Kazakh and Russian cultures and a special difference between American oath. The different position of the concept «people» in Kazakh and Russian culture testifies about a special attitude of the country's leadership to such concepts as human rights and freedoms, duties of the President»[3].

In other psycholinguistic works on the material of the Kazakh language, empirically - in the spirit of the science of the 18th century - various lists of words are compiled, which, in the opinion of their compilers, reflect concepts that are significant for Kazakh culture: human, woman, man, word, language and so on. However at the same time there is a sophisticated substitution: the most characteristic for modern Kazakh culture is determined exclusively from folklore sources, classical literary texts, proverbs, phraseological units and others. Strictly speaking, those sources are selected because of self-presentation, they only record how the ethnos would like to see itself, and not what is real about it.

Let's also note that now Kazakhstani sociologists, political scientists and philologists try to designate how culture-specific element of their transit period is well studied and continues to be relevant for Western culturologists and semiotics [4; 5]. Another question is why Kazakhstani scientists do not see this European scientific context?

In particular, in most cases, linguistic works of Kazakhstani linguists, regardless of the language (Kazakh, Russian, English and any other) are based exclusively on Russian linguocultural studies. A precise logical assessment and resistance to similar linguistic and cultural studies were given by N. N. Boldyrev: «It is in this way that, I think, there are numerous conceptual studies today that are engaged in «scouting» the concept which is behind some or other linguistic forms. Moreover, («closing the circle») they set a goal to find the language means of verbalization of the same concept (for the most part, we must understand the same language forms on the basis of which it was singled out)» [6].

The analysis of discourse in its various manifestations presupposes different approaches: psychological, semiotic, sociological, culturological, and psycholinguistic. Western theory of mediality [7] and the theory of cultural anthropology of our time [8], in our opinion, can allow us to overcome the existing crisis in the humanitarian fields of science in Kazakhstan. Let us explain (according to the material of scientific reflection) that in this consideration text is everything, not only the traditional paper based and literary images but also theater, cinema and performances and others.

A person is usually not aware of the structures that guide his linguistic thinking: cognitive structures are not a conscious content of thinking, but we can assume that they are the ones that impose to thinking one form, not another. In modern humanitarian paradigm, the concept of the cognitive state of the native speaker is important, beyond which we cannot consider any models of representation of knowledge. It should be noted that this aspect of the research was also common the social theory of P. Bourdieu, where the use of language was equated with the use of concepts: «The environment associated with a certain class of conditions of existence produces habitus, that is, a system of strong, acquired predispositions, structured patterns intended for functioning as structured patterns, that is, as principles that generate and organize practice and provision» [9]. Umberto Eco reasonably calls this field ideology: «We will understand by ideology everything that the addressee familiar with and that social group which he belongs to, the system of his psychological expectations, all his intellectual skills, life experience, moral principles [10]. A special place in this case is taken by critical discourse analysis, which aims to analyze both the implicit and transparent structural relations of domination, discrimination, control power expressed in language [11]. Initially, it should also be noted: «In fact, it should be emphasized that it is not language,

but discourse, that is, a special order different from the substance of language in the sense in which the concept of language is defined by linguists, but which is realized in language» [12]. Finally, the models of situations are necessary for us as the basis of interpretation of the text. As the author of the original theory of discourse and the methodology of critical discourse analysis notes: «The most important component of the processes of constructing and perceiving texts is the comprehension of social situations and their cognitive representation» [13].

We must note that for Kazakhstani psycholinguistic studies the following situation is typical: narration of Russian scientific works, for the most part an elementary repetition of other theoretical part, sloppy presented illustrative material and self-censorship in articulating their own scientific generalizations. Let us leave behind the secondary nature of Kazakh linguistics and the absence of significant names. The dictionary of associative norms of any language always acts as an original and reliable source for cultural and socio-psychological research. At one time, the «Dictionary of the Associative Norms of the Russian Language» [14] recorded a number of associates fully conditioned by the historical, Soviet realias of the 1950s and 1960s, in most cases, not fully understood by the modern speaker of the language (the first word is stimulus, the second is associate): kind - a man from Sezuan, uncle - Sam, live - in a communist way, exist - two systems. Language and social patterns (including the aesthetic predilections of the era) turn out to be interconnected. In the human experience, represented through an associative dictionary, images are given as if from which it is necessary to proceed as from facts. For comparison, let's mention those associations that are fixed to the same set of stimulus, but in the «Russian Associative Dictionary» (80-90 years of the last century) [15]: kind - evening - Moscow, uncle - Ankle, live - poor, exist - in the world.

The work of the psycholinguist N.Dmitryuk has the greatest value in the Kazakh practice. I will cite only one indicative example: the high degree of the presence of Russian vocabulary in linguistic consciousness of modern Kazakhs is confirmed by the following parameter: among totally 2113 reaction-associations, were used 527 Russian words: 403 were used by men and 124 by women [16].

The thesis of Moscow psycholinguist E. Svinchukova was practically proved that for the last 20 years the linguistic consciousness of Russians in Russia has undergone a greater change than the linguistic consciousness of Russians in Kazakhstan. The latter, in response to the possible influence of the receiving part with its language and culture, according to some statistics retained its consciousness at the level of Soviet time, when there was another political and linguistic situation [17]. I think not only the Russian language, but also Soviet identity unites these two countries. Sometimes this identity even unconsciously, advocated by both politicians and humanists of Soviet and post-Soviet orientation. It is also supported by Russian media and camouflaged image is called «common information space».

And also political scientists and culturologists talk about «Sovietization» of Kazakhstan's mass consciousness; at least they also denote an obvious tilt towards the values of Soviet past. Before our eyes, post-Sovietism is becoming the meaning and symbol of the current Kazakh government. On the other hand, the ideological content of Kazakhstan's realias is inevitable by Soviet and simultaneously pro-Russian content and assessment. For the sole reason - as Kazakh political scientists emphasize - there is still no single cultural and even mental space within the state that could form common national values [18].

The social nature of Kazakhstan society was predisposed to such a turn. One of the possible explanations of a return to socio-political archaism, which evidently present in the Russian mass consciousness, is the media preferences of Kazakhstani people. To a large extent, the statistics of language preferences in the medial sphere confirms the stated thesis about the coincidence of the linguistic consciousness of two Kazakhstani groups (Kazakhs and Russian speakers). Moreover, modern mass media are particularly intensely focused on the emotional, affective side of a person. The division of the current Kazakh society into two language and information spaces (Kazakh-speaking and Russian-speaking) can be adopted with the following explanations. Indeed, before the 2000s, Russian language was a mechanism of communication, and a means of exchanging information, a progressive language of culture, politics and power.

## Results

The thesis about the archaization (sovietization) of Kazakhstan's mass culture requires a reservation: archaization of consciousness does not mean a return to the old, but the restoration of the old based on the

knowledge and ideas of the past which are popular. It is revealed when referring to samples of mass consciousness. The data of associative experiments conducted with students of several universities of Kazakhstan allow us to judge the mental climate of the studied society. The results of the linguistic experiment, known by its methodology (the first word that comes to mind in relation to incentive words such as **Kazakhstan, Power, National, Russia, Soviet and Soviet Union**) were both predictable and unexpected. The complete associative fields to the concepts obtained from 100 informants are given below, spelling of informants is preserved, and frequency of the associative reaction is indicated in parentheses.

**Kazakhstan** - Motherland (24), independence (19), multinationality (8), president (6), beshbarmak (6), Asia, Astana, sheep, bursak, prosperity, future, coat of arms, hymn, house, dombra, heat, Kazakhs, corruption, cosmodrome, koumiss, horse, mausoleum, milk, meat, Nazarbayev, oil, patriot, republic, Russia, sugar, freedom, family, power, sun, steppe, country, Turkestan, uranium, flag, cotton, tea, yurt - 1 (the total number of associations is 100).

**Power** - president (13), money (10), Russia (10), state (8), power (8), monarchy (8), power (8), USA (8), people (7), corruption (5), politics (5), disorder, wealth, struggle, influence, head, Donald Trump, injustice, fear, respect, khanate - 1 (total number of associations - 100).

**National** - costume (14), people (8), dish (6), nation (6), flag (6), spirit (5), patriotism (5), tradition (5), bank (4), state, holiday (4), culture (3), symbol (3), language (3), movement (2), Committee (2), Domestic (2), eagle, currency, unity, evil, idea, KazSSR, international, image, general, clothing, park, portal, free, own, union, happiness, university, yurt - 1 (total number of associations - 100).

**Russia** - Putin (25), Power (18), USSR (14), ally (10), force (9), federation (7), bear (6), Moscow (5), army, borsch, forest, matreshka (Russian nesting doll), crime, neighbor - 1 (total number of associations - 100).

**Soviet** - old (20), union (19), qualitative (12), film (7), person (5), people (4), grandmother (2), house (2), friendship (2), lemonade (2), cartoon (2), lifestyle (2), proletarian (2), standard (2), TV (2), champagne (2), veteran, hero, Kazakhstan, multinational, identical, pioneer, early, retro, ruble, soldier, telephone, street, labor - 1 (total number of associations - 100).

**The Soviet Union** - Stalin (19), USSR (11), communism (9), Lenin (6), labor (6), unity (4), pioneers (4), disintegration (4), war (3), grandfather (3), history (2), Russia (2), sickle and hammer (2), flag (2), Khrushchev (2), honesty (2), 9<sup>th</sup> of May, time, famine, Gorbachev, childhood, law, closed dome, star, red star, red phone, world, youth, indestructible union, disintegration, repression, planned economy, union of countries, old, censorship (the total number of associations is 100).

Despite the certain logic of Kazakhstan's «option» of the associative field, the word in this version does not express the complete attribute of the state of things, there is no «ideal» event. First of all «thinking of crowds» - stereotyped and repetitive images are recorded. The simulacrum words in this case (inspired by J. Bodriyar's ideas) simultaneously reflect the fundamental reality; they also disguise and distort the fundamental reality. Kazakhstani sociologists proposed the term «petty bourgeois», explaining modern linguistic consciousness, as a unifying socio-cultural community of modern Kazakhstan. This is the special ideology where Soviet ideologems, including the most obvious ones, dogmatism and superficial thinking are preserved. In the interpretation of Gulmira Ileuova, «bourgeois» appear as a forming basic social stratum, the very term does not bear any negative assessment [19]. Perhaps, the most computable is the following: in Kazakhstani (in this case, Russian speaking) mass language consciousness there are no «myths». In fact, there are no ideological and culturological stereotypes. First of all, in the language practice of Kazakhstani discourse are clearly shown the processes of impoverishment and standardization of the language. Language ceases to be a phenomenon of culture and acts only as a means of recording and transmitting information. For comparison, we can give an example of frequency associations of 100 responses to the stimulus word Russia, obtained by another researcher in Kazakh language from Kazakh speakers: Putin (24), Moscow (23), balalaika (8), bear (7), Pushkin (7), Siberia (6), the former USSR (6), Red Square (6), cold (6), Lenin (6): associations are resulted from the pilot associative experiment of M. Abaeva 2016 [20]. The perception of Russia by these informants is also devoid of any positive emotional component and is sufficiently standardized.

Let us give examples from our modern culturological practice. What «signs» of European (namely, French and German) culture are fixed in the linguistic consciousness of young Kazakhstani people? What

is specifically reflected in the youth mass consciousness from the cultural and social «signs» of France and Germany (in this case only the high-frequency zone of the associative field is given)?

**France** - the Eiffel Tower (24), Paris (23), romance (8).

**Frenchman** - Napoleon Bonaparte (7), romantic (7), mustache (5).

**Frenchwoman** - fashion (7), perfume (6), beautiful (6).

**Germany** - Berlin (9), Hitler (8), beer (7), fascists (5).

**German (man)** - beer (12), Hitler (11), fascist (9), charming (5).

**German (woman)** - Merkel (8), actress (5), beautiful girl (5).

From real and current France and Germany for Kazakhstani people there is only a beautiful and stereotypical picture in one case and in the other there are old Soviet assessments. France in the minds of young Kazakhstani people is reduced solely to the souvenir Paris and the romantic fleur, which is conveyed more like American films. But at the same time, we also note the overall positive color of the perception of everything French (the results of the emotional attitude toward the words Russia and Germany differ). The most important thing is there is not found a deliberate adherence to a certain ideology among the youth class dialect of Kazakhstan. Ultimately, Kazakhstani youth discourse is not a phenomenon of postmodern culture, as it is fixed in all countries, it is mostly morbidly calm and deeply provincial and it is beyond ethnic and cultural stereotypes.

### Conclusion and Discussion

The language and general social patterns of thought (including the aesthetic predilections of the epoch) are interconnected. The language of modern Kazakh and Russian-speaking writers and bloggers, as well as the fixed sections of mass consciousness, is the bizarre combination of conversational turns with book-pathos. The overwhelming majority of journalistic texts with an inevitable regularity will differ in their dissonance, in their chancellery, and in the anthropocentrism of their interpretation. The general tendency of modern Kazakhstani media is the predominance over analytical materials of actual journalism. At the same time, the manipulation of Russian and Kazakhstani journalism of our time has become more aggressive. Perhaps, therefore, we have noticed the rhetorical principles and methods of manipulating the mass audience (advertising texts, propaganda companies, etc.) with suggestive principles of speech therapy in recent times in Kazakhstani mass culture, as well as in Russian practice of the last five to seven years. These include, first of all, the simplification of meaning. Actually consumer or choosing someone mass is saved from superfluous efforts. In Kazakhstan the meaning is simplified in regard to public speech behavior. In its turn, Kazakh-language press differs from Russian-language in the thematic content, but not in the comprehension of socio-economic and socio-political reality. In Kazakh press, according to the comment of the culturologist A. Baigozhina: «Events are described as self-sufficient phenomena, as a regular case of culture - outside the dynamics of a changing world, in which these events actually take place» [21].

Completely forgotten Soviet style resurrects in the political and publicistic discourse: conversational style, «reduced» lexis, direct appeal to the audience, «joint» with the audience judgments and assessments, only formally close to living interpersonal communication. The situation in the Kazakh media discourse with a return to the traditional mass mentality resembles the socialist communication of the 1930s. What is the reason for such self-restraint? In my opinion, it is in the desire to prolong the life of the previous stereotype of social consciousness. The Kazakh medial space reflects both traditional consciousness (primitive group ideology) and Soviet experience. Before our eyes there is propaganda communication - socially-oriented communication, when addresses to the generalized image of the audience, not to the person's interlocutor. The medial space of Kazakhstan reflects the real speech and social situation of our time. Everything mixed up in and it was very mosaic: from archaic and Soviet stereotypes to up to date postmodern models.

### REFERENCES

[1] Ibrayeva V. *Iskusstvo Kazakhstana: Postsovetский период*. [The art of Kazakhstan: Post-Soviet period]. Almaty: Tonkaya gran', 2014. 144 p. (In Russian).

[2] Moroz O. *Proyekt «fundamental'nogo leksikona» postsovetской kul'tury i ekspertnyy yazyk russkogo literaturnogo*

kontseptualizma. [The project of the «fundamental lexicon» of post-Soviet culture and the expert language of Russian literary conceptualism] // V kn. Tincture of language: management of communications in the post-Soviet space. Moscow: NewLiteratureReview, 2016. P.69. (In Russian).

[3] Alimzhanova G.M. Sopostavitelnaya lingvokulturologiya: vzaimodeystvie yazyka, kultury i cheloveka. [Comparative linguoculturology: the interaction of language, culture and man]. Almaty: Inter-Press, 2010 .P.152. (In Russian).

[4] Kell'ner-Khaynkele B., Landau Y.M. Yazykovaya politika v sovremennoy Tsentral'noy Azii: natsional'naya identichnost' i sovetskoye nasledie. [Language Policy in Modern Central Asia: National Identity and the Soviet Legacy]. Moscow: The center of the book Rudomino, 2015. 320 p. (in Russian).

[5] Murašov J. Das unheimliche Auge der Schrift. Mediologische Analysen zu Literatur, film und Kunst in Russland. München: Wilhelm Fink, 2016. 323 p.

[6] Boldyrev NN Kognitivnaya semantika. Vvedeniye v kognitivnyuyu lingvistiku. Kurslektsiy. [Cognitive semantics. Introduction to Cognitive Linguistics. Lecture course]. Tambov: Publishing House of TSU named after G.R. Derzhavin, 2014. P.28. (In Russian).

[7] McLuhan G.M. Ponimaniye media: Vneshniye rasshireniya cheloveka. [Understanding Media: the extensions of man]. Moscow: Kuchkovo pole, 2017. 464 p. (In Russian).

[8] Bachmann-Medic Doris. Cultural Turns. Neuorientierungen in den Kulturwissenschaften. Hamburg, 2006. 504 p.

[9] Burd'e P. Struktura habitus, praktika. [Structure of habitus, practice] // V kn. sovremennaya social'naya teoriya. Novosibirsk: Izd-vo Novosibirskogo un-ta, 1995. P. 17-18. (In Russian).

[10] Jeko Umberto. Otsustvuyushhie struktury. Vvedeniye v semasiologiyu. [Missing structures. Introduction to semasiology] – SPb: Petropolis, 1998. P.108

[11] Wodak Ruth. The Politics of Fear. What right-wing populist discourses mean. London, 2015

[12] Kurtin Zh.Zh. Shapka Klementiny (zametki o pamjati i zabvenii v politicheskom diskurse). [Klementina's Head (Notes on Memory and Oblivion in Political Discourse)] // V kn. Kvadraturakruga: Francuzskaja shkola analiza diskursa. Moscow: Progress, 1999. P.96. (In Russian).

[13] Dijk A. Van Teun. Discourse and Power. Amsterdam, 2008. P.161

[14] Slovar' assotsiativnykh norm russkogoyazyka. Pod red. A. A. Leont'yeva. [Dictionary of associative norms of the Russian language]. Moskva, 1977. 162 p. (In Russian).

[15] Russkij ssociativnyj slovar'. Kniga 1. Prjamoy slovar': otstimula k reakcii. [Russian Associative Dictionary. Book 1. Direct dictionary: from the stimulus to the reaction]. Moskva: Pomovskij i partnery, 1998. – 224 p. (In Russian).

[16] Dmitryuk N. V. Associativnaya model' analiz lingvisticheskikh problem plyucentrizma [Associative model of the analysis of linguistic problems of plucentrism]. Bulletin of Kokshetau University. A series of philological. 2016. No. 3. Pp. 36-42. (In Russian)

[17] Svinchukova E.G. Russkiye v Kazakhstane: vliyaniye kazakhskoy kul'turnyayazykovoye soznaniye russkoy diaspor. [Russians in Kazakhstan: the impact of Kazakh culture on the linguistic consciousness of the Russian diaspora] // Bulletin of Kokshetau University. A series of philological. 2012. No. 5. P. 146-155. (In Russian)

[18] Kokteyl' Molotova. Anatomiyakazakhskoy molodezhi [Molotov Cocktail. Anatomy of Kazakh youth]. Almaty, 2014. 144 p. (In Russian).

[19] Ileuova, Gulmira Modern petty bourgeoisie: social conformity or adaptation to the living environment, in URL: <http://www.ofstrategy.kz/index.php/ru/research/socialresearch/item/396-sovremennoe-meshchanstvo-sotsialnyj-konformizm-ili-adaptatsiya-k-zhiznennoj-srede>. (In Russian).

[20] Abaeva M.K. Obraz Rossii v yazykovom soznanii sovremennykh kazakhstanskikh studentov [The image of Russia in the language consciousness of modern Kazakhstani students]. Questions of psycholinguistics. 2016. No. 28. P.20-28. (In Russian)

[21] Bajgozhina A. Kazahskie i russkie gazety respubliki: nepersekayushchiesya miry parallel'nykh kul'tur [Kazakh and Russian newspapers of the republic: disjoint worlds of parallel cultures]. // V kn. Culture and media: problems of interaction. Almaty: Credo, 2000. P.38. (In Russian)

Г.Г.Гиздатов

Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті

## ҚАЗАҚСТАНДЫҚ ДИСКУРСЫНЫҢ ҚҰРЫЛЫМЫ ПСИХОЛИНГВИСТИКАЛЫҚ ЗЕРТТЕУ

**Аннотация.** Медиалық талдау теориясы шеңберінде қазақстандық масс-сананың ерекшеліктері мен құндылықтары талданды. Соңғы еуропалық және қазақ филологиялық зерттеулеріне сыни талдау жасалды. Қазіргі таңда гуманитарлық зерттеулер парадигмасының шешілмеген мәселелері анықталды. Мақалада қазіргі заманғы қазақстандық дискурстың нақты психолінгвистикалық және медиалық материалға талдау жасалды. Қазіргі заманғы теориялардың шеңберінде (танымдық және сыни дискурстық талдау) жұмыс барысында лингвистикалық санасында көрсетілген әлеуметтік таным мен қабылдаудың танымдық стратегиясы ашылды. Мақалада келтірілген нәтижелер мен қорытынды бірнеше пилоттық қауымдастық тәжірибесімен расталады. Ассоциацияланған өрістер туралы толық мәліметті ынталандыру сөздері: Қазақстан, Энергетика, Ұлттық, Ресей, Кеңес және Кеңес Одағы - осы мақалада алғаш рет жарияланды. Сондай-ақ, алғаш рет жастар лингвистикалық санасында батыстық белгілер туралы психолінгвистикалық деректер ұсынылған. Жүргізілген зерттеулер қазақ және орыс тілдеріндегі медиалық кеңістіктің жаңа

үрдістерін анықтады. Ұсынылған жұмыста әңгімелесушіге емес, аудиторияның жалпылама имиджіне бағытталған кезде әлеуметтік бағдарланған коммуникацияны талдау жүргізіледі. Нәтижесінде, тілдің және жалпы әлеуметтік ой-өрістердің, оның ішінде жастың эстетикалық бастамалары, әртүрлі медиалық материалдарға өзара байланысты және тексерілген.

**Түйін сөздер:** ассоциативті өріс, дискурс, тұжырымдама, массалық сана, медиальдық кеңістік, психолингвистикалық деректер.

УДК: 80/81 (075.8)

Г.Г. Гиздатов

Казахский университет международных отношений и мировых языков имени Абылай хана

### ПСИХОЛИНГВИСТИЧЕСКОЕ ИССЛЕДОВАНИЕ КОНЦЕПТОВ КАЗАХСТАНСКОГО ДИСКУРСА

**Аннотация.** В работе в рамках теории медиального анализа осуществлен разбор характерных особенностей и ценностей казахстанского массового сознания. Дан критический разбор новейших европейских и казахстанских филологических исследований. Выявлены нерешенные до сих пор проблемы гуманитарной парадигмы исследований. В статье представлен анализ современного казахстанского дискурса на конкретном психолингвистическом и медиальном материале. В рамках современных теорий (когнитивного и критического дискурс-анализа) в работе выявлены когнитивные стратегии социального познания и восприятия, выраженные в языковом сознании. Результаты и выводы, представленные в статье, подтверждены несколькими проведенными пилотными ассоциативными экспериментами. Полные данные по ассоциативным полям к словам-стимулам: Казахстан, Власть, Национальный, Россия, Советский и Советский Союз - впервые публикуются в данной статье. Также впервые предложены психолингвистические данные по западным «знакам» в молодежном языковом сознании. Проведенное исследование выявило новейшие тенденции казахского и русскоязычного медиального пространства. В представленной работе произведен анализ социально-ориентированного общения, когда адресуются не к личности собеседника, а к обобщенному образу аудитории. Как результат язык и общие социальные шаблоны мысли, в том числе и эстетические пристрастия эпохи, оказываются в данном случае взаимосвязанными и верифицируемыми на разном медиальном материале.

**Ключевые слова:** ассоциативное поле, дискурс, концепт, массовое сознание, медиальное пространство, психолингвистические данные.

#### Information about author:

Gizdatov G.G. - Kazakh Ablai Khan University of International Relations and World Languages, Almaty, Kazakhstan, [gizdat@mai.ru](mailto:gizdat@mai.ru), <https://orcid.org/0000-0002-6014-4183>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.11>

Volume 5, Number 321 (2018), 64 – 67

UDK 336(075.8)

**R.K. Ichshanova**

JSC "Financial Academy", Astana, Republic of Kazakhstan.  
[Ischanova.R@nationalbank.kz](mailto:Ischanova.R@nationalbank.kz)

**MANAGEMENT OF STATE EXPENDITURES –  
AS THE ENSURING OF THE FINANCIAL  
STABILITY OF THE STATE**

**Abstract.** In the author's opinion, the state budget of Kazakhstan as a tool for managing the economy plays the role of an instrument objectively determined by the cumulative regulation of economic relations, which determines the form of using budgetary relations through the main financial document. And as the distributive nature of the state budget, which allows using the economic lever to influence public production. Stimulating direction is associated with supporting promising industries and activities and should ensure quick payback and high investment efficiency.

Formation of the mechanism of effective budgetary regulation in Kazakhstan is the most important factor of financial stability of the country's budget system. In the author's opinion, the idea of creating budget development programs arose because of the need to have an instrument of state regulation that ensures the achievement of economic and social goals.

**Keywords:** state budget, economy, finance, sustainable development, system, provision.

**INTRODUCTION**

A budget is a system of imperative monetary relations, during which a budget is formed and used. The budgetary fund is a centralized monetary fund intended for financing a wide range of social needs (sectors of the economy, social needs, management, defense, etc.).

Based on the variety of concepts "budget", its interpretation can be reduced to the following components:

- as a relatively independent economic category;
- as a centralized fund of state funds;
- as an instrument of influence on the economy (through the budget mechanism);
- as the main financial plan of the state;
- as a legal law, the provisions of which are mandatory for the fulfillment by all participants of relations and members of society.

The Budget Code introduces the concept of the state budget as a "consolidated budget uniting the republican budget and local budgets without taking into account the inter-extraditable transactions between them, used as analytical information and not subject to approval. With the help of the budget, the state carries out a combination of centralized and local interests of the region through the distribution of taxes, budgetary subsidies, transfers and as an economic document, the budget reflects the political and social dynamics of society.

**MAIN PART**

The state budget as an instrument of regulation is used in improving the sectoral and territorial proportions of the economy, in regulating the pace of development of the nonproductive sphere, in redistributing financial resources in the general interest. It allows to stimulate the best use of material, labor and financial resources, carry out systematic monitoring of compliance with the economic regime in all parts of the economy and solve other socio-economic problems.

Characterizing the state budget as an instrument for managing the economy, it is necessary to emphasize that the role of this tool is objectively determined, firstly, by universal regulation of economic relations that determines the form of using budgetary relations through the main financial document, and, secondly, the distributive nature of the state. The state budget, which makes it possible to use it as an important economic lever to influence public production. The significance and the role of the budget are due to its peculiarity as an economic lever, since it is a value lever in the sphere of distribution of the social product, with a lever having an extremely wide scope.

The state budget plays a leading and organizing role in the redistribution of the value of the social product between the divisions of the economy, territories, sectors, etc. Through budgetary relationships, the financial state of the economy is regulated, financial resources are redistributed throughout the country, and the reproductive structure of the social product is changed. With the help of the budget, the final proportions are formed between the consumption and accumulation funds in the national income of the country.

As international flows of goods, services and capitals increase, in practice, when borders between national financial spheres are blurred, international relationships are crucial for the national economy. Today, the elements of the monetary and financial system are able to affect many economic parameters that to some extent predetermine the world economic positions of the national economy.

As a result of the global financial crisis, liberalization of foreign economic relations resulted in massive export of currency proceeds, dollarization of the economy, capital flight, uncoordinated policy in the currency and financial markets, and the growth of external debt. In addition, the decline in commodity prices led to a depreciation of the Kazakhstan currency, which led to a significant outflow of capital from the country and increased risks in the financial sector.

Taking into account the increasing negative factors in the world economy, the Government and the National Bank of the Republic of Kazakhstan developed and implemented a package of structural reforms to ensure sustainable long-term growth of the economy and employment. Serious work was done to improve the legislation and regulate the activities of banks and financial institutions that are the main participants in monetary and financial relations. In order to maintain macroeconomic stability, the National Bank of the Republic of Kazakhstan started implementing a new monetary and credit policy based on the inflation targeting regime on August 20, 2015, the essence of which is the abolition of the currency corridor and the transition to a freely floating exchange rate.

The current stage of economic development calls for further reforms in the real and financial sectors that are adequate to the new conditions, and this concerns the monetary and financial system, which is currently the most important sector of the economy of Kazakhstan. In these conditions, the issues of reassessment of former theoretical views in comparability with modern concepts and their practical implementation in the activities of both national and international institutions participating in the process of formation and development of the world and national currency market are of primary importance. The experience of countries with developed market economies allows us to provide a holistic view of the possibilities of developing a strategy for the development of the national monetary and financial system, avoiding mistakes in the use of forms and methods of currency policy, such as inflation targeting, and determining the role of the state in all these processes. Given that Kazakhstan has not yet formed a sufficiently stable currency and financial market, which would have rational distribution of foreign exchange and financial resources among the most important sectors of the economy, the "flight" of capital would have decreased, the process of dollarization of the economy has decreased, the systematic study of these processes is particularly relevant.

The budget is one of the main instruments for implementing the redistributive function of state regulation. The distribution of income, which provides a competitive mechanism, leads to social stratification and poverty due to circumstances beyond the control of a person who is beyond his control. The society takes care of indigent citizens through tax redistribution of income, adoption of social protection programs. For example, payments for social insurance, medical care, unemployment benefits, etc. The state finances programs that ensure the possibility of obtaining education regardless of family income, subsidies to maintain prices for a number of agricultural products, etc.

Budget programs for development have become relatively new tools for allocating state financial resources to economic entities, but they, like the state budget as a whole, do not give an opportunity to

estimate the share of the public sector as the recipient of state investment resources, although the creation of a mechanism for such an assessment does not cause fundamental difficulties. The idea of creating budget development programs as part of an investment budget with a special status arose because of the need to have such an instrument of state regulation that, first, ensures achievement of not only purely economic but also social goals, and, secondly, is based primarily on market principles. In this connection, two groups of priorities can be identified, according to which development budget funds should be allocated to support the public sector of the economy: anti-crisis and stimulating.

## CONCLUSION

The allocation of resources to support the anti-crisis direction does not pursue the goal of obtaining a direct economic effect. They need to be addressed, firstly, to finance projects to support those industries that are necessary for the proportional development of the economy as a whole, but do not meet the criteria of market efficiency; secondly, to finance projects for the restructuring of facilities, the functioning of which hinders the development of any particular segment of the economy. Stimulating direction is primarily associated with supporting promising industries and activities and should ensure a quick payback and high efficiency of investment. This effectiveness should be considered not only in a narrow commercial sense, but also from the position of the state as the managing subject, taking into account the possible social consequences of the project. Great importance in this direction is also attached to the preservation and reproduction of intellectual potential.

The formation of a mechanism for effective budgetary regulation in Kazakhstan is a complex process related to overcoming legal, socio-economic, organizational, psychological and other difficulties. The most important quality of the country's budget system in terms of both legal regulations and economic content is its integrity. None of the levels of this system can be considered more important than the other: each has its own role, and any of them can not be replaced in a single mechanism of financial support for the life of the state.

## REFERENCES

- [1] Message of the President of the Republic of Kazakhstan - Leader of the Nation N.Nazarbayev to the people of Kazakhstan Strategy "Kazakhstan - 2050": a new political course of the state. The Kazakh truth. December 15, **2012**. No. 437-438. Astana,
- [2] The concept of development of local self-government in the Republic of Kazakhstan. Казахстанская правда November 29, **2012**. No. 401-402. Astana.
- [3] Budget Code of the Republic of Kazakhstan. Almaty. **2018**.
- [4] Mazbaev O.B., Zhansagimova A.E., Eszhanova J. Bulakbay J.M. Finance, management, tourism and innovation and their impact on the environment. Bothalia Journal, PRETORIA, SOUTH AFRICA Vol. 9; Sep 2014, p. 48-58 (ISSN: 0006-8241) (in English)
- [5] Tax Code of the Republic of Kazakhstan. Almaty. **2007**.
- [6] [www.minfin.kz](http://www.minfin.kz)
- [7] Sabirova R.K. State budget of the Republic of Kazakhstan: analysis of receipts and expenditures. Kh. Dosmkhamedov atindahy Atyrau MU Khabarshysy. No. 4 (47), **2017**. P.64-69. ISBN 978-9965-31-800-9
- [8] State program of industrial-innovative development of the Republic of Kazakhstan for 2015-2019. <http://www.baiterek.gov.kz/en/programs/gpiir-2/>
- [9] V. Bishimbaev. Innovative vector of Kazakhstan // Kazakhstan's truth. **2015**. 13 June. <http://www.kazpravda.kz/rubric/mir/proriv-k-innovatsionnomu-budushchemu/>
- [10] Maydyrova A.B. Training of personnel for enterprises of the state program of industrial-innovative development - a link in a new model of economic growth // "Higher School of Kazakhstan", **2017**. 36s.

УДК 336(075.8)

**Р.К. Ищанова**

АО «Финансовая Академия». г. Астана, Республика Казахстан

## УПРАВЛЕНИЕ ГОСУДАРСТВЕННЫМИ РАСХОДАМИ - КАК ОБЕСПЕЧЕНИЕ ФИНАНСОВОЙ УСТОЙЧИВОСТИ ГОСУДАРСТВА

**Аннотация.** По мнению автора, государственный бюджет Казахстана как инструмент управления экономикой, играет роль инструмента объективно predetermined совокупным регулированием

экономических связей, обуславливающим форму использования бюджетных отношений через основной финансовый документ. А так же распределительной природой государственного бюджета, позволяющей использовать экономический рычаг для воздействия на общественное производство. Стимулирующее направление связано с поддержкой перспективных производств и видов деятельности и должно обеспечивать быструю окупаемость и высокую эффективность капиталовложений.

Формирование механизма эффективного бюджетного регулирования в Казахстане является важнейшим фактором финансовой устойчивости бюджетной системы страны. По мнению автора, идея создания бюджетных программ развития возникла из-за необходимости иметь инструмент государственного регулирования обеспечивающий достижение экономических и социальных целей.

**Ключевые слова:** государственный бюджет, экономика, финансы, устойчивое развитие, система, обеспечение

УДК 336(075.8)

**Р.К. Ищанова**

«Қаржы академиясы» АҚ, Астана, Қазақстан Республикасы

### **МЕМЛЕКЕТТІК ШЫҒЫНДАРДЫ БАСҚАРУ – МЕМЛЕКЕТТІҢ ҚАРЖЫЛЫҚ ТҰРАҚТЫЛЫҒЫН ҚАМТАМАСЫЗ ЕТУ**

**Аннотация.** Автордың пікірінше, Қазақстанның мемлекеттік бюджеті экономиканы басқару құралы ретінде экономикалық қатынастарды кумулятивтік реттеу арқылы объективті анықталған құрал болып табылады, ол негізгі қаржылық құжат арқылы бюджеттік қатынастарды пайдаланудың формасын айқындайды. Және мемлекеттік бюджеттің дистрибутивтік сипаты ретінде экономикалық тұтқаны қоғамдық өндіріске әсер етуге мүмкіндік береді. Стратегияны ынталандыру перспективалық салалар мен іс-қимылдарды қолдаумен байланысты және жылдам қайтарымдылық пен жоғары инвестициялық тиімділікті қамтамасыз етуі тиіс.

Қазақстанда тиімді бюджеттік реттеу тетігін қалыптастыру ел бюджетінің қаржылық тұрақтылығының маңызды факторы болып табылады. Автордың пікірі бойынша, бюджетті дамыту бағдарламаларын құру идеясы экономикалық және әлеуметтік мақсаттарға жетуді қамтамасыз ететін мемлекеттік реттеу құралы болу қажеттілігіне байланысты пайда болды.

**Түйін сөздер:** мемлекеттік бюджет, экономика, қаржы, тұрақты даму, жүйе, қамтамасыз ету

#### **Information about author:**

Ichshanova R.K. - JSC "Financial Academy", Astana, Republic of Kazakhstan, [Ischanova.R@nationalbank.kz](mailto:Ischanova.R@nationalbank.kz), <https://orcid.org/0000-0001-0576-3813>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.12>

Volume 5, Number 321 (2018), 68 – 72

UDC 378.1: 338.482

**A.M. Madisheva, A.S. Bikenova, L.T. Eleusis**

Kazakh University of Economics, Finance and International Trade  
[asem\\_madysheva@mail.ru](mailto:asem_madysheva@mail.ru), [a.s.bikenova@mail.ru](mailto:a.s.bikenova@mail.ru), [lyaila@list.ru](mailto:lyaila@list.ru)

**TOURIST SERVICES IN THE SPHERE OF EDUCATION**

**Abstract.** The authors of the article touch upon the problems of the tourist industry, in particular, the provision of services for their provision to the population, which directly depends on the professional training of personnel for the tourism industry, which is not carried out in the Republic of Kazakhstan at a high level. Managerial and technological activities are characteristic for the staff, which provides a technological sequence of services, coordinates interaction with other technological links (travel agent, reservation manager, restaurant manager). Training of mid-level specialists in Kazakhstan is provided in the system of higher education, graduating bachelors of economics, and in specialized educational institutions that provide secondary education. However, there is no real relationship between education and the tourism industry, which adversely affects the development of tourism in the country.

**Keywords:** tourist services, industry, travel agent, reservation manager, maitre d'hotel, restaurant.

**INTRODUCTION**

In the last decade, a new trend has emerged in the field of international tourism - the excess of the increase in the number of travelers to the near abroad and the states of the nearest regions relative to the number of travelers to foreign countries. Some tourism specialists explain this fact by the existing threat of terrorism in many regions of the world, others - the growth in the number of tourist trips per year due to fragmentation of holidays for small parts. Finally, another important trend noted by many experts is the synergetic effect of the interaction of such factors as competition and competitive advantages of countries, information and web technologies, the system of world air travel routes, the development of tour-operator services, and private political and social conditions for the development of states. All three noted trends play a decisive role in the formation and implementation of state policy in the field of international tourism. Tougher competition in the market of tourist demand and supply is a serious problem on the way of development of international tourism.

**MAIN PART**

This is reflected in the emergence of a large number of states with ambitious plans to attract international tourists, as well as oversaturation of the market with common types of tourist products, for example, beach holidays or shopping tours. This problem requires from the states, trying to save the tourist attractiveness, the implementation of a number of concerted actions. Among them: the balance between tourist demand and supply; design of products and services in the field of international tourism in accordance with the concepts of "sustainable tourism", "affordable tourism" and "responsible tourism"; ensuring long-term investments in international tourism; formation of a clear and effective state strategy for the development of the national recreation and tourism industry with flexible and operational mechanisms for making managerial decisions. The rapid development of information technology and the reduction in the cost of tourist trips in comparison with the increase in the incomes of the population contribute to the growth of the number of travelers, contributing to the worldwide process of globalization. Its negative characteristic is the uniformity and unification of services. In this regard, a significant number of travelers choose trips to tourist destinations, providing a large number of entertainment and highly comfortable conditions for recreation.

Enterprises of the tourism industry produce specific tourist services, which are required by the work of tour operators, forming a tourist product from the whole variety of tourist services. Therefore, we can say that the tourism industry is a resource base for the activities of tour operators.

On the other hand, the quality of a tourist product is defined as a combination of the properties of tourism services and service processes, to meet the conditioned or proposed needs of tourists. The quality of the tourist product is characterized by the quality of services and the culture of service. Obligatory requirements to the quality of tourist services:

- safety of life and health;
- Guarantee of providing services in accordance with the voucher;
- safety of property of tourists and excursionists;
- protection of the environment.

At the same time, the quality criterion is expressed through a system of indicators reflecting various types of tourist service activities.

From the above it follows that a wide range of services in the sphere of tourism requires both the universality of knowledge of specialists working in this field and management skills at various levels: from the animator to the head of the hotel complex or transport enterprise. Therefore, as the tourism business develops, the greatest need, at least in the last decade, arises in the training of economics and management specialists for the tourism industry.

The requirements for a modern specialist in the tourism industry presuppose, above all, high professionalism and competence. Sometimes theorists and practitioners perceive these concepts differently. In one case it is a highly qualified specialist, in the other case it is a good organizer. And always on the first place are put forward independence, initiative, enterprise, creative thinking, readiness for reasonable risk.

In addition, a specialist in the tourism field must thoroughly know the business, be a professional in it; think strategically; constantly extract new information; to possess high moral qualities; be exceptionally honest. At the same time, the manager must have in-depth knowledge in the field of excursion theory and methodology; know the basics of psychology, pedagogy and excursion propaganda; to have oratorical art, must be able to form intuitions - the ability to grasp the truth by direct discretion without justification with the help of evidence. [2]

The tourism market in Kazakhstan is developing at a steady pace. But, so that it becomes civilized, competent specialists are needed, as we have already said. Educational institutions for the training of tourist personnel and advanced training courses in our country is enough. But does the level of knowledge of their graduates correspond to the requirements set by the tourism industry? If we compare Kazakhstan and the European model of education in tourism, then we can say that the advantage of European models of professional training for the tourism industry is: a significant part of the study time is designed to gain practical skills in practical classes, practices and internships in the industry; emphasis on the formation of students in the psychology of customer service; close cooperation of educational institutions with the industry; high student mobility. Most of the schools of tourism and hospitality in Europe are open on the basis of operating hotels. Students live in the same place, which allows them to receive practical professional skills in an environment close to reality. Such experience is of undoubted interest and prospects for improving the quality of training in the Republic of Kazakhstan.

In comparison with the Kazakh education, the European one provides for carrying out production practices in the amount of 50 to 70% of the study time. Attention is paid to the experience of training personnel in the United States, where specialized departments (recruitment agencies) are formed on the basis of educational institutions, connected by a single information system with tourism industry enterprises that regularly monitor labor market needs, employ young specialists and adjust the recruitment of entrants in profile specialties. The advantage of the American model is also: close integration with public professional organizations; deep study of general theoretical positions in the field of management; the availability of a large number of various courses for advanced training and retraining, etc. Based on the analysis of domestic and foreign experience in the training of personnel, it is possible to propose an approach to the modernization of the Kazakh system of training personnel for the tourism industry, the main provisions of which are:

- creation of a monitoring system for educational services in this segment of the labor market;

- strengthening the relationship of educational institutions with industry enterprises;
- intensive courses of advanced training and retraining, especially for specialists with primary and secondary vocational education;

• reorganization of the system of retraining and advanced training of the faculty, through the creation of unified centers for retraining on the basis of the leading universities of the tourism industry. [3]

In the system of professional training of personnel for the tourist industry in Kazakhstan, there are three educational levels:

- The highest level is institutional and managerial.
- The middle level is managerial and technological.
- Initial or lower level (technologically-executive).

The highest (institutional and managerial) level presupposes the training of managers who determine the directions and tasks of the work, strategy, tactics of the industry, a separate enterprise (tour manager, hotel manager, manager of marketing activities in tourism, etc.). Specialized training of specialists of this level is usually carried out in higher educational institutions.

In turn, the professional training of personnel for the tourist industry, carried out at an average level, is aimed at training managerial and technological personnel. Managerial and technological activities are characteristic for the staff, which provides a technological sequence of services, coordinates interaction with other technological links (travel agent, reservation manager, restaurant manager). The training of mid-level specialists in Kazakhstan is provided both in the higher education system that produces bachelors in economics, and in specialized educational institutions that provide secondary education.

Currently, we also have specialized colleges that train mid-level specialists for tourism. However, in practice, the knowledge that graduates of colleges possess is often not enough to start working in tourist companies, hotels, restaurants, etc. [4]

And, finally, the initial or the lowest level (technologically-executive) carries out the training of personnel who perform specific tasks and ensure the satisfaction of individual tourist needs, or the implementation of a separate type of service. Training of such specialists is provided by various centers, schools and courses, teaching employees of mass professions - waiters, cooks, sports instructors, etc.

The Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2020 states that for the implementation of large tourism projects and the subsequent management of the created infrastructure facilities, tourist resources, there is a need for top tourism specialists and managers of the tourism industry. In this regard, it is proposed to consider the possibility of cooperation with Nazarbayev University.

• An important condition for the successful development of the recreation and tourism sector in the capital of Kazakhstan is the sufficiency of the special infrastructure and the availability of not complex facilities or services, but complex products - tour packages and programs. They should include not only the objects of the show, but also their thematic fullness, as well as the following components: a developed tourist infrastructure (accommodation, food, transportation for tourists) and professional services; availability of transport infrastructure, providing convenient access to the facility, comfortable sightseeing routes; high level of excursion service; a high-quality integrated product with the presence of personnel who are qualified with a wide range of knowledge and developed communication skills that make visiting the site as interesting and cognitive as possible for the tourist; qualitative, diverse and distinctive, including branded, souvenir products [17].

The main problems hampering the development of the tourism industry in Kazakhstan include: - disunity of participants in the tourism market;

- - insufficiently developed regulatory framework;
- - Inadequately high prices for accommodation with a fairly low level of development of tourist infrastructure.

A necessary condition for eliminating these problems and ensuring sustainable development of the tourism industry is the support of tourism at the state level.

Studies of the unsustainable development of tourism at the local level in developing countries (the reference to Urgup in the region of Cappadocia, Turkey), factors that contribute to the unsustainable development of tourism, are beyond the control of local residents and authorities. These factors are largely related to national issues, including economic policy, the importance of tourism for the country, the

relationship between decision-makers (ministers, department heads, etc.) and related international tour operators in the international tourism system. The main conclusion of the study is that the achievement of sustainable development of tourism at the local level in developing countries requires strong political decisions, control over their implementation and cooperation of international tour operators and local travel agencies [7].

Analyzing the policies and activities carried out in the field of tourism regulation in foreign countries, the paper highlights some of the principal approaches common to all the most developed countries in the tourist sphere:

- the main role in regulating the development of tourism of public authorities, with the creation at the national level of a single governing body, up to giving it the status of a ministry;
- the basis for regulating tourism are long-term strategies for sustainable tourism development and tourism development programs developed on their basis in the regions or individual components of the tourist sphere;
- significant role of tourism in the implementation of social policy: both in the creation of additional jobs, and in the sphere of social protection of low-income strata of the population, giving priority to the development of social tourism;
- stimulating off-season tourism, in order to equalize tourist arrivals and, accordingly, reduce pressure on infrastructure - airports, airlines, land transport communications, accommodation facilities;
- manifestation by the bodies of state regulation of tourism of the increased interest in research and development in this sphere, analysis of development trends, use of marketing technologies;
- the strengthening of security requirements in connection with the frequent attacks of extremists of different persuasions;
- application and use of the newest technologies as a means of increasing the competitiveness of their own tourist product and increasing the degree of accessibility, the efficiency of the use of tourist resources;
- a close interconnection of activities for the development of tourism and measures to protect the environment, cultural and historical heritage.

#### LIST OF USED LITERATURE:

The inflated prices for tourist accommodation are a consequence of the inefficient tax policy of the state. To eliminate this problem and adjust the cost of services to average European prices, it is necessary to introduce local tourist rents in the subjects of the Republic of Kazakhstan, levied from tourism enterprises, by restructuring other taxes. The collected funds can be invested in the development of tourism infrastructure and recreational resources.

The arsenal of methods used to regulate and stimulate the development of the tourism industry in different countries is uniform in nature and includes economic, legal, social, organizational, cultural, and environmental practices used in the practice of all countries. However, the specific tool for implementing these methods varies and varies considerably across countries.

УДК 378.1:338.482

**А.М. Мадышева, А.С. Бикенова, Л.Т. Елеусиз**

Казахский университет экономики, финансов и международной торговли

#### **ТУРИСТСКИЕ УСЛУГИ В СФЕРЕ ОБРАЗОВАНИЯ**

**Аннотация.** Авторы статьи задевают проблемы туристской отрасли, в частности услуг их предоставления населению, что напрямую зависит от профессиональной подготовки кадров для туристской индустрии, которая в РК осуществляется на не высоком уровне. Управленческо-технологическая деятельность характерна для персонала, который обеспечивает технологическую последовательность обслуживания, согласовывает взаимодействие с другими технологическими звеньями. Подготовка специалистов среднего уровня в Казахстане обеспечивается в системе высшего образования, выпускающих бакалавров экономики, так и в специализированных учебных заведениях, дающих среднее образование.

Однако, отсутствует реальная взаимосвязь образования и отрасли туристских услуг, что отрицательно сказывается на развитии туризма в стране.

**Ключевые слова:** туристские услуги, индустрия, турагент, менеджер по резервированию мест, метрдотель, ресторан

УДК 378.1:338.482

**А.М. Мадышева, А.С. Бикенова, Л.Т. Елеусиз**

Қазақ экономика, қаржы және халықаралық сауда университеті

### **БІЛІМ САЛАСЫНДАҒЫ ТУРИСТІК ҚЫЗМЕТТЕР**

**Аннотация.** Мақаланың авторлары туристік саланың проблемаларына, атап айтқанда, Қазақстан Республикасында жүзеге асырылмайтын туризм индустриясы үшін кадрларды кәсіби даярлауға тікелей тәуелді болатын халыққа қызмет көрсету бойынша қызметтер көрсетуді жоғары деңгейде қолданады. Қызмет көрсетудің технологиялық реттілігін қамтамасыз ететін, басқа технологиялық байланыстармен өзара іс-қимыл жасайтын қызметкерлерді басқару және технологиялық қызмет тән. Қазақстандағы орта деңгейдегі мамандарды даярлау жоғары білім беру жүйесінде, экономика бакалаврларын бітіріп, орта білім беретін мамандандырылған оқу орындарында қамтамасыз етіледі. Дегенмен, білім беру мен туризм индустриясының арасындағы нақты қарым-қатынас жоқ, бұл елдегі туризмнің дамуына теріс әсер етеді.

**Түйін сөздер:** туристік қызметтер, индустрия, турагент, брондау менеджері, қонақ үй, мейрамхана

**Information about author:**

Madysheva A.M. - Kazakh University of Economics, Finance and International Trade, [asem\\_madysheva@mail.ru](mailto:asem_madysheva@mail.ru), <https://orcid.org/0000-0003-2193-9570>

Bikenova A.S. - Kazakh University of Economics, Finance and International Trade, [a.s.bikenova@mail.ru](mailto:a.s.bikenova@mail.ru), <https://orcid.org/0000-0002-6540-6373>

Eleusis L.T. - Kazakh University of Economics, Finance and International Trade, [lyaila@list.ru](mailto:lyaila@list.ru), <https://orcid.org/0000-0002-0394-6518>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.13>

Volume 5, Number 321 (2018), 73 – 78

UDC: 330.14.014

A. Zh. Eskalieva <sup>1</sup>, M.T. Baymukhanova <sup>2</sup>, D.O. Ahmurzina <sup>3</sup><sup>2,3</sup>Pavlodar State University named after S. Toraigyrov;<sup>1</sup>Atyrau State University named after H.Dosmukhamedov[assel\\_2704@mail.ru](mailto:assel_2704@mail.ru), [Aiko-er@mail.ru](mailto:Aiko-er@mail.ru), [Zhanna81@mail.ru](mailto:Zhanna81@mail.ru)**PERSPECTIVES OF STRENGTHENING THE QUALITY  
OF THE HUMAN CAPITAL OF THE SOCIAL SPHERE**

**Abstract.** In the authors' opinion, the role of a person with his excellent education, high qualification and experience in ensuring economic growth and increasing the competitiveness of the state is growing. Work in the Republic of Kazakhstan is of a very low quality, the evidence of which is the production of most domestic enterprises that are not competitive in world markets. Low-productivity and low-quality labor significantly reduces the accumulated Kazakhstan's human capital. The idea and practice of the reproduction and functioning of human capital is constantly complicated and filled with new content. At the same time, human capital receives recognition and development in rather wide values - from the individual to the world community. Human capital, becoming a mass phenomenon, corresponds to the innovative type of reproduction. Perhaps that is why in recent years Kazakhstan's leadership has turned to the task of forming national human capital, because the country needs tools that can provide a transition to an innovative type of reproduction.

**Keywords:** human capital, the formation of human capital, the quality of human capital, national competitiveness, competitive advantages.

## INTRODUCTION

Recently, much attention has been paid to the problem of the formation of human capital. In economics, a person is viewed not only as a production factor - a labor resource, but also its qualitative characteristics, that is, human capital. Human capital must be viewed as a new effective resource that is important for social and economic development of society and the state on the basis of its qualitative and quantitative growth in all areas and structures of society and the state. The main goal of human capital, as well as of all material forms of capital, is profit, a reduction in production costs and an increase in labor productivity. Human capital includes three components: - Biophysical capital, which characterizes the physical and psychological health of a person; - social (spiritual) capital, which characterizes man as the bearer of culture and morality, as well as the level of his education and the potential for his social interaction; - intellectual capital, which characterizes the knowledge, information and creativity of a person. The urgency of the issue of the formation of human capital is determined by contemporary realities of world social and economic development.

## MAIN PART

Now the state allocates significant funds to support external factors of human development and fulfillment of its social obligations to society (payment of pensions, maternity capital, unemployment benefits, etc.). All this contributes to an increase in the level and quality of life of the people of Kazakhstan, as well as human capital in general. But, despite some improvements, in the Republic of Kazakhstan there is a degradation of the population, caused by a significant decrease in the level of his health and intellectual level. Great problems for the formation of human capital create an outdated way of life and worldview, low efficiency and inability and unwillingness to adapt to new conditions [1].

Human capital in Kazakhstan is becoming obsolete along with its carriers. For the transition to an innovative socio-economic system, for the growth of national wealth and all its components, it is necessary to create mechanisms that can qualitatively and quantitatively change human capital, because today human capital is viewed as a necessary condition for all processes of society and state life. It is one of the main components of the country's long-term economic growth. Awareness of this requires the adoption of complex decisions that form human capital in the state, society and individual companies, which ensure both sustainable economic growth and the achievement of a higher level of the well-being of the population and a decent quality of life [1].

Kazakhstan is building a new development strategy that takes into account the global context that has changed in recent years. In general, this strategy is formulated in the Address of the President of the Republic of Kazakhstan N.A. Nazarbayev Strategy "Kazakhstan - 2050": a new political course of the state ". The solution of the tasks set in President Nursultan Nazarbayev's Address to the Nation of Kazakhstan "The Way to the Future", overcoming global challenges, achieving sustainable development requires the development of scientifically sound approaches to the formation of a new quality of human capital as the driving force of global development. National competitiveness is an instrument in the struggle for a place in the world economic system. The issue of improving the competitiveness of the republic's economy is key to the development of the Kazakhstan-2050 Strategy [2], Strategy-2030 [3], the Strategic Development Plan of the Republic of Kazakhstan until 2020 [4] and other programs aimed at modernizing the economy. The successful modernization of the republic's economy is predetermined achievements in the formation of human capital as the main factor in enhancing the competitiveness of the national economy.

The application of the socio-economic approach in the general framework of research on the management of human capital should be noted the fact of eliminating subjectivity in sociological research in interpreting received sociological and statistical data. Relying on the Heisenberg uncertainty principle, according to which the observed object changes due to a fact of observation that distorts the experiment, i.e. it is possible to state that many actual (sociological and statistical) data are largely subjective and do not reflect actual social interactions and their effects [5].

Thus, the main logos of the social and economic approach is the premise that human behavior must be presented as a holistic, which in its integrative, productive characterization maximizes character, which inevitably entails both a preference for stability over instability and a preference for equilibrium before imbalance. Such a holistic outline of the theoretical and methodological design of research on human capital management in highly competitive conditions allows eliminating both subjective conclusions and those considered ad hoc hypotheses, preferences in explanations from intellectuals.

The study of structural capital and its types, types and relations with human capital is one of the theoretical and methodological cross-cutting themes of this work. Since it is clear that human capital is impossible neither ontological nor sociological, without society and without the conditions for the creation and realization of human capital, it becomes clear that structural capital is a necessary social (national, corporate) complex institution that, with one - undoubtedly, is an indicator of the development of society, and on the other hand, it ensures the development of human capital. This sequence reveals a phased-temporal characterization of the theoretical and methodological construct of the study of human capital management in modern highly competitive conditions, not only in the economic sphere, but also in the sphere of national security [6].

Structural capital as part of the theoretical and methodological construct of research thus includes: 1) a phased-temporal characterization of the formation of human capital; 2) the social characteristics of the conditions under which productive human capital is possible; 3) the characteristics of human capital, under which the conditions of national security in modern civilizational conditions are ensured; 4) the level of social comfort as every individual offering his human capital for rent on the labor market, and for social groups and society as a whole (political level); 5) The level of rationalization and optimization of styles and approaches of concrete management of human capital [7].

Thus, it is shown that the study of human capital must inevitably begin within the framework of institutional socio-economic theory as a transdisciplinary synthesis of sociology and economic theory. Such a requirement for the proposed theoretical and methodological construct is explained by the

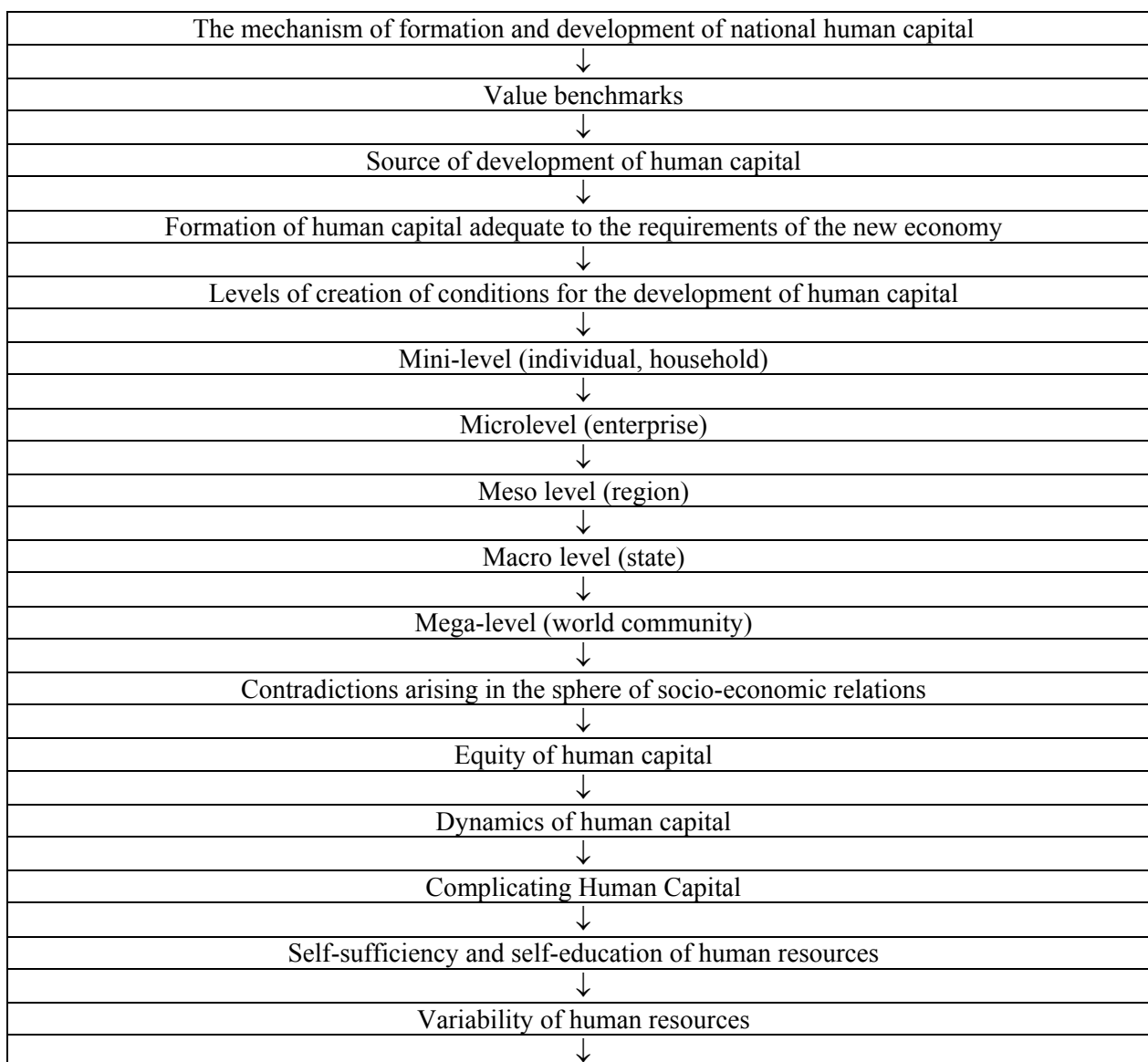
synergetic effect that is achieved thanks to the developed theory within the institutional economy and the explanatory interpretation effect achieved through the use of categories of sociology of management.

In addition, the shown theoretical and methodological tools of the analysis of human capital management allow us to reveal the possibilities of representing human capital not only at the operational level, but also at the levels of action and activity [7].

The low quality of training is due to the low level of funding for education and science, as well as the narrow range of its sources, the shortage of qualified personnel, the separation of the system of training personnel from real practice, the limited motivation of teachers' work and the teaching staff of higher education institutions, production and education, inadequate participation of employers in the formation of the content of educational programs, ineffective use of its scientific potential and others [8].

ensure the effectiveness of investments in the development and implementation of human capital can be provided that the following conditions:

- the effectiveness of the economy as a system;
- minimum administrative regulation of the economy;
- formation of competitive domestic markets;
- attraction of capital;
- ensuring the ownership of investors;



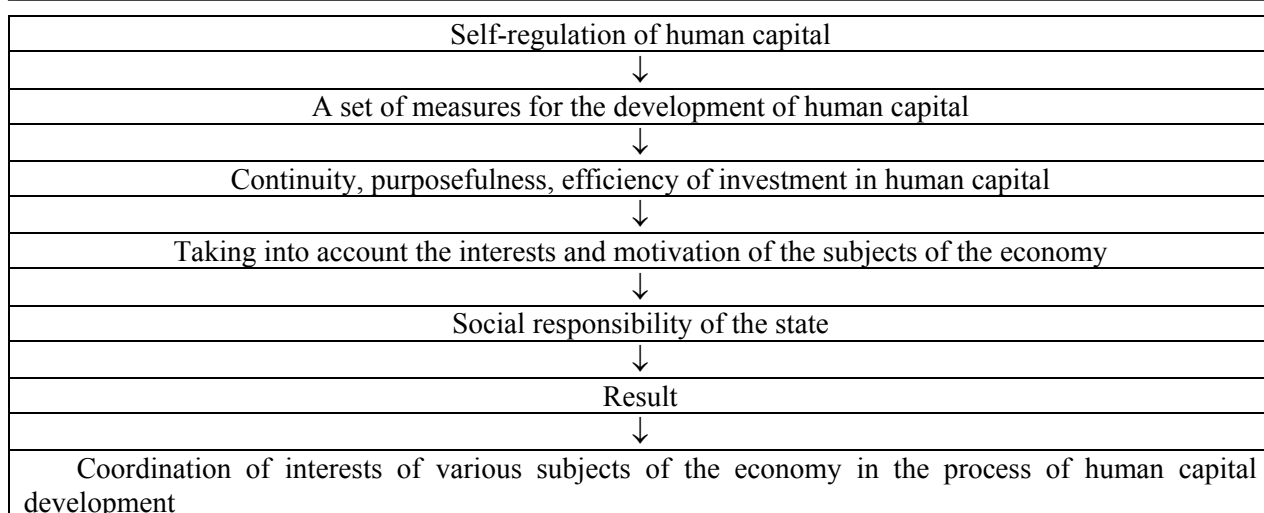


Figure 1 - The mechanism of the development of national human capital in the conditions of building an innovative economy

- increase in the share of expenditures for financing the social sphere, science, education, health, culture to the level corresponding to the indicators of developed countries;
- increase in the remuneration of labor in the public sector, in particular doctors, teachers, to the average wage level in non-state organizations;
- implementation of state targeted investment programs in the healthcare, education, science, culture, information technology development with the strengthening of the monitoring and control system.

It should be remembered that modern human capital is an intensive productive and social factor of development and life activity of the subject, which is inextricably linked with the person, with his intellect and mentality. It is formed due to investments in education, education, health, knowledge, entrepreneurial ability, information support, security and economic freedom of the population, as well as in science, culture and art.

In developed countries, public spending on higher education is up to 2.6% of gross domestic product (USA, South Korea). While in Kazakhstan, this figure does not exceed 0.2%. [9]. The low level of financing for the education sector has led to a lack of development of the material and technical base of education, information and modern technologies, and a decrease in the motivation of teachers, teachers and researchers. In the structure of the income of higher educational institutions, 80% is tuition fees. Whereas funds of public funds, philanthropic and donor donations, scientific research for business structures and other non-state sources act as sources of income for higher education institutions in European countries. For example, in UK universities, tuition fees are 15-25% of the total budget, 6% - research for business and other structures, 3% - funds from the European Union and public funds, 5% - philanthropic and donor donations through tuition fees, 4% - incomes from paid services, the rest part - public funds and other non-state sources [8].

## CONCLUSION

Formation and implementation of human capital should be included in the strategic planning system and be determined on the basis of macroeconomic forecasts in close connection with the planning of development of all sectors of the economy and specific enterprises and regions. It seems that the issue of ensuring the economy with labor resources should be included in the category of issues related to the national security of Kazakhstan [9].

At a time when the world entered a post-industrial era of the formation and development of an "intelligent" economy, human capital becomes a strategic resource of the country, whose quality in the aspect of intelligence, education and qualification plays a leading role in creating a competitive economy. This largely changes the nature of competition in world markets and determines the country's place in the international division of labor [10].

Social policy is also understood as a purposeful activity of the state on the redistribution of resources among citizens with a view to achieving prosperity. Usually in international practice, speaking about social policy, mention such areas as social security, health, education, housing and employment. Social welfare in the Western tradition is understood as a system of measures to protect the individual and the family from those risks that can not be avoided, including from the serious reduction in income necessary to maintain an acceptable standard of living.

#### REFERENCES

- [1] Obukhova LS Problems of Human Capital Formation in Russia // Young Scientist. - 2010. - №7. - P. 119-121. - URL <https://moluch.ru/archive/18/1863/> (reference date: September 13, 2018).
- [2] Nazarbayev N. And. Kazakhstan's way - 2050: common goal, common interests, common future. The President's message to the people of Kazakhstan. Astana, 17 January 2014. // [www.akorda.kz](http://www.akorda.kz)
- [3] Strategy 2030. State program of development // [www.kazembassy.kz/strategy\\_2030.html](http://www.kazembassy.kz/strategy_2030.html)
- [4] Omarkhanova Zh., Integration of Financial Markets under the Conditions of the Eurasian Economic Union / Ed. - Journal of Advanced Research in Law and Economics, [S.l.], v. 8, n. 6, p. 1779-1784, mar. 2018. ISSN 2068-696. (in English)
- [5] Sabirova R.K., Baimukhasheva M.K., Utepkalieva K.M., Dingaziyeva M.D., Sanaliyeva L.K., Tsatkhanova T.T. Intellectual potential as a basis for the formation of the innovative economy of the Republic of Kazakhstan. Bulletin of the National Academy of Sciences of the Republic of Kazakhstan ". No. 3. 2018 P.192-197, ISSN 1991-3494 (in English)
- [6] Sabirova R.K., Adietova E.M., Utaieva RS., Bisembieva Zh.K., Mugauina R.V., Kaigorodtsev A. DEVELOPMENT OF THE LABOR MARKET OF THE REPUBLIC OF KAZAKHSTAN IN THE CONDITIONS OF INNOVATIVE ECONOMY. "Bulletin of the National Academy of Sciences
- [7] Zhansagimova A.E., Perfection of management of a manpower. Bulletin of Turan №2, 2015. ISSN 1562-2959 (In Russian)
- [8] Education at a Glance: OECD Indicators, 2011.
- [9] Kazakhstan 2017. Statistically ginamarie / Editor A.A.Smayilov. Astana, 2017. 485 p.
- [10] Aubakirov YA, Maydyrova AB The role of man as a productive force in the labor market // Vestnik KazNU. Al-Farabi . 2002. No. 1 (29) . P.41-43. ISBN 978-601-04-2045-8 (In English).

УДК: 330.14.014

А. Ж. Ескалиева <sup>1</sup>, М.Т. Баймуханова <sup>2</sup>, Д.О. Ахмурзина <sup>3</sup>

<sup>2,3</sup>Павлодарский государственный университет имени С.Торайгырова;

<sup>1</sup>Атырауский Государственный унив им Х.Досмухамедова

#### ПЕРСПЕКТИВЫ УСИЛЕНИЯ КАЧЕСТВА ЧЕЛОВЕЧЕСКОГО КАПИТАЛА СОЦИАЛЬНОЙ СФЕРЫ

**Аннотация.** По мнению авторов возрастает роль человека с его прекрасным образованием, высокой квалификацией и опытом в обеспечении экономического роста и повышении конкурентоспособности государства. Труд в РК весьма низкого качества, свидетельством чего является продукция большинства отечественных предприятий, неконкурентоспособных на мировых рынках. Низкопроизводительный и некачественный труд существенно снижает накопленный казахстанский человеческий капитал. Идея и практика воспроизводства и функционирования человеческого капитала постоянно усложняются и наполняются новым содержанием. При этом человеческий капитал получает признание и развитие в довольно широких значениях – от индивида до мирового сообщества. Человеческий капитал, став массовым феноменом, соответствует инновационному типу воспроизводства. Возможно поэтому в последние годы руководство Казахстана обратилось к задаче формирования национального человеческого капитала, поскольку стране нужны инструменты, способные обеспечить переход к инновационному типу воспроизводства.

**Ключевые слова:** человеческий капитал, формирование человеческого капитала, качество человеческого капитала, национальная конкурентоспособность, конкурентные преимущества

А. Ж. Ескалиева <sup>1</sup>, М.Т. Баймуханова <sup>2</sup>, Д.О. Ахмурзина <sup>3</sup>

<sup>2,3</sup>С.Торайғыров атындағы Павлодар мемлекеттік университеті;

<sup>1</sup>Х.Досмұхамедов атындағы Атырау мемлекеттік университеті

### ӘЛЕУМЕТТІК САЛА АДАМ КАПИТАЛЫНЫҢ САПАСЫН ҚОЛДАУДЫҢ ПЕРСПЕКТИВАЛАРЫ

**Аннотация.** Авторлардың пікірі бойынша, адамның жоғары білімімен, жоғары біліктілігімен және экономикалық өсуді қамтамасыз етудегі және мемлекеттің бәсекеге қабілеттілігін арттырудағы тәжірибесі өсіп келеді. Қазақстан Республикасында жұмыс сапасы өте төмен, оның дәлелі әлемдік нарықта бәсекеге қабілетті емес көптеген отандық кәсіпорындардың өндірісі болып табылады. Төмен өнімділік және сапасыз еңбек жинақталған Қазақстанның адам капиталын айтарлықтай төмендетеді. Адам капиталын жаңғырту мен жұмыс істеу идеясы мен практикасы үнемі күрделі және жаңа мазмұнмен толтырылады. Сонымен қатар, адам капиталы танымалдылық пен дамуды кең адамдық құндылықтармен - жеке адамнан әлемдік қоғамдастыққа дейін алады. Адамзат капиталы бұқаралық құбылысқа айналып, жаңашылдықтың жаңашыл түріне сай келеді. Бұл себепті соңғы жылдары қазақстандық басшылық ұлттық адами капиталды қалыптастыру міндетіне айналды, себебі, елде жаңғыртудың инновациялық түріне көшуді қамтамасыз ететін құралдар қажет.

**Түйін сөздер:** адами капитал, бәсекелестік артықшылықтар, адами капиталды қалыптастыру, адами капитал сапасы ұлттық бәсекеге қабілеттілік

**Information about author:**

Eskaliev A. Zh. - Pavlodar State University named after S. Toraigirov; <https://orcid.org/0000-0002-0529-0575>;

Baymukhanova M.T. - Atyrau State University named after H.Dosmukhamedov, <https://orcid.org/0000-0001-5095-6754>;

Ahmurzina D.O. - Atyrau State University named after H.Dosmukhamedov, <https://orcid.org/0000-0001-8616-9939>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.14>

Volume 5, Number 321 (2018), 79 – 84

UDC 657.1(075.8)

**B.A. Markhayeva<sup>1</sup>, D.L.Kozbakhova<sup>2</sup>**<sup>1</sup>Almaty Management University, Almaty, Kazakhstan;<sup>2</sup>South-Kazakhstan Gumanitarian Institute named after M.Saparbaev, Shymkent, KazakhstanE-mail: [markhaeva@mail.ru](mailto:markhaeva@mail.ru), [dkozbakhova@mail.ru](mailto:dkozbakhova@mail.ru)**A RESPONSIBILITY CENTER AND TRANSFER PRICING**

**Abstract.** In a divisional organization structure of any kind, if one division (responsibility center) does work that is used by another division, transfer pricing may be required. In general, a divisional structure will lead to decentralization of the decision-making process. In this case the divisional managers may have the freedom to set selling prices, choose suppliers and so on. The creation divisions allows for the operating a system of responsibility accounting. Transfer pricing is used when a company's divisions need to charge other divisions of the same organization for goods and services they provide to them. There are some general rules of transfer pricing. The main purpose of the paper is to consider the methods of transfer pricing in a divisional company. The comparative analysis includes three groups of methods such as market-based, cost-based and negotiation-based approaches. Analysis, classification, generalization and analogy are widely used during the scientific research. The results of the work can be used within a decentralized company's transfer pricing policy. The main conclusion is that the effectiveness of the transfer price depends on the correctness of its calculation. The chosen method depends on the degree of autonomy of the responsibility center in decision-making and the state of the intermediate products market. Nevertheless, it is generally accepted that in conditions of availability of information, the optimal method is the uncontrollable market-based price method.

**Key words:** responsibility center, division, transfer price, market-based price, cost-based price.

**INTRODUCTION**

The company's organizational structure, which consists of several independent divisions, can be considered as a set of different responsibility centers, connected by responsibility branches. From this point of view, in the company's accounting, there was formed such term as *a responsibility accounting*. Such accounting system ensures the registration, reflection, accumulation, analysis and information provision on costs and revenues of the responsibility centers, and also helps to assess and monitor the activity of a particular manager [1, 2, 3, 4].

Table 1 - Classification of responsibility centers [5-9]

Type of responsibility center	Manager has control over...	Principal performance measure
Cost center	Controllable costs	Variance analysis Efficiency measures
Revenue center	Revenues only	Revenues
Profit center	Controllable costs Sales prices (including transfer prices)	Profit
Contribution center	As for profit center except that expenditure is reports as a marginal cost basis	Contribution
Investment center	Controllable costs Sales prices (including transfer prices) Output volumes Investment in non-current and working capital	Return On Investment Residual Income Other financial ratios

Thus, the main feature of the responsibility accounting is that it allows you to determine costs and revenues not only within the company, but also in view of their origin and responsibility centers. A responsibility center is a structural unit or a company's division, with a manager in charge having certain delegated powers. At the same time, the manager's area of responsibility includes only those items of costs and revenues, to which he can influence. Further, the terms *a responsibility center* and *a division* are considered as synonyms.

As a rule, in accounting which depends on delegated powers and responsibility area five types of responsibility centers are distinguished such as a cost center, a revenue center, a profit center, a contribution center, an investment center (Table 1).

In other words, the higher the company's degree of decentralization, the more in its structure of profit centers and investment centers, rather than cost centers.

Due to the division into responsibility centers, business transactions between the centers are called *transfers*, and the prices that result from these operations become *transfer prices*. On the other hand, transfer prices established within the company are costs for the receiving (selling or consuming) division and revenues for the supplying (transferring or manufacturing) division. This means that internal transfer pricing influences the profitability of each center and based on this it becomes possible to manage the activities of the responsibility centers. Transfer prices allow you to optimize costs and internal financial flows of the company and can significantly enhance its competitiveness. Therefore, the financial manager of the company should pay special attention to the study of transfer pricing methods.

## METHODS

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

## RESULTS

From the view of the company's management, transfer prices are conditional-calculated domestic prices, under which the responsibility centers transfer products or services to each other. As mentioned above, a company here refers to a large centralized enterprise that is structurally divided into responsibility centers with a sufficient degree of their autonomy in decision making. No real payments are made. The cost of intra-company supplies is entered in the accounting records and is subsequently reflected in the company's financial statements. The main purpose of transfer pricing is to influence the performance of each responsibility center and to promote the increase in the profit of each center, which should lead to an increase in the company's overall profit.

Factors affecting transfer pricing can be conditionally combined into the following groups:

- presence or absence of a competitive market for an intermediate product. The basic principle of transfer pricing is that the transfer price should be as close as possible to the market price, at which the product can be sold to the external buyers or purchased from the external suppliers. In this case, the responsibility center is autonomous in decision-making, and its activities can be objectively evaluated;
- presence or absence of free capacities in the manufacturing division. If the responsibility center has free production capacities, then for the company as a whole, the purchase of products within the group is more preferable. As a result, the company's profit will increase, as additional production will cover part of the fixed costs that are associated with idle capacities;
- degree of managers qualification: the transfer pricing system requires high qualification of the corporate center's managers. They face the challenge of balancing various conflicting goals in order to achieve an optimal result for the company;
- the bargaining (or negotiation) power of the responsibility centers. Transfer prices between the two centers provoke a conflict between them. The manufacturing division is interested in ensuring that prices are as high as possible, the consuming division, on the contrary, is interested in the lowest possible prices.

There are general rules for transfer pricing. The minimum and the maximum limits of the transfer price can be determined as follows [5, 6, 7].

*The minimum* is the sum of the supplying division's marginal cost and opportunity cost of item transferred. *The maximum* is the lowest market price at which the receiving division could purchase goods or services externally, less any internal cost savings in packaging and delivery.

*The opportunity cost* included in determining the lower limit will be one of the following:

- the maximum contribution forgone by the supplying division in transferring internally rather than selling goods externally;
- the contribution forgone by not using the same facilities in the producing division for their next best alternative use.

If there is no external market for the items being transferred, and no alternative uses for the division's facilities, the transfer price equals standard variable cost of production. If there is an external market for the items being transferred and no alternative, more profitable use for the facilities in that division, than the transfer price is the market price.

Transfer pricing methods between responsibility centers can be combined into three large groups such as approaches based on the market price, costs and negotiation [5, 6, 10-13].

If there is a perfect competitive market for the intermediate product, then it is optimal to establish *a market-based transfer price* for making decisions and evaluating the divisions' activities. Such price will reflect the real economic contribution of the responsibility center to the profit of the whole company. The division's activity is regulated by the market, and the corporate center does not affect its financial results. It may be affirmed that with this pricing method the responsibility center operates autonomously therefore its activity can be evaluated objectively.

*The negotiated transfer pricing* is acceptable in situations where there are several market prices or selling costs in the internal and external markets are different. This method can be used in the three following conditions:

- 1) the manufacturing division has the ability to sell products on the side, and the consuming division can purchase products externally in unlimited quantities;
- 2) the divisions have the same negotiating power;
- 3) there is a difference between the sales costs while selling products to the external market or within the group.

If at least one of the conditions is not met, there may be a situation, in which managers do not agree on the transfer price. Then the corporate center will have to participate in the establishment of optimal transfer prices which will violate the autonomy of the responsibility centers.

*Cost-based approaches* to transfer pricing are often used in practice because today the absence of an external market for intermediate products or the fact that the market is imperfect is typical. Depending on completeness of the considered cost price, there are transfer prices based on full or marginal costs distinguished.

Under the *transfer prices based on full cost* method, full costs (including fixed overheads) incurred by the manufacturing division in the production of the intermediate product are charged to the consuming division. Hence, the obvious disadvantage of this method is that the manufacturing division does not get profit from its work, so it has no motivation for internal supply. Moreover, the price level depends on how the fixed costs are included in the cost price. One of the alternative ways is to establish the planned volume of the delivered products between divisions, before setting the transfer price for the planning period. If the actual volume will differ from the planned one, the manufacturing division will receive profit or incur losses at the end of the period. For example, if the effective capacity is less than planned, then the manufacturing division will show a loss based on the results of the work for the period.

With *variable or marginal cost based transfer pricing*, marginal costs are usually understood as the short-term variable costs. This method allows, according to the economics, to maximize the company's profit as a whole. However, in this case, the manufacturing division works with a negative financial result which equals to fixed costs. This negatively affects the motivation of the division's employees. Therefore in practice this method is used rarely.

Alternatives to the cost-based methods are *a full cost plus* and *a variable or a marginal cost plus* approaches. Common to alternatives is the additional charge to costs. In the first case, the additional charge covers fixed costs and profit, in the second case covers only profit. In practice, determination of the additional charge's amount raises a lot of disputes. The best solution is to establish the additional charge which equals to the industry average profitability provided that the latter can be reasonably calculated.

## DISCUSSION

The main purpose of the Law of the Republic of Kazakhstan «On Transfer Pricing» is to prevent loss of government revenue in international business operations and transactions [14]. In other words, it regulates the public relations arising from the external transfer pricing in terms of taxation. The basic concepts of these public relations are *arm's length principle* and *market price*. Article 12 of this Law specifies five methods for determining the market price such as the method of comparable uncontrolled price, the *cost plus* method, the resale price method, the profit split method and net margin method. According to the provisions of the Law, if it is not possible to use comparable uncontrolled price method, one of the listed methods is used consistently. The comparable uncontrolled price method is used by comparing the transaction price for products with a market price taking into account the price range for identical products in comparable economic conditions.

The choice of the transfer pricing method also depends on the manager's willingness to take risks. With certainty a firm's profit under full-cost transfer pricing is greater than that under variable-cost transfer pricing. Contrary to this benchmark result, variable-cost pricing becomes more profitable than full-cost pricing when the risk-averse manager bears relatively high risk [15]. This finding is correct for the risk-averse production-division manager who faces uncertainty on the outcomes from R&D investment.

If managers are compensated solely on the basis of their divisional profits, they invest less than the first-best amounts. While compensation contracts based on firm-wide profits alone can induce first-best investments, they impose extra risk on risk-averse managers. In order to stimulate the interdivisional transfers it is recommended using managerial compensation contracts which are linear functions both of divisional profit and firm-wide profit. The terms of trade are determined through negotiations between the two managers. In this case negotiated transfer pricing allows you to share interdivisional risks and characterize its impact on the design of optimal contracts [16].

Comparison of the actual-cost transfer prices with standard-cost transfer prices shows the following results [17]. Firstly, centralized standard-cost transfer pricing dominates the other methods if the central office and the divisions face low cost uncertainty. Secondly, the actual-cost methods dominate the other methods if the central office and the divisions face high cost uncertainty and later, at the trading stage, the buying division receives sufficient cost information. Thirdly, reported standard-cost transfer pricing dominates the other methods if the central office and the divisions face high cost uncertainty, and the buyer has insufficient cost information at the trading stage.

In a tax-free world the internal transfer price is set equal to the marginal cost of the supplying division. Extending this solution, it is argued that the optimal internal transfer price should be a weighted average of the pre-tax marginal cost and the most favorable arm's length price [18]. Nevertheless, for internal performance evaluation purposes firms should generally not value internal transactions at the prevailing market price if the supplying division has monopoly power in the external market.

Information technology development also affects transfer pricing. With coarse information technology, negotiated transfer pricing has an informational advantage: managers agree to prices that approximate the firm's cost of internal trade more precisely than cost-based transfer prices. With sufficiently rapid offers, this advantage outweighs opportunity costs of managers' bargaining time, and negotiated transfer pricing generates higher profits than the cost-based method [19]. However, as information technology improves, the informational advantage diminishes. The opportunity costs of managers' bargaining eventually dominate, and cost-based methods generate higher profits.

## CONCLUSION

About 40 percent of all the United States' international trades occurs between related parties, or intra-firm, such as trades between a parent and subsidiary of the same multinational corporation [20]. This information once more draws attention to the relevance of the transfer pricing problem.

If the product (service) of the responsibility center is consumed entirely within the company, the value of the transfer price is accountable and does not affect the financial state of the company as a whole. The problem is only to establish a «fair» price, which will be used for reporting, so that the results of the activity were correctly measured and evaluated. If, however, the responsibility center has the right to

independently enter the external market, then this circumstance makes it absolutely different to look at the character and content of the transfer price. It is important to note, that, if the responsibility center has the freedom to buy and sell on the external market and there are idle capacities, the transfer price stops to be a purely accounting instrument. It acquires a real economic meaning and expresses the attitude of the divisions not only among themselves, but also with the company as a whole.

The ideal transfer price should encourage the responsibility center manager to accept the best solutions for the company as a whole. As an indicator of optimality, the maximized total marginal profit of the company is widely used. In other words, the company as a whole should win at most and lose at least into the market transactions of the responsibility center. It is this criterion that should be used as the basis for evaluating the manager's activity of the responsibility center.

The application efficiency of the transfer price depends on its calculation accuracy. Nevertheless, in spite of many different methods of pricing in related party transactions, the generally accepted rule is that, in the presence of reliable and sufficient information, the method of comparable uncontrolled (market) price is considered to be the optimal method.

## REFERENCES

- [1] Вахрушина М.А. Бухгалтерский управленческий учет: учеб. для студентов вузов, обучающихся по экономическим специальностям / М. А. Вахрушина. - 8-е изд., испр. - М.: Издательство «Омега-Л», 2010. - 570 с.: ил., табл. – (Высшее финансовое образование). ISBN 978(5(370(01917(3 (in Russ.)
- [2] Шеремет А.Д. (ред.) Управленческий учёт. Учебное пособие. - М.: ИД ФБК-ПРЕСС, 2000. - 512 с. /Под редакцией А.Д. Шеремета - (Серия «Академия бухгалтера и менеджера»). ISBN 5-89240-029-8 (in Russ.)
- [3] Керимов В. Э. Бухгалтерский управленческий учет [Электронный ресурс]: Учебник / В. Э. Керимов. - 8-е изд., изм. и доп. - М.: Издательско-торговая корпорация «Дашков и Ко», 2012. - 484 с. - ISBN 978-5-394-01057-6 (in Russ.)
- [4] Кондраков Н.П. Бухгалтерский (финансовый, управленческий) учет. - Учебник. - М., Проспект, 2017. – 512 с. ISBN 978-5-392-21696-3 (in Russ.)
- [5] ACCA Approved. Paper F5. Performance Management. Study Text for exams up to June 2015. Seventh edition June 2014. BPP Learning Media Ltd, 2014. ISBN 9781 4727 1080 2. [www.bpp.com/learningmedia/](http://www.bpp.com/learningmedia/) (in Eng.)
- [6] ACCA Approved - F5 Performance Management - Study Text eBook (September 2017 to June 2018 exams). Becker Professional Education, 2018, ISBN 9781785664342 (in Eng.)
- [7] ACCA Kaplan F5 Performance Management (PM) Essential Text 2015. Kaplan Publishing - 2014. - 410 p. - ISBN-13: 978-1784150310 (in Eng.)
- [8] Друри К. Управленческий и производственный учет. - Учебный комплекс для студентов вузов; пер. с англ. В.Н. Егорова. - 6-е изд. - М.: ЮНИТИ-ДАНА, 2012. - 1423 с. - (Зарубежный учебник). ISBN 978-5-238-01060-1 (in Russ.)
- [9] Хорнгрен Ч., Фостер Дж., Датар Ш. Управленческий учет. - 10-е изд. /Пер. с англ. - СПб.: Питер, 2007.- 1008 с.: ил. - (Серия «Бизнес-класс»). ISBN 5-94723-174-3 (in Russ.)
- [10] Markhayeva B.A., Karshalova A.D. Management accounting 2. – Study guide. – Almaty, 2017. – 176 p. ISBN 978-601-7470-78-4 (in Eng.)
- [11] Мархаева Б.А. Басқару есебі. – Электрондық оқу құралы. – Алматы, Алматы Менеджмент Университеті, 2016. – 252 б. ISBN 978-601-7470-65-4 (in Kazakh)
- [12] Назарова В.Л., Жапбарханова М.С., Фурсов Д.А., Фурсов С.Д. Басқару есебі [Text]: оқулық. - Алматы : Экономика, 2005. - 298 б. - ISBN 9965-685-62-2 (in Kazakh)
- [13] Кирова О.А., Назаров Н.Е. Методы трансфертного ценообразования. - Статистика и экономика. 2014. (6):84-88. DOI:10.21686/2500-3925-2014-6-84-88 (in Russ.)
- [14] Трансферттік баға белгілеу туралы. Қазақстан Республикасының 2008 жылғы 5 шілдедегі N 67-IV Заңы. 2018. <http://adilet.zan.kz/kaz/docs/Z0800000067> (in Kazakh)
- [15] Matsui K. (2012) Cost-based transfer pricing under R&D risk aversion in an integrated supply chain, International Journal Of Production Economics, vol. 139, issue 1, pp. 69-79. DOI: 10.1016/j.ijpe.2011.10.030 (in Eng.)
- [16] Anctil R.M., Dutta S. (1999) Negotiated transfer pricing and divisional vs. firm-wide performance evaluation, Accounting Review, vol. 74, issue 1, pp. 87-104. DOI: 10.2308/accr.1999.74.1.87 (in Eng.)
- [17] Pfeiffer T., Schiller U., Wagner J. (2011) Cost-based transfer pricing, Review Of Accounting Studies, vol. 16, issue 2, pp. 219-246. DOI: 10.1007/s11142-011-9140-0 (in Eng.)
- [18] Baldenius T., Melumad N.D., Reichelstein S. (2004) Integrating managerial and tax objectives in transfer pricing, Accounting Review, vol. 79, issue 3, pp. 591-615. DOI: 10.2308/accr.2004.79.3.591 (in Eng.)
- [19] Dikolli S.S., Vaysman I. (2006) Information technology, organizational design, and transfer pricing, Journal Of Accounting & Economics, vol. 41, issue 1-2, pp. 201-234. DOI: 10.1016/j.jacceco.2005.06.001 (in Eng.)
- [20] Neiman B. (2010) Stickiness, synchronization, and passthrough in intrafirm trade prices, Journal Of Monetary Economics, vol. 57, issue 3, pp. 295-308. DOI: 10.1016/j.jmoneco.2010.02.002 (in Eng.)

ӘОЖ 657.1(075.8)

Б.А. Мархаева<sup>1</sup>, Д.Л. Козбахова<sup>2</sup>

<sup>1</sup>Алматы Менеджмент Университеті, Алматы, Қазақстан;

<sup>2</sup>М.Сапарбаев атындағы Оңтүстік-Қазақстан Гуманитарлық Институты, Шымкент, Қазақстан

### ЖАУАПКЕРШІЛІК ОРТАЛЫҚ ЖӘНЕ ТРАНСФЕРТТІК БАҒА БЕЛГІЛЕУ

**Аннотация.** Жұмыстың негізгі мақсаты ол жауапкершілік орталықтардан тұратын компанияның деңгейінде трансферттік баға белгілеудің әдістерін қарастыру болып табылады. Салыстырмалы талдау өзіне үш топ әдістерді қамтыды, олар нарықтық бағаға, шығындарға немесе келіссөздерге негізделген тәсілдер. Жұмысты орындау барысында талдау, жіктеу, қорытындылау және ұқсастық сияқты тәсілдер кеңінен қолданылды. Жұмыстың нәтижелерін орталықсыздандырылған компанияның баға белгілеу саясатын жүргізуде қолдануға болады. Негізгі қорытынды трансферттік бағаның тиімділігі оны дұрыс белгілеуге тәуелді екенін көрсетті. Ал таңдалған әдіс жауапкершілік орталықтың дербестік деңгейіне және аралық өнім нарығының жағдайына тығыз байланысты болады. Дегенмен, сенімді және жеткілікті ақпараттың бар болуы кезінде нарықтық бағаға негізделген әдіс оңтайлы болып табылады.

**Түйін сөздер:** жауапкершілік орталық, бөлімше, трансферттік баға, нарықтық баға, шығынға негізделген баға.

УДК 657.1(075.8)

Б.А.Мархаева<sup>1</sup>, Д.Л. Козбахова<sup>2</sup>

<sup>1</sup>Алматы Менеджмент Университет, Алматы, Казахстан;

<sup>2</sup>Южно-Казахстанский Гуманитарный Институт им. М.Сапарбаева, Шымкент, Казахстан

### ЦЕНТР ОТВЕТСТВЕННОСТИ И ТРАНСФЕРТНОЕ ЦЕНООБРАЗОВАНИЕ

**Аннотация.** Основная цель работы заключается в рассмотрении методов трансфертного ценообразования в компании, структурно разделенной на центры ответственности. Сравнительный анализ включает в себя три группы методов, среди них подходы, основанные на рыночной цене, затратах или договорных отношениях. В ходе выполнения работы широко используются такие способы научного познания, как анализ, классификация, обобщение и аналогия. Результаты работы можно использовать при реализации политики трансфертного ценообразования в децентрализованной компании.

Основной вывод заключается в том, что эффективность трансфертной цены зависит от правильности ее исчисления. Выбранный метод зависит от степени автономности центров ответственности в принятии решений и состояния рынка промежуточных продуктов. Тем не менее является общепризнанным, что в условиях доступности информации оптимальным является метод неконтролируемой рыночной цены.

**Ключевые слова:** центр ответственности, подразделение, трансфертная цена, рыночная цена, затратная цена

#### Information about authors:

Markhayeva B.A. - Almaty Management University, professor-researcher, doctor of economic sciences, markhaeva@mail.ru; <https://orcid.org/0000-0002-7354-7125>;

Kozbakhova D.L. - South-Kazakhstan Gumanitarian Institute named after M.Saparbaev, master of Economics, dkozbakhova@mail.ru, <https://orcid.org/0000-0002-3526-989X>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.15>

Volume 5, Number 321 (2018), 85 – 88

UDK 338:43

**R.K. Sabirova, K.M. Utepkalieva, S.B. Kabakov**

Atyrau State University named after H.Dosmukhamedov  
sabiroyarysty@mail.ru, mplusj@bk.ru, zhmm1331@gmail.com

**ECOLOGICAL ASPECTS OF ECONOMICS  
OF AGRICULTURE IN KAZAKHSTAN**

**Abstract.** In the article the authors outlined the ecological conditions and the opportunities for the reproduction of the agrarian specificity and the country's need for agricultural ecologically clean products that stipulate the need for state regulation of agrarian production and the food market. The main task of Kazakhstan and the essence of regulation is to ensure sustainable development of the agrarian sector in the interests of meeting the needs of society without harming the environment. The trend of the last few years in the world has become the interest of buyers to environmentally friendly products, so, more than half of respondents (60%) prefer environmentally friendly products, regardless of their high cost in contrast to similar analogues. The production of environmentally friendly products on domestic raw materials is very promising due to the availability of all the appropriate resources.

**Keywords:** ecology, role, agriculture, protection, efficiency, ecological clean product.

## INTRODUCTION

*At the present stage of the development of society, the creation of a sustainable economic mechanism in the agrarian economy is one of the significant factors in the growth of the competitiveness of our country. With the strengthening of the economy of Kazakhstan, the mechanism of management in agriculture began to function in a more rational mode. The advantages of domestic agricultural production should be used in the production of competitive food products, namely: the availability of large areas of land, economic purity of products, excess labor resources, etc.*

In Kazakhstan there is a quite competitive niche of natural food products, the so-called "farm products". The production of environmentally friendly products on domestic raw materials can be promising, in particular, for the East Kazakhstan region with its richest raw material potential of cedar and fir oil, as well as beekeeping products. Thus, the country has all the conditions for the production of environmentally friendly agricultural products, and maintaining this image will help determine its own niche in the international market.

## MAIN PART

Potential of the agro-industrial complex of the Republic of Kazakhstan is determined by the following determining factors:

significant volumes of agricultural land, which is 223 million hectares, including arable land 24 million hectares;

high labor potential of the village (in rural areas more than 47% of the country's population live);

favorable climatic conditions for growing grain and leguminous crops, potatoes and vegetables;

significant potential of pasture areas for livestock breeding (85% of the total land area).

In the republic there are prerequisites and potential to become the world's leading producer of food. Already today it is the largest exporter of grain, and for export of flour it ranks first in the world.

In the President's Address to the People of Kazakhstan "Let's build the future together!" The head of state set the task to increase the export of cattle meat (cattle) to 180 thousand tons by 2020. The task is to avoid meat imports and become one of its major suppliers to foreign markets.

The new image should correspond to the trends of the modern market. A study by Russian colleagues showed that the world food market is in need of environmentally friendly products, especially in meat, vegetables, dairy products, etc. According to the results of the study, up to 80% of American leg meat produced is supplied with deviations from standard standards. Moreover, in this case there are violations not only of shipment rules, procedures for obtaining permits and other administrative barriers, more than 23% of imported leggings to neighboring Russia (which is nine times higher than Kazakhstan's imports), genetic mutations were identified by special expertise. And also 17% of imported hams have obvious signs of aging products. In Chinese meat products, mercury is often found, various compounds of heavy metals.

Green marketing is an increase in customer loyalty, brand recognition and sales volume due to the release of environmentally friendly products or the use of environmentally friendly production technologies. Green marketing originated in the USA in the 1970s. According to the Information Resources survey, today 48% of Americans pay attention to at least one of the environmental indicators of the product, whether the product itself, its packaging or the store in which it is sold.

Ecologically is a modern trend that forces business giants to differentiate brand policies and move to a more "green" option. So, for example, McDonald's is repainted in green and introduces eco-packaging for its products.

The reasons for such popularity of "eco" products is that the bulk of buyers are interested not so much in social responsibility, as with themselves, with their well-being and their own status. Eco status receives more and more value in society. Once to lead an eco-friendly way of life was considered eccentric, but today in the western countries it is chosen by millions of people.

The presence of "green" goods on the shelf can be recognized by special eco-labeling. Environmental marking in our and Western countries is one of the main tools for promoting products, as well as its mark-up. According to independent experts, the presence of eco-labeling increases the cost of the product by at least 30%. Eco-labeling does not have any relation to the composition of the product, it is a symbol that the company gets the right to apply on packaging, only having passed the appropriate certification. Now there are more than 30 such systems in the world, while in Russia it is only one - the system of voluntary ecological certification "Leaf of Life". The rest of the statements about "ecological purity", "naturalness", "friendliness to the environment" can be considered Greenwich. An environmentally safe product can be considered a product that does not contain harmful substances for consumers and the environment, and when it is disposed of completely disappears from the Earth.

If we take into account the world trends in the development of agriculture, unlike the post-Soviet states, everywhere there is a question not of increasing the production of products, but of its quality.

For grain, Kazakhstan has already begun to face overproduction, similar can happen to other types of agricultural products. Farmers should provide Kazakhstani with quality products and supply competitive products to the markets. In his annual message, the President of the Republic noted that the domestic market of the country for a number of positions begins to lose the increasing expansion of grocery imports. It has a lot of cheap imported sausage, in a "beautiful" package, which is much inferior in quality to the domestic one. An analysis of dairy products was also conducted. It turned out that Kazakhstan is delivered to forty-five per cent of the butter, powdered and condensed milk - up to eighty percent. In the meantime, Kazakhstani producers fully provide the country's population with raw milk and meat. But the country is lagging behind processing, which has proved to be uncompetitive.

According to Nielsen research, consumers are ready to overpay for quality, brands and organic products. For most buyers (81%), the quality of the goods is one of the main criteria for choosing and buying. Especially the respondents trust the brands. The trend of recent years has become buyers' interest in environmentally friendly products, analysts say. More than half of respondents (60%) claim that they choose organic products, even if their cost is higher than their counterparts. The ecological trend in Europe has been going on for several decades. Care for one's own health and longevity comes to the fore in many consumers. The era of fast food and Chinese synthetics begins to gradually disappear. Today people want to eat natural products, use natural cosmetics, use only natural means to care for the house. Thus, the promotion of the ecoimage can become an attractive direction in the development of the diversification of the agribusiness sectors and determine the positioning of domestic farmers in the conditions of international trade. The trend towards naturalness and environmental friendliness in international markets

will only grow and it is obvious that more and more commodity groups with the labeling "eco" will appear more and more. In this market there is an opportunity for growth of the domestic agricultural sector. Despite the fact that more than sixty years ago, questions of "green" production started its development and remain relevant at the present time, there is no clear leaders in the pursuit of this position in the international markets. In the changing environment of the global market and geopolitical relations issues of the new position and export priorities for Kazakhstan's agribusiness sector rise with even greater urgency. For domestic farmers in this market there is an opportunity for growth and prospects for this niche in the export-oriented sector.

## CONCLUSION

As for our experience, today there is a quite competitive niche of natural food products, so-called "farm products" in the country. In each region there is a sufficient number of agro-formations that are ready "to order" to supply food (milk, meat, bread main items).

The production of environmentally friendly products on domestic raw materials can be promising, in particular, for the East Kazakhstan region with its richest commodity potential of cedar and fir oil, as well as beekeeping products.

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

Thus, environmental friendliness is not only an actual and promising trend, but also profitable, because consumers will not save on their own health. In Kazakhstan, there are all conditions for the production of environmentally friendly agricultural products, and maintaining this image will help determine your own niche in the international market.

## REFERENCES

- [1] The official website of JSC National Managing Holding "KazAgro" [Electron. resource]. URL: <http://kazagro.kz> (reference date: 06.2013).
- [2] Khramkov A. The Kazakh has twice as much meat as the Russian, // AgroInform. 2010. No. p. 20.
- [3] Internet resource: Blog about eco-advertising and eco-marketing. So what is green marketing? [Electron. resource]. URL: <http://mariabystrova.ru/> (reference date: 02.2014).
- [4] Internet resource: Interregional public organization. Consumer Rights Protection Society "Public Control". Ecological marking (eco-labeling) [Electronic. resource].
- [5] National Statistical Agency of the Republic of Kazakhstan. Annual reports. .kazstat.kz.
- [6] Zhansagimova A.E. Monitoring the development of rural areas of the Republic of Kazakhstan. XX International Scientific and Practical Conference "Agrarian Science - Agricultural Production of Siberia, Kazakhstan, Mongolia, Belarus and Bulgaria" (Novosibirsk, October 4-6, 2017) p.366-370 ISBN 978-5-94477-211-4 (In Russian).
- [7] Shakulikova G.T., Zhansagimova A.E. Agro-industrial integration in foreign countries. Actual problems of modern science and education materials of the international scientific and practical conference. Issue 16 volume 1 Kirov 2017g. p.161-167 SBN 978-5-7139-0511-8 (In English).
- [8] Aubakirov Y.A., Maydyrova A.B. The role of man as productive force in the labor market // Vestnik KazNU. AI-Farabi. - 2002.- No. 1 (29).-P.41-43. . ISBN 978-601-04-2045-8 (In English).
- [9] Omarkhanova Zh.M., Integration of Financial Markets under the Conditions of the Eurasian Economic Union / Ed. - Journal of Advanced Research in Law and Economics, [S.l.], v. 8, n. 6, p. 1779-1784, mar. 2018. ISSN 2068-696. (in English).
- [10] K.Sayabaev, K.Sadvokasova, G. Kodasheva. Finance, franchise and their impact on tourism. Journal of internet banking and commerce. (<http://www.icommercecentral.com>), december 2016, vol. 21, no. 3 ISSN 1204-5357 (in English).

УДК 338:43

**Р.К. Сабинова, К.М. Утепкалиева, С.Б. Кабаков**

Атырауский государственный университет имени Х.Досмухамедова

## **ЭКОЛОГИЧЕСКИЕ АСПЕКТЫ ЭКОНОМИКИ СЕЛЬСКОГО ХОЗЯЙСТВА В КАЗАХСТАНЕ**

**Аннотация.** В статье авторами изложены экологические условия и возможности воспроизводства аграрной специфики и потребности страны в земледельческих экологически чистых продуктах, которые

обуславливают необходимость государственного регулирования аграрного производства и рынка продовольствия. Основной задачей Казахстана и сутью регулирования является обеспечение устойчивого развития аграрной сферы в интересах удовлетворения потребностей общества без нанесения вреда окружающей среде. Тенденцией последних лет в мире стал интерес покупателей к экологически чистым продуктам, так, больше половины респондентов (60%) отдают предпочтение экологически чистым продуктам, вне зависимости даже от их высокой стоимости в противовес подобным аналогам. Производство экологически чистой продукции на отечественном сырье весьма перспективно из-за наличия всех надлежащих ресурсов.

**Ключевые слова:** экология, роль, сельское хозяйство, защита, эффективность, экологический чистый продукт

ӘОК 338:43

**Р.К. Сабирова, К.М. Утепкалиева, С.Б. Кабаков**

Х.Досмұхамедов атындағы Атырау мемлекеттік университеті

### **ҚАЗАҚСТАНДАҒЫ АУЫЛ ШАРУАШЫЛЫҒЫ ЭКОНОМИКАСЫНЫҢ ЭКОЛОГИЯЛЫҚ АСПЕКТІЛЕРІ**

**Аннотация.** Мақалада авторлар аграрлық ерекшеліктерді және аграрлық өндірісті және азық-түлік нарығын мемлекеттік реттеу қажеттілігін көздейтін ауылшаруашылық экологиялық таза өнімге қажеттіліктің экологиялық жағдайын және мүмкіндігін белгіледі. Қазақстанның басты міндеті және реттеудің мәні қоршаған ортаға зиян келтірместен қоғамның қажеттіліктерін қанағаттандыру мүддесінде аграрлық сектордың тұрақты дамуын қамтамасыз ету болып табылады. Әлемдегі соңғы бірнеше жылдағы үрдіс қоршаған ортаға зиян келтіретін өнімдерге сатып алушылардың қызығушылығын тудырды, сондықтан респонденттердің жартысынан көбін (60%) осындай аналогтардан айырмашылығы жоғары құны қарамастан, экологиялық таза өнімдерді қалайды. Отандық шикізатқа экологиялық таза өнімдерді өндіру барлық тиісті ресурстардың болуына байланысты өте перспективалы болып табылады.

**Түйін сөздер:** экология, рөл, ауыл шаруашылығы, қорғау, тиімділік, экологиялық таза өнім.

#### **Information about author:**

Sabirova R.K. - Atyrau State University named after H.Dosmukhamedov, sabirovarysty@mail.ru, <https://orcid.org/0000-0002-9947-6564>;

Utepkalieva K.M. - Atyrau State University named after H.Dosmukhamedov, mplusj@bk.ru, <https://orcid.org/0000-0002-5230-0318>;

Kabakov S.B. - Atyrau State University named after H.Dosmukhamedov, zhmm1331@gmail.com, <https://orcid.org/0000-0001-5984-2227>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.16>

Volume 5, Number 321 (2018), 89 – 94

UDC 338.27(574)

Tlessova Elvira, Khoich Aizhan, Kurash Nazerke

L.N. Gumilyov Eurasian National University  
[t.ilvira@mail.ru](mailto:t.ilvira@mail.ru), [ayjika@mail.ru](mailto:ayjika@mail.ru), [naz-9393@list.ru](mailto:naz-9393@list.ru)

## SCIENTIFIC INNOVATION POTENTIAL OF THE REPUBLIC OF KAZAKHSTAN AND ITS PERSPECTIVES

**Abstract.** In the modern world economy countries that can use innovations can win major international competition. However, each country has such an opportunity for development, which is determined by the scientific innovation potential of each country. In this regard, the most important issue is the study of the process of formation and development of the national innovation system (NIS) in Kazakhstan and the improvement of the organizational economic mechanisms of its functioning.

The main subsystems of Kazakhstan's NIS according to the program creation and development of NIS of Republic of Kazakhstan, are scientific potential, innovative entrepreneurship, innovative and financial infrastructure.

Science is an important part of the national heritage, which is the main resource of economic and social changes in the country. In many cases, the scientific potential determines the country's place in the world community, the prospects for competition in foreign markets and the ability to solve its internal problems. The article describes the scientific innovation potential of Kazakhstan and shows the percentage of indicators of our country's scientific potential for many years. At the same time, the dynamics of the development of highly qualified specialists, the number of researchers who develop the country's scientific potential, are presented through tables and clearly defined requirements for their qualification.

The author has analyzed the statistical data of the main indicators of scientific and innovative development of the Republic of Kazakhstan. The author also analyzes the country's scientific potential, draws several conclusions and suggests effective ways of developing scientific innovation potential.

**Key words:** innovation, innovation potential, science, innovative development.

### INTRODUCTION

In the modern world, in the context of accelerating scientific and technological progress innovations are becoming crucial for the sustainable growth of the national economy which is increasing its competitiveness. Countries that pursue an active innovation policy and create a favorable economic climate for innovation demonstrate high rates of economic development, high competitiveness of manufactured goods and services in international markets.

Innovation is a process that ensures the growth of competitiveness and turns scientific results into a new technological process or product. Only those countries that can use innovations in the modern world economy can win major international competition. However, each country has such an opportunity for development, which is determined by the scientific innovation potential of each country. In this regard, the most important issue is the study of the process of formation and development of the national innovation system (NIS) in Kazakhstan and the improvement of the organizational economic mechanisms of its functioning.

President of the Republic of Kazakhstan N.Nazarbayev in his message to the people of Kazakhstan "Strategy of Kazakhstan-2050": the new political course of the developed state ", noted the need to support the promotion of innovations in the national economy:" ... the introduction of innovations is important, but this is not the main goal. When our new technologies are in demand, they will be able to benefit from the country only when it is necessary on the market. Otherwise, innovation is a waste of money "[1].

The study of NIS determines its complex structure, consisting of interconnected subsystems, which include a number of elements in each of them. All levels of the NIS are interrelated and mutually complementary. Despite the diversity of elements of national innovation systems, all elements of this system that have a certain integrity serve a common goal. In this regard, particular attention is paid to the construction of systems, their main components, their interconnection and interaction.

#### MAIN PART

For the successful development of NIS is the effective functioning of all subsystems and their elements. The main subsystems of Kazakhstan's NIS according to the program creation and development of the National Innovation System of the Republic of Kazakhstan, are scientific potential, innovative entrepreneurship, innovative and financial infrastructure.

Let's look at the key indicators that characterize the effective functioning of the subsystems of Kazakhstan's NIS. After gaining independence, the scientific and technical potential of the transition period was significantly lost. Scientific and project development was not required, as a result of low funding, many sectors of the research institute and design organizations were eliminated. Human resources have also decreased significantly [2].

In the Republic of Kazakhstan, scientific research and development in 2017 involved 386 organizations (in 2016 - 383 organizations). According to the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, the number of research organizations has declined, but in 2017 this indicator increased by 13,2% compared to 2013 [3]. The growth rates of organizations are shown in Table 1.

Table 1 – Number of organizations engaged in R&D in 2013-2017 by sector of activity, units.

Types of organizations	2013	2014	2015	2016	2017	Growth rate, (2017-2013)/ 2013*100 %, %
All organizations, units	341	392	390	383	386	13,2
Public sector	78	100	94	100	101	29,5
Higher vocational educational sector:	112	107	103	103	99	-11,6
Business sector	110	147	154	149	146	32,7
Non-profit sector	41	38	39	31	40	-2,44
Note – Committee on Statistics of MNE RK: <a href="http://stat.gov.kz">http://stat.gov.kz</a> [3].						

The public sector, including institutions funded from the state budget, in 2017 was represented by 101 organizations.

The number of organizations in the business sector, including organizations whose main activity is related to the production of products or services for sale, decreased by 3 units in comparison with 2016.

The higher education sector (99 organizations) includes universities, institutes, academies and other institutions of post-secondary education, regardless of the source of their funding and legal status; research institutes, experimental laboratories and clinics, which are managed by institutions of higher education.

The smallest number of organizations is represented in the non-profit sector of science, which includes legal entities funded by private non-profit organizations - 40.

Research structures ensure the development of new breakthrough technologies that will subsequently be introduced in industrial enterprises, the rapidity and efficiency of the commercialization of new ideas and developments largely depends on their location. The absence of such organizations in industrial enterprises makes them unable to conduct research and development, which excludes them from the process of innovative development. Many industrial enterprises of Kazakhstan are still focused only on technology transfer, because do not have the financial means to conduct the entire cycle of R & D and the introduction of innovations in production.

Table 2 shows structure of the distribution of organizations engaged in R & D. *It should be noted that most of this rise is accounted for business sector in the overall structure of organizations.*

Table 2 – Structure of the distribution of organizations engaged in R &amp; D, %

Sectors	2013	2014	2015	2016	2017
All organizations	100	100	100	100	100
Public sector	22,9	25,8	24,1	26,1	26,2
Higher vocational educational sector:	32,8	26,8	26,4	26,9	25,7
Business sector	32,3	38	39,5	38,9	37,82
Non-profit sector	12	9,4	10,0	8,1	10,36

Note – Committee on Statistics of MNE RK: <http://stat.gov.kz> [3].

According to the statistical data of Table 2, we will determine the linear coefficient of absolute structural shifts of the number of R & D organizations by sectors of the economy. In the conditions of measuring absolute structural shifts, the classical formula of the average linear deviation is transformed into the following:

$$L_b^{Ab} = \frac{\sum_{i=1}^n |d_j - d_0|}{n} \quad (1)$$

$d$  – specific weight of the characteristics;  $n$  – number of gradations in the structures;  $j$  – current period;  $0$  – base period.

$$L_{17/13}^{Ab} = \frac{|26,2 - 22,9| + |25,7 - 32,8| + |37,82 - 32,3| + |10,36 - 12|}{4} = 4,39$$

This coefficient characterizes the average value of deviations from the specific weights, which means how many percentage points on average the relative weights of the parts in the compared populations deviate from each other.

The more value of the linear coefficient of absolute structural shifts, the greater the relative weights of the individual parts for the two compared periods on average, the greater the absolute structural shifts.

The value of the coefficient for the period 2013-2017 is 4.39%, which indicates structural shift in the number of organizations performing R & D in Kazakhstan by sectors of the economy during this period.

Along with scientific and research organizations, the country's scientific potential includes highly qualified specialists capable of developing ideas that are subsequently embodied in innovative products and technologies. Innovative economics makes high demands on the number and level of qualifications of scientific workers.

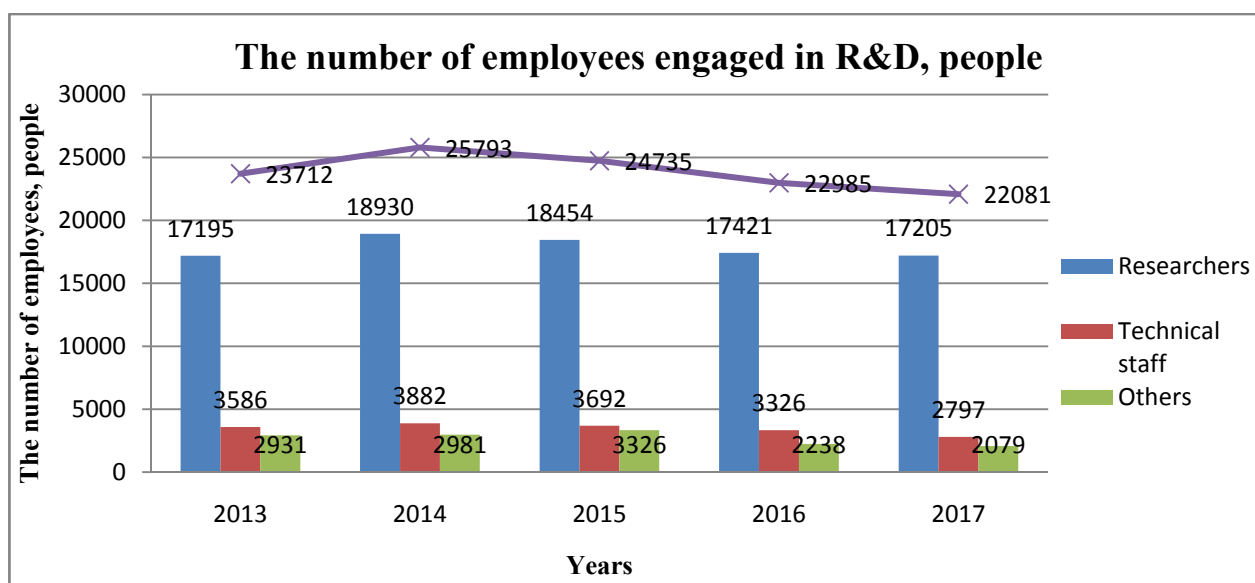


Figure 1 - The number of employees engaged in R&amp;D, people

Note – Made by authors on the basis of a source [3],[4],[5].

In scientific research and development 22,081 people were involved in 2017, (in 2016 - 22,985 people), including 17,205 research specialists. Compared with 2014, in which the largest number of employees was registered during the five-year period, in 2017 the number of employees engaged in R&D decreased by 3.7 thousand people (Figure 1).

In 2016, out of 17,400 researchers, the largest the number (5.2 thousand) was involved in the field of natural sciences. At the same time, the staff of the highest qualification comprised: doctors of sciences - 574 people, candidates - 1.3 thousand, PhDs - 200 and doctors on the profile – 199. The number of masters was 1.2 thousand people [6].

The largest number of research specialists in 2017 was involved in the field of engineering sciences-5 thousand. The number of cadres of the highest scientific qualifications in this field of science was only in the second position and amounted to 2,557 people: 979 candidates, 383 doctors of science, 114 doctors of philosophy PhD and 77 doctors on the profile; 1000 masters. In general, the share of researchers in the engineering sciences accounted for about 29.3% of the total number. Then follow the natural sciences, where the share of research specialists accounted for 29%. The number of candidates of sciences was 1221 people, doctors - 577, doctors on the profile - 117, doctors of philosophy PhD - 224 and masters - 1236 people. The least represented by the highly qualified personnel were medical sciences. They accounted for only 6.1% of the number of research specialists. In this field of science the smallest number of highly qualified personnel was noted: candidates - 327 people, doctors - 182, doctors on the profile - 47, doctors of philosophy PhD - 31 people, masters - 202 people.

Table 3 – Dynamics of the number of researchers with scientific degrees

Indicators	2013	2014	2015	2016	2017	Growth rate, 2017/2013, %
Number of staff engaged in research and development (at the end of the year), people	23712	25793	24735	22985	22081	93,1
including researchers, people:	17195	18930	18454	17421	17205	100,0
Doctor of Science	1688	2006	1821	1828	1818	107,7
Doctor by profile	605	596	549	493	354	58,5
PhD philosophy	218	330	431	456	589	270,2
Candidates of Science	4 915	5 254	5119	4754	4 541	92,4
Note – Made by authors on the basis of a source [3],[4],[5] .						

The analysis of the formation of a contingent of human potential with the highest scientific qualification shows that there is a shift towards the number of doctors of philosophy (PhD) and doctors in the profile, whose preparation is carried out in Kazakhstan. The number of specialists in these qualifications has increased in all areas of science.

A special event of this year for the science of our country was the Address of the President of the country N.A. Nazarbayev to the people of Kazakhstan on January 10, 2018, "New Development Opportunities in the Conditions of the Fourth Industrial Revolution," which sets the task of increasing the efficiency and effectiveness of science, synchronizing it with the innovative development of the republic's economy. For this it is necessary: Development of high school science with a priority on research in metallurgy, oil and gas chemistry, agro-industrial complex, bio- and IT-technologies; Implementation of joint projects by universities with leading foreign universities and research centers, large enterprises and TNCs; Co-financing from the private sector of all applied research and development; System policy to support young scientists with the allocation of quotas within the framework of scientific grants; Implementation of the phased transition to English of applied scientific research [7].

## CONCLUSION

Concluding the analysis of the scientific potential of Kazakhstan, the main directions for the further development of Kazakhstan's science are the following:

1. Increase in the demand for the results of scientific developments in the real sector of the economy. An important direction in the development of the scientific sphere remains integration into the world scientific space. At present, international cooperation in the field of science and technology is developing on the basis of bilateral agreements with 33 countries of the world.

2. Development of effective mechanisms to increase the competitiveness of the human resources potential of science. To achieve a breakthrough, it is necessary to create favorable stimulating conditions for young, promising scientists. In order to strengthen the scientific and human potential of the country in 2017, the state educational order for the preparation of PhD doctors was first increased. So, in 2017, 1437 grants were awarded (in 2016 - 780), for the preparation of undergraduates was awarded 10 735 grants (in 2016, 8160).

3. To pay attention to the main priorities of the development of science of Kazakhstan. The priorities includes:

- Rational use of natural resources, including water resources, geology, processing, new materials and technologies, safe products and structures;
- Power engineering and machine building;
- Information, telecommunication and space technologies, scientific research in the field of natural sciences;
- Sustainable development of the agro-industrial complex and safety of agricultural products;
- National security and defense.

4. Another urgent task is digitalization, which is applied not only in the science of Kazakhstan, but also penetrated into all spheres of society: the economy, government bodies, law, business structures, etc.

#### REFERENCES

- [1] «Kazhastanskij put' – 2050: Edinaja cel', edinye interesy, edinoe budushhee» Poslanie Prezidenta Respubliki Kazakhstan N.Nazarbaeva narodu Kazahstana. Astana, 17 janvarja 2014 g. [www.akorda.kz](http://www.akorda.kz).
- [2] Bopieva Zh.K. Jekonomicheskie osnovy sistemnoj transformacii jekonomiki Kazahstana (opyt reformirovanija i problem modernizacii). Karaganda: TOO Arko, **2001**. 283 s.
- [3] Committee on Statistics of Ministry of National Economics of the RK (**2017**). The official statistical information: <http://stat.gov.kz>.
- [4] Predvaritel'nye dannye za 2017 god. Statisticheskij ezhegodnik.- Astana, **2018**. 214 s. Rezhim dostupa: <http://stat.gov.kz>.
- [5] Nacional'nyj doklad po nauke. Astana; Almaty, **2018**. 120 s. <http://nauka-nanrk.kz/ru/nac-doklad.html>.
- [6] Konstruktorskie bjuro. AO «Nacional'noe agentstvo po tehnologicheskomu razvitiju» // Nacional'nyj doklad po nauke. – Astana; Almaty, 2017. – 152 s. [http://analytics.natd.gov.kz/uploads/sections/74/nacionalnyy-doklad-po-nauke-2017-komiteta-nauki\\_74\\_20180913.pdf](http://analytics.natd.gov.kz/uploads/sections/74/nacionalnyy-doklad-po-nauke-2017-komiteta-nauki_74_20180913.pdf).
- [7] State of the Nation Address by the President of the Republic of Kazakhstan Nursultan Nazarbayev «New opportunities under the fourth industrial revolution». Astana, 10 January 2018. [www.akorda.kz](http://www.akorda.kz).

УДК 338.27(574)

**Тлесова Эльвира, Хойч Айжан, Кураш Назерке**

Евразийский национальный университет им.Л.Н. Гумилева

#### **НАУЧНО-ИННОВАЦИОННЫЙ ПОТЕНЦИАЛ РЕСПУБЛИКИ КАЗАХСТАН И ЕГО ПЕРСПЕКТИВЫ**

**Аннотация.** В современной глобальной экономике те страны, которые могут быстро и правильно использовать инновации, могут достичь международной конкурентоспособности. Однако каждая страна имеет аналогичный потенциал развития, который определяется научным и инновационным потенциалом каждой страны. В этой связи одним из актуальных вопросов является изучение процесса формирования и развития национальной инновационной системы в Казахстане и предложения по совершенствованию организационных экономических механизмов его функционирования.

Основными подсистемами национальной инновационной системы Казахстана, принятыми в рамках программы создания и развития Национальной инновационной системы, являются научный потенциал. Поэтому сегодня в числе актуальных проблем внесены предложения по формированию и развитию национальной инновационной системы в Казахстане и улучшению экономических механизмов ее функционирования.

Наука является важной частью национального наследия, которое является основным ресурсом экономических и социальных изменений в стране. Во многих случаях научный потенциал определяет место

страны в мировом сообществе, перспективы конкуренции на внешних рынках и способность решать свои внутренние проблемы. В статье описывается научно-инновационный потенциал Республики Казахстан и показывает процент показателей (рост или сокращение) научного потенциала нашей страны на протяжении многих лет. В то же время динамика развития высококвалифицированных специалистов, число исследователей, которые развивают научный потенциал страны, представлены через таблицы и четко определены требования к их квалификации.

Автор проанализировал статистические данные основных показателей научно-инновационного развития Республики Казахстан. Автор также анализирует научный потенциал страны и делает несколько выводов и предлагает эффективные способы развития инновационного научного потенциала.

**Ключевые слова:** инновация, инновационный потенциал, наука, инновационное развитие.

УДК 338.27(574)

Тлесова Эльвира, Хойч Айжан, Кураш Назерке

Л.Н. Гумилев атындағы Еуразия ұлттық университеті

### ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ҒЫЛЫМИ ИННОВАЦИЯЛЫҚ ПОТЕНЦИЯСЫ ЖӘНЕ ОНЫҢ ПЕРСПЕКТИВАЛАРЫ

**Аннотация.** Қазіргі әлемдік экономикада инновацияны тез әрі дұрыс пайдалана алатын елдер ғана халықаралық бәсекеде жеңіске қол жеткізе алады. Алайда әр елдің мұндай даму мүмкіндігі әртүрлі, олар әр елдің ғылыми инновациялық әлеуетімен анықталады. Осыған байланысты, Қазақстандағы ұлттық инновациялық жүйенің қалыптасу және даму процесін зерттеу, оның қызмет етуінің ұйымдастырушылық экономикалық механизмдерін жетілдіру бойынша ұсыныстарды енгізу өзекті мәселелердің бірі болып отыр.

Ұлттық инновациялық жүйені құру және дамыту бағдарламасы аясында қабылданған Қазақстанның ұлттық инновациялық жүйесінің негізгі қосалқы жүйелеріне ғылыми әлеует те жатады. Сондықтан Қазақстандағы ұлттық инновациялық жүйенің қалыптасуы мен даму процесін зерттеу, оның қызмет етуінің экономикалық механизмдерін жетілдіру жайлы ұсыныстар енгізу бүгінгі таңдағы өзекті мәселелердің бірінен саналады.

Ғылым саласы еліміздің экономикалық және әлеуметтік өзгерістерінің іргелі ресурсы саналатын ұлттық мұраның маңызды бөлігі болып табылады. Көптеген жағдайларда ғылыми әлеует елдің әлемдік қоғамдастықтағы орнын, сыртқы нарықтағы бәсекелестік күрестегі перспективаларын және оның ішкі мәселелерін шешу мүмкіндігін анықтайды. Мақалада Қазақстан Республикасының ғылыми инновациялық әлеуетіне сипаттама жасалып, еліміздің әр жылдардағы ғылыми әлеуетінің көрсеткіштерінің пайыздық мөлшері (өсу немесе қысқару деңгейі) көрсетілген. Сонымен қатар еліміздің ғылыми әлеуетін дамытатын жоғары білікті мамандардың, ғылыми қызметкерлердің санының даму динамикасы кестелер арқылы беріліп, олардың біліктілік дәрежесіне қойылатын талаптар да нақты айтылады.

Автор мақалада Қазақстан Республикасының ғылыми инновациялық дамуының негізгі көрсеткіштерінің статистикалық деректерін қолданып оған талдау жасаған. Сондай-ақ автор еліміздің ғылыми әлеуетін талдай отырып, бірнеше қорытынды жасайды және бүгінгі күні инновациялық ғылыми әлеуетті дамытудың тиімді жолдарын ұсынады.

**Түйін сөздер:** инновация, инновациялық әлеует, ғылым, инновациялық даму.

#### Information about author:

Tlessova Elvira - L.N. Gumilyov Eurasian National University, [t.ilvira@mail.ru](mailto:t.ilvira@mail.ru), <https://orcid.org/0000-0001-7057-0461>;

Khoich Aizhan - L.N. Gumilyov Eurasian National University, [ayjika@mail.ru](mailto:ayjika@mail.ru), <https://orcid.org/0000-0002-0128-3052>;

Kurash Nazerke - L.N. Gumilyov Eurasian National University, [naz-9393@list.ru](mailto:naz-9393@list.ru), <https://orcid.org/0000-0002-9187-4306>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.17>

Volume 5, Number 321 (2018), 95 – 100

UDC 336.71

MPHTH 50.03.03

DOI 10.21661/r-471509

<https://orcid.org/0000-0001-9517-4051>**Hamitkhan Nazgul**

Financial Academy JSC

E-mail: [nazen67@mail.ru](mailto:nazen67@mail.ru)**INTERBANK COMPETITION IN CONDITIONS  
OF IMPROVING THE QUALITY OF BANKING  
SERVICES IN KAZAKHSTAN**

**Abstract.** The article is devoted to the study of features of interbank competition and its role in the development of banking services. A critical analysis of the problems of the banking system was carried out, methods of strengthening the competitive advantages of commercial banks were proposed. Interbank competition, as a combination of economic relations between commercial banks and financial institutions, regulated by state bodies and market mechanisms, was created with the aim of creating favorable conditions for the development of the banking system, increasing the profit and quality of services provided in the Republic of Kazakhstan as a whole. An important aspect of improving competition between commercial banks is the creation of an effective market mechanism for the development of the banking sector of the economy of Kazakhstan. Competitive struggle is a complex process, and directly depends on the effectiveness of their activities and significantly affects the stability of the national economy.

**Keywords:** commercial banks, competition, competitiveness, banking products, development, financial market.

**INTRODUCTION**

As you know, the banking sector of our country is an important part of the financial system and has a significant impact on the overall economic condition of the Republic of Kazakhstan.

The modern banking system is one of the most important and inalienable structures of the market economy, which is on the verge of qualitative changes, the natural consequence of which is the growing competition in the banking services market. Creating conditions for the development of competition in the banking services market is one of the key factors for effective implementation of the constitutional principle of the unity of the economic space and the free movement of financial services. In this regard, there is an objective need to address the formation and regulation of the competitive environment in the banking services market, ensuring an efficient allocation of resources, maximum satisfaction of the needs of society and the individual, both at the federal and regional levels.

To date, the conditions for the development of the banking system determine the trend towards an increase in the level of universalization of commercial banks. Diversification of the activities of banks in various areas of financial and banking services, including through the development of banking services to the population, the introduction of new services is one of the ways to solve the problem of adapting commercial banks to the constantly changing conditions of the financial market, developing promising market niches and segments.

## MAIN PART

In modern economic theory and practice, awareness, analysis and formation of interbank competition and the competitiveness of banks are in the stage of scientific research. The problem of interbank competition is given great attention by classics of economic theory, such as: J. Robinson, A. Smith F. Hayek, E. Chamberlain, F. Edgeworth and others. Theoretical and practical aspects of competition and competitiveness were considered in their works by G. Azoev and A. Chelenkov, F. Kotler, M. Porter, J. Rubin, A. Thompson, Jr. and A.J. Strickland, R. Fatkhutdinov, A. Yudanov. The problems of analyzing interbank competition and increasing the competitiveness of commercial banks are considered in the works of domestic scientists: A. Kazimagomedov, Yu. Korobov, E. Minko, M. Krichevsky, O. Lavrushin, Yu. Maslennchenkov, E. Utkin. However, with a sufficiently large number of scientific papers on interbank competition, practical aspects of assessing and improving the competitiveness of banks in the conditions of the modernization of the financial system.

Currently, there are many methods for assessing the competitiveness of commercial banks. The problem is that most methods are based on closed and hard-to-access information. At the same time, not all methods fully disclose the essence of competitiveness, not taking into account the criteria for its formation [8].

For example, when assessing financial results, quantitative indicators are taken into account, not focusing on the level of quality of services provided.

The main goal of each bank is to constantly increase the client base, by expanding the sale of banking services and as a result - to obtain a much larger profit. Particular attention is currently paid to the development of banking services through various means of telecommunications, providing clients with various advisory services for asset management, insurance, inheritance of rights, and others, while bank customers impose an increased demand for quality of services.

In the banking system, the creation of new banks has completely ceased, and there has been a tendency to reduce the number of operating credit institutions. The main form of development of the regional financial infrastructure is the opening of large branches.

Banking competition is a dynamic process of competition between commercial banks and other lending institutions, within which they seek to secure a firm position in the banking services market. It is the presence of competition that causes the expansion of the range of services provided, the regulation of prices for them to an acceptable level. In addition, competition encourages banks to move to more efficient ways of providing services, i.e. provides an environment conducive to their development and improvement. It is no accident that in all countries with developed market economies there is legislation on the development and maintenance of competition (Sherman Act, Clayton Act in the United States).

Interbank competition is a dynamic process by which banks try to secure a stable position in the banking services market, guaranteeing a favorable environment for their improvement. It is the presence of competition that causes the expansion of the range of services provided, the regulation of prices for them to an acceptable level, as well as stimulates the transition to more efficient ways of providing banking services [2]

In the context of geopolitical tensions, the growth of inflation risks, the outflow of capital from emerging markets, the positive dynamics of the banking sector plays an important stabilizing role in the development of the country's economy [1].

Which banks are the most attractive and on what factors does the competitiveness of a commercial bank depend? The main indicator of public confidence in banks is, of course, deposits from individuals.

The top five Kazakhstani banks of the second level in terms of key indicators are as follows \*:

1. HALYK BANK (Rating BB). As of 01.03.2018, as regards assets, it shows a decrease of 7.44%, the loan portfolio decreased by 0.67%. Own capital grew by 3.30%.

2. KASPI BANK (Rating BB-). Assets decreased by 2.45% according to the National Bank as of 01.03.2018. The volume of loan portfolio increased by 1.74%, equity capital increase by 2.69%.

3. TENGRI BANK (Rating B +). The growth of assets by 1.77%. The volume of the loan portfolio increased by 5.64%, which is the best indicator in the top five. The decrease in equity capital as of 01.03.2018 by 6.37%.

4. KAZKOM (Rating B +). The decrease in assets according to the National Bank as of 01.03.2018 is 6.08%. The indicator of the loan portfolio decreased by 11.75%, a similar situation with own capital - a decrease of 11.09%.

5. CESNABANK (Rating B +). Assets as of 01.03.2018 according to the National Bank decreased by 3.96%, the loan portfolio decreased by 0.93%. Decrease in equity by 12.62%.

Credit ratings are relatively relative, since for each state it is necessary to take into account the local specificity of the banking business and any industry. Low credit ratings indicate a high probability of default.

To enhance the competitive advantages of commercial banks in the retail market, it is possible to offer to expand the presence in the banking market, create all kinds of branches, expand the services provided, for example, factoring, trust operations, money management services, discount brokerage services, investment banking services (underwriting).

In general, we can conclude that the potential of the banking sector has not yet been exhausted, the need to improve and expand banking operations leads to the improvement of interbank competition, thereby predetermining the successful functioning of the domestic economy and the state as a whole.

In the course of work, a number of conditions affecting competitiveness in the banking sector were identified.

As a result of February 2018, 20 of 32 banks increased their assets, however, the aggregate volume of RBO declined by 5% during the year. Of the dozens of leaders, half left half. As a result of February, the aggregate volume of assets of the banking sector of the Republic of Kazakhstan decreased by 0.8% in a month, by 5.1% over the year and amounted to 23.6 trillion tenge by spring. In the same period last year, the assets of STB RK showed an annual growth of 4.9%, to 24.9 trillion tenge. The volume of the loan portfolio also decreased - by 0.01% per month and immediately by 12.7% per year, to 13.2 trillion tenge in February 2018. A year earlier, the reduction was observed - by 3.1%, to 15.1 trillion tenge. The share of loans in the volume of assets for the year decreased from 60.9% to 56%. The decline occurs for the fourth consecutive year. First Heartland Bank leads: annual growth - 7.8 times, to 142.9 billion tenge. The share from STB RK increased from 0.1% to 0.6%. The active growth of FHB's positions began after the change of the bank's owners in late November last year. Next comes China's TPB - an increase of 3.4 times, to 166.1 billion tenge. The share from the second-tier banks of the Republic of Kazakhstan increased from 0.2% to 0.7%. Closes the top three leaders of Tengri Bank - an annual growth of 91.9%, to 125 billion tenge. The share from STB RK increased from 0.3% to 0.5%.

Among the top ten banks by assets - by the annual growth of the leaders of the PRSP (by 21.3% per year, to 793.3 billion tenge) and Kaspi (by 19.6% per year, up to 1.4 trillion tg).

Table 1 - Akimov of the second-tier banks for February 2018ye.

	Total growth		Total		Share of RK	
	2017/02	2017/02	2018/02	2017/02	2018/02	2017/02
Kazakhstan	94,9%	-1260,3	23607,2	24 867,5	100,0%	100,0%
FHB	775,2%	124,5	142,9	18,4	0,6%	0,1%
China's TPB	340,3%	117,3	166,1	48,8	0,7%	0,2%
Tengri Bank	191,9%	59,9	125,0	65,1	0,5%	0,3%
Shinhan Bank	165,7%	12,8	32,3	19,5	0,1%	0,1%
Home Credit	159,9%	87,8	234,4	146,6	1,0%	0,6%
Bank of China	126,3%	46,9	225,1	178,2	1,0%	0,7%
Kassf Nova	121,6%	20,9	117,6	96,7	0,5%	0,4%
PRSP	121,3%	139,2	793,4	654,2	3,4%	2,6%

Tengri Bank is leading with an increase of 84%, to 90.5 billion tenge. The share from the RK has increased from 0.3% to 0.7%.

Next comes China's TPB with an increase of 70.3%, to 51.3 billion tenge. The share from the Republic of Kazakhstan increased from 0.2% to 0.4%.

The Islamic Bank Al Hilal is closing the top three by 65.1%, to 6.8 billion tenge. The share from the RK for the year increased to 0.1%. Thus, it can be concluded that the competitiveness of an individual bank is directly influenced by both external and internal factors. In this regard, commercial banks should take into account and take into account different ways and channels of influence on their competitiveness in their activities.

In March, the assets of the country's STB grew by KZT161.4 bn against a decrease of KZT179.0 bn in February. The growth in assets in March was mainly due to the increase in the loan portfolio (+84.9 billion tenge) and liabilities (+72.0 billion tenge). The total decrease in assets since the beginning of the year amounted to KZT389.3 bn (-1.6%) to KZT23.8 trln taking place against the backdrop of negative revaluation of the loan portfolio (-284.2 bn Tenge) and reduction of liabilities (-437.1 bn Tenge ), including the deposit base (-236.7 billion tenge). At the same time, without taking into account Halyk Bank and KKB, the aggregate assets of STB since the beginning of the year increased by KZT123.3 bn. Or 0.8%. In March, the tenge rate strengthened by 2.0 tenge (0.6%) to 318.31 tenge per dollar (strengthening since the beginning of the year by 4.2%), which had no significant effect on the currency component of assets and liabilities at the end of the month.

The level of dollarization of both deposits and loans continued downward dynamics. According to the NBRK, the level of dollarization of deposits at the beginning of April decreased to 44.0% (previously 45.2%), while the share of loans in foreign currency amounted to 25.1% (25.5%). The largest increase in total assets in the first quarter of 2018 falls to Citibank Kazakhstan, whose assets increased by KZT94.0 bn (+ 17.8%) to KZT620.9 bn. The increase in the bank's assets was due to the attraction of funding for corporate deposits (+111.0 billion tenge), while the loan portfolio grew by only KZT1.8 billion (+ 2.1%) to KZT89.7 billion. Against this background, the bank rose to 11th place in terms of assets among the country's second-tier banks, pushing Bank RBK. Leader to reduce the total value of assets since the beginning of the year was Halyk Bank, whose assets decreased by 340.5 billion tenge (-6.8%) to 4.7 trillion tenge. The decrease in assets occurs against a background of a significant reduction in the bank's liabilities (-377.9 billion tenge or 8.9%).

The need for state regulation of banking competition is caused by the special situation of credit institutions in the economy, which allows to significantly influence the results of its functioning, as well as the strong dependence of banks' activity on psychological factors, on the confidence of clients. The loss of the latter to individual credit institutions that are not able to fulfill their obligations to customers can spread to the system as a whole. The loss of consumer confidence in the stability of the work of credit institutions can inflict enormous damage on the economy, which is clearly seen in our country. In addition, the limited price competition in banking is determined by the fact that there is a limit of interest below which the bank will no longer make a profit. Therefore, many banks are trying not to compete in the field of prices for banking services. The competition is assuming a non-price character.

The state has the main role in the formation and provision of effective competition, it through legal regulation creates the necessary conditions [9]. Such a statement, at first glance, seems to be wrong, since state regulation and the development of competition are often viewed as mutually exclusive phenomena. An in-depth analysis of the paradox that arises between the tasks of state regulation of the economy and the objectives of competition is resolved if the state places a priority on not combating the positive aspects of competition but opposing its unfair forms.

In 2018 and in subsequent years, banks will have to solve various tasks related to the regulation, obsolescence of systems, the development of breakthrough technologies and business models, increased competition and demands from customers, while ensuring the implementation of new sustainable development strategies.

Globally, the year 2018 can be crucial for banks to accelerate their transformation into more strategically oriented and technologically advanced financial institutions with a flexible operating structure to maintain leadership in the rapidly changing business environment.

Such a transformation is not an easy task. Many banks face a number of difficulties: complex and contradictory requirements of regulators, obsolescence of computer systems, development of breakthrough technologies and relevant business models, increased competition and, finally, increasing demands and expectations from clients.

To this end, we identified six of the most important macroeconomic factors affecting the rate of long-term growth in the banking sector:

- 1) customer-oriented;
- 2) revision of the regulatory framework;
- 3) technology management;
- 4) lowering the level of cyber-risks;

5) Fintech projects and large IT companies;

6) rethinking of labor resources.

Ultimately, banks need to solve not only operational tasks, but also carry out business transformation necessary to ensure sustainable growth of their organizations. Banks have no choice but to find the best balance between long-term goals and urgent needs. And those who can achieve this balance will have significant advantages.

In order to reorganize the banking system, the National Bank of the Republic of Kazakhstan set limits for second-tier banks on the amount of liabilities associated with the implementation of banking operations. If today the amount of own capital is 10 billion tenge, then by January 1, 2019, it will increase 10-fold, up to KZT100 billion, such a proposal will be made for the development of the financial sector. It should be noted that the equity capital of most banks of the Republic of Kazakhstan does not reach 10 billion tenge.

## CONCLUSION

According to analysts of the banking sector, by 2020, 15-20 large second-tier banks will remain in Kazakhstan. Small banks will be forced to unite, or require more serious injections. At present, there are 38 second-tier banks in Kazakhstan. Four of them are Russian subsidiary banks, and the aggregate share of assets in the whole sector of the country occupies more than 10%. The goal for second-tier banks, ultimately, is one - to increase their competitive advantages.

Banks can find serious additional income in the retail market, strengthening personal work with the client, but not everyone has the expertise and the desire of shareholders to invest in new technologies, when there is already a limited amount of money.

A prerequisite for improving competition between commercial banks is the creation of an effective market mechanism for the development of the banking sector of the Russian economy, since competition in the banking sector is much more complex than in any other segment of the economy. The competitive struggle between banks directly depends on the effectiveness of their activities and significantly affects the stability of the national economy [13].

Thus, after examining interbank competition, one can draw a conclusion about its importance, both for banks and for the financial situation of the country as a whole. Interbank competition is the basis for the effective operation of the financial sector of the state. The stable position of the banking sector can be achieved in the presence of certain regulatory frameworks, but at the same time the existence of a "healthy" competitive environment for banks. Only in this case, you can achieve a positive effect.

## REFERENCES

- [1] Yusupova O.A. Transformation of monitoring in bank lending // Innovative economy and society. 2014. No. 3 (5). Pp. 87-95.
- [2] Porter M. Competitive Strategy: The Technique of Analysis of Industries and Competitors / M. Porter-M. : "Alpina Publisher", 2014. 50 p.
- [3] Bratko A.G. Deposit insurance and the competitiveness of Russian banks // Banking. 2012. No. 5. p. 29-33.
- [4] Omarkhanova Zh. Trends of rural development in Kazakhstan / Ed. al.-International Journal of Economic Perspectives. 2016, Vol. 10 Issue 4, p. 206-212. 7p. 4 Charts, 1 Graph. (ISSN: 1307-1637)
- [5] Shakulikova G.T. Statistical study of the environment of the regions. Asian Journal of Scientific and Educational Research. "Seoul National University Press", pp. 96-103, 2016. ISBN 1992-1456.

УДК 336.71

**Н. Хамитхан**

АО «Финансовая академия»

## **МЕЖБАНКОВСКАЯ КОНКУРЕНЦИЯ В УСЛОВИЯХ ПОВЫШЕНИЯ КАЧЕСТВА БАНКОВСКИХ УСЛУГ В КАЗАХСТАНЕ**

**Аннотация.** Статья посвящена исследованию особенностей межбанковской конкуренции и ее роли в развитии банковских услуг. Проведен критический анализ проблем банковской системы, предложены

методы усиления конкурентных преимуществ коммерческих банков. Межбанковская конкуренция, как совокупность экономических отношений коммерческих банков и финансовых институтов, регулируемые государственными органами и рыночными механизмами, создана с целью создания благоприятных условий для развития банковской системы, увеличения прибыли и качества оказываемых услуг в РК, в целом. Важным аспектом совершенствования конкурентной борьбы между коммерческими банками является создание эффективного рыночного механизма развития банковского сектора экономики Казахстана. Конкурентная борьба сложный процесс, и напрямую зависит от эффективности их деятельности и существенным образом влияет на стабильность национального хозяйства

**Ключевые слова:** коммерческие банки, конкуренция, конкурентоспособность, банковские продукты, развитие, финансовый рынок.

ӘОК 336.71

Н. Хамитхан

«Қаржы академиясы» АҚ

### ҚАЗАҚСТАНДАҒЫ БАНКТІК ҚЫЗМЕТТЕРДІҢ САПАСЫН ЖАҚСARTY ЖАҒДАЙЫНДА БАНКАРАЛЫҚ БАСЕКЕЛЕСТІК

**Аннотация.** Мақала банкаралық бәсекелестіктің ерекшеліктерін және оның банктік қызметтерді дамытудағы ролін зерттеуге арналған. Банк жүйесінің проблемаларын сыни талдау жүргізілді, коммерциялық банктердің бәсекелестік артықшылықтарын күшейту әдістері ұсынылды. Банкаралық бәсекелестік, банк жүйесінің дамуы, тұтастай алғанда Қазақстан Республикасында көрсетілетін қызметтердің сапасы мен пайдасын арттыру үшін қолайлы жағдайлар жасау мақсатында коммерциялық банктер мен қаржы институттары мен мемлекеттік органдармен реттелетін қаржы институттары арасындағы экономикалық байланыстарды үйлестіру ретінде құрылған. Коммерциялық банктер арасындағы бәсекелестікті жақсартудың маңызды аспектісі Қазақстан экономикасының банк секторын дамытудың тиімді нарықтық механизмін құру болып табылады. Бәсекеге қабілетті күрес - күрделі процесс және олардың қызметінің тиімділігіне тікелей байланысты және ұлттық экономиканың тұрақтылығына айтарлықтай әсер етеді.

**Түйін сөздер:** коммерциялық банктер, бәсекелестік, бәсекеге қабілеттілік, банк өнімдері, даму, қаржы нарығы.

**Information about author:**

Hamitkhan Nazgul - Financial Academy JSC, E-mail: [nazen67@mail.ru](mailto:nazen67@mail.ru), <https://orcid.org/0000-0001-9517-4051>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

## SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.18>

Volume 5, Number 321 (2018), 101 – 105

UDC: 332.14

MPHTI: 06.61.33

**K.Shaldarbekov<sup>1</sup>, G.Mukhanova<sup>2</sup>, Z.Nurmukhambetova<sup>3</sup>**<sup>1</sup>Kazakh National Research Technical University after K.I.Satpayev, Almaty, Kazakhstan;<sup>2</sup>Kazakh National Research Technical University after K.I.Satpayev, Almaty, Kazakhstan;<sup>3</sup>M.KH. Dulati Taraz State University, Taraz, KazakhstanKairat77@yandex.ru, Gulmirasamudin@gmail.com, [Zaure.tarsu@gmail.com](mailto:Zaure.tarsu@gmail.com)**INTERNATIONAL PRACTICES IN PROJECT MANAGEMENT  
IN IMPLEMENTING REGIONAL DEVELOPMENT PROGRAMS**

**Abstract.** For regions under uncertainty it is critical to learn how to choose the most effective and first priority projects for the regions, successfully fulfill undergoing projects and make consistent progress to realization of the targeted benefits. All these mentioned functions shall be fulfilled by a certain management unit called a project office. Attempts to create a project office have been done in many regions of Kazakhstan several years ago. A project office was created in pursuance of project management for the projects included in industrialization map of Kazakhstan. Herewith this project office was only an informational analytical system able to monitor fulfillment of key performance indicators of investment projects and formation of regulatory and consolidated documentation. At present these project offices are invalid. Meanwhile many countries demonstrate success of using project approach in regional economy management showing its substantiality and effectiveness. This research paper reviews international practices in project management in implementing regional development programs in such countries as Great Britain, Japan, Singapore, Russian Federation and countries of European Union. International practices of foreign countries are generalized on the basis of this research results and their acceptability for the regions of Kazakhstan is justified.

**Key words:** project management, region, regional projects, regional programs.

**Introduction.** A contemporary state is not able to develop without economical growth of its regions. State territorial units may appear for its regions such as: towns, agglomerations, territories. Regional social and economic development provides for a whole task complex focused at development of industry, agriculture, small business as well as attracting domestic and foreign investments.

Regional development depends on growth of various indicators. Both economic and social indicators are taken as criteria: growth of industry, agriculture, increase in household income, change in production structure.

Contemporary paradigm of regional development provides for implementation of programs and projects for social and economic development. Accordingly, regional development depends on success in implementation of programs and projects in industrial, social and infrastructure areas. At the same time it's obvious that efficiency in implementation of regional projects depends on a combination of territorial development factors: economic and social infrastructure, economic capacity, political aspects.

For regions under uncertainty it is critical to learn how to choose the most effective and first priority projects for the regions, successfully fulfill undergoing projects and make consistent progress to realization of the targeted benefits (program management) [1,2]. Inasmuch as regional authorities shall respond to the needs of local people at first, actuality of improving management quality including through implementation of project management in the regions becomes urgent. [3,4,5].

All these mentioned functions shall be fulfilled by a certain management unit called a project office. A project office is a unit which carries out project management.

As for the situation in our country, project management techniques started spreading out widely since 2010. The Government set a n objective to create and develop National project management system.

Attempts to create a project office have been done in many regions of Kazakhstan several years ago. A project office was created in pursuance of project management for the projects included in industrialization map of Kazakhstan. Herewith this project office was only an informational analytical system able to monitor fulfillment of key performance indicators of investment projects and formation of regulatory and consolidated documentation. At present these project offices are invalid.

Meanwhile many countries demonstrate success of using project approach in regional economy management showing its substantiality and effectiveness.

**Research methods.** For reviewing international practices of developed countries such countries as Great Britain, Japan, Singapore, Russian Federation and some countries of European Union were analyzed. Studying the world best practices in using tools of project management for implementation of regional development programs includes such methods as comparison, systematization and generalization.

**Results.** Great Britain was among the first countries introducing project management in the public sector. Several standards for project management have been developed in Great Britain. The most well known standard is PRINCE2 standard to identify the major processes of project management, project organizational structure, documents, etc. nowadays this standard has been applied in such countries as Great Britain and other English speaking countries [6]. In addition as of today state authorities in Great Britain are actively applying Agile technique i.e. flexible project management. This technique provides for project implementation in the form of spiral through making decision step by step and various requirements to be determined. Flexible project management enables to manage those projects with no unchangeable phases and different alterations may be introduced [7].

To ensure successful management of regional projects, in 2011 “Department of first priority projects” was created in Great Britain. This Department was established mainly for selecting the most prioritized and effective projects for each region. Main reasons for creating this Department were frequently appearing problems in implementation of regional projects: poor planning, ineffective work in the risk management area. This Department is a state level project office to provide support for regional projects. It maintains the portfolio of these projects and also provides expert support. Specialists of this Department collect the best practices of project management, thereby providing assistance for managers in charge of various projects. In other words it is knowledge and competence center.

During recent years the Government of Great Britain has introduced measures to improve capabilities of project implementation in the government departments including creation of departmental centers for studying the world best practices for management of projects and programs “Super program offices” entrusted with implementation of best practices for project management [8].

In the United States, the project management in regional authorities is based on the use of the PMBOK knowledge management guide, which provides an integrated approach to managing processes and knowledge areas. Most regional authorities have their own policies, processes, and widely use the instruments and templates for procurement planning and contract management. Project time management is carried out with the network schedules or complex software for managing critical paths. Project cost management also varies from a simple cost estimate to complex budgeting processes.

Heads of the American regions do not apply all project management processes in their practice. It depends on the scale of the regional projects. The classification of projects according to the level of risk is also carried out depending on the scale of the project. For example, in some US regions projects estimated more than USD 10 million are classified as projects with a high level of risk. These projects undergo a thorough examination and require a detailed reporting on the timing of implementation, budget and scope.

In the United States, project management specialists note that successful application of project management in the regions requires the senior management support. If the current organizational structure does not support the project management, it is necessary to change the management structure. Change management assumes the training of employees and implementation of new processes [9].

Japan despite being a leader in various economy sectors, started facing some challenges in the beginning of 2000<sup>th</sup> and gradually lost traditionally held positions at the global market. Therefore Japan initiated launch of national wide programs for improving competitiveness under the name “New wave”. Within the framework of implementation of these programs a special method was designed in Japan to manage these programs. As a result, a new eastern style method more like philosophy was designed.

During the initial stage this method was intended for implementation of infrastructure public and regional wide projects as well as business development projects. Few first priority areas in which Japan traditionally has been leading were identified: production of high speed trains, engineering nuclear power stations.

Japan method in project management area assumes that the project management team shall focus at creating values. Their techniques describe how to recruit a team for a particular program and motivate the team members for sharing knowledge as well as ensure sustainable interaction among various programs.

Such a small country as Singapore also started using project approach at optimizing public departments [10]. Project approach is a manifestation of knowledge-based economy – one of the leading technologies to maintain global competitiveness [11].

In 2006 in Singapore MAGENTA instruction was designed to realize informational system for each governmental agency. MAGENTA is a complex of methods including diagrams, tools and various patterns with examples. These methods was built up on project approach with identification of inputs, outputs, internal and external project environment.

Russian Federation was among the countries proving its sustainability with project management at the regional level.

In the midst of the 2000<sup>th</sup> project management was recognized and gained support at the governmental level in Russian Federation. 2010 is considered to be a starting moment for development of project management in Russia. Exactly starting from 2010 Ministry of Economic Development of RF introduced project management method: report development, project implementation methods as well as project assessment were brought into practice [12,13,14].

Belgorod oblast was one of territorial entities of the Russian Federation where project management was developed to the most extent. Project management system was introduced in this region in 2010. To design and introduce project management system, a competent authority – Human Resources Department of Belgorod oblast was created [15].

It should be noticed that in this territorial entity of the Russian Federation also activity of Public Service Training Academy was organized for public employees to study fundamentals of project management. Project office model is activity for selecting and reviewing new projects as well as providing assistance in managing the currently existing projects. All projects to be realized are registered in the common data base of electronic document flow “Online Government of Belgorod oblast”, in which all executive branch agencies are operating. Sharing experience of Belgorod oblast enables to state that one of the most important factors of achieving success in introduction of project management in regional public authorities is a high level of support for promoting project management principles from a higher standing executive in charge of the territorial entity, i.e. the regional governor [16, 17].

Many countries of European Union are also actively applying methods and tools of project management for implementation of regional development programs. Project office models created on the basis of techniques PMI, PRINCE2 and IPMA are successfully applied in such countries as Poland and Romania [18]. Particularly at present methods of project management in Poland are intended for upgrading the entire national-wise and regional management to form a new type of state management [19]. In Latvia municipal government departments, project management mainly provides for effective expertise and selection of best projects[20].

Improvement process of selecting best regional projects based on applying tools of project management is actively used in municipal government departments of Greece and Italy [21]. Particularly in Greece while selecting the first priority projects for a certain region, multi-criteria project selection methods are applied to reduce the risk of selecting ineffective projects [22].

**Discussion of results and summary.** Operating analysis of regional project offices in Great Britain, USA, Japan, countries of European Union and Russian Federation brings us to the conclusion that using tools of project management in managing an entire region will enable to improve efficiency in implementation of regional projects. Doing this requires fulfillment of the following conditions:

- to identify a public authority responsible for introduction of project management;
- to involve employees in project activity to a wide extent, providing them with professional retraining;

- to create an environment of assessment and selection of the most prioritized and attractive projects for a particular region (expert panels for project consideration, attraction of external experts, development of methods for selecting best projects).

Proper application of international practices in the regions of RK shall promote initiation of first priority and effective projects.

#### REFERENCES

- [1] Belyaeva Maria Alexeyevna, Buresh Olga Victorovna, Shatalova Tatyana Nikolaievna, Development of integrated system for supporting decision making process in project management area under uncertainty conditions // Newsletter OGU. **2011**. No.13 (132).
- [2] Grosheva N.B.. Management of innovative projects in the regions: Monography / Grosheva N.B. – Irkutsk: Irkutsk State University of communication lines, **2010**. p.193. 12 p.l.
- [3] Fiyaxel E.A., Sysoeva A.A. Project office – a mechanism for improving regional innovative infrastructure //Economical analysis: theory and practice. **2009**. No. 27.
- [4] Project management and public sector: whether they compatible. Access mode: [http://www.inform.kz/ru/proektnoe-upravlenie-i-gossektor-est-li-sovmestimost\\_a\\_2976641](http://www.inform.kz/ru/proektnoe-upravlenie-i-gossektor-est-li-sovmestimost_a_2976641).
- [5] Yefimov Ya.G.. Project management within state management system // Development of social sciences by Russian students. **2017**. No. 6. p.15-18.
- [6] Filimonova N. M., Morgunova N.V. Project management as a mechanism for improving effectiveness of planning and realizing regional development programs // Innovations. **2010**. No. 9. p.42-44.
- [7] State project management in different countries, <https://pmpractice.ru/knowledgebase/publications>.
- [8] Tim O’Leary, Terry Williams, Making a difference? Evaluating an innovative approach to the project management Centre of Excellence in a UK government department, International Journal of Project Management, 26 (**2008**) 556–565.
- [9] Khan, Z. & Morshed, M. Implementing formal project management to local government projects. Paper presented at PMI® Global Congress 2012 - North America, Vancouver, British Columbia, Canada. Newtown Square, PA: Project Management Institute.
- [10] Dremin S.V., Khamidulin V.S. Singapore experience in introducing project management in operations of state agencies, <http://doi.org/10.5281/zenodo.165750>.
- [11] Gaman-Golutvina O.V. World best practices in reforming state management systems // Newsletter Moscow State University of Foreign Affairs. **2013**. No. 4 (31) p.187-194.
- [12] Medvedeva O.P. Importance of project management in improving efficiency of regional government agencies // Newsletter of expert panel. **2016**. No. 2 (5). p.75-78.
- [13] Loginov M.P., Murinovich A.A. Use of project methods in development of federal counties in the Russian Federation // Regional economy: theory and practice. **2015**. No. 7 (382). p.28-38.
- [14] Trofimova O.M., Makovkina S.A. Introduction of standards for project management in state and municipal management // Management issues. **2016**. No. 4 (22). p.52-58.
- [15] Anichin Vladislav Leonidovich, Seredina Olga Alexandrovna, Project management in Belgorod oblast: theory and practice // Newsletter of Kursk State Agricultural Academy. **2012**. No. 6. p.14-16.
- [16] Tliso Azamat Borisovich, Kiseleva Natalya Nikolaevna. Introduction of project management in operations of regional public authorities as a mechanism for improving its investment attractiveness // Management consulting. **2016**. No.12 (96). p.49-54 .
- [17] Uskova Tamara Vitaliyevna, Kopytova Ekaterina Dmitriyevna. As to the issue of introduction of project management in public authorities // Territory development challenges. **2017**. No. 4 (90). p.7-27.
- [18] Liviu Istrate, Liviu Marian, Research on the use of project management in organizational culture change in public administration institutions, Selection and peer review under responsibility of Emerging Markets Queries in Finance and Business local organization, 3 ( **2012** ) 617 – 622.
- [19] Jacek Strojny, Dimensions of Project Orientation. Case-Study in Polish Local Government, 20th International Scientific Conference Economics and Management - 2015 (ICEM-2015), 787-793.
- [20] Emils Pulmanis, Public sector project management efficiency problems and solutions, case of EU member state – Latvia, International Conference on Business and Management, June 17-19, **2014**, Taipei. Taiwan.
- [21] Locatelli Giorgio, Mancini Mauro, Multi-project management in public administration authorities: evaluation of principles and new approaches, management of projects and programs, No. 4, **2009**.
- [22] Evangelos B., Dimitra V., Dimitrios P. An MCDA Approach for Project Selection in Public Sector. Proceedings of the PM-05 - 5th Scientific Conference on Project Management, held 29-31 May 2010, Crete, Greece.

ӨОЖ: 332.14

МРНТИ: 06.61.33

<sup>1</sup>Қ.Б. Шалдарбеков, <sup>2</sup>Г.С. Муханова, <sup>3</sup>З.С. Нурмухамбетова<sup>1</sup>Қ.И. Сәтбаев атындағы Қазақ Ұлттық техникалық зерттеу университеті, Алматы қаласы, Қазақстан;<sup>2</sup>Қ.И. Сәтбаев атындағы Қазақ Ұлттық техникалық зерттеу университеті, Алматы қаласы, Қазақстан;<sup>3</sup>М.Х. Дулати атындағы Тараз мемлекеттік университеті, Тараз қаласы, Қазақстан

### АЙМАҚТАРДЫ ДАМУ БАҒДАРЛАМАЛАРЫН ЖҮЗЕГЕ АСЫРУДАҒЫ ЖОБАЛЫҚ БАСҚАРУДЫ ҚОЛДАНУДЫҢ ШЕТЕЛДІК ТӘЖІРИБЕСІ

**Аннотация.** Белгісіздік және анықсыздық жағдайында, аймақтар үшін ең тиімді және басым жобаларды тандау, жобаларды нәтижелі іске асыру және осылардың нәтижесінде жоспарланған нәтижелерге жету ең маңызды мәселелердің бірі болып табылады. Осы аталған функцияларды жобалық кеңсе деп аталатын белгілі бір басқару органы жүзеге асыруы керек. Бірнеше жыл бұрын Қазақстанның көптеген аймақтарында жобалық кеңселерді құру бойынша іс-әрекеттер жасалды. Жобалық кеңсе Қазақстанның индустрияландыру картасына енгізілген жобаларды басқару мақсатында құрылған. Алайда, бұл кеңселер инвестициялық жобалардың жоспарланған көрсеткіштерінің орындалуына мониторинг жүргізуге мүмкіндік беретін ақпараттық-аналитикалық жүйе ретінде ғана жұмыс істеді. Қазіргі уақытта бұл жобалық кеңселер жұмыс істемей тұр. Сонымен қатар, көптеген елдерде аймақ экономикасын басқарудағы жобалық тәсілді пайдалану өзінің дұрыстығы мен тиімділігін көрсетіп отыр. Бұл мақалада Ұлыбритания, АҚШ Жапония, Сингапур, Ресей Федерациясы және Еуропалық Одақ елдеріндегі аймақтық даму бағдарламаларын іске асыруда жобаларды басқару тәжірибесі қарастырылды. Зерттеу нәтижелері бойынша шет елдердің тәжірибесі жинақталды және олардың Қазақстан аймақтарына қолайлығы негізделді.

**Түйін сөздер:** жобаларды басқару, аймақ, аймақтық жобалар, аймақтық бағдарламалар.

УДК: 332.14

МРНТИ: 06.61.33

<sup>1</sup>Қ.Б. Шалдарбеков, <sup>2</sup>Г.С.Муханова, <sup>3</sup>З.С.Нурмухамбетова<sup>1</sup>Казахский национальный исследовательский технический университет имени К.И.Сатпаева,  
г. Алматы, Казахстан;<sup>2</sup>Казахский национальный исследовательский технический университет имени К.И.Сатпаева,  
г. Алматы, Казахстан;<sup>3</sup>Таразский государственный университет имени М.Х.Дулати, Тараз, Казахстан

### ЗАРУБЕЖНЫЙ ОПЫТ ПРИМЕНЕНИЯ ПРОЕКТНОГО УПРАВЛЕНИЯ ПРИ РЕАЛИЗАЦИИ ПРОГРАММ РАЗВИТИЯ РЕГИОНОВ

**Аннотация.** В условиях неопределенности для регионов жизненно необходимо научиться отбирать наиболее эффективные и приоритетные для регионов проекты, успешно выполнять имеющиеся проекты и последовательно продвигаться к реализации запланированных выгод. Все эти вышеуказанные функции должен выполнять определенный орган управления, который называется проектным офисом. Во многих регионах Казахстана несколько лет назад были осуществлены попытки создания проектного офиса. Проектный офис создавался с целью управления проектами, включенных в карту индустриализации Казахстана. При этом он представлял собой лишь информационную аналитическую систему, которая позволяла вести мониторинг исполнения плановых показателей инвестиционных проектов и формирование регламентной и сводной документации. В настоящий момент эти проектные офисы являются недействующими. В то же время во многих странах применение проектного подхода при управлении экономикой региона показывает свою состоятельность и эффективность. В данной статье рассмотрен опыт применения проектного управления при реализации программ развития регионов в таких странах, как Великобритания, Япония, Сингапур, Российская федерация и страны Евросоюза. По итогам исследования был обобщен опыт зарубежных стран и обоснована их приемлемость для регионов Казахстана.

**Ключевые слова:** управление проектами, регион, региональные проекты, региональные программы

#### Information about authors:

Shaldarbekov Kairat - doctoral student of the specialty «Project Management», Kazakh National Research Technical University after K.I.Satpayev, tel.87013240705, E-mail: Kairat77@yandex.ru; <https://orcid.org/0000-0002-6559-735X>;

Mukhanova Gulmira - associate professor, Kazakh National Research Technical University after K.I.Satpayev, Department «Business and Management», E-mail: Gulmirasamudin@gmail.com; <https://orcid.org/0000-0003-4985-4018>;

Nurmukhambetova Zauze - senior lecturer, M.KH. Dulati Taraz State University, department «Management», E-mail: Zauze.tarsu@gmail.com, <https://orcid.org/0000-0001-9543-5434>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.19>

Volume 5, Number 321 (2018), 106 – 112

**A. Karatayeva, Zh. Berdiarova**

Candidate of Jurisprudence, Associate Professor of Department of the Theory and History of State and Law,  
Constitutional and Administrative Law, Law Faculty, Al-Faraby KazNU;  
Candidate of Jurisprudence, Associate Professor of Department of the Civil and Ecological Law, L.N. Gumilyov  
Eurasian National University

**THE ETHICAL CULTURE AND LEGAL CULTURE CIVIL  
SERVANTS AS TO BASIS OF ANTICORRUPTION CULTURE**

**Abstract.** The paper considers the substantive part of the anticorruption legal culture. Also in the paper comprehensively researched and the relation to the legal culture and legal education. The paper also focuses on the formation and development of such phenomena as culture and civilization. The main conclusions and points the author may be used in the formation and development of legal culture, to increase the legal awareness and legal education of Kazakh society.

**Keywords:** legal culture, legal civilization, legal education, the state, the public authority, the activities of the State.

Kazakhstan and international experience of combating corruption shows that the use of some legal measures is not enough to successfully combat this negative.

At the present stage of the development of the rule of law and civil society, the improvement of the public service institution and the enhancement of the ethical and legal culture of the civil servant is an important and urgent problem.

Transformations taking place in the system of public service of the Republic of Kazakhstan can be developed only in conditions of comprehensive and effective legislative support and increasing the legal awareness and legal culture of a civil servant.

Observance of culture, ethics, morality and moral values should always be manifested, not only in the state structure, but also in society.

Culture as a whole is the totality of the spiritual and material achievements of society. It represents the social and progressive creative activity of an individual in various spheres of being and consciousness, is the unity of the processes of creating values, norms for the development of cultural heritage.

As Professor Ibraeva A.S. "Legal culture, as well as any other kind of culture, is subject to estimates. Hence it seems possible to talk about the role of law in the formation of a high culture with an orientation toward an average level and overcoming a low level. Of course, the estimates will be relative. Different people, different communities of people, political parties, persons in power, and the opposition can assess cultural achievements in the state and legal sphere. Both from the subjective and the objective side, there are serious obstacles in achieving unity of interpretation of legal phenomena as cultural gains. Nevertheless, these obstacles are surmountable. History has already developed some generalized criteria for determining the level of culture, and on this basis, an opportunity is created to determine the main directions for raising the legal culture, including through the law. These include: the formation of a sense of law and the rule of law; mastering the achievements of logical and legal thinking; improvement of legislation; increasing the volume and qualitative improvement of law-abiding behavior; improvement of jurisdictional and other law enforcement activities; separation of powers of legislative, executive and judicial institutions; study of monuments of law and law enforcement practice as the basis of legal education "[1, p. 158].

In accordance with Article 1 of the Law "On Public Service of the Republic of Kazakhstan" of November 23, 2015, "A civil servant is a citizen of the Republic of Kazakhstan who, in accordance with

the procedure established by the legislation of the Republic of Kazakhstan, is paid by the state or public office from the republican or local budgets or from the National Bank of the Republic of Kazakhstan body and exercising official powers with a view to realizing the tasks and functions of the state [2].

In turn, civil servants are divided into:

1) an administrative civil servant is a civil servant who carries out his activity on a permanent professional basis, except for cases provided for by laws of the Republic of Kazakhstan and acts of the President of the Republic of Kazakhstan;

2) political civil servant - civil servant, appointment (election), the release and activity of which are politically-determining, which is responsible for the implementation of political goals and objectives [2].

Based on the law, you can identify signs that are common to all civil servants:

1) possession of citizenship of the Republic of Kazakhstan;

2) achievement of at least 18 years of age;

3) possession of full legal capacity;

4) the state of health is quite satisfactory for the performance of official duties;

5) law-abiding (absence of outstanding criminal record, failure to take disciplinary responsibility for committing a corruption offense or administrative responsibility for an intentional offense within one year before entering the civil service);

6) availability of necessary vocational education;

7) holding a position in a state body,

8) receiving a monetary reward for their activities from

funds of the republican or local budget or from the National Bank;

9) implementation of activities in strict compliance and within the limits established by law, its focus on the implementation of the tasks and functions of the state;

10) imposing on the civil servant certain restrictions and mandatory requirements;

11) fixing of special measures in the legislation on material

maintenance of activity of civil servants, their social protection, encouragement;

12) responsibility for their activities [3, p. 56].

Ethical and legal culture of a civil servant creates a legal culture of the state and society as a whole.

The effectiveness of the public service system largely depends on the rules of conduct of a civil servant in the service. Here it should be emphasized especially that the system of norms of conduct and the rules of mutual relations in the public service are norms of universal morality. This is the essence of the ethic of the civil servant. By professional ethics is understood a set of rules of conduct, in other words, the moral code of people, of any profession.

The ethical culture and legal culture of a civil servant is related to the fact that its activities must meet not only the norms of existing legislation, but must also comply with the principles and norms of morality.

In this regard, it should be noted that the Ethical Code of the civil servant is not only based on morality, but also relies on its requirements.

The level of professional legal culture and professional consciousness of a civil servant is determined by the quality of their activities and work.

Any reforms to improve the civil service system will be useless if the level of ethical and legal culture of a civil servant is low.

According to Ibraeva A.S. "Professional consciousness is understood as an element of professional culture, and the basis of its content is professional, legal and professional-moral consciousness functioning in unity and interaction with the political, aesthetic and other spheres of social consciousness" [1, p. 166].

One of the important legal acts regulating relations in the state service is the consolidation of the rule of official ethics of state employees. This provision is reflected in the Ethical Code of Civil Servants of the Republic of Kazakhstan, approved by the Decree of the President of the Republic of December 29, 2015. for No. 153. The Code is aimed at strengthening public confidence in state bodies, forming a high culture of relations in the civil service and preventing cases of unethical behavior of civil servants [4].

This legal act determined mandatory for compliance with all government officials the basic standards of their behavior and enshrined anti-corruption provisions and norms.

The Code of Ethics defines general standards for the behavior of civil servants, standards of conduct during off-duty hours, behavior in official relations, and public statements, including in the media.

A number of norms in the Code of Ethics are of a moral and ethical nature. Compliance with the norms of the Code is the official duty of every state employee.

The civil servant should be a model of morality, culture and justice for all, with whom he has to interact. First of all, he must be law-abiding, committed, responsible. A civil servant should always have a management culture.

State employees in service relations with colleagues should:

1) to promote the establishment and strengthening in the team of business and benevolent relationships and constructive cooperation;

2) to prevent or take other measures to prevent violations of standards of professional ethics from other public servants;

3) refrain from discussing the personal and professional qualities of colleagues defaming their honor and dignity in the team;

4) not allow actions (inaction) that impede the performance by colleagues of their official duties [4].

Public opinion about civil servants is largely their behavior during off-duty hours. In the Ethics Code, the norms of official ethics of civil servants were reflected in off-duty time.

Government employees during off-duty time should:

1) adhere to the generally accepted moral and ethical norms, not to allow cases of antisocial behavior, including being in public places in a state of intoxication, which offends human dignity and public morality;

2) to show modesty, not to emphasize and not use his official position when receiving the relevant services;

3) not to allow on its part violations of the requirements of legislation, involving an infringement of public morality, order and security, and not involve other citizens in committing unlawful, antisocial actions [4].

The state service acts as a mechanism for consolidating spiritual values and creating a cultural atmosphere. Spiritual values consist of cultural norms that are formed in the process of development of the institution of public service.

According to the Ethical Code of civil servants of the Republic of Kazakhstan, civil servants must:

1) to contribute to strengthening the unity of the people of Kazakhstan and interethnic harmony in the country, to respectfully respect the state and other languages, traditions and customs of the people of Kazakhstan;

2) to be honest, fair, modest, respect the generally accepted moral and ethical standards, and treat citizens and colleagues with courtesy and correctness;

3) ensure the legality and fairness of the decisions they make;

4) ensure transparency in the adoption of decisions affecting the rights and legitimate interests of individuals and legal entities;

5) to resist actions that damage the interests of the state, hamper or reduce the effectiveness of public authorities;

6) raise their professional level and qualifications for effective performance of official duties, comply with the restrictions and prohibitions established by the laws of the Republic of Kazakhstan;

7) by their actions and behavior, not to give rise to criticism from the public, not to be persecuted for criticism, to use constructive criticism to eliminate shortcomings and improve their activities;

8) not use the official position to influence the activities of state bodies, organizations, civil servants and other persons when solving personal issues;

9) not disseminate information that does not correspond to reality;

10) to ensure the preservation of state property, rationally, effectively and only for official purposes to use the entrusted state property, including motor vehicles;

11) strictly observe the official discipline, conscientiously, impartially and qualitatively fulfill their official duties, rationally and effectively use working time;

12) on an ongoing basis take measures to improve the quality of public services provided, fully focusing on the needs of the public as a consumer of public services;

13) not allow the commission of misdemeanors and other offenses for which disciplinary, administrative or criminal liability is provided by law.

14) observe business etiquette and rules of official conduct [4].

Of all legal mechanisms, the Ethical Code of Civil Servants is effective, which affects the justice and morality of the civil servant.

The development and implementation of the Ethical Code of Civil Servants of the Republic of Kazakhstan is one of the directions for the implementation of the state policy in the sphere of combating corruption and enhancing the anti-corruption legal culture of civil servants.

Corruption is an offense socially harmful, contrary to the requirements of legal norms.

As Turisbek A.Z. "Society and each citizen individually is not indifferent to what means and by what rules the goals set for the state service are achieved. Therefore, the issue of the ethics of relations, both within each state body, and between state bodies and society, is becoming increasingly acute. This is very important for the state and society as a whole, since they are interested in ensuring that professionals with high moral qualities work in the public service "[3, p. 57].

The main task of the Ethical Code of civil servants should be the prevention and prevention of corruption offenses. The adoption of the Code of Ethics for civil servants of the Republic of Kazakhstan is a significant step in countering corruption.

In this regard, in our opinion, every civil servant should:

- The civil servant must always be loyal to the state, do not put his interests above the state;
- a civil servant must always perform his duties conscientiously;
- The civil servant should not use his official powers for his own benefit;
- a civil servant should not use confidential information for his own benefit;
- The civil servant is obliged to prevent any corrupt acts, to show intolerance towards them.

Anticorruption education of society should be an integral part of moral education, the formation of an anti-corruption culture.

Anticorruption culture embraces the quality of the individual, including knowledge of the dangers of corruption for the welfare of the state and the security of society.

Anticorruption culture is a person's condition, which seeks to eliminate corruption offenses.

Anticorruption culture is a value setting aimed at showing an active civic position regarding corruption.

In this regard, we can identify the signs of behavior according to the degree of anti-corruption consciousness:

- the ability to recognize corruption as a dangerous social phenomenon;
- the ability to assess the harm of corruption;
- use all means to reduce corruption;
- to contribute to the prevention of corruption;
- to be able to interpret the rules of law;
- apply theoretical legal knowledge in practice;
- Know the rules of law and apply them to protect their rights.

The level of legitimacy of an individual's actions reflects the anti-corruption culture of a person.

Law-abiding, legal activity, morality, responsibility to society and the state - there is an anti-corruption culture.

In this regard, we can distinguish the following functions of the anti-corruption culture:

1. Cognitive function, which is characterized by individual comprehension of corruption phenomena in legal practice. In the process of implementing this function, the anti-corruption processes taking place in various social systems (for example: educational, political and economic systems) are studied and explained. Cognitive function is not limited only to the definition or explanation of cause-effect relationships of various anti-corruption phenomena, which does not bring us nearer to the knowledge of anti-corruption culture. It is aimed at revealing the deep processes, which are based on the problems that are the essence, the root cause of the emergence of corruption;

2. The modeling function serves as a means of forming an appropriate model of anti-corruption behavior. In the process of implementing this function, there is a certain image or standard of the person's anti-corruption behavior that corresponds to legal norms;

3. The regulatory function makes it possible to compare its anti-corruption behavior with legal requirements [5].

Anticorruption culture of civil servants can have a serious impact on the development of the public service system, contribute to strengthening the rule of law and order in society, create conditions for the effective functioning of the state and legal system.

Thus, the anti-corruption culture of a civil servant reflects his patriotism to his homeland, civic activity, conscientiously fulfilling his official duties.

The basis of anti-corruption culture is the legal culture of every civil servant, which leads to strengthening of the rule of law, strict observance of the rule of law.

To ensure and effective functioning of anti-corruption activities:

- civil servants are not obliged to give preference to anyone in the performance of civil service;
- a civil servant, when performing official official duties, should not allow personal interest, which may lead to conflicts of interest;
- civil servants are obliged to provide information on income in accordance with the legislation of the Republic of Kazakhstan;
- Civil servants are obliged to notify of corruption offenses.

According to the Ethical Code of civil servants of the Republic of Kazakhstan, civil servants should not use their official position and related opportunities in the interests of public and religious associations, other non-profit organizations, including for propaganda of their attitude towards them. Civil servants, including those in senior positions, can not openly demonstrate their religious beliefs in the team, force subordinate employees to participate in the activities of public and religious associations, other non-profit organizations [4].

In order to increase the anti-corruption culture of civil servants, in our opinion, it is necessary:

- constantly raise anti-corruption education;
- raise the level of anti-corruption literacy and anti-corruption culture;
- conduct anti-corruption propaganda;
- conduct public information activities on anti-corruption issues;
- constantly interact with civil society in the fight against corruption.

For example, the Singapore Anti-Corruption Strategy of 1965 was based on three basic principles: meritocracy, pragmatism and honesty.

The effectiveness of anti-corruption policies directly depends on personnel policy.

Personnel processes in the public service system are reflected in the quality of life of society.

As A. Makulbekova points out, "it is necessary to agree with the need for a radical revision of the process of training and training future managers. The modern leader needs to possess not only professional, but also strategic, social, functional competence. A modern manager should not so much command, as skillfully lead and inspire workers, that is, be a real leader. Increase in service should be accompanied by a constant increase in education and knowledge "[6, p. 43].

Berdaliev K.B. identifies three main criteria, the process of training and training of civil servants:

First, the correspondence of the individual characteristics of the candidate to the profile of the ideal employee for this position - the manager;

Secondly, the results of work on previously held posts;

Thirdly, it is necessary to take into account the candidate's degree of willingness to "age-potential" parameters and take into account the evaluation of his efforts to prepare for this position [7, p. eleven].

The effectiveness of personnel work depends, first, on the moral and moral foundations of the civil service; second, from the legal regulation of professional ethics of representatives of power structures; thirdly, from the use of mechanisms of direct social influence on the formation of the proper morale of civil servants [8]. According to Makulbekova A. "Kazakhstan model allowed to consolidate institutional measures that contribute to the professionalization of the activities of government. A system of training has been created and is being implemented aimed at implementing a continuous process of increasing the level of knowledge, skills and skills of officials, their further career growth, that is, a new corps of politicians is being formed, and specialists of a broader profile who have received education in prestigious

higher education institutions of the republic and abroad come to the civil service. In general, it can be said with confidence that in the field of personnel management of the civil service, not a small amount of experience has been accumulated. But at the same time, there are a number of problems that reduce the effectiveness of civil servants and do not allow the proper use of the existing human resources to the extent possible. In our opinion, the lack of clearly defined strategic goals, the lack of a scientific justification and a systematic approach to solving personnel problems, taking into account the social and psychological state of civil servants, the low level of resource support for the human resources management system, including information and scientific and methodological use of administrative resources, still there are obsolete methods and technologies of personnel management, low authority of officials, mainly because of corruption in state bodies the control. All this gives grounds to say that at present the work with the staff of the state apparatus requires a certain administrative mechanism, the use of the system scientific approach of employees [6, p. 46].

The development of society and the globalization of the states of the world lead to constant reforms of the state apparatus, the development of new approaches and methods of state administration. All this should be done consistently, the main goal of which should be to reform the functions of the state and the civil service.

The civil servant must possess moral qualities, have ethical knowledge, moral sense, will for practical implementation.

The main factors that reduce the authority of civil servants are such components as low educational level; low level of culture of communication with citizens; low level of professionalism; strongly bureaucratic control apparatus, "stimulating" its employees for immoral actions; high level of corruption among government officials; ubiquitous use of official powers for mercenary purposes, etc. And in order to increase the confidence of state bodies in society, in our opinion, the state should create maximum conditions for the formation of spiritual and moral values in society. Therefore, the basis of the true authority of a civil servant who upholds the authority of the state must be, above all, his competence in the exercise of his official powers and the observance of ethical conduct. One of the basic principles that should be the basis of public service should be the principle of the commitment of the civil servant to the interests of the civil service, devotion to the business with which he is engaged. Devotion is seen as a moral quality. In addition, she has a direct relationship to the professional qualities of a civil servant [9].

Thus, raising the ethical culture and legal culture of civil servants should be one of the priorities of state policy and anti-corruption strategies. It should include legal literacy, legal education, legal education, moral qualities and principles of ethics and morality.

#### REFERENCES

- [1] Ibrayeva A.S. Legal culture: problems of theory and practice. **Almaty**, 2002. 352 s.
- [2] Law "On Public Service of the Republic of Kazakhstan" of November 23, **2015** // <http://adilet.zan.kz>.
- [3] Turisbek A.Z. Legal mechanisms for the formation of the corps of administrative civil servants in the Republic of Kazakhstan. - Thesis for the degree of Doctor of Law. **Almaty**, **2005**. 160 p.
- [4] Ethical Code of Civil Servants of the Republic of Kazakhstan / Decree of the President of the Republic of Kazakhstan dated December 29, **2015**. № 153 // <https://online.zakon.kz>.
- [5] Ibragimova EM, Hamdeev AR The essence of the concept of anti-corruption culture and its functions / Modern problems of science and education. **2013**. № 3 // <https://www.science-education.ru>
- [6] Makulbekova Aybupe Legal principles of development of public service system of the Republic of Kazakhstan. - Thesis for the degree of Doctor of Law. **Almaty**, **2009**. 142 p.
- [7] Bertaliev K.B. Basics of managing the economy of Kazakhstan. - **Almaty**: Economics, **1998**. P. 247.
- [8] Safonov O.I. Ethical bases of counteraction of corruption of the civil servant / the Electronic bulletin of the Rostov social and economic institute. Issue number 3-4. **2015**. P.931-941 // <https://cyberleninka.ru>
- [9] Makulbekova A. Spiritual and moral education of civil servants // <https://articlekz.com/article/10023>

**А.М. Каратаева, Ж.С. Бердиярова**

заң ғылымдарының кандидаты, Әл-Фараби атындағы ҚазҰУ-дің заң факультеті, мемлекет және құқық теориясы мен тарихы, конституциялық және әкімшілік құқығы кафедрасының доценті;  
заң ғылымдарының кандидаты, Л.Н. Гумилев атындағы Еуразиялық ұлттық университеті, азаматтық және экологиялық құқық кафедрасының доценті

### **МЕМЛЕКЕТТІК ҚЫЗМЕТШІНІҢ ӘДЕПТІК МӘДЕНИЕТІ ЖӘНЕ ҚҰҚЫҚТЫҚ МӘДЕНИЕТІ СЫБАЙЛАС ЖЕМҚОРЛЫҚҚА ҚАРСЫ МӘДЕНИЕТТІҢ НЕГІЗІ РЕТІНДЕ**

**Аннотация.** Жұмыста сыбайлас жемқорлыққа қарсы құқықтық мәдениеттің мазмұндық тұстары ашылып, қарастырылады. Сонымен қатар, құқықтық мәдениеттің және құқықтық тәрбиенің арақатынастары және ерекшеліктері талданып, жан жақты зерттелінеді.

Сондай ақ мақаланың авторы мәдениет пен өркениеттің қалыптасуы мен дамуына аса назар бөледі. Автордың қол жеткізген нәтижелері мен қорытындыларын қазақстандық құқықтық мәдениеттің қалыптасуы мен дамуына, қоғамның құқықтық санасын арттыруға, қоғамның құқықтық тәрбиесін көтермелеуге ісінде қолдануға болады.

**Түйін сөздер:** құқықтық мәдениет, құқықтық өркениет, құқықтық тәрбие, мемлекет, мемлекеттік орган, мемлекеттің қызметі

**А.М.Каратаева, Ж.С.Бердиярова**

кандидат юридических наук, доцент кафедры гражданского и экологического права Евразийского национального университета, имени Л.Н. Гумилева;  
кандидат юридических наук, доцент кафедры теории и истории государства и права, конституционного и административного права юридического факультета КазНУ имени аль-Фараби

### **ЭТИЧЕСКАЯ КУЛЬТУРА И ПРАВОВАЯ КУЛЬТУРА ГОСУДАРСТВЕННЫХ СЛУЖАЩИХ КАК ОСНОВА АНТИКОРРУПЦИОННОЙ КУЛЬТУРЫ**

**Аннотация.** В работе рассматриваются содержательные стороны антикоррупционной правовой культуры. Также в работе всесторонне исследуются соотношение и особенности правовой культуры и правового воспитания.

В работе также особое внимание уделяется на формирование и развитие таких феноменов как культура и цивилизация. Основные выводы и положения автора могут быть использованы в формировании и развитии правовой культуры, в повышении правосознания и правового воспитания казахстанского общества.

**Ключевые слова:** правовая культура, правовая цивилизация, правовое воспитание, государство, государственный орган, деятельность государства.

#### **Information about author:**

Karatayeva A. - Candidate of Jurisprudence, Associate Professor of Department of the Theory and History of State and Law, Constitutional and Administrative Law, Law Faculty, Al-Faraby KazNU; <https://orcid.org/0000-0003-3471-1583>;

Berdiarova Zh. - Candidate of Jurisprudence, Associate Professor of Department of the Civil and Ecological Law, L.N. Gumilyov Eurasian National University, <https://orcid.org/0000-0002-4949-9522>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.20>

Volume 5, Number 321 (2018), 113 – 118

UDC: 81'255.2

A.A.Aldabergenova

Kazakh Ablai khan University of International Relations and World Languages, Almaty, Kazakhstan

E-mail: [aikonya\\_01@mail.ru](mailto:aikonya_01@mail.ru)**LINGUOCULTURAL ASPECTS OF TRANSLATION  
OF ABSURD LITERATURE**

**Abstract.** The article was implemented within the framework of the project AP0 513 30 19 of the Ministry of Education and Science of the Republic of Kazakhstan «Cultural codes of modern Kazakhstan (literary and media discourses)». The article deals with linguocultural features of translation of absurd literature and discusses the relation between language and culture within the field of sociocultural translation. Translation of absurd literature is one of the most complicated literary translations. After all, to translate the absurd literature it is necessary to understand the phenomenon of «absurd» as an aesthetic phenomenon. The translation of absurd literature is becoming more and more popular trend at present time.

Translation of absurd literature is a complicated and multifunctional activity of human being, where language and culture, language and ethnos, language and nation's mentality are closely interrelated. The results of this study show that it is not enough just to be an excellent translator to cope with the problem; the translator should be partly a poet in order to understand the deep specifics of the absurd language.

**Keywords:** translation, absurd literature, language, culture, picture of the world.

**Introduction.** Nowadays in modern linguistics, a special attention is paid to the interaction of language and culture. Language is perceived as an instrument, as a mean of conveying and preserving the history of people, specific features of nation, moral values, cultural heritage, and cognitive experience of society. Culture is interpreted as a hereditary memory of nation, which is expressed in certain systems of prescriptions.

Language is an integral part of culture, its most important component. At the same time, culture is considered as the totality of material and spiritual achievements of society, in all aspects of historical, economic, social, psychological features of the ethnos, its customs, traditions, values, institutions of social order, life and living conditions. In other words, culture is a multifaceted and multidimensional concept that encompasses all aspects of human being and consciousness of an ethnos, including the language [1].

The issues of linguocultural studies include the study and description of the relationship between language and culture, language and ethnos, language and mentality [2, 28]. According to Emil Benveniste it was created, "on the bases of the triad - language, culture, human personality" and represents linguoculture as a "lens, through which the researcher can see the material and spiritual identity of ethnos" [3, 45]. In this regard, each representative of nationalities and ethnos has its own understanding of the language, its own "picture of the world". This concept is the most important in linguocultural studies.

By V.N. Telia: "The picture of the world is not a mirror image of the world and not an open" window "into the world, it is the picture, the interpretation, the act of world understanding" [4, 216]. By modern authors, the picture of the world is defined as the global image of the world that underlies the worldview of a person, it expresses the essential features of the world in the understanding of a man as a result of his cognitive and spiritual activity. In other words, the notion of the picture of the world is based on the study of man's ideas about the world, and if the world is an interaction of a man and environment, the picture of the world is the result of processing information about the environment and man. In the process of

presenting the surrounding reality by a person, a linguistic picture of the world emerges. The researcher points out: "The language picture of the world is the product of consciousness, inevitable for thought-language activity, which arises as a result of the interaction of thinking, reality and language, as a means of expressing thoughts about the world" [4, 216]. The language picture of the world is a systematic holistic reflection of reality through various linguistic means. The language picture of the world reproduces various pictures of the human world and displays a general picture of the world. Therefore, taking into account the linguistic and cultural aspects is the key problem of translation.

According to modern theoretician and philosopher U. Eko to translate means to understand the internal system of language and the structure of this text in this language and build a textual system that in a certain sense can have a similar impact on the reader. U. Eko wrote that when he opens the translation of a great poet, fulfilled by another great poet, he does not hope to find something very similar to the original; on the contrary, he usually reads the translation, because he wants to see how the artist-translator meets with the artist-first-creator [5, 29]. Each participant in the translation process contributes to the translation. The translator should know not only the features of translation and possess the skills. The translator refracts the meaning of the source text in such a way that he is the bearer of both national and foreign culture. He creates his own translational picture of the world, which forms his bilingual consciousness.

The Russian linguist Yu.A. Sorokin addresses to the problem of universal and cultural-specific in translation, believing that a bilingual translation is at the same time a "two-cultural" interpretative translation [6, 4].

The system of linguistic meanings correlates with the cultural competence of native speakers, with his worldview. The linguistic picture of the world of the linguistic cultural community appears as a means of translating cultural stereotypes, symbols, standards that shape this society into a community.

According to Yu.M.Lotman, the main thing in culture is that it functions as a sign system, while the most important structural (and structuring) device in it is a natural language. Therefore, the problem of translation arises already at the moment when life experience is transformed into culture. In order to be able to remember this or that individual event, it is necessary to identify it with one or another element in the structure of the "memory device". The interpretation of this basic cultural process as Lotman's translation is consistent, inexorable: "... the introduction of a fact to the collective memory discovers all the signs of translation from one language into another, in this case into the language of culture" [7, 329].

Referring to the works of N.S.Avtonomova, it can be said that the translation appears not only as an intermediary in intercultural and interlingual exchange, but also as a condition for the possibility of any cognition in the social and humanitarian fields. Translation is often studied as a linguistic or cultural phenomenon [8, 17]. So, translation is not only the transfer of words and meaning from one language to another, but it is the transfer of one culture by means of language to another culture. In the words of N.S. Avtonomova, translation always involves the crossing of borders, but not only linguistic, which has always been more or less obvious, but also cultural, social, historical, and so on. Translation is never carried out by one simple and unambiguous movement. It involves a whole series of interrelated operations and, above all, some form of interpretation [8, 25]. Translation is impossible without understanding and interpretation of the text, this is the first step in performing any kind of translation, including, of course, literary. Incorrect interpretation inevitably leads to inadequate translation or to a completely wrong translation. As it was described above, the translation is a holistic, complex process that includes the steps, decoding of the original text and coding of it into the target language. These processes are performed by the translator at the same time.

It is impossible to create a translation text that would be an accurate functional and communicative copy of the original, since it is impossible to completely match the conceptual systems of communicants. The translator strives to the maximum textual similarity of the source text (ST) and target text (TT) providing equal impact of these texts on their recipients. Compared to the author, the translator does not have the freedom to express his own opinion or the perception of ST. But this fact should not limit the translator-artist to convey the whole essence of the text, the author's intention and style to the recipient.

## Methods

The methods followed in this study are chosen with the heterogeneity of the practical material being studied and in accordance with the purpose of the study. They are descriptive method and method of comparative analysis. It should be noted that all the analyzed data are basically chosen because of the comparing of the source text with the target text. Each word was translated based on the sentence and context it is mentioned in. However, each of these words and word combinations may have another meaning in another sentence and context. Using the descriptive method, the translator attempted to describe and interpret the status of phenomena. Thus, this research is a comparative study of English absurd literature and its Russian translation. The translation strategies to be examined in the related samples are lexical and grammatical translation transformations.

Translator, trying to achieve the maximum effect of translation, can make some lexical, grammatical or lexico-grammatical mistakes. The mistakes can be in the wrong use of translation techniques such as omission or addition, concretization or generalization, transcription or transliteration, etc. There are many types and variants of the classification of translation transformations according to different authors. Most of them are similar in many respects to each other. Let us dwell on the classification of the translation techniques proposed by V.N.Komissarov. According to V.N.Komissarov's classification, the methods of translation are divided into lexical, grammatical and lexico-grammatical categories. It also contains three groups of translation techniques mentioned above:

Lexical		Grammatical	Lexico-grammatical
Formal transformations: 1)transcription; 2)transliteration; 3)calque	lexical Semantic lexical transformations (lexico-semantic substitutions): 1) generalization; 2) specification; 3)modulation (semantic development)	1)the method of sentence division; 2) the method of combining sentences; 3) word for word translation; 4)grammatical substitutions	1)antonymic translation; 2) descriptive translation; 3) the method of compensation

Figure 1 - Classification of translation transformations by V.N.Komissarov

In this case, it is important not just to translate the text as close to the original as possible, but to take into account the fact that the translation should be adequate. After all, an adequate translation is a translation that ensures pragmatic tasks of the translation act on the maximum possible level of equivalence to achieve this goal, without violating the norms or the language of the TL, while observing the genre-stylistic requirements for texts of this type and corresponding to the socially-recognized conventional norm of translation [9, 24]. By his definition, any adequate translation must be equivalent (at the level of equivalence, by V.N.Komissarov's definition there are five levels of equivalence), but not every equivalent translation is considered to be adequate.

Literary translation from one language to another is one of the means of enriching the language, literature, culture of nation. Translation of literary texts should be carried out taking into account not only the source (SL) and target (TL) languages, but also considering extralinguistic and ethnolinguistic factors. "The ability to select the most suitable, the most "natural" form of expression for a given language, in fact, is what is called a "language instinct", the comprehension of "the spirit of the language", notes V.G.Gak [10, 7].

It is impossible to talk about the principles of correspondence in translation, without recognizing that there are many different types of translation. As Yu.A.Nida correctly notes, the differences in the types of translation as a whole can be explained by three main factors influencing the choice of one or another type: (1) the nature of message, (2) the intentions of the author, and hence the translator as his confidant, (3) the type of audience that is the reader [11, 115].

Translation, according to Yu.A.Nida, is the creation of the closest, firstly, in meaning, and secondly, in style, natural equivalent of a message in the language of the person who receives it. A proper understanding of the text is the first and most important step in the process of any translation, and to achieve it one must take into account three factors, namely the author, the text and the reader.

To date, there are no many practical works devoted to the translation of American absurd literature into Russian language. From local translators we can identify A. Kistyakovski, S. Ilyin, E. Klyuev, G. Kruzhkov, and others who in turn translated the classics of American absurd literature of the XX-XXI centuries as E. Lir, J. Heller, D. Hendler and others.

### **Results**

American absurd literature, as a literary text, presents a special difficulty for translators precisely because of the discrepancies between the cultural and speech traditions of the speakers of the source language and target language. Here it is necessary to emphasize the uniqueness of the absurd literature. We can distinguish the following features of the genre of absurd:

- Lack of logic
- Wordplay
- Humorous content
- Fantastic images
- Neologisms
- A clear rhythm (in the literature of poetry)

When you translate in the first place, you need to understand the text itself and the intention of the author. In the texts of absurd poetry there is no causal logic that is customary for the reader. The most interesting and complex is that absurdist poets often create fantastic images through the play of words, and their own original neologisms. In the process of translating the absurd, all the above features should be taken into account by the translator. In our opinion, to translate the absurd literature it is not enough to be just a translator, and also it is necessary to have a talent of a writer-artist and an endless imagination. After all, all these characters are fictitious; the chain of their actions in the translation should cause the same emotions in the recipient, as in the original text.

### **Conclusions and Discussions**

There are also some discussions about the translation of the absurd literature by different scholars. As the translation of absurd literature is the most complicated one it takes a lot of experiences from the translator. As the Swiss literary critic, a Russian philologist, a translator, a specialist in the Russian avant-garde who translated Harms, Jean-Philippe Jacquard notes the translator should be a little bit a poet. In fact, absurd is closer to Western people than Russian; this genre is not easy to translate, since it includes a play of words, sarcasm and irony. One of the outstanding representatives of the absurd literature is Joseph Heller and his work "Catch 22".

Joseph Heller uses almost all means for the comic drawing of the numerous vices of the American army. The author resorts to mild irony, then turns into poisonous sarcasm, somewhere exaggerates, somewhere parodied. As a result, a tremendous military satire appeared. And only the satire could show the absurdity of what is happening, without rolling over loud accusations and pathetic tone. J. Heller by satirical techniques brilliantly shows the characters of each hero. More you read, more you get to them with different feelings: someone causes pity, someone - fastidiousness, someone - anger.

In fiction, the authors use different words as the names of the characters, thereby determining their character and attitude of the readers through the prism of associations. One of the heroes of the novel by American writer Joseph Heller *Catch-22* (in translations into Russian "Уловка 22" and "Поправка 22") is Captain Black. In a later translation of this novel, the translator, realizing that the name tells about the character refuses the transliteration of "Captain Black" (an earlier translation). In English black, besides the main meaning "black", also means "dirty", "spiteful", "gloomy". Summarizing all these meanings, the translator A. Kistyakovskiy, continuing this synonymous series, finds the meaning "mean". Thus, in his translation appears Капитан Гнус ("gnusnyi" in Russian means "mean"), whose name, just like in the original, has a vivid negative characteristic.

Another person with a negative character is Dori Duz, shameless, a maid of easy virtue. Her name was translated as "Дори Даме". Although the translator could use the method of transliteration and leave the name as "Дори Дуз".

Mudd is unfortunate lieutenant, who arrived from the recruiting before he was enrolled and was sent to death. In translation A. Kistyakovskiy using the play of words for his difficult fate gave a variant as “Трупп”. There are many examples of wordplay and sarcasm such as Captain Piltchard and Captain Wren with translation as “Капитан Птичкард” and “Капитан Краббс”. By name we can confidently give the character a correct and accurate description. Such proper names carry additional information and emotional coloring that are lost when used in translation transcription or transliteration.

In conclusion we can say that correctly selected equivalents play an especially important role for the translator and for the reader. After all, the translator must convey the same reaction from the reader, as wanted the author while writing the original text. In the first place, the translation should be adequate, because any translator knows that an equivalent translation cannot be adequate, and an adequate translation in turn can be equivalent. For this, as it was said above, along with correctly chosen equivalents, it is very important to have literary skills and to be partly a poet.

Thus, it can be concluded that while translating the absurd literature, the most appropriate way is to search for translation equivalents and contextual analogues. It is better to keep in mind that extraordinary attempt to get the closest word for word translation can sometimes lead to a great external difference between the translation and the original text.

#### REFERENCES

- [1] Valeeva N.G. Perevod – iazykovoe posrednichestvo, sposob mezhkul'turnoi i mezh"iazykovoï kommunikatsii [Elektronnyy resurs]. Rezhim dostupa URL: <https://www.trpub.ru/articles/posrednichestvo/> (In Russian).
- [2] Maslova V. A. Lingvokul'turologiya. Moscow, **2001**. (In Russian).
- [3] Benvenist E. Obshchaya lingvistika. Moscow, **1974**. (In Russian).
- [4] Teliia V.N. Russkaya frazeologiya. Semanticheskie, pragmaticheskie i lingvokul'turologicheskie aspekty. Moscow, **1996**. Pp. 94-97, 216-135. (In Russian).
- [5] Eko U. Skazat' pochti to zhesamoe. Opyty perevode. Moscow, AST:CORPUS, **2015**. (In Russian).
- [6] Sorokin Iu. A. Perevodovedenie: status perevodchika i psikhogermeneyticheskie protsedury. Moscow, **2003**. (In Russian).
- [7] Lotman Iu. M. Izbrannyye stat'i. T. 111. Tallinn. **1993**. Pp. 329-553. (In Russian).
- [8] Avtonomova N.S. Poznanie i perevod. Opyty filosofii yzyka. Moscow, SPb.: Tsentr gumanitarnykh initsiativ, **2017**. P. 736. (In Russian).
- [9] Komissarov V.N. Sovremennoe perevodovedenie. Uchebnoye posobie. Moscow, ETS. **2004**. P. 424. (In Russian).
- [10] Gak V. G. Russkii iazyk v zerkale frantsuzskogo // Russkii iazyk za rubezhom. **1967**. № 3. Pp. 37-42. (In Russian).
- [11] Iu. A. Naida K naucheperevodit'. Printsipy sootvetstviya. Moscow, **1978**. (In Russian).

УДК: 81'255.2

**А.А.Алдабергенова**

Абылай хан атындағы Қазақ Халықаралық Қатынастар  
және Әлем Тілдері университеті, Алматы, Қазақстан

#### АБСУРД ӘДЕБИЕТІН АУДАРУДЫҢ ЛИНГВОМӘДЕНИ АСПЕКТІЛЕРІ

**Аннотация:** Мақала ҚР Білім және Ғылым Министрлігінің АР0 513 30 19 «Заманауи Қазақстанның ұлттық коды (әдеби және медиа-дискурс)» жобасы негізінде жазылған. Мақалада абсурд көркем әдебиетін аударудың лингвомәдени ерекшеліктері және аудармадағы тіл мен мәдениет ара қатынасы қарастырылады. Абсурд әдебиетін аудару – көркем әдеби аударманың ең күрделі де қызықты түрі болып табылады. Абсурд әдебиетін аудару үшін алдымен эстетикалық бейне ретінде «абсурд» феноменін жан-жақты түсініп алу қажет. Қазіргі таңда абсурд әдебиетін аудару өзекті тақырыптардың біріне айналып бара жатыр.

Абсурд әдебиетін аудару – бұл күрделі, әрі көп кешенді адам қызметінің түрі. Мұнда тіл мен мәдениет, тіл мен этникалық бейімділік, тіл мен ұлт менталитеті тығыз байланысты. Бұл зерттеудің нәтижесі абсурд тілінің қыр-сырын аудару үшін бір жағынан білікті аудармашы болып қана қоймай, екінші жағынан ақын-жазушы болу керектігін көрсетеді.

**Түйін сөздер:** аударма, абсурд әдебиеті, тіл, мәдениет, әлем бейнесі.

А.А.Алдабергенова

Казахский Университет Международных Отношений  
и Мировых Языков имени Абылай хана, Алматы, Казахстан

### ЛИНГВОКУЛЬТУРОЛОГИЧЕСКИЕ АСПЕКТЫ ПЕРЕВОДА ЛИТЕРАТУРЫ АБСУРДА

**Аннотация:** Статья выполнена в рамках проекта АР0 513 30 19 Министерства образования и науки РК «Культурные коды современного Казахстана (литературный и медийный дискурсы)». В статье рассматриваются лингвокультурологические особенности перевода литературы абсурда и взаимосвязь языка и культуры в переводе. Перевод литературы абсурда - один из сложнейших видов перевода художественной литературы. Для перевода литературы абсурда необходимо понять сам феномен «абсурда» как эстетического явления. В настоящее время перевод литературы абсурда становится все более и более актуальным.

Перевод литературы абсурда - это сложная и многофункциональная деятельность человека, где язык и культура, язык и этническая принадлежность, язык и менталитет нации тесно взаимосвязаны. Результаты этого исследования показывают, что недостаточно просто быть отличным переводчиком, чтобы справиться с этой проблемой; переводчик должен быть отчасти поэтом, чтобы понять тонкости перевода языка абсурда.

**Ключевые слова:** перевод, литература абсурда, язык, культура, картина мира.

#### Information about authors:

Aldabergenova A.A. – PhD student, teacher at the department of Translation and Philology, Kazakh Ablai khan University of International Relations and World Languages, Almaty, Kazakhstan, Tel. + 7 778 426 86 06, E-mail: aikonya\_01@mail.ru, <https://orcid.org/0000-0001-5162-6853>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.21>

Volume 5, Number 321 (2018), 119 – 125

V. F. Stukach<sup>1</sup>, A.S. Baydalinova<sup>2</sup>, B.A. Sandybayeva<sup>3</sup><sup>1</sup>d.e.s., professor, the Omsk state agricultural university after P.A. Stolypin, Omsk, Russian Federation;<sup>2</sup>Doctoral candidate of PhD, JSC Financial Academy, Astana, Kazakhstan;<sup>3</sup>Master, JSC Kazakh University of Economics, Finance and International Trade, Astana, KazakhstanE-mail: vic.econ@mail.ru; E-mail: [aynur.sultanovna@mail.ru](mailto:aynur.sultanovna@mail.ru); E-mail: [balzhan\\_s@list.ru](mailto:balzhan_s@list.ru)

## KAZAKHSTANI FINANCIAL SAFETY

**Abstract.** Ensuring financial safety of the state is an important task for many countries. This task becomes a priority before the danger of a financial crisis. Especially it is true when the state is in the zone of the financial crisis, since such a situation a priori means a loss of financial safety to some extent.

**Keywords:** financial safety, public debt, financial crisis, economic security, external debt, budget deficit, gross domestic product.

**Methods of a research.** In the methodological basis of the study lies the system of common, separate and special methodological principles, approaches and methods of scientific cognition, applicable either separately or in combination with each other. In particular, there have been used such methods as dialectical, historical, comparative analysis, simulation, statistical and systematic-structural, action and situational approaches to the study of the processes and phenomena.

Methodological basis of the work is an integrated approach that is applied by the author for the study and analysis of financial security as an essential component of national economic security. The methods are implemented of systematic analysis of the financial security formation processes, historical and economic analysis. In order to achieve the objective results of the study these methods were applied comprehensively.

**Introduction.** Financial safety of the state is an important component of system of economic security at the macrolevel.

Security of interests of the state as financial sphere is understood under the financial safety of the state or such condition of the budgetary, tax and monetary and credit systems which guarantees ability of the state effectively to form, preserve from excessive depreciation and is rational to use financial resources of the country for ensuring social and economic development and service of financial obligations [1]. The level of development of the real sector of economy, production, and all other elements and types of safety depends on a condition of financial safety [2,3,4].

The financial component is a fundamental and fundamental basis in all spheres of activity of the state in each country. Any civilized state in the atmosphere of the undivided international competition, advocates the interests, from the national, finishing financially - economic. Functions of the state can be considered as really effective only in this or that country when they provide comfortable and safe accommodation of the person. It is impossible to keep integrity and unity of a financial system without ensuring financial safety of the state, to successfully overcome internal and external threats. The most important role of finance in economic security of the state consists in maintenance of ability to carry out independent financially - economic policy according to the national interests. Generally money and financial system are a condition of wellbeing and an opportunity to realize aspirations both the states in general and separately taken person.

Financial safety is considered from various points of view. In general, the solution of all matters of state influences on economic safety of the state. It is impossible to rely on accidents or any certain basic

knowledge which concern, for example, foreign countries in this question. As a rule, each separately taken state has, original, a line of development. It concerns, both specific features in the social sphere and political realities.

Financial safety consists of complementary components without impossible to present any development leading to progress. It is required to consider all set of fields of activity in which there takes place development and a favorable tide of life of everyone by their consideration. It is possible to distinguish from them:

- resource approach provides security of all economic needs of subjects of managing, considering all levels of the monetary relations. It concerns to all areas, since the small organizations, finishing with large sectors of economy of the state; all financial resources intended for satisfaction of requirements and implementation of obligations have to be considered;

- consideration in statistics indicators which characterizes a certain condition of monetary and credit, currency, bank, budgetary, tax, investment, customs and tariff and share systems. All the list gives stability and provides resistance to internal and external influences and also gives the chance for prevention of external economic expansion, guarantees effective functioning of a national financial system and economic growth;

- standardly - legal regulation provides development of certain stable conditions in order that the financial system could function in a favorable ratio, that is, in - the first, there was no opportunity to direct financial flows to spheres of their use loose by legislative regulations and, secondly, the possibility of abuse of financial resources would be lowered to a minimum.

The most important is a maintaining financial sovereignty of the country, independence of external influence. As shows the analysis it is almost impossible to achieve "absolute" financial independence in the conditions of globalization, at the same time. In spite of the fact that financial safety goes beyond national interests, the role of the government consists in development of the strategy focused on sovereignty. It assumes need to analyze and consider the current and probable situation in the world foreign exchange markets and the capital markets. In fact, financial safety represents rather difficult multilevel system therefore for the good of the multimillion population it is so important to understand all subtleties of financial requirements not only inside, but also outside the country [5].

**Results and discussion.** Development of a financial system has unstable character and is caused by existence of a number of key problems in the Republic of Kazakhstan, many of them have long character that is also confirmed by intercountry estimates of the leading international organizations. Signs of stagnation of the financial market for the last years are caused by the internal reasons, and restrictions from the real sector, in particular:

- 1) priorities of crediting by banks reflect disproportions in structure of the economic growth which is based on consumer demand, but not on investments;

- 2) a limited set of the services rendered to the large enterprises and inability of banks to accumulate independently essential volume of the resources necessary for financing of large-scale investment projects define dependence of financing of the priority directions of development of economy, including small and average business, in many respects from the resources allocated by the state;

- 3) "distortion" towards retail funding of a banking system at the actual lack of the market of redistribution of liquidity and backwardness of mechanisms of refinancing does system subject to risks of "change of moods" of investors;

- 4) the high volume of idle loans reduces possibilities of the banking sector to react flexibly to changes of the macroeconomic environment, a situation in the separate markets;

- 5) discrepancy of structure of assets and liabilities of a banking system by types of currencies as creditors of banks increase preferences to foreign currency, and borrowers – to national currency;

- 6) lack of internal points of growth of other segments, in particular insurance when development is provided thanks to obligatory types of insurance or the accompanying insurance as cross-sales when crediting by banks, retirement annuities due to transfers of pension savings from the accumulative pension funds in insurance companies;

- 7) the system risk connected with high unprofitability of separate types of insurance as a result of legislative restriction of the size of insurance tariffs and deregulation of the state functions with transfer to their commercial insurance companies without due selection of risks;

8) the low potential of non-bank institutional investors in the market of private investments when possibilities of insurance companies are limited to transfer of essential volume of insurance premiums to nonresident overcautious persons of the Republic of Kazakhstan, and in management of pension money during creation of the Uniform accumulative pension fund (further – UAPF) comes a question of ensuring safety of funds due to decrease in risks of investment to the forefront;

9) deficiency of the offer and unattractiveness of instruments of securities market concerning deposits of banks and the real estate market for retail investors;

10) as a result, lack of alternativeness to the market of banking services from securities market;

11) emergence and growth of the alternative (nonconventional) organizations providing financial services, and change of behavior of consumers concerning where and as they get financial services and products can serve easing of competitiveness of the banking sector of the Republic of Kazakhstan;

12) noncompetitiveness of Regional financial center of Almaty (further – RFCA) in comparison with world financial centers as a result of the main problems of securities market of the country inherent at this stage of his development and also the problems having system character (infrastructure, economic, investment, business, social, transport, ecological) [6].

As well as economic security financial safety of the state is estimated on a number of indicators indicators of safety of a financial system of the state (table 1).

Table 1-Indicators of financial safety of the state

Stability indicator	Parameter, stability indicator	Threshold values
1. Shortage level of the budget (the federal, consolidated state)	The excess of expenses of the budget over income expressed as a percentage to budget revenues	Up to 20% within one year Up to 10% within several years
2. Price stability	Annual rate of inflation (increase in prices for goods and services) as a percentage	No more than 50% within a year No more than 25% within several years in a row No more than 10% for a number of years
3. Gold and exchange stock of the country	Existence of a gold and foreign exchange reserve capable to suppress the splashes in a rate of foreign currencies unforeseen - the public expenditures, requirements for return of debts. The size of a reserve is measured percentage of the state budget and GDP	It isn't lower than 40% of consolidated state budget It isn't lower than 20% of gross domestic product It isn't lower than 25% of money supply which is in circulation
4. External debt of the country (state and corporate)	Real ability to repay a debt in time, to re-structure the debt, to compensate a debt at the expense of the available assets or loans. It is measured by debt size as a percentage to GDP, the budget or to a liquid part of a national wealth	No more than 50% of GDP at duration of the period of return of a debt not less than 10 years No more than 20% of load of the budget within one year No more than 5% of a national wealth
5. Internal public debt	Real ability to repay a debt, to restructure it, to cover with issue of the guaranteed state securities or to compensate a debt at the expense of elements of a national wealth. gold and exchange stock	No more than 75% of GDP at duration of the period of return of a debt not less than 10 years No more than 20% of load of the budget within one year
6. Deficiency of the balance of payments	Excess of import over export, external payments over external receipts, as a percentage to balance size	No more than 50% within one year No more than 20% within several years
The note – is made by the author according to a source [7]		

Thereby the high level of financial danger to the country is created not only by deviations of parameters of functioning of a financial system, considerable in size, from calculated, standard values in the form of local "splashes" [8]. For example, it is known, that even large splashes or failures of exchange rates, rates of securities manage to be extinguished if they don't gain long character from experience. At the same time very long action of threats, not so large in size, is capable to undermine safety in connection with action of effect of "accumulation".

We will analyse indicators of financial safety according to National bank of Kazakhstan (table 2) [9].

Table 2 – Indicators of financial safety of Kazakhstan

Indicator	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Shortage level of the budget	-7,5	-8,3	-14,1	-12,3	-10,6	-15,3	-11,0	-14,8	-12,0	-7,9	-12,6
Price stability	118,8	109,5	106,2	107,8	107,4	106,0	104,8	107,4	113,6	108,5	107,1
Gold and exchange stock of the country	16,5	14,5	20,1	19,1	15,2	13,6	10,4	13,1	15,1	21,5	***
External debt of the country (state and corporate)	92,4	80,9	97,9	79,9	65,1	65,8	63,4	71,2	83,2	119,2	105,9
Internal public debt	4,1	5,1	7,5	7,6	7,3	9,2	8,1	10,6	6,9	9,3	10,7
Deficiency of the balance of payments	-55,0	18,6	-27,5	4,9	22,7	2,8	3,7	16,9	-40,5	-96,5	-30,7
The note - is made by the author											

As shown from the table 2, the majority of indicators of financial safety of Kazakhstan are brought closer to critical value or even exceed them.

The shortage level of the budget, as well as the rate of inflation during the analyzed period is in limits of threshold value up to 10% within 10 years. Level of gold and exchange stocks of the country in relation to GDP from 2007 to 2015 is lower than 20%, in 2016 he has reached 21% that corresponds to extreme value. The indicator of an external debt of Kazakhstan which exceeds GDP of the country for 3,4% in 2017 is alarming. As and for all analyzed period from 2007 to 2017 the indicator of an external debt was in the principle above the maximum permissible level of 50% of GDP of the state. Level of an internal debt and deficiency of the balance of payments meets limit rates for the studied period.

The external debt of public sector in expanded definition includes:

- external public debt,
- an external debt of banks and organizations in which state bodies and monetary and credit regulation directly or it is mediated own more, than 50% of participation in the capital or control them a different way (the organization controlled by the state);
- the external debt provided with guarantees or guarantees of the state.

We will analyse in more detail statistics of an external debt of RK for 2007-2017.

Table 3 – Dynamics of an external debt of RK

Name of an indicator	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	2	3	4	5	6	7	8	9	10	11	12
Absolute parameters (mln. dollars of the USA)											
1. An external debt (assessment for the end of the period)	96 893,0	107 933,4	112 866,9	118 222,8	125 320,8	136 918,2	150 032,9	157 561,5	153 422,2	163 631,7	167 484,7
including, intercompany debt	30 080,6	40 198,8	49 632,0	52 274,7	62 576,2	67 608,3	74 179,5	79 581,8	96 679,1	104 767,5	104 463,0
Specific weight in structure of an external debt of intercompany debt	31,0	37,2	44,0	44,2	49,9	49,4	49,4	50,5	63,0	64,0	62,4
2. External debt, only intercompany debt (assessment for the end of the period)	66 812,4	67 734,6	63 234,9	65 948,0	62 744,6	69 310,0	75 853,4	77 979,7	56 743,1	58 864,2	63 021,6
3. Payments on repayment and service of a long-term external debt (incl. intercompany debt)	28 843,6	34 096,9	38 970,5	25 397,9	29 622,6	31 951,5	31 869,5	31 775,9	38 203,6	31 328,9	37 117,5

Продолжение таблицы 3											
1	2	3	4	5	6	7	8	9	10	11	12
4. Payments on repayment and service of a long-term external debt (only intercompany debt)	20 644,8	25 311,2	31 030,5	15 637,8	16 875,1	18 902,4	19 317,5	17 885,7	24 643,3	14 342,6	14 110,4
Relative parameters											
1. External debt per capita (US dollar, claim. intercompany debt) *	4 292,3	4 238,1	3 902,6	4 011,3	3 763,0	4 098,7	4 420,1	4 477,5	3 211,3	3 285,2	3 470,9
2. The relation of an external debt to GDP (% , incl. intercompany debt)	92,4	80,9	97,9	79,9	65,1	65,8	63,4	71,2	83,2	119,2	105,9
3. Relation of an external debt to GDP (% , only intercompany debt)	63,7	50,8	54,8	44,5	32,6	33,3	32,1	35,2	30,8	42,9	39,8
4. The relation of an external debt to EGS (% , incl. intercompany debt)	187,1	141,5	235,0	180,5	140,0	149,2	164,9	181,3	289,5	375,6	300,5
5. Relation of an external debt to EGS (% , only intercompany debt)	129,0	88,8	131,7	100,7	70,1	75,5	83,4	89,7	107,1	135,1	113,1
6. The relation of payments on repayment and service of a long-term external debt to EGS (% , incl. intercompany debt)	55,7	44,7	81,1	38,8	33,1	34,8	35,0	36,6	72,1	71,9	66,6
7. The relation of payments on repayment and service of a long-term external debt to EGS (% , only intercompany debt)	39,9	33,2	64,6	23,9	18,8	20,6	21,2	20,6	46,5	32,9	25,3
8. Relation of payments of remuneration to EGS (%)	10,9	8,1	11,0	7,2	5,3	5,6	5,5	5,8	9,9	12,8	11,6
9. Relation of reserve assets of National Bank of Kazakhstan to a short-term external debt (%)	152,9	209,2	330,3	318,6	372,4	311,1	261,0	300,7	445,2	449,8	412,3
10. The relation of reserve assets of National Bank of Kazakhstan to a short-term external debt on the term which has remained before repayment (Rule Gvidotti) (%)	59,7	65,8	109,4	116,5	131,8	104,7	105,0	107,1	126,0	122,1	114,4
11. The relation of reserve assets of National Bank of Kazakhstan and foreign assets of National RK Fund to a short-term external debt for the term which has remained before repayment (%)	*	*	*	*	*	*	405,8	375,5	412,6	375,4	331,3
The note - is made by the author											

Apparently from data of table 3, absolute parameters of an external debt tend growth from year to year, and by the end of 2017 the volume of an external debt is 167 484,7 million US dollars. It should be noted changes in structure of an external debt, so, for example till 2014 the largest specific weight occupied a public debt, and since 2015 in structure intercompany debt already prevails.

The external debt per capita in 2017 has made 3 470,9 US dollars. Change of this indicator since 2007 - 4 292,3 to – 3470,9 US dollars is connected with increase in population.

It should be noted that, growth of volumes of the gross domestic product (GDP) and export of goods and services (EGS) promotes improvement of all relative parameters of an external debt for example: the relation of an external debt to GDP has made 105,49% in comparison with 2016 of 119,2%, and the relation of an external debt to EGS are 300,5% in comparison with 375,6%.

Thus, considering growth of volumes of GDP and export of goods and services in 12 months preceding reporting date, the relative parameters of an external debt tied to these indicators have improved in comparison with 2016.

The net external debt of the Republic of Kazakhstan as of October 1, 2017 has made 43,9 bln. dollars or 28,3% to GDP, having increased for the 3rd quarter 2017 by 2,8 bln. dollars or 6,7%, generally owing to reduction of assets of National fund in instruments of the monetary market.

At the same time the state and financial sectors act as clean creditors in relation to the rest of the world (a net external debt (-) 56,8 and (-) 14,3 bln. dollars, respectively) whereas the corporate non-financial sector (including intercompany debt) is a clean borrower (a net external debt of 115,1 bln. dollars).

In structure of an external debt of Kazakhstan on a repayment period of 95,5% it falls on long-term (over 1 year) an external debt that, on the one hand, minimizes risks of liquidity, and with another – strengthens influence on repayment and debt servicing of change of the general market conditions.

In structure of an external debt of Kazakhstan by types of financial instruments the credits and loans attracted from nonresidents (79,1%) and debt securities on hands at nonresidents (12,8%) prevail.

According to the Report of global competitiveness 2017 - 2018 of the World Economic Forum Kazakhstan on an indicator "The credit rating of the country" was downgraded on the 62nd place (the 54th place in 2015) [10].

**Conclusion.** So, it should be noted not compliance of the reached levels of indicators financial safety to the set parameters, summing up the result of the analysis of financial safety of Kazakhstan. And some indicators demonstrate undermining safety of the state in the financial sphere as have "accumulative character".

One of mechanisms of management of the state and guaranteed by the state debt according to the Budgetary code, a debt according to guarantees of the state and risks is annual assessment of a state and the forecast for the forthcoming planning period of the state and guaranteed by the state loan, is long and long according to guarantees of the state. In 2017 changes in a part of weakening of the budgetary rules concerning policy of management of a public debt are made to the Concept of new budgetary policy. The threshold value by 2020 on a public debt has been increased from 13,9% to 27% to GDP, threshold value on a government debt - from 13,7% to 25% to GDP.

From 2015 for 2017 the Ministries of Finance, national economy and National Bank such annual assessment was carried out only within implementation of strategic plans without development of the complex conclusion and the general conclusions.

For ensuring economic security of the country carrying out the balanced debt policy of the state with establishment of specific goals on development of domestic market of securities is recommended.

In the long term for ensuring effective protection against debt threat of national security of Kazakhstan of most of economists [11,12] the following is offered:

- studying of an opportunity and expediency of establishment of threshold values of the relation of an external debt to GDP in the separate directions (sectors of economy) and other possible measures of restriction of external loan taking into account the prospects of development of certain sectors and branches of economy of the republic;
- control of target orientation of the borrowed funds from a position of effective achievement of goals of social and economic development of the country;
- creation of a full-fledged risk management system in the national companies and holdings for minimization of system risks of a debt and timely identification of threats of debt stability;
- improvement of mechanisms of control from the state of a condition of a debt of the quasi-public sector, with the subsequent restriction of volumes and introduction of the ban for implementation of external loans by certain subjects of the quasi-public sector;
- diversification of sources of loans and currency structure of an external debt;
- entering of corresponding changes and additions into the current legislation for management of an external debt, further improvement of legal base of rather external debt (on the basis of real economic calculations and forecasts);
- optimization and rationalization of payments for service and repayment of an external debt due to improvement of its structure and in general increase in efficiency of formation of policy of management of a public debt;

- creation of special institutional structures which will conduct a research of favorable opportunities for attraction of the international credits, the analysis of efficiency of use of the borrowed means and the credited projects, researches in the area an obsluzhivakniya of an external debt.

#### REFERENCES

- [1] Horosheva A. S. Conditions of ensuring financial safety of the state/A. S. Horosheva//Finance, account, banks. No. 14. 2008. Page 90-96.
- [2] Tkachenko V.G. About features of financial safety of Ukraine in the conditions of market transformational processes / V.G. Tkachenko//Mezhnarodny the naukovo-virobnichy magazine "Ekonomika of Agrarian and Industrial Complex". No. 6. 2009. Page 8-14.
- [3] Petrushchak B. (2009)The negative aspects of globalization's influence on financial system. Bohdan Petrushchak. <http://mpira.ub.uni-muenchen.de/30019/>
- [4] Soros G. Das Ende der Finanzmärkte und deren Zukunft: die heutige Finanzkrise und was sie bedeutet. München. FinanzBuch Verlag GmbH. 2008. S.174.
- [5] A role of finance in economic security of the state. Yu.A. Kalimullina, cadet of UYU Ministry of Internal Affairs of the Russian Federation R.R. Yarullin, Dr.Econ.Sci., professor of the Ufa branch of Financial University under the Government of the Russian Federation. International scientific magazine "Innovatsionnaya Nauka" No. 7-8/2016 issn 2410-6070.
- [6] The resolution of the government of the Republic of Kazakhstan of August 27, 2014 No. 954 "About the approval of the Concept of development of the financial sector of the Republic of Kazakhstan till 2030".
- [7] Karanina, E. V. financial safety (at the level of the state, the region, the organization, the personality): monograph / E.V. Karanina. Kirov: ViatSU, 2016.-240 with. 2016.
- [8] Stiglitz J Globalization and growth in emerging markets // Journal of Policy Modeling. 2004. №26. P.465–484.
- [9] Website of National bank of the Republic of Kazakhstan. Annual reports of NBK for 2007-2017. Electronic resource. <http://nationalbank.kz>. Date of the address of 1.04.2018.
- [10] The report of the World Economic Forum on global competitiveness for 2017-2018.
- [11] L. Dauletbayeva, G.M. Kalkabayeva. Current state and problems of management of an external debt of the Republic of Kazakhstan. Messenger KarSU No. 03 (71) magazine. Karaganda: Publishing house KarSU, 2013. 160 pages - ISSN 0142-0843.
- [12] S.M. Omirbayev, S.Zh. Intykbayeva, A.A. Adambekova, Parmanova R.S. State budget: Textbook / Omirbayev S.M., Intykbayeva S.Zh., Adambekova A.A. Parmanova R.S. Almaty: RPIK LLP, 632 page 2011.

**В. Ф. Стукач<sup>1</sup>, А. С. Байдалинова<sup>2</sup>, Б. А. Сандыбаева<sup>3</sup>**

<sup>1</sup>Омский государственный сельскохозяйственный университет имени П.А. Столыпина, Омск, Российская Федерация;

<sup>2</sup>Финансовая академия, Астана, Казахстан;

<sup>3</sup>АО «Казахстанский университет экономики, финансов и международной торговли», Астана, Казахстан

#### КАЗАХСТАНСКАЯ ФИНАНСОВАЯ БЕЗОПАСНОСТЬ

**Аннотация.** Обеспечение финансовой безопасности государства является важной задачей для многих стран. Эта задача становится приоритетной перед опасностью финансового кризиса. Особенно это верно, когда государство находится в зоне финансового кризиса, поскольку такая ситуация априори означает некоторую потерю финансовой безопасности.

**Ключевые слова:** финансовая безопасность, государственный долг, финансовый кризис, экономическая безопасность, внешний долг, дефицит бюджета, валовой внутренний продукт.

**В. Ф. Стукач<sup>1</sup>, А. С. Байдалинова<sup>2</sup>, Б. А. Сандыбаева<sup>3</sup>**

<sup>1</sup>Омск мемлекеттік педагогикалық университеті П.А. Столыпин атындағы мемлекеттік ауылшаруашылық университеті, Омбы, Ресей Федерациясы;

<sup>2</sup>Қаржы академиясы, Астана, Қазақстан;

<sup>3</sup>«Қазақстандық экономика, қаржы және халықаралық сауда университеті», Астана, Қазақстан

#### ҚАЗАҚСТАННЫҢ ҚАРЖЫЛЫҚ ҚАУІПСІЗДІГІ

**Аннотация.** Мемлекеттің қаржылық қауіпсіздігін қамтамасыз ету - көптеген елдер үшін маңызды міндет. Бұл міндет қаржылық дағдарыстың қауіп-қатерінен басымдыққа айналады. Бұл, әсіресе, қаржы дағдарысы аймағында болғанда, өйткені мұндай жағдай априори қаржы қауіпсіздігінің жоғалуы дегенді білдіреді.

**Түйін сөздер:** қаржылық қауіпсіздік, мемлекеттік қарыз, қаржы дағдарысы, экономикалық қауіпсіздік, сыртқы борыш, бюджет тапшылығы, жалпы ішкі өнім.

#### Information about author:

Stukach V. F. - d.e.s., professor, the Omsk state agricultural university after P.A. Stolypin, Omsk, Russian Federation; E-mail: vic.econ@mail.ru;

Baydalina A.S. - Doctoral candidate of PhD, JSC Financial Academy, Astana, Kazakhstan; E-mail: [aynur.sultanovna@mail.ru](mailto:aynur.sultanovna@mail.ru);

Sandybayeva B.A. - Master, JSC Kazakh University of Economics, Finance and International Trade, Astana, E-mail: [balzhan\\_s@list.ru](mailto:balzhan_s@list.ru)

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.22>

Volume 5, Number 321 (2018), 126 – 136

UDK 342.7(574)

**D.M. Baimakhanova, D.A. Ospanova**

Al-Farabi Kazakh National University, Kazakhstan, Almaty  
[dina\\_405@mail.ru](mailto:dina_405@mail.ru); [azizkhan\\_0606@mail.ru](mailto:azizkhan_0606@mail.ru)

**CONSTITUTIONAL AND LEGAL CONSCIOUSNESS AS AN  
IMPORTANT COMPONENT OF CONSTITUTIONALISM AND ITS ROLE  
IN THE SOLUTION OF HUMAN RIGHTS PROBLEMS**

**Annotation.** Article is devoted to the research of the part of society's legal sense which is turned to the constitutional sphere of regulation, performs functions on ensuring normal functioning of fundamental human rights. It is caused by the fact that the constitutional sector of the legal consciousness of society ensures the demonstration of the role and place of human rights both in the life of the latter and in the development of society as a whole, provides an epistemological explanation for the process of their formation, improvement and implementation, reveals the forms of their constitutional mediation, support and creation of favorable conditions for implementation, prepares public opinion for reforms and reforms in the field of human rights, promotes an understanding of each priority given direction of the state.

**Keywords:** Constitution, constitutionalism, constitutional and legal consciousness, constitutional ideology, constitutional psychology, rights and freedoms of the person, rights and freedom of the citizen of the Republic of Kazakhstan.

According to the the Address of the President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan of 2018 the task “to ensure the efficiency of the labor market, create conditions that everyone can realize their potential” is set [1]. Among the many ways to solve this problem are the modernization of the public consciousness and the reform of the consciousness of each member of society. “Public consciousness also includes legal awareness, which is an element of legal culture. Therefore, the successful modernization of public consciousness requires the development of measures and specific projects aimed at raising the level of legal awareness and legal culture of all subjects, both state and civil society institutions and citizens” [2]. The Rukhani Jangiru program initiated by the President of Kazakhstan is directed to modernization of consciousness of all Kazakhstan society and all citizens of RK. This reforming concerns all components of public consciousness and is directed including to problems of fixing, providing and protection of the rights and freedoms of citizens of RK.

That part of the legal consciousness of society, which is addressed to the constitutional sphere of regulation, performs the functions of ensuring the normal functioning of basic human rights. This is due to the fact that the constitutional sector of the legal consciousness of society ensures the demonstration of the role and place of human rights both in the life of the latter and in the development of society as a whole, provides an epistemological explanation for the process of their formation, improvement and implementation, reveals the forms of their constitutional mediation, support and creation of favorable conditions for implementation, prepares public opinion for reforms and reforms in the field of human rights, promotes an understanding of each priority given direction of the state.

By mediating the legal phenomena of public life, including the processes of formation, development and implementation of human rights, the constitutional part of the sense of justice seeks to consider them from the standpoint of constitutionalism as a whole. It comprehends and evaluates them from the point of view of constitutional fixing, regulation and protection, “tries on” them the established constitutional technologies, procedures and mechanisms. And the consequences of the impact of different components of

constitutionalism on the formation, development, functioning and protection of human rights (the constitutional part of the sense of justice) it also assesses the standards of constitutional institutions, structures and relations.

In other words, without a conscious component (that is, without a constitutional part of the sense of justice), the entire system of constitutionalism, its potential and the possibilities of action can't at least somehow manifest itself outside, unable to lead to the intended consequences of human rights. Now the significance of this conscious component of constitutionalism is growing even more. Therefore, it is wrong to underestimate him, not to touch or reveal the mechanisms for manifesting his role, not to cover the forms, methods and consequences of his actions.

Practice shows that the mechanisms of functioning of the sense of justice within the framework of constitutionalism are diverse and effective. They complement the operation of all other legal mechanisms and in combination with them; improve the effectiveness of the realization of the rights and freedoms of citizens.

In the article we will mainly deal with that part of the sense of justice that covers the sphere of constitutional law and mediates the functioning of human rights.

Concerning the structure of the constitutional part of the sense of justice, it seems that they should proceed from the fact that, like the legal conscience as a whole, it consists of components of an ideological and socio-psychological nature. Refracting this position to the constitutional sphere of the life of society and filling it with content that is inherent in this sphere, we can state that it should be a question of constitutional ideology and constitutional and legal psychology. They, mutually complementing each other and being in the relations of all-round interaction, eventually form a certain unity and integrity within the framework of the system of constitutionalism.

This interpretation of the structure of legal consciousness was generally established in jurisprudence by the efforts of I.E. Farber [3] and his followers. It was and goes about the division of legal consciousness into such structural elements as legal ideology and social and legal psychology. The legal ideology was conceived and the majority of jurists continue to be thought of a set of legal views, ideas, judgments that express the essence and content of law, its purpose in the life of society, the forms of its impact on the most important social relations. The peculiarity of the legal ideology is that the views, concepts that form it mutually complement each other, do not contradict each other form a coherent unity and integrity. Socio-legal psychology, unlike legal ideology, appears as a set of spontaneously arising views, perceptions and views on the law, often inconsistent with each other and sometimes coming into direct contradiction between themselves; In addition, the socio-legal psychology includes a sensual and emotional component of the sense of justice, which includes a set of experiences, feelings, emotions that have a legal color and legal content.

At the present time, an attempt has been made to give a somewhat different concept of the structure of legal consciousness: in the opinion of A.V. Polyakov, its structural constituents are legal ontology, legal axiology, legal phraseology [4, page 397]. "The main types of relations of consciousness to the world are cognition, value relationships and practice. Accordingly, in the legal consciousness, it is possible to distinguish cognitive, value-oriented and communicative-volitional elements from which both individual and public legal consciousness develops" [4, page 397]. In the above interpretation, legal ideology and legal psychology as structural parts of legal consciousness are not discarded or excluded, but are included as components of legal axiology [4, page 398].

Differentiating legal awareness on the part taken in the sectoral cut (constitutional, administrative, environmental and some other parts of legal awareness), we try to consider them as relatively independent units of legal consciousness, which possess both features and attributes inherent in the whole legal conscience in general, and are characterized by features, inherent only to them. If the sense of justice as a whole mediates the whole set of human rights, the constitutional part of the sense of justice does not set itself such a broad goal: it seeks to mediate in detail fundamental rights and freedoms.

Of course, this also can't be limited to, since it serves the leading branch of law - constitutional law, and therefore it can't fail to provide guidance on the general laws governing the regulation of all human rights. For example, it advocates that the consolidation, regulation and protection of human rights are given priority in all republican legislation.

Success in the functioning of the constitutional part of the sense of justice depends largely on how synchronously the components of its structure operate.

Practice shows that not every system of constitutional and legal psychology actively interacts with this type of constitutional ideology, and, conversely, not every kind of constitutional ideology finds a positive response, approval by this system of constitutional and legal psychology. As a rule, a close interaction of the above components of the constitutional part of the sense of justice is observed when they (the named components) are close to each other in character, direction, defended goals and objectives.

In other words, it is necessary fully to take into account the features of the systems of constitutional ideology entering into interaction and constitutional-legal psychology. In the scientific literature, attempts have been made to classify them according to different criteria. According to the classification of A.V. Polyakov, those types of legal ideology that derive the right from human values, can be attributed to the anthropocentric (individualistic) type of ideology, those types in which the dominant value and the source of law is recognized by God, refer to the theocentric ideologies, and when the legal values recognize the rights of groups, classes, nations - these are socio-centrist (or collectivist) ideologies [4, page 399]. Other classifications of ideologies (including constitutional ones) are also being substantiated and substantiated. Each type of constitutional and legal psychology tends, of course, not to everyone, but only to those ideologies that are close to it in spirit. In turn, each kind of constitutional ideology seeks to focus primarily on interaction with a homogeneous (one-type) system of constitutional and legal psychology with it.

Unlike constitutional ideologies, the types of constitutional and legal psychology are more amorphous. They are less slender and applied to them the gradation of internal units are not as obvious and noticeable as in constitutional ideologies. And, nevertheless, the constitutional and legal psychology of pensioners differs markedly from the constitutional and legal psychology of the representatives of the middle class of owners, just as constitutional and legal psychology of workers is little like the constitutional legal psychology of, say, state employees, peasants, etc..

Human rights as objects of the functioning of constitutional consciousness pass in the aspect of their genesis and development two stages - a stage of reflection in consciousness and a stage of working out ways of legal influence on them with the purpose of their consolidation, improvement and development. At the first stage, human rights are reflected in the constitutional consciousness, resulting in the formation in it of a whole set of relevant legal views, views, views, concepts relating to the reflected human rights. The latter are the equivalent of real human rights.

In due time K. Marx and F. Engels wrote in "The German ideology": "Consciousness (das Bewußtsein) can never be something other as conscious life (das bewußte Sein) and life of people is real process of their life. If in all ideology people and their relations turn out to be put on their heads, as if in a camera obscura, then this phenomenon also flows from the historical process of their life, just as the reverse image of objects on the retina results from the immediate physical process of their life ... » [5, page 25].

At the same time, the parallels between the real human rights, on the one hand, and the ideas about them that form in the mind, on the other, are largely conditional. To substantiate and comment on this provision, we again refer to the words of K. Marx from his letter to F. Lassalle dated July 22, 1861: "The legal representation inherent in certain property relations, although it grows from them, on the other hand, does not coincide and can't coincide with them" [6, page 504].

Identifying the reasons for this discrepancy between the legal representation of property and the property relations themselves, we must specifically point out that the first of them (legal representation of property) is not reduced only to the reflection of existing property relations, but also contains an indication of the way in which they have legal effect on them the purpose of giving them the right state. In other words, in this example, the second stage of the genesis of human rights is boldly delineated - the stage of working out ways of legal influence on them with a view to their consolidation and development in the required direction.

At the same time, the results of the functioning of public consciousness at the first stage serve as the basis for its functioning in the second stage, although the focus of legal thought here is essentially changing, for instead of simply reproducing what actually exists, what human rights should really be. Therefore, in the structure of the mental expression of the processes by which the human rights situation is

mediated, the role of components associated with state wolfing increases, when the focus is on ensuring what the state desires in this sphere of relations.

What has been said makes the task of ensuring that the whole process of legal education acts clearly, smoothly and effectively. And this is possible only when all the initial, intermediate, subsequent stages will work at the proper level and when, consequently, the final result of the whole process of law formation will turn out to be qualitative and will not be burdened with errors, miscalculations (at least the latter will be on order is less or they will not be so serious).

The characteristic of the constitutional consciousness will benefit from the use of materials of concrete sociological research in various spheres of constitutional regulation. Association "Interlegal" on the basis of a broad survey of citizens in leading regions of Kazakhstan conducted a survey of the causes of corruption in society. The poll allowed touching on the nature of corruption manifestations in the economy, socio-political and cultural-ideological areas of relations, to dwell on the circumstances that determine the prevalence of these offenses, to show the relationship between the level of consciousness of the population and the state of order in the country. The survey indicates the need to use the potential of consciousness in such a way that the benefits from it affect the functioning of all components of constitutionalism [7, page 328].

Specifically, sociological research makes it possible to overcome or at least reduce the abstractness of the presentation of problems of constitutional consciousness, to reinforce theoretical positions and conclusions with quantitative indicators from certain spheres of social relations, and to strengthen their arguments and justification. Significantly, by complicating the subject and subject matter of concrete sociological research, S.M. Zlotnikov received a different angle of perception of relations related to corruption: the latter was traced to him in the aspect of the impact of illegal migration on it, so that the role of consciousness turned out to be illuminated in other aspects [7, page 328].

The constitutional part of the sense of justice can't give priority to human rights. True, it was not always so; For a long time they (that is, human rights) did not belong to the number of important objects of legal conscience and were even considered inseparable from the state's activity in the establishment and protection of law and order and the rule of law. But the objective significance of human rights gradually began to make itself felt, forcing the constitutional part of the sense of justice to change attitudes toward oneself. Step by step, it begins to approach the view that in the activities of the state, human rights can't be regarded as a secondary object, but a key area of concern. At the present stage of development, the constitutional part of the sense of justice stops at the fact that securing, securing, guaranteeing human rights, protecting them and facilitating their full implementation become the main function of a liberal-democratic state [8, pages 114-115]. Therefore, in the functioning of the most constitutional part of the legal conscience, the justification for the need to uphold human rights, to prevent them from ignoring and violating one of the leading positions.

As is known, the leading component of the legal consciousness of society is the legal ideology, that is, the part that provides the theoretical level of reflection of legal reality, gives it a theoretical evaluation and justification, and, penetrating deeper into the real life processes, is able to approach the correct reproduction of laws and tendencies of legal development [3; 9; 10]. Similarly, it is possible to imagine the correlation of the components of constitutional consciousness, among which the leading ideology, no doubt, is the constitutional one. It pretends to the role of scientific and theoretical reflection of the constitutional realities of society, strives to ensure a correct representation not only of the superficial, but also of the underlying laws and trends in the formation and development of constitutional relations, structures and institutions. And in the system of constitutionalism, it refers to the number of determining and main links, whose direct or indirect influence is experienced by all other links. Constitutional ideology observes everything that is mediated by the remaining links of constitutionalism, keeps all constitutional and legal phenomena in its field of attention, and therefore the scope of its vital processes is great. It includes the basic human rights and freedoms.

The functions of constitutional ideology, addressed to human rights and freedoms, are diverse, including the demonstration of their role and place both in human life and in the development of society as a whole, the gnosiological explanation of the process of their formation, improvement and implementation, analysis, evaluation and justification of each right and each freedom, ensuring their

support in public opinion, developing measures to secure them in the Basic Law of the state and other acts of constitutional law. Equally important are the functions of the constitutional ideology to identify the stage and stage of the process of the realization of human rights and freedoms, to ensure the synchronization of the operation of the normative and individual forms of their implementation, and to demonstrate the need for public opinion on the priority of this direction of the state.

For a long time, human rights were not perceived by the mind as an important direction of the state's activity. On the contrary, their meaning was downplayed in every possible way. In the nomenclature of social values, they were placed on one of the last places, giving way to military-aggressive and military-defensive affairs, the general interests of the state, the management of certain branches of economic, socio-political, cultural construction, external relations, etc. It was believed that human rights do not have independent significance are derived from other matters and do not deserve serious attention. They were interpreted as a result of the subjective discretion of the state, which allegedly could deprive people of certain rights, or, on the contrary, endow them with them, etc.

A fundamental revolution in the evaluation of human rights, in characterizing their value, significance and role in the life of man and society, in the means of their realization is the result of the activity of consciousness (political, moral, legal, including the latter's offshoot, as constitutional). Under the influence of profound socioeconomic and political changes in the life of society, the strengthening of the processes of democratization and the humanization of all its spheres, public consciousness began to carry out a frontal reassessment of values, gradually bringing to the forefront what is directly related to man, his life, health, well-being, interests and needs, and pushing to the middle and back plan that concerns the activities of the state not in the most fateful and non-core spheres of government. And now the scale of social values in the state has changed radically and significantly. The accents in the state's policy have not become quite the same as they were a century or even half a century ago. An important role in achieving this was played by the public conscience, including the constitutional consciousness and its leading part - the constitutional ideology. It (the role of constitutional consciousness and constitutional ideology in recognizing the priority role of human rights) is truly fateful and even revolutionary. As a result, human rights have "played up" in a new way, have acquired a profound sound, have lost their former obscure, faded, derivative meaning of state affairs, have begun to play a role that no other, including many state.

As we see, the component of constitutionalism, which is far from or relatively far from the regulatory functions of constitutional law, has made an invaluable contribution to the reassessment of the place, role and significance of human rights in the general mechanism of legal regulatory and individual regulation. That is, not only purely regulative, but also other (ideological, organizational) components of the system of constitutionalism have their own influence on securing, guaranteeing, securing, protecting and implementing human rights and freedoms. Therefore, the consideration of the role of constitutionalism as a whole, and not only purely regulative components of constitutional law, in the functioning of human rights enriches the palette of research tools, allowing not to miss some important details of this multi-valued process, more accurately to evaluate all its links, stages and stages, to embrace it wholeheartedly, is complex.

Of course, to the above, the role of the constitutional sector of the legal conscience of society in the work of human rights and freedoms is not reducible. In life, it is more diverse and covers different cases related to certain aspects of the process of the exercise of human rights and freedoms. Let's dwell on some of them.

In connection with the growing role of human rights and freedoms, there is a need to mobilize the public to initiate the development of new constitutional ideas in terms of rights and freedoms and to seek support from their people. In this particular case, we are talking about actions at the regulatory level, because we must raise the issue of new rights (or about innovations in previous rights) that should be constitutionally consolidated. Here the role of constitutional consciousness (constitutional ideology) is reduced to forming a basis for working out proposals on the adoption of a new act on rights and freedoms or changing previous acts, drafting bills and obtaining their consideration.

In other cases, actions of a constitutional and ideological nature are directly aimed at stabilizing the norms of the Basic Law of the state and preventing any significant changes in its content. When representatives of some political forces of the country, as well as certain segments of the population,

demanded the introduction of urgent (from their point of view) changes in the Constitution of the Republic of Kazakhstan, including its norms on human rights and freedoms, a group of doctors and professors of law addressed the leadership and the public the country in which it was argued that the potential of the current Constitution of the Republic of Kazakhstan had not yet been exhausted and that changes, additions and amendments to it were inexpedient. The President of Kazakhstan responded to this appeal and supported his idea. This for several years “frozen” the Constitution of the Republic of Kazakhstan in its previous form, but could not stop the constitutional development in general: after a while, a discussion began on the directions of the constitutional reform, which resulted in the introduction of a number of changes and additions to the Basic Law, including its norms on the rights and freedoms of man (May 2007).

This example shows that the deterrent effect of the constitutional ideology on the development of the norms of the Basic Law on Human Rights and Freedoms is inferior to its impact on the modification and updating of these norms. Thus, there is a desire to ensure the dynamic state of the constitutional regulation of human rights and freedoms, its prevalence over the desire to approve the static state (i.e., immutability) of legislation on these issues.

Let us cite one more argument in favor of recognizing the predominant direction of the influence of the constitutional ideology on legislation, which is oriented toward its dynamic development, and not to a static, unchanging state. It means that the constitutional ideology not only reflects the current state of constitutional institutions, structures and relations in the country, but also gives predictive views about their future, as it were, “peeks” in their perspective. These ideas often serve as the basis for preparing for constitutional reforms and reforms, and in some cases act as a kind of “building material” for them.

Constitutional ideology affects the development and evolution of not only the basic constitutional rights and freedoms of man, but also develops a common strategy and tactics for the development of all human rights and freedoms. At the same time, if the basic human rights and freedoms find a comprehensive justification, interpretation, explanation and argumentation in the constitutional ideology (up to details, particulars, individual nuances), the remaining human rights and freedoms (sectoral, relating to individual spheres of human life) are addressed in the constitutional ideology in general terms, without detail and concretization. The latter (i.e., detailing and specification) is given by the relevant branches, sub-sectors and institutions of law, the subject of which are these rights and freedoms.

It should be said about the great influence of the constitutional ideology on the pace of development of legislation on human rights and freedoms. By concentrating the most important ideas about society, the state, societies and personalities, the constitutional ideology can express reasoned judgments about the timing and sequence of the adoption of normative legal acts, including acts on human rights and freedoms. She can recommend one of these acts to be adopted in a primary, accelerated order, and with others - while to wait, wait. With regard to the content of such acts, it will be given more details of its recommendations on acts on fundamental human rights and freedoms, while the contents of acts on other human rights and freedoms will only be dealt with in general terms, without detailed elaboration and concretization.

For example, the constitutional ideology expresses only a general opinion on the necessity of refraining from the use of the death penalty for the commission of the majority of crimes (or, conversely, the preservation of this means of influencing the perpetrators of many criminal acts). At the same time, she justifies her position with arguments stemming from the widest possible analysis of the needs of social development, comparing human interests with those of individuals. With regard to the detailed consideration of the death penalty in comparison with other measures of criminal punishment, the correlation of their results and consequences with the tasks facing the state, society, societies, a detailed analysis of the personality of the perpetrator, the specifics of each crime, and so on included in the duties of the criminal-legal (criminal-procedural, criminological) ideology. The possibilities of constitutional ideology in this part are limited and the totality of the means used by it is insufficient.

When considering the impact of the constitutional ideology on the development of human rights and freedoms, one can't abstract from its characteristics, consisting in the fact that it is a collection (or system) of views, views, ideas, ideas that form an internally coherent, almost consistent integrity and unity. All these components of the constitutional ideology act in unison, as if they “hit the same point”, mutually

complement each other, pursuing the same goals and objectives. In literature, there was even a sign of the conceptuality of each ideology, by which it means that it (ideology) proceeds from one concept, is permeated from beginning to end by it.

It's true, that in every society, not one but several types of constitutional ideology are formed, and each of them defends its value system, solves its goals and tasks, differing (sometimes significantly) from the goals and tasks of other types of constitutional ideology. You can talk about the constitutional ideology of the middle class of owner-entrepreneurs, the ideology of workers, peasants, and intellectuals. All of them openly or secretly struggle with each other; they strive to enforce their attitudes, to translate their views and views on human rights and freedoms in the norms of constitutional law. During the elections to the bodies of state power and local self-government, each type of constitutional ideology develops the strategy and tactics of those social strata and groups whose interests it represents. At the same time, the meaning of participation in elections is seen in achieving a common victory and obtaining the majority of seats in elected bodies, or, if not achieve a common victory, then at least hold representatives (the more, the better) in elected bodies, or, finally, simply to propagate their position and to criticize the position of the remaining forces and groups participating in the elections. But it is of particular importance that each party participating in the elections develops its electoral platform and an expanded program, which it plans to implement both in case of victory and any other election outcome. Unfortunately, in this case, Kazakhstan is taking only the first steps and is going through the initial period of the formation of constitutional views and notions, not to mention the formed versions of the constitutional ideology. There is a lot of duplication in the programs of the parties, there are no clear, established formulas and conclusions, the constitutional goals of different social strata and groupings differ little from each other. Only with the accumulation of experience of participation in solving constitutional problems by society as a whole, and by each social group, these shortcomings will gradually become obsolete.

It should be noted that ideology in general, we sometimes idealized the constitutional ideology, unilaterally exaggerating its advantages and advantages. It was believed that ideology, providing a theoretical reflection of reality, creates the precondition for the achievement of truth. But for some reason we ignored Engels' words about the perverse nature of any ideology, for, by setting forth class goals and tasks, it produced a fit for theoretical views and conclusions. According to F. Engels, ideology is the deduction of reality not from itself, but from representation [11, page 93]. Therefore, it turned out that the tasks and goals of a particular society were extrapolated to the whole of society, which led to a shift in conclusions and perceptions. Exactly the same advantages of constitutional ideology were exaggerated, stemming from the theoretical nature of the reflection of life processes and relations in it.

Nevertheless, the constitutional ideology can approach the truth if it rises above the interests of a single society, tries to reach the general social level of cognition and reflection of reality. The more in this type of constitutional ideology elements of general social importance, so it is able to ensure the development of measures in the interests of the whole society.

As it is noted in all Messages of the President of the Republic of Kazakhstan to the people of Kazakhstan, the constant improvement of the social well-being of Kazakhstanis, all strata and social groups of the Kazakh society is and will remain in the forefront of state policy [12]. In carrying out this task, ideology, including constitutional, should occupy one of the central places.

The transition of Kazakhstan society from the totalitarian conception of society and the state and its relationship with the individual to civilization values, the design in Kazakhstan of a classical, liberal type of civil society, the attempt to transfer to the autonomization of the individual implies the nomination of constitutionalism as a national idea. The assertion of constitutionalism as an integrative national idea and as a component of a nation-wide ideology is of particular relevance in modern Kazakhstan, when the process of determining universally valid value and ideological landmarks is underway [13, page 7].

As a special component of constitutional public consciousness, constitutional and legal psychology includes, firstly, a wide range of spontaneously developing, non-systematized constitutional views, ideas, judgments and ideas that differ from views, ideas, judgments and ideas that form in their totality a constitutional ideology; secondly, a diverse layer of emotions, feelings, emotions, mindset, formed in

people in connection with the formation, functioning and development of constitutional institutions, structures and relationships. Being so heterogeneous, heterogeneous education, in which ideas and feelings, views and moods, ideas and emotions are intertwined, constitutional and legal psychology from the environment in which the authority, power and significance are formed, acquire, change and develop constitutional norms and institutions. The latter in their impact on public life are mediated both by constitutional ideology and constitutional-legal psychology. At the same time, they mutually influence each other: constitutional norms and institutions, as well as the forms of their implementation and implementation, influence the development of constitutional consciousness; in turn, the role of the latter can't but affect the real state of all means of constitutional regulation.

In the scientific literature, the issue of socio-legal psychology is highlighted mainly in the sense that it is an integral part of the sense of justice and is characterized by a certain system of relationships with legal ideology. As for the socio-legal constitutional psychology as a component of the system of constitutionalism and the consequent role of it in relation to those functions that face constitutionalism in general and each of its components separately, this task has not yet found in science its detailed disclosure and lighting. Meanwhile, the analysis of social and legal constitutional psychology in comparison with all links of the system of constitutionalism expands the "review sector", allows to include in the sphere of attention of researchers such spheres of its action that, under the former approach, were either at the periphery of the study or not at all. The differences between these two aspects of the study of socio-legal constitutional psychology can be demonstrated by the example of its influence on the state of human rights and freedoms. In the first case (namely, when studying social and legal constitutional psychology as an integral part of constitutional consciousness), it is a question of the fact that human rights and freedoms are the object of reflection in consciousness, that they are reproduced in it (in consciousness) in an adequate or in perverted form.

Constitutional legal psychology takes its place in the structure of constitutionalism and, it must be said, that its influence is felt at different "floors" and levels of constitutionalism.

It is possible to note the following most significant differences between socio-legal constitutional psychology and constitutional ideology. If social and legal constitutional psychology is based on empirical reflection of constitutional reality, the constitutional ideology tries to provide a theoretical reflection of this reality. Therefore, the concepts and categories of socio-legal constitutional psychology are inferior to the concepts and categories of constitutional ideology in terms of the depth of penetration into the essence of the reflected phenomena, as well as the quality of reproduction in them of the properties and attributes of the latter.

The presence of a single object of reflection in socio-legal psychology and constitutional ideology to some extent brings together and brings together these two components of constitutional and legal consciousness. But you can't put a sign of identity between them. The same social relations (not all, but only those that are among the main ones that determine the basis of the socioeconomic system and political organization that affect the status of the individual, the structure and activities of the state mechanism) are reflected in the constitutional socio-legal psychology and constitutional ideology, but the latter can not reflect them in the same way, because their approaches to the named relations, the mechanisms of their perception, analysis and cognition are completely different. Hence, the results of reflecting the constitutional-legal reality in them can't be put on one level. Constitutional legal psychology, in the process of reflecting its sector of reality, willingly or unwittingly emphasizes its external connections and mediations, is unable to penetrate its deep layers, for its inherent empirical level of reflection of reality does not allow it to do so. There is much more scope for penetrating the reality reflected in constitutional ideology, which has a theoretical form of reflection in its arsenal. Using it, the constitutional ideology is not limited to the reproduction and knowledge of what lies on the surface of the constitutional relations reflected by it, but tries to reveal, reveal and analyze the inherent laws and tendencies of development, which, as a rule, is inaccessible (or little available) to constitutional legal psychology.

Such differences in the reflective activity of constitutional ideology and constitutional and legal psychology affect the quality of the means of influence of constitutional law on the processes of society's

life developed by the above-named parts of the constitutional legal consciousness. “The measures proposed by the legal psychology are much inferior in quality to the legal measures being developed by ideology” [10, page 94].

The view from the constitutional and psychological positions on the solution of the problems of securing, securing and protecting the rights of citizens and especially their considerable expansion is often superficial, unreasonably maximalist, without taking into account the fact that there are sufficient material, economic, resource, organizational and technical and other conditions for stating the issue of fixing these innovations in legislative and other normative legal acts, or they are absent. The main thing is that there is no confidence in the guaranteed implementation of such requirements with regard to the empowerment of citizens. Sometimes, at the constitutional and psychological level, the main attention is paid to the promotion of demands for the expansion of the rights of citizens, but many of them eventually turn out to be declarative, impracticable because the state and society lack the necessary resources for their implementation.

This is the “Achilles’ heel”, i.e. the most vulnerable place of many demands put forward by the constitutional and psychological part of the legal consciousness of society, of certain social groups, of individual citizens. For example, the requirements for increasing the amount of pensions directly depend on the material situation of the country, the size of the revenue side of the state budget, and a multitude of economic and socio-political indicators. And if you do not observe the sense of proportion and do not show a sober and even critical approach in these matters, the overstated demands for a serious increase in pensions become ephemeral, and if put “to perform” can lead the country into a difficult situation.

The question of the requirements for citizens’ rights, put forward by constitutional ideology, is raised a little differently. Based on the theoretical reflection of reality, it is much more balanced approach to the formulation of its requirements, which are to be fixed in legislative and other normative legal acts, strives to ensure that they (the demands put forward by it) fully correspond to those material, economic, socio-political, technical and other conditions that have developed in the society in this period. In contrast to the constitutional and psychological component of a society’s legal conscience, the constitutional ideology, in developing its recommendations, proposals and demands, tries to avoid judgments and ideas based on the reflection of only the superficial aspects of constitutional reality and taking into account accidental secondary factors, makes efforts to base its proposals and requirements were put theoretical, relevant (or close to) the truth of the idea of the basic laws and trends of development I am the constitutional sphere of the life of society and the state. Therefore, there is not such a big gap in the proposals and demands on the issue of citizens’ rights developed by the constitutional ideology and the actual needs of social development, which is typical for the proposals and demands put forth by the constitutional and psychological part of the sense of justice.

Important differences between the constitutional ideology, on the one hand, and the constitutional and psychological part of the sense of justice, on the other, are found when comparing the inherent processes of mobility, dynamism, and variability. These processes are ambiguous and depend on various causes, for example, depending on which stage of changes (initial, subsequent) we are talking about. The initial period of changes may occur earlier in different structural subdivisions of the constitutional and legal consciousness: in some cases before in the constitutional-psychological part of consciousness, in others earlier in the constitutional ideology, and sometimes simultaneously in both parts of the constitutional consciousness. But the subsequent spread of the change occurs more quickly within the framework of the constitutional ideology, whereas in the sphere of the constitutional-psychological part of the legal consciousness, changes cover it much more slowly, meeting resistance from its other stable and stable components. For some time (sometimes long) new ideas, views and opinions on the rights of citizens coexist with the previously arisen and already established ideas, views and judgments. But the latter, with the advent of the former, do not by themselves disappear, but try to prove their rightness, necessity and usefulness. Such a confrontation between the new and the old in the content of the constitutional and psychological part of the sense of justice lasts much longer than in the content of the constitutional ideology. In the latest active actions of ideological theorists, the process of achieving the superiority of the new over the old is accelerating, which is facilitated by the unity, integrity, harmony, consistency, complexity of constitutional ideology as a structural unit of constitutional and legal consciousness.

From what has been said, we can conclude that, in the words of K.S. Birzhanova, “the reflection of reality is realized not only in legal ideology, but also in legal psychology, with the participation of which the human action is anticipated and given it a purposeful character” [14, page 266]. The significance of these structural divisions of the constitutional legal consciousness is that each of them not only fulfills the goals and tasks assigned to it in the part of promoting the establishment, guaranteeing, protection and realization of human rights and freedoms, but also tries to supplement what is being done by the other of them. In such interaction - the keystone to the success of constitutional consciousness as an important part of the system of constitutionalism.

“The updated Constitution is the driver of the further progressive evolution of Kazakhstan on an ascending one. The Basic Law as a system of constitutional coordinates, within which legislation is adopted, society develops and state bodies work, at the current stage meets the interests of the country’s development and contains sufficient potential to ensure the sustainability of the course” [15]. Constitutional legal consciousness based on the renewed constitution, all its structural units contribute to the protection and maintenance of human and civil rights and freedoms.

#### REFERENCES

- [1] N.A. Nazarbayev. Message of the President of the Republic of Kazakhstan to the people of Kazakhstan “New opportunities for development in the conditions of the fourth industrial revolution” // *Kazakhstanskaya pravda*. **2018**, January 10. №6 (28635).
- [2] K.A. Mami. The implementation of constitutional novels is the key to further prosperity of Kazakhstan // *Kazakhstanskaya pravda*. **2018**, 12 March. № 28 (28653).
- [3] Farber I.E. Legal awareness as a form of public consciousness. Moscow: Juridical Literature, **1963**. 218 p.
- [4] Polyakov A.V. General theory of law: problems of interpretation in the context of a communicative approach. Textbook. - St. Petersburg: Publishing House of St. Petersburg State University, **2004**. P. 397-399.
- [5] Marx K., Engels F. Compositions.- Moscow: St. publishing house of political literature, **1956**. T.3. P. 25.
- [6] Marx K., Engels F. Works. -M.: St. publishing house of political literature, **1959**. T.30. P. 504.
- [7] Zlotnikov S.M. Corruption and illegal migration // In: The fundamentals of counteraction to corruption. Tutorial. - Almaty: PF “Transparency Kazakhstan”, OFFUIC “Interlegal” in Kazakhstan, **2004**. P. 328.
- [8] Functions of the state in the conditions of the modern world (on the materials of independent Kazakhstan / Edited by M.T. Baymakhanov, Almaty: KazGUU Publishing House, **2005**. P. 114-125.
- [9] Ostroumov G.S. Legal awareness of reality. Moscow: Nauka, **1969**. P. 102-102.
- [10] Baymakhanov M.T. Contradictions in the development of the legal superstructure under socialism. Alma-Ata: Nauka, **1972**. P.94.
- [11] Engels F. Anti-Duhring. Moscow: Politizdat, **1983**. p. 93.
- [12] See: Message of the President of the Republic of Kazakhstan to the people of Kazakhstan 2005-2018.
- [13] Amandykova S.K. Formation of the doctrine of constitutionalism in Kazakhstan. - Karaganda, 2002. 439 p.
- [14] Birzhanova K.S. Legal consciousness // Theory of state and law. Textbook for higher educational institutions / Ed. A.U. Beisenova. Almaty: Atamura, **2006**. P. 266.
- [15] Message of the Constitutional Council of the Republic of Kazakhstan “On the state of constitutional legality in the Republic of Kazakhstan” (Announced at a joint meeting of the Chambers of the Parliament of the Republic of Kazakhstan on June 15, 2018) // *Kazakhstanskaya Pravda*. **2018**, on 18 July. No. 112 (28741)

**Д.М. Баймаханова, Д.А. Оспанова**

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ.

#### **КОНСТИТУЦИАЛЫҚ-ҚҰҚЫҚТЫҚ САНА - КОНСТИТУЦИОНАЛИЗМНІҢ МАҢЫЗДЫ КОМПОНЕНТІ РЕТІНДЕ ЖӘНЕ ОНЫҢ АДАМ ҚҰҚЫҚТАРЫ МӘСЕЛЕЛЕРІН ШЕШУДЕГІ РӨЛІ**

**Аннотация:** Аталмыш мақала қоғамның құқықтық санасының конституциялық саласын ретке келтіруші және адамның негізгі құқықтарының қызметін қамтамасыз ететін негізгі қызметтің жүзеге асырылуын қамтамасыз ететін бөлшегін зерттеуге арналған. Ол әділетті қоғамның конституциялық секторының өміріндегі рөлі мен адам құқықтарын орынды қамтамасыз етуге көмектеседі және тұтастай қоғамның дамуына, олардың қалыптасуы, дамуы және жүзеге асыру үрдісіне гносеологиялық түсініктеме береді, олардың конституциялық медиация пішінін ашады, қолдау және қолайлы жағдай жасау қағидасын іске асыру

үшін жағдай жасау, адам құқықтары саласындағы реформа және қайта қоғамдық пікір дайындау мен берілген әрбір басымдық түсінуге ықпал етуші мемлекет бағыты.

**Түйін сөздер:** Конституция, конституционализм, конституциялық-құқықтық сана, конституциялық идеология, конституциялық психология, адам құқықтары мен бостандықтары, Қазақстан Республикасы азаматының құқықтары мен бостандықтары.

УДК 342.7(574)

**Д.М. Баймаханова, Д.А. Оспанова**

Казахский Национальный университет имени аль-Фараби, г.Алматы

### **КОНСТИТУЦИОННО-ПРАВОВОЕ СОЗНАНИЕ КАК ВАЖНЫЙ КОМПОНЕНТ КОНСТИТУЦИОНАЛИЗМА И ЕГО РОЛЬ В РЕШЕНИИ ПРОБЛЕМ ПРАВ ЧЕЛОВЕКА**

**Аннотация:** статья посвящена исследованию той части правосознания общества, которая обращена к конституционной сфере регулирования, выполняет функции по обеспечению нормального функционирования основных прав человека. Это обусловлено тем, что конституционный сектор правосознания общества обеспечивает показ роли и места прав человека как в жизнедеятельности последнего, так и в развитии общества в целом, дает гносеологическое объяснение процессу их становления, совершенствования и осуществления, раскрывает формы их конституционного опосредования, поддержки и создания благоприятных условий для реализации, подготавливает общественное мнение к проведению реформ и преобразований в сфере прав человека, способствует пониманию каждым приоритетности данного направления деятельности государства.

**Ключевые слова:** Конституция, конституционализм, конституционно-правовое сознание, конституционная идеология, конституционная психология, права и свободы человека, права и свободы гражданина Республики Казахстан.

**Сведения об авторах:**

Baimakhanova D.M. – doctor of law, professor of chair of the theory and history of state and law, constitutional and administrative law, law department, al-Farabi Kazakh National University, Republic of Kazakhstan, Almaty, E-mail: [dina\\_405@mail.ru](mailto:dina_405@mail.ru); <https://orcid.org/0000-0002-2741-4348>;

Ospanova D.A. – candidate of law, associate professor of chair of the theory and history of state and law, constitutional and administrative law, law department, al-Farabi Kazakh National University, Republic of Kazakhstan, Almaty, E-mail: [azizkhan\\_0606@mail.ru](mailto:azizkhan_0606@mail.ru), <https://orcid.org/0000-0001-7561-6596>

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.23>

Volume 5, Number 321 (2018), 137 – 141

Z.A. Imangozhina

Financial Academy, Astana, Kazakhstan

**SHALE GAS REVOLUTION: GLOBAL TREND  
IN THE WORLD ENERGY MARKET**

**Abstract.** The shale industry is the branch of fuel industry engaged with production and processing of combustible shales.

There are two basic methods of drilling, which are used to access the shale gas:

- the first is horizontal drilling, where the well must be drilled in the rock that starts to go straight down, and then bent to form horizontal wells. In the formation of wells, drill moves horizontally to the shale which is fossil. Usually horizontal section of wells is about 1 - 3 kilometers.

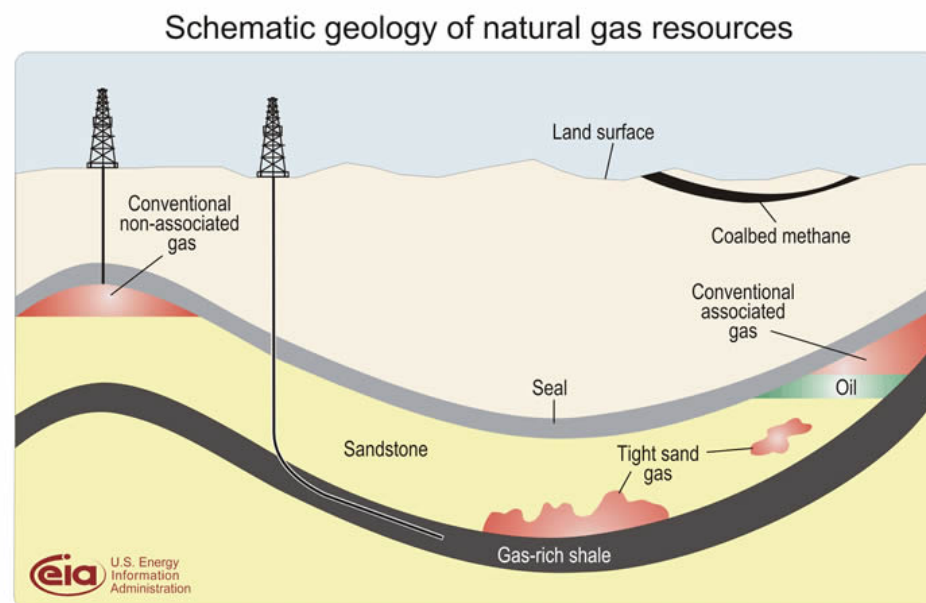
- the second method is known as layer hydraulic fracturing. Water, chemicals and sand are pumped in shale gas well with this method of shale gas extraction. This forms a cracks which allow shale natural gas to exit in the pit.

The research aims the purpose to estimate prospects of production of shale gas in Kazakhstan and gas influence from nonconventional sources on the energy market of the country.

**Keywords.** Shale industry, methods of drilling, horizontal drilling, hydraulic, gas, Kazakhstan.

**Introduction.** The shale industry is the branch of fuel industry engaged with production and processing of combustible shales. In Great Britain this type of the industry has gained significant popularity in the 19<sup>th</sup> century, also in July of 1918 in the USSR the resolution on extraction and processing of combustible shales has been accepted by V.I. Lenin's initiative. And, in the United States in 1821, there was drilled the first shale well specializing on production of shale gas. This type of fuel was used in the USSR: after the great patriotic war it was mined in Estonia and shipped by pipeline to Leningrad.

Shale gas - is natural gas produced from oil shale and consists mainly of methane. It is known as an unusual natural gas, it is considered as an environmentally friendly source of energy.



**Methods.** There are two basic methods of drilling, which are used to access the shale gas:

- the first is horizontal drilling, where the well must be drilled in the rock that starts to go straight down, and then bent to form horizontal wells. In the formation of wells, drill moves horizontally to the shale which is fossil. Usually horizontal section of wells is about 1 - 3 kilometers.
- the second method is known as layer hydraulic fracturing. Water, chemicals and sand are pumped in shale gas well with this method of shale gas extraction. This forms a cracks which allow shale natural gas to exit in the pit.

The experimental developments in shale gas production have been started by George P. Mitchell's company "Mitchell Energy & Development" in 1980 year in United States. The Barnett Shale field became proving ground for testing technology of horizontal drilling. And in 2002 the horizontal well was drilled by the Devon Energy company for industrial production of shale gas on the Barnett Shale field (USA).

The process of horizontal drilling is made by innovative methods of seismic modeling 3D GEO, which involves a combination of geological studies and mapping of computer data processing, including visualization.

Horizontal drilling technology has many nuances. For example, drilling angle must match the angle of the shale formation, and well must lie directly in thicker layers of shale, not reaching their borders. Breaking the rules can lead to a migration of methane through cracks and other openings in the upper layers of sedimentary rocks.

20 years of experiments were needed to develop effective technology of horizontal drilling with reservoir donned fracs. Currently, the company "Chesapeake Energy" has been developing fields in the Barnett Shale, Fayetteville Shale, Haynesville Shale, Marcellus Shale.

Academic S.A. Hristianovich together with J.P. Zheltov (the Oil Institute of the USSR Academy of Sciences) developed theoretical basis of layer hydraulic fracturing technology in 1953.

Layer hydraulic fracturing (LHF) is one of the methods of intensification of the oil and gas work of wells and of increasing intake capacity injection wells. Also the term freking is used to denote LHF. The method is: a high-conductive crack is created in the specific formation to ensure flow of extracted fluid (gas, water, condensate, oil or its mixture) to well slaughter.

In general, that method reminds plants with root system. It is drilled a deep well (3 km) and when the layer of shale is reached, mine turns further to drill horizontally three kilometers. And there are many such mines in different directions. But even so the gas will not go ... Then make hydraulic: water solution is pumped into the mine. This water solution consists of water plus 1% hydrochloric acid, reagents for better dissolving the breed and granules diametr 0,5 mm; 1, 5 mm. These granules will stick in the riving slabs of shale and will not give them come again.

The most promising method of extraction is considered the so-called propyl hydride freking. Its essence is to break formation without the use of water and harmful chemicals. The special substance of liquefied propane is used instead of water solution. That substances do not settle in the breed, but completely evaporate. Another advantage of the new method is: it allows to start mining more faster.

The specialists from the American company GASFRAC Energy Services Inc. have become pioneers in this area. According to their statements, the propyl hydride freking does not cause any harm to the environment.

The propyl hydride freking is 1,5 times more expensive than hydraulic. Companies, using this method of production, have to pay patent allocation to GASFRAC Energy Services Inc. This method has widespread distribution in America but in Eastern Europe the use of new technology is not planned.

**Results.** Shale revolution is not exclusively a North American phenomenon. According to experts, the reserves of unconventional gas are also available in the UK, Austria, Germany, Hungary, Poland, Sweden and Ukraine. These resources have not been developed due to the shortage of:

- funds for the construction of infrastructure;
- pipelines for delivery;
- facilities to produce of electricity,

which are needed to take advantage of these resources. So, in the spring of 2012 ExxonMobil has drilled two wells in Poland and turned the project because of it unprofitability.

Cost of shale gas is not less than \$150 per thousand cubic meters in the U.S. in 2012 according to the information of director of the Institute of problem of Oil and Gas of the RAS Academician A. Dmitriyevsky. The price of such gas is low only for domestic consumers of American market.

In addition to high costs, the problem is the rapid depletion of the deposits that compels to drill more and more new wells in the Earth's crust shelf. That drilling has a major environmental hazard.

Thus, in Russia the cost of natural gas is about \$ 50 per thousand cubic meters from old gas fields (including transport costs).

Until last year Russia underestimated the global changes in the energy market. If the price of gas is falling in the world, the Russian gas will also have to become cheaper. And probably the Russian oil will not be worth as much as expected.

According to the Energy Information Administration U.S. Department of Energy, the recoverable reserves could be 75 billion barrels of shale oil in Russia, more than the U.S. reserves (58 billion barrels). Though, USA is the current leader in the production of this raw material.

Among other things, it is impossible to forget about the country, whose needs for energy resources are growing. It is China. Since 2011 the GEDG company and the Chinese oil university have conducted preliminary research of stocks of shale gas together in the Province of Shansi. As experts reported, this exploration and evaluation of shale gas project has to be executed within the next two years. China plans to extract 6,5 billion cubic meter of shale gas in 2015. Total natural gas production will grow by 6% in the country from the current level. Probably the Chinese oil shale deposit development can stop or delay the growth in world energy prices.

At present, only three countries produce shale gas using layer hydraulic fracturing in commercial scale: the United States, Canada and China.

the United States are the dominant manufacturer, with a new maximum of 250 billion cubic meters in 2017. Pennsylvania, Louisiana and Texas are key regions of the United States for the extraction of shale gas.

Canada takes a second place, much of this production occurs in Alberta and Saskatchewan.

China is in third place. Chinese shale gas deposits are located in the Sichuan basin.

In 2018 all three of these countries are increasing shale gas production at a higher rate than regular gas.

Kazakhstan has been going to geological researches of shale gas on its territory around the major coal fields. The appropriate instructions have been given by Prime Minister in shale gas researches at a government meeting in March 2012.

"We must find the resources, elaborate and conduct exploration work on our shale gas around the coal fields. These coal fields are very similar to the Polish – may be in Karaganda region or in Pavlodar pool or some another regions. In accelerated order that development must be done "- instructed the head of the government.

K. Masimov considered that "now the electrical power and power policy changed with opening of new technologies on development of shale gas in many countries".

In Kazakhstan the "Use of Nonconventional Gas with Emphasis on Shale Gas" research is carried through Samruk-Kazyna LLP.

Research aim definition of existence and technical potential of use of shale gas in the Republic of Kazakhstan, the analysis of existing standard and legal base,

and development of suggestions for improvement of legal regulation of this sector.

The research aims the purpose to estimate prospects of production of shale gas in Kazakhstan and gas influence from nonconventional sources on the energy market of the country. Besides, within the research should be done a detailed analysis of existing and potential future technologies for extracting shale gas.

Shale deposits are available in different parts of the world, but many countries haven't started their research yet. If they start, natural gas world reserves will significantly increase.

In those countries where shale fields starts to develop, the prices of natural gas will fall. It will turn strengthen a tendency of replacement oil by gas, and global oil demand will fall. As a result oil price will either fall or stop to grow. Besides, USA has already used gas for electric power generation, and that's influent for decline of the American and world coal prices.

Except positive prospects there are existed the negative factors on production of shale gas.

Some accidents are happened at application of any technologies. They can have serious consequences. It is necessary to study the possible consequences before the production and processing.

Especially, it is needed to take into consideration the fact that such development and production of shale gas are high expensive branch. And it is required big investments.

Bela Syrlybayeva (the Kazakhstan Institute of Strategic Researches (KISR)) considers that our country shouldn't be involved in shale race under the influence of general euphoria. Mrs. Syrlybayeva explains that production of shale gas is ambiguous from the ecological point of view.

Today the USA are leaders on production of shale gas. They use technology of hydraulic fracturing of layer – this technology demands a large amount of water, which has negative influence on a condition of the soil. Considering that Kazakhstan has water shortage, Mrs. Syrlybayeva noticed that this technique is dangerous to ecology especially for our country. "In Kazakhstan there is a difficult water and ecological situation. Because of this we have to wait when world technologies reach acceptable level in the ecological plan and then we can use it", – she considers.

But Russian experts consider that threat which can arise because of development of production of shale gas is exaggerated. According to Artem Ustimenko (Agency of research of profitability of investments), it is necessary to recognize that the global agiotage about shale gas is artificially exaggerated. It occurs with the support of companies involved gas's production. Production of nonconventional stocks of gas, first of all shale gas, is in the first stage of organization in many countries, both scales and quality of resources of base aren't determined yet.

In connection with pressure increase from shale gas on the global market, it isn't expected essential risks to oil and gas sector for Kazakhstan. Production of natural gas which in commodity expression by 2020-25 won't exceed 29-30 billion cubic meters, won't play so significant role, as, for example, for Russia. Therefore it is possible to say that the further supply growth of gas and adjustment of its spot cost towards fall in the global market won't lead to critical consequences for Kazakhstan.

As said Makhambet Dosmukhambetov, first Vice Minister of energy, the consumption of oil and gas is decreasing. "And Kazakhstan should be ready in advance. Development of shale oil and gas production requires large investments. Today, in the face of low prices, I can't see somebody who is wanting to risk. Cost of shale oil and gas is very high, especially at the starting stage. We try to encourage this trend, but the interest is not yet visible. "

Meanwhile, according to M. Dosmukhambetov, oil production in Kazakhstan for 8 months of the year 2017 amounted to more than 19 million tonnes, up 5 per cent above the plan. By the end of 2017 oil production is expected to reach 28 million tons, gas is planning to produce 15 billion cubic meters.

**Discussion.** In conversation about perspective of development production of shale gas in Kazakhstan, it is very untimely to speak about Kazakhstan prospects of production of shale gas in the closest 5-7 years. In particular, it is necessary to consider that not commercial nor the general geological stocks of these power raw materials are determined in Kazakhstan. There is no key factor on the basis, on which we can build these or those forecasted scenarios.

In the current level of technology shale gas production is still not cost effective, especially technology of hydraulic fracturing. Because it strongly depends on huge financial support, benefits from the government and the pricing situation in the global energy markets.

Moreover, our republic has a great potential for increasing the production of coal and conventional hydrocarbons, that's why the competitiveness of shale gas is particularly controversial.

At the recent Global Challenges Forum Summit passed in Astana on May 17 2018, Executive Vice President for Production Exploration and Oil Field Services JSC «Kazmunaygaz» Oleg Karpushin said : "We did a preliminary assessment of the resource potential of both shale gas and shale oil. In principle, it's need to compare the economic efficient of shale gas extraction with natural gas. And for that moment , our primarily goal is to exploration the major hydrocarbonic resources, and its realization. This is the most economically feasible, there is less barriers. We have partners who understand how to implement these stocks, resources. So I think that the issues with slate, with hardly-remove stocks, are not actively on our agenda "

In conclusion we can say that Kazakhstan should not apply for the role of pioneer in any case. So, in my opinion, it is possible to produce exploration and scientific development, but without commercial production.

## REFERENCES

- [1] "Kazakhstan Association of Oil-Gas and Energy Sector "KAZENERGY"
- [2] Invest in Kazakhstan
- [3] [www.atlas.windenergy.kz](http://www.atlas.windenergy.kz)
- [4] <http://polpred.com/?ns=1>
- [5] <http://newskaz.ru>
- [6] <http://kapital.kz>
- [7] <http://365info.kz>
- [8] Materials of Global Challengers Summit, Astana 2018

## З.А. Имангожина

Қаржы академиясы, Астана, Қазақстан

**СЛАНЦЕВАЯ РЕВОЛЮЦИЯ: ГЛОБАЛЬНЫЙ ТРЕНД  
НА МИРОВОМ ЭНЕРГЕТИЧЕСКОМ РЫНКЕ**

**Аннотация.** Сланец өндірісі - бұл отын өнеркәсібінің саласы, мұнай сланцы өндірісі мен өңделуімен айналысады.

Сланецті газға қол жеткізу үшін пайдаланылатын екі негізгі бұрғылау әдісі бар.

Олардың бірі көлденең бұрғылау болып табылады, ал ұңғыманы рокке бұрғылап, тікелей төменге қарай бұрылып, ұңғыманың көлденең бөлігін қалыптастырады. Құдық пайда болған кезде, бұрғылау көлігі көлденеңінен газдың орналасқан жерінде өткізіледі. Ұңғыманың көлденең қимасының ұзындығы әдетте 1-ден 3 километрге дейін болады.

Екінші әдіс - гидравликалық. Бұл экстракция әдісінде су, химия және құм сланецті газ ұңғымасына айдалады. Бұл сланец газы ұңғымаға кіретін сызаттар құрайды.

Зерттеу Қазақстандағы сланецті газды өндіру/өндіру перспективаларын және дәстүрлі емес көздерден елдің энергетикалық нарығына әсерін бағалауға бағытталған.

**Түйін сөздер.** Сланец өндірісі, бұрғылау әдісі, көлденең бұрғылау, гидравликалық, газ, Қазақстан.

## З.А. Имангожина

Финансовая академия, Астана, Казахстан

**СЛАНЦЕВАЯ РЕВОЛЮЦИЯ: ГЛОБАЛЬНЫЙ ТРЕНД  
НА МИРОВОМ ЭНЕРГЕТИЧЕСКОМ РЫНКЕ**

**Аннотация.** Сланцевая промышленность - это отрасль топливной промышленности, занятая добычей и переработкой горючих сланцев.

Существует два основных метода бурения, которые используются для доступа к сланцевому газу.

Один из них - это горизонтальное бурение, когда скважина просверливается в горную породу и идет прямо вниз, а потом изгибается образуя горизонтальная часть скважины. При формировании скважины, бур перемещается горизонтально до сланцев в которых находится газ. Протяженность горизонтального участка скважины обычно от 1 до 3 километров.

Второй метод - гидравлический. При этом методе добычи вода, химикаты и песок закачиваются в сланцевую газовую скважину. Это образует трещины, через которые сланцевый газ выходит в колодец.

Исследование также ставит перед собой цель оценить перспективы добычи/производства сланцевого газа в Казахстане и влияние газа из нетрадиционных источников на энергетический рынок страны.

**Ключевые слова.** Сланцевая промышленность, метода бурения, горизонтальное бурение, гидравлический, газ, Казахстан.

**Information about author:**

Imangozhina Z.A. - Financial Academy, Astana, Kazakhstan.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.24>

Volume 5, Number 321 (2018), 142 – 146

UDK 657.6

A.N. Rakaeva<sup>1</sup>, B.A. Zhumataeva<sup>1</sup>, M.K. Uspanbayeva<sup>1</sup>, B.B. Doskalieva<sup>2</sup>

<sup>1</sup> Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;

<sup>2</sup> JSC "Financial Academy", Astana, the Republic of Kazakhstan;

e-mail: rakaeva@yandex.ru; doskalieva@mail.ru

## LEVEL OF ECOLOGICAL REPORT DEVELOPMENT IN THE ECONOMIC OF KAZAKHSTAN'S COMPANIES

**Abstract.** The article examines the main issues of the development stage of ecological reporting in Kazakhstan's company's economy. An analysis of the company's indicators of environmental reports has been made according to the local and foreign articles.

Toughening environmental standards, the position of suppliers and consumers, the level of taxation associated with the environment, etc. lead to the emergence of new obligations, new costs that affect the financial condition of enterprises. The analysis of local and foreign publications on the issues of accounting for the company's ecological indicators shows that the existing approaches are contradictory, differ in their goals and basic classification characteristics. Nevertheless, the problems associated with their timely reflection, necessitate the need for an appropriate accounting. To date, the financial statements do not contain enough non-financial information neither information about intangible assets. Ignoring environmental liabilities in accounting and, as a consequence, not including them in reporting is dangerous for many reasons. First of all, shareholders may wish to retain the shares achieved in the price. Secondly, the lack of a certain policy in the field of environmental obligations can lead to the fact that management personnel will not timely draw the attention of senior management to environmental problems. Third, the organization can establish a reputation as irresponsible. And, finally, shareholders can try to bring suits against an organization that does not provide relevant information.

If a environmental report is new in Kazakhstan, meanwhile in the world principles of this report developed in a high degree. We will consider the actual environmental costs of Kazakhstan enterprises.

**Key words:** environmental reporting, the costs of environmental protection, payments.

Strict environmental standards, the status of suppliers and consumers, environmental tax rates, and so on. The emergence of new obligations affects the costs that affect the financial condition of the enterprise. The enterprise should solve in a timely manner incoming problems. In our opinion, an environmental report is a tool for measure and determine the environmental costs.

Environmental accounting is an effective information system on the impact of economic entities on the environment and in case to minimize its impact we there is need to inform the third party. Environmental accounting reports are accounting the system of environmental performance and environmental impact assessment reports, as well as for an accurate and complete depiction of the economic system for environmental change.

The **materials and methods** used in this article are used for comparisons and analysis, monitoring, evaluation and research. They are the basis methods of analysis of the study of ecological report objects.

**Results and discussion.** As accounting is a practical science, it requires the clarification of the comparative status of the environmental report in the entire accounting system and its relationship with traditional financial and management accounting systems.

The concept of environmental reporting for Kazakhstani companies remains a new phenomenon annually, but its principles have been advancing for a long time in the world. Many world-renowned companies regularly prepare non-financial reports on sustainable development in environmental reporting. At present, there are no international accounting standards that disclose environmental information in corporate financial statements.

The analysis of the state of the reporting and reporting of the environmental activity of the Kazakh enterprises has shown insufficient level of its organization. Environmental reporting is carried out in organizations regularly, often through samples, statistical reports and expert assessments. Most of the existing environmental costs are not separated into separate accounting and reporting items.

In many enterprises there is a violation of accounting environmental costs. At the same time, it is "dissolves" at the cost that is relevant. Environmental costs of the enterprise are calculated on an unreasonable basis with respect to occupational safety and health or other costs. Therefore, the basis for the development of environmental accounting is prevention of crisis phenomena, which is socially-economically important.

All this creates difficulties for identifying a specific environmental environment of the enterprise, does not contribute to the organization of control over the environmental costs, and does not allow the creation of optimum management decisions in the responsibility centers that affect the final results of financial and economic activities. In Kazakhstan, as in a number of other countries, polluting enterprises do not include the corresponding products (services) for nomenclatures for control and statistics bodies, they report only to general emissions and provide relevant information. In our country, there is no uniform methodology for reporting environmental issues. In this case, the Ministry of Finance of the Republic of Kazakhstan recommends that enterprises be should guided by the general reporting requirements.

When analyzing domestic and foreign publications on the accounting of environmental performance of enterprises, the existing approaches contradict different purposes and differentiated by the main classification characteristics.

Environmental research by foreign researchers considers the industrial enterprises as a set of internal management accounting, financial reporting for external reporting purposes as well as cost-benefit analysis methods. Therefore, K.S. Sayenko is providing its definition natural of economic organization continuously in custody, of ecological liabilities, ecological business operations as an organized system for gathering, writing and summarizing information in physical and money resources of the organization through its chain [1]. Survey of E.V. Ilyicheva "Environmental Impact of Balance Sheet Environmental Accounting Policy" provides identification, assessment, planning and forecasting, monitoring and analysis of environmental costs and environmental obligations, and provides information on collection, registration and summary reporting in the segments as well as the environment protection report. [2]

The concept of ecological account L.P. Lazarev usually combines informational function and environmental management with accountability for natural resources, which, in its turn, defines the collection and analysis of information on the quantity and quality of available natural resources to predict trends in the organization of rational use of natural resources, planning of economic and ecological activities, and the use of nature, current and future changes in environment. [3]

Scottish scientist R. Gray, is highlighting the following elements in the environmental report: Accounting and Auditing, Environmental Management, Environmental Reporting, Sustainable Business Development [4].

In the work of S.M. Shapiguzov, the disclosure of information about the company's nature protection activities will help its owners evaluate the management's activities, provide wide public control, and assist in the formation of a positive image of the enterprise [5].

According to S.M. Bychkova and M.Yu. Egorov the environmental reporting system should contain the following key elements: 1.Accounting policy that includes environmental aspects; 2.Full account of environmental costs (capital and current); 3.Determine the cost of environmental obligations and their accounting; 4.Formation of ecological record [6].

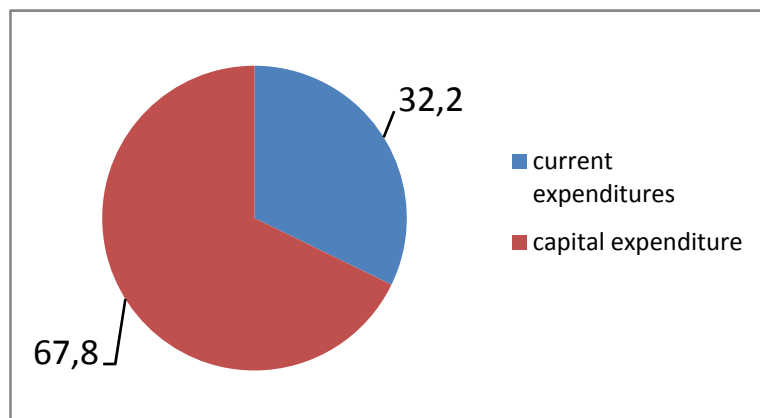
The development of environmental accounting and reporting is being carried out all over the world. International organizations (UNEP, United Nations Conference on Trade and Development (UNCTAD), United Nations Commission on Sustainable Development (CSD), US Environmental Protection Agency (EPA) and others.

Most of the studies in the field of environmental accounting are relevant, but the role of accounting in the solution of environmental problems at the expense of accounting reform in accordance with IFRS in Kazakhstan is changing.

It should be noted that all environmental costs are in Kazakhstan's practice.

However, the development of environmental accounting requires optimization of environmental costs, adaptation to modern requirements for financial and managerial accounting, especially in the formulation of appropriate costs. There should be a source of information for reporting: primary environmental reporting and statistical reporting; set of shots to the organization; disposal of emissions and waste; documents of the use of natural resources and environmental pollution as well as payments on natural investment.

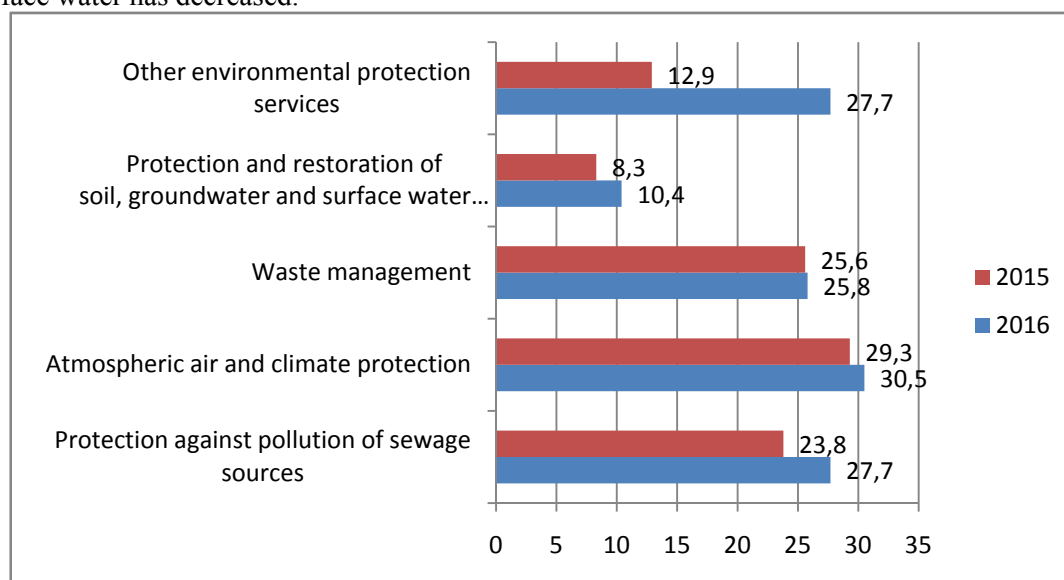
Analysis of the dynamics of current expenditure for environmental protection will allow them to determine their small growth. The percentage of total environmental expenditure is capital expenditure. (1-picture)



1-picture - composition of ecological costs

Note: made in accordance with information of Statistics Agency of the Republic of Kazakhstan #37-4/276 dated 02/08/2016 <http://stat.gov.kz> [7]

As picture 2 shows, the total cost structure is based on a steady process of costs management for wastewater collection and treatment, atmospheric air protection and climate change prevention, waste management. During the analyzed period, the share of costs for protecting and restoring land, groundwater and surface water has decreased.



2-picture - Structure of expenditures on environmental protection in the Republic of Kazakhstan

Note: made in accordance with information of Statistics Agency of the Republic of Kazakhstan #37-4/276 dated 02/08/2016 <http://stat.gov.kz> [7]

Thus, in the theory and practice of accounting we solve the issues related to the recognition and evaluation of environmental protection costs.

Without the full and reliable information about natural objects, the environmental protection function is unavailable. However, both the indicators and the accounting systems are not developed, which makes it easy to regulate the relationships between environment and company. Currently, enterprises are responsible for environmental pollution only in the form of payment.

In the current practice, four types of environmental pollution charges are used: 1) emissions (emissions) of pollutants into the environment; 2) for normative distribution of industrial wastes and environment; 3) penalties for exceeding standards of emission (emission) of pollutants in the environment; 4) penalties exceeding the standards of wastes generated and consumed in the natural environment.

Current payments, taxes and charges in the field of environmental management and environmental protection are the main sources of the budget of the Republic of Kazakhstan. With their help, the state exercises the owner's rights to natural resources, gets rid of the leasing of natural resources and covers costs and damages due to the increase and protection of these resources.

The experience of the developed countries of the West shows that investments in the production of environmentally-friendly production of energy and material resources, increase of competitiveness of products in the world and domestic markets, increase the number of jobs, etc. through revenue growth. Kazakhstani companies are characterized by a trend toward profit, not taking into account environmental requirements.

Difficulties in linking environmental activities to traditional economic activities at Kazakhstani enterprises result in data on the use of natural resources and environmental protection in the existing accounting system. In this regard, it must be admitted that there is a need for the work of environmental agents in the accounting system. An environmental asset is a resource derived from interactions with the environment and the environment, as well as by producing products, performing works or servicing, as well as generating future economic benefits, as well as reducing environmental and financial risks. Future economic benefits generated in environmental assets can be realized in different ways: saving savings and current costs associated with adverse environmental impacts, improving competitiveness of extracted ecologically clean products and servicing the environment. Availability of ecological assets in enterprises minimizes the risk of an organization's closure, leads to the loss of the firm's level of prices, lower sales, and lower product prices. Ultimately, future economic benefits of environmental assets are the potential cash outflows or their equivalents, as well as the decline in their yield. We are determined by the need to calculate this situation:

- reduction of burden on the environment during the product lifecycle for risk prevention and mitigation;
- reduction of liability for ecological reasons;
- produced goods for licensing for winning and strengthening competitive positions in the market;
- Benefits of the information received on environment protection objects;
- elimination of excessive pollution charges, payment of sick leave sheets for environmental reasons, etc. cost savings.

**Conclusion.** Thus, the introduction of environmental reporting in production activities requires not only changes in accounting policies and reporting, but also management changes. Kazakhstan enterprises need to know the potential benefits of this decision. The investor's confidence in financial reporting will increase when he makes investment decisions correctly if he / she discovers the company's environmental obligations. If they are able to demonstrate that their products and services are ecologically competitive in their competition, they will have the privilege.

А.Н. Ракаева<sup>1</sup>, Б.А. Жуматаева<sup>1</sup>, М.К. Успанбаева<sup>1</sup>, Б.Б. Доскалиева<sup>2</sup>

<sup>1</sup>Евразийский национальный университет им. Л.Н. Гумилева, Астана;

<sup>2</sup>АО «Финансовая академия».

### ЭКОЛОГИЧЕСКИЙ УЧЕТ КАК СТУПЕНЬ РАЗВИТИЯ ЭКОНОМИКИ ПРЕДПРИЯТИЯ В КАЗАХСТАНЕ

**Аннотация:** В работе раскрываются основные проблемы развития экологического учета в экономики предприятий Казахстана. Проведен анализ отечественных и зарубежных публикаций по вопросам учета экологических показателей предприятия. Понятие экологического учета для казахстанских компаний каждый год остается новым явлением, хотя его принципы давно развиваются во всем мире. Также рассмотрено современное состояние отражения экологических затрат в отчетности казахстанских предприятиях.

**Ключевые слова:** экологический учет, затраты на охраны окружающей среды, платежи.

А.Н. Ракаева<sup>1</sup>, Б.А. Жуматаева<sup>1</sup>, М.К. Успанбаева<sup>1</sup>, Б.Б. Доскалиева<sup>2</sup>

<sup>1</sup>Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана;

<sup>2</sup>Астана қаласы, «Қаржы академиясы» АҚ

### ЭКОЛОГИЯЛЫҚ ЕСЕП ҚАЗАҚСТАНДАҒЫ КӘСІПОРЫН ЭКОНОМИКАСЫНЫҢ ДАМУ КЕЗЕҢІ РЕТІНДЕ

Түйін. Баяндамада Қазақстан экономикасында экологиялық есепке алудың негізгі проблемалары анықталды. Компанияның экологиялық көрсеткіштерін есепке алу мәселелері бойынша отандық және шетелдік басылымдарды талдау жүргізілді. Қазақстандық компаниялар үшін экологиялық есеп тұжырымдамасы жыл сайын жаңа құбылыс болып қала береді, бірақ оның қағидалары бүкіл әлемде ұзақ уақыт бойы дамыды. Сондай-ақ, қазақстандық кәсіпорындардың есептеріндегі шығындардың ағымдағы жай-күйі қарастырылды.

**Түйін сөздер:** экологиялық есеп, экологиялық шығындар, төлемдер.

### REFERENCES

- [1] Sayenko K.C. Accounting for ecologic costs. - M: Finances and Statistica, 2005, 376 p.
- [2] Il'yichiv E.V. The cross-section of the financial, financial, economic and eco- logical framework // Financial News, 2009, No. 1.p.66-67.
- [3] Lazareva L.P., Milovets V.M. Ecological indicators. // Wologdinskoye Reading. Vladivtok, 2008, 173-178 p.
- [4] Gray R. "The Economical science: Today and Tomorrow". - (Economics: yesterday and tomorrow, 1949.
- [5] Shapigyzov S.M., Shneidman L.Z. Ecological reporty for businesses / collection: The OOn conference on the development and development M: Finansy and statistica, 1997. - 200 p.
- [6] Bychkova S.M. The role and importance of economic and legal affairs in the market economy (C.M. Bychkova, M.Yu. Egorov) // ECONOMICS of commercial and manufacturing enterprises, 2001, No. 9
- [7] Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, <http://stat.gov.kz>

### Information about author:

Rakaeva A.N. - Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;

Zhumataeva B.A. - Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;

Uspanbayeva M.K. - Eurasian national university of L.N. Gumilev, Astana, Kazakhstan;

Doskalieva B.B. - <sup>2</sup>JSC "Financial Academy", Astana, the Republic of Kazakhstan;

## NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.25>

Volume 5, Number 321 (2018), 147 – 151

UDK 314.8:331.101.262

G.I. Nurzhanova

Finance Ministry, "Finance Academy", Astana, Kazakhstan E-mail: gulislam@mail.ru

**IMPACT OF DEMOGRAPHIC FACTORS ON LABOR POTENTIAL  
OF ECONOMY'S AGRICULTURAL SECTOR**

**Abstract.** The main objective of the demographic policy in rural areas is to ensure the stability and optimum increase of the population within the quantitative and qualitative indicators of labor potential in the agricultural sector of the economy.

The objectives of the demographic policy implementation in rural areas are highlighted in the article to achieve these goals.

The article outlines the methods for the implementation of tasks, such as setting up mechanisms to increase employment in rural areas, and the state regulation of agricultural and production-related labor relations.

The results of the study show that the population of the city compared to the population of the urban areas of the Republic of Kazakhstan for 2012-2017 is high and the dynamics of migration dynamics for 2012-2016 is closely linked to the demographic factor.

In the article, all these methods and conclusions can be used in Kazakhstani rural research institutes and educational projects.

During demographic research, these results should be taken as a requirement, and the subject should be systematically covered. While the research in this area will be implemented, it is necessary to consider the system of learning about other environments (ecology, economics, etc.) because it is a phenomenon that has a great impact on the human factor. As the environment develops, the survival and adaptation of a human being are in line with it.

**Keywords:** agrarian sector, rural regions, demographic factor, labor potential, labor force, natural growth coefficient.

The population of any country is an important measure of sustainable development. The low density of the population (in case of a significant frontier) is a factor of instability in the state development. For the significant part of the country's territory, it is difficult to maintain economic development and it is important to keep the number of population at a certain level, despite the impossibility of having the same level of population in all regions of Kazakhstan. Moreover, it is important to deploy economic opportunities (firstly, solving the problem of the labor market), preserve of genetic and cultural potential among regions, overcoming unfavorable differentiation between infrastructure weakness and demographic inequality need for transparency.

Demographic science deals with the population, composition, migration, and movement of the population.

Demographics (Greek demo-folk, grapho-write) - 1) scientific discipline about population growth laws and its socio-historical reasoning processes; 2) socioeconomic demography is a scientific area studying the population, its geography, structure, and composition, quantitative and spatial - periodic dynamics, birth, death, lifespan of their historical features; 3) demographic demography is a set of statistical data on population density, age and sex composition [1, p. 344].

Thus, demography studies the changes in the age, gender, marriage, and family structure of the population, the interrelation of demographic structures and processes, as well as the patterns of change in the total number of population and families, those are the result of interaction between these phenomena.

Demography contains a collection of statistical data on population composition, number, density, age and gender content. Basic concepts of demography are birth, death, natural transformation of the population, duration of life, population life, population migration [2, p. 60].

According to the author, the main objective of the demographic policy in rural areas is to ensure the stability and optimum growth of the population within the quantitative and qualitative indicators of labor potential in the agricultural sector of the economy.

To achieve these goals, the following objectives of the demographic policy in rural areas should be solved:

- formation of a healthy lifestyle of the rural population;
- involvement of youth in the agricultural sector;
- development of agrarian labor market infrastructure;
- further improvement of the income generation policy as the main prerequisite for the continuous increase of rural population;
- stabilization of agricultural production;
- improvement of living conditions in rural areas.

Author believes that the main idea of demographic policy in rural settlements is to use the following methods to implement key measures aimed to improve the demographic situation, as it is the creation of normal conditions for the development in general and improvement of labor potential in the agricultural sector of the economy:

- implementation of measures aimed to improve living conditions, increasing birth rate, monitoring the health of the people and reducing the mortality rate;
- improving the legal framework aimed at creating a normal environment for children and school-age adolescents;
- formation of mechanisms to increase the attractiveness of employment in the rural areas;
- formation and development of production and service systems for agricultural enterprises and rural population;
- reforming the labor remuneration system in order to encourage those who work in the agricultural sector;
- state regulation of agricultural and industrial production, social and labor relations;
- minimizing environmental factors that affect the health of the rural population.

At the same time, it is critical forming the following preconditions for the implementation of the demographic policy in rural areas:

- funding special programs for rural health protection;
- pricing policy development, active investments attraction into the agricultural commodity industry, agricultural and labor tools production;
- applying preferential lending and special taxation of agricultural enterprises.

The economic index of labor resources describes the economic relations of the working population in the public sector.

The social index of labor resources describes the formation and relationships of labor resources at the historical stages of public life.

Today, demographic indicators of the urban and rural population in the Republic of Kazakhstan are diverse, because the rural working population is forced to seek employment in the city. Therefore, it is necessary to improve the condition of the rural areas, to bring the internal structure of rural settlements to the urban situation. The table shows dynamics of the demographic indicators of the population of the Republic of Kazakhstan for 2012-2017.

Table 1 - Dynamics of the population in the Republic of Kazakhstan for 2012-2017

	2012	2013	2014	2015	2016	2017
All people, beginning of year, people	16 673 933	16 910 246	17 160 855	17 415 715	17 669 896	17 918 214
Inside:						
Urban population	9 127 543	9 277 871	9 433 575	9 837 025	10 035 577	10 250 102
Rural population	7 546 390	7 632 375	7 727 280	7 578 690	7 634 319	7 668 112

Note: compiled by the author according to the data of the Statistics Committee of the Republic of Kazakhstan

The table demonstrates that in 2012-2017 the urban population is dominated by the rural population. The number of rural population in 2012 is 7 546 390, in 2013 was 7 632 375, in 2014 was 7 727 280, in 2015 was 7 578 690, in 2016 was 7 634 319, in 2017 was 7 668 112 people. Nevertheless, the urban population is increasing year by year as compared with the rural population.

The statistical indicators of social development processes are following: total population; birth, death and natural increase of the population, births, and deaths per 1,000 population: deaths for personal reasons; infant mortality rate on major causes of death; marriages and divorces, total marriages and divorces rates; population migration flows.

The statistical index of labor resources characterizes the working age of the population. In the study of working age population, special attention is paid to youth and retired workers, and to women of reproductive age. Their situation in the labor market is complicated by the question of employment.

The continuous increase of the population is one of the main factors of the formation and development of labor potential. In order to characterize the continuous process of population growth, the birth rate, mortality rate, and natural growth rates are used.

The total fertility rate is determined by the ratio of birth rate to all population. It represents the ratio of the total number of live births per year to the average annual population and is calculated per 1,000 population.

Labor resources develop according to the level of development of productive forces and the division of public labor. Labor resources are distributed across regions, sectors, and sectors of the economy.

Labor migration is a complex social and economic process. Different types of labor force movement distinguish:

- natural movement of labor resources;
- normative duration (working period) of labor activity and duration of work;
- the actual duration of labor activity and duration of work depends on the level of mortality during the working period:
- sectoral (depends on the rate of development of different industries);
- professional qualification (due to change of profession, degree, position);
- social (formation of new social groups);
- regional.

Regional labor motion is called migration, and migrant is a migration participant.

Each migrant is a visitor to the area, which he leaves. The table below shows the migration dynamics of the population of the Republic of Kazakhstan for 2012-2016 (Table 2).

Table 2 - The migration dynamics of the population of the Republic of Kazakhstan for 2012-2016

No	Population migration, total, people	2012	2013	2014	2015	2016
1	arrived	366137	361372	422400	472032	630649
2	departured	367563	361651	434562	485498	651794
3	migratory distinction	-1426	-279	-12 162	-13 466	-21 145
4	external migration					
5	immigrants	28 296	24 105	16 784	16 581	13 755
6	emigrants	29 722	24 384	28 946	30 047	34 900
7	migratory distinction	-1 426	-279	-12 162	-13 466	-21 145

Note: compiled by the author according to the data of the Statistics Committee of the Republic of Kazakhstan

The number of people who arrived and departed between 2012 and 2016 increased. The largest share of immigrants is 28 296 people in 2012. The largest share of emigrants is 34 900 people in 2016.

Data on population migration are obtained by means of statistical calculations resulting from the analysis of received documents by the internal affairs bodies in the residential areas of the population.

Population migration is a relocation of people from their borders (countries, regions).

The number of visitors is the number of people arriving from the territory beyond the boundaries of the territory during the reporting period.

Population migration growth is defined as the difference between the number of arrivals and the number of outsiders in a given period. Migration can be negative (if the number of arrivals is greater than the number of missing people) or may be negative. In the latter case, migratory migration is taking place.

The overall population growth is a combination of natural growth and migration growth.

Today, the most important general theoretical and methodological guidelines for understanding the nature and content of migration processes are found in the work of migration, not only economically but also from demographic, historical and political disciplines.

In PhD dissertation based on the conceptual aspect of not only the genesis and structure of migratory economy, but also the peculiarities of activities within the transitional economy, Mukhammedov noted that «we consider the migration of the population as a socio-economic category, in the sense that the division of labor is primarily related to production and ownership» [3, p. 6].

In demographic surveys, these indicators should be taken as a requirement, and the object being investigated should be systematically covered. It is necessary to consider the system of learning about other environments (ecology, economics, etc.), because it is a phenomenon that has a great impact on the human factor. As the environment develops, the survival and adaptation of a human being are in line with it [4, p. 68].

To conclude, the constant increase of the population also affects the economic and social situation, including the demographic factor (reduction in living standards, reduction of preschool institutions, child mortality rate, etc.). Currently, the number of arrivals and departures in the current statistical report is conditionally registered.

#### REFERENCES

- [1] Dal V.I. "Explanatory dictionary of the living Great Russian language" // Publications: Russian language. Media. **2006**, p. 344.
- [2] Yelemessov K. The future of agrarian science is ahead // Egemen Kazakhstan, January 29, **2007**, p. 3.
- [3] Muhammedov A.U. Economic problems of state regulation of population migration. // The dissertation author's abstract for the degree of Doctor of Economic Sciences, Almaty, **2007**, p. 25.
- [4] Schlenner P.E., Kokina Y.P. The Economics of Labor // Textbook. M.: Lawyer, **2003**, p. 68.

**Г.И. Нуржанова**

Қаржы Министрлігі, «Қаржы академиясы» АҚ, Астана, Қазақстан

#### **ЭКОНОМИКАНЫҢ АГРАРЛЫҚ СЕКТОРЫНДАҒЫ ЕҢБЕК ӘЛЕУЕТІНЕ ДЕМОГРАФИЯЛЫҚ ФАКТОРДЫҢ ӘСЕРІ**

**Аннотация.** Ауылдық елді мекендердегі демографиялық саясаттың негізгі мақсаты – экономиканың аграрлық секторындағы еңбек әлеуетінің сандық және сапалық көрсеткіштерінің шегінде тұрғын халықтың тұрақтылығы мен оңтайлы ұдайы ұлғаюын қамтамасыз ету болып табылады.

Аталған мақсаттарды жүзеге асыру үшін, ауылдық елді мекендердегі демографиялық саясатты жүзеге асырудың міндеттері мақалада атап көрсетілген.

Мақалада міндеттерді орындау бойынша қандай әдістерді қолдану керек екендігі берілген, мысалы ауылда еңбек етудің тартымдылығын арттыратын тетіктер қалыптастыру, аграрлық өндіріс саласында өндірістік және әлеуметтік-еңбек қатынастарын жақсарту мақсатында оларды мемлекет тарапынан реттеу сияқты әдістер аталған.

Жұмыстың нәтижелері кесте түрінде, яғни Қазақстан Республикасы халқының 2012 – 2017 жылдар аралығындағы демографиялық көрсеткіштер серпіні түрінде қала халқының саны ауыл халқы санының басым екендігі көрсетіліп және 2012 – 2016 жылдар аралығындағы көші – қон серпініні демографиялық факторға тығыз байланысты екендігі көрсетіліп, оның себептері аталынды.

Мақалада аталған әдістер, шаралар және қорытындылар Қазақстанда ауыл мекендерін зерттеу бойынша институттарда және оқу процестерінде қолдануға болады.

Демографиялық зерттеулер жүргізгенде осы нәтижелерді талап ретінде алып, зерттелетін объект жүйелі түрде мазмұндалу керек. Осы саладағы ізденіс жүргізгенде басқа да орта туралы ілімдер жүйесін байланыстыра қарастыру керек (мысалы, экология, экономика т.с.с.), өйткені адам факторына үлкен әсерін тигізетін құбылыс, ол – орта болып табылады. Ортаның дамуына қарай адамның тіршілік етуі мен бейімделуі соған сай жүріп отырады.

**Түйін сөздер:** аграрлық сектор, ауылдық өңірлер, демографиялық фактор, еңбек әлеуеті, еңбек ресурстары, табиғи өсім коэффициенті.

**Г.И. Нуржанова**

АО «Финансовая академия», Астана, Казахстан

## **ВЛИЯНИЕ ДЕМОГРАФИЧЕСКОГО ФАКТОРА НА ТРУДОВОЙ ПОТЕНЦИАЛ АГРАРНОГО СЕКТОРА ЭКОНОМИКИ**

**Аннотация.** Основной целью демографической политики в сельских районах является обеспечение стабильности и оптимального прироста населения в количественных и качественных показателях трудового потенциала в сельскохозяйственном секторе экономики.

Цели реализации демографической политики в сельских районах подчеркиваются в статье, а также пути их достижения.

В этой статье показано, какие методы следует использовать для реализации задач, например, формирование механизмов для повышения привлекательности сельского труда, сельскохозяйственного производства и социально-трудовых отношений в области промышленности, такие как государственное регулирование в целях совершенствования отрасли.

Результаты исследования показаны в таблице, где за 2012-2017 года в виде динамики демографических показателей видно, что количество городского населения выше сельского населения за весь период. Между 2016 и 2012 годами показано, что миграция тесно связана с динамикой демографических факторов, были названы их причины.

Методы и выводы, упомянутые в статье, могут быть использованы в казахстанских исследовательских институтах и образовательных процессах.

При проведении демографических исследованиях результаты должны приниматься как требование, а предмет должен быть систематически охвачен. При проведении исследований в этой области необходимо учитывать систему изучения других сред (например, экология, экономика и т.д.), поскольку среда оказывает большое влияние на человеческий фактор. По мере развития окружающей среды выживание и адаптация человека соответствуют ей.

**Ключевые слова:** аграрный сектор, сельские территорий, демографический фактор, трудовой потенциал, трудовые ресурсы, коэффициент естественного прироста.

### **Information about author:**

Nurzhanova G.I. - Finance Ministry, "Finance Academy", Astana, Kazakhstan E-mail: gulislam@mail.ru

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.26>

Volume 5, Number 321 (2018), 152 – 159

UDK 342.7(574)

**D.A. Ospanova, D.M. Baimakhanova**

Al-Farabi Kazakh National University, Kazakhstan, Almaty  
[dina\\_405@mail.ru](mailto:dina_405@mail.ru); [azizkhan\\_0606@mail.ru](mailto:azizkhan_0606@mail.ru)

**ADMINISTRATIVE AND LEGAL SUPPORT OF DIGITALIZATION  
OF PUBLIC SERVICES IN THE CONTEXT OF THE DEVELOPMENT  
OF CYBER SPACE IN THE REPUBLIC OF KAZAKHSTAN**

**Abstract:** The purpose of the work is to analyze the legal nuances of e-government development in the Republic of Kazakhstan; determination of the periodization of the development of the formation and activities of e-government; definition of features of electronic document circulation through electronic government. The urgency of the article is determined by the following factors: the acceleration of digital modernization in Kazakhstan under the application of global informatization leads to the transition to electronic document circulation; Increasing the efficiency of the Kazakh government through the introduction of information technology; (Non-commercial joint-stock company "State Corporation Government for Citizens "); the task is to accelerate the economic and political modernization of Kazakhstan's society through the extensive use of information technologies, as well as theoretical and practical interest in studying the potential benefits of e-government and electronic document management.

**Key words:** electronic government, electronic digital signature, electronic document management, state services, digitalization, legal regulation.

**Introduction**

In modern society, social relations are modernized under the influence of information and communication technologies. The changes are also related to a number of aspects of the functioning of the state. The electronic state must be understood as a form of organization of the activities of public authorities in the virtual space, which, due to the widespread use of information and communication technologies, optimizes public administration.

One of the main features of the electronic state is "virtualization (duplication) of objects of reality, that is, the transfer of their analogues to the electronic form".

The concepts of "e-government", "e-government" and "electronic state" are often used as synonyms. At the same time, there is a difference between these concepts. So, Tikhonova S.V. considers the electronic state as "a new stage in the development of a constitutional state, a new way of organizing public power, for which the transformation of all three branches of state power is characteristic. Legislative branch is represented by electronic lawmaking and electronic parliaments, executive by electronic government, judicial - by electronic justice (from Tikhonova, 2013). In turn, V.E. Chebotarev and E.I. Konovalov as electronic components of the electronic state allocate "electronic government and electronic democracy". In the work of N.N. Kovaleva. the course of a comparative analysis of the terms "electronic state" and "electronic government", the necessity of refusing to use these terms as synonyms is proved. In this regard, the study of the theoretical and legal aspects of the formation of the institutions of the "electronic state" and "electronic government" in the conditions of the information society development is of "practical importance in conducting linguistic and legal expertise of normative legal acts in the norm-setting process in the field of legal regulation of relations in the information environment".

E-government is a system of government, interaction of power structures among themselves, with citizens and enterprises using information technology (which in theory should reduce red tape and, conversely, increase the transparency of government activities).

E-government has several definitions, but the simplest terms, it includes those management processes in which information and communication technologies (ICTs) play an active role in delivering management-related products and services.

The use of ICT in management can lead to one or more of the following 4 key changes: improving the quality and standards of existing management products and services, providing new public services and products to citizens / users, increasing the participation of citizens / users in deciding which products and services should be provided and how to bring new layers of society into the sphere of public administration, including those that are more inclined to remain out of attention, namely the poor, illiterate, with limited physical abilities, migrants and internally displaced persons.

Thus, e-government does not simply mean the digitization or automation of existing public services. Instead, e-government is a tool for transforming government services so that they can be delivered more efficiently and monotonously to all segments of society.

#### **The main part**

The governments of the world's leading countries are committed to building the capacity for the development of the digital economy, conducting research and testing new technology. They not only improve legislation, but also create and develop a digital infrastructure and an advanced knowledge and skills base.

Many leaders in the field of high technologies note that the qualitative development of the digital sector was preceded by a long history: from the creation of computer technology and the development of the World Wide Web to the formation of artificial intelligence. Among such leading countries are the United Kingdom, the United States, Singapore and the Republic of Korea.

**Great Britain example.** As part of the development of public administration and public services, the UK uses digital technology to transform its services and systems in order to make them easier and cheaper. The Cabinet of Ministers of the United Kingdom in 2011 created a service for combining state digital services, which is engaged in the State Digital Service (SDS). According to the GCC, the transfer of public services to electronic format can save the Government of the UK from 1.7 million to 1.8 million pounds a year.

It was expected that by 2015 all the following types of services will be digitized:

- Services provided by the National Vocational Training Service. The translation of information about candidates collected by the Service into an electronic form will simplify the process of finding vacancies and applying for a job. On the other hand, employers will be able to post vacancies and select suitable employees.

- Independent determination of the amount of tax: a new electronic service will simplify the calculation of the amount of tax for ordinary citizens.

- Services provided by the Information Disclosure Service and deprivation of the right to hold certain positions (DBS). More and more young people are interested in volunteer programs, however, in order to be eligible to participate in these programs, every Briton needs to pass a DBS service check. Translation into an electronic format of all the information collected by this DBS service will allow citizens to apply for volunteer programs without unnecessary paperwork.

- Intellectual property: an electronic service will allow large and small entrepreneurs to quickly register and control patents, trademarks and projects online, thanks to the Office for the Protection of Intellectual Property Rights.

SDS developed the Government Transformation Strategy until 2020, which consists of the following components:

1. Transformation of all public services with a view to further enhancing their convenience for citizens, businesses and users of the public sector.

2. Complete transformation of departments will result in flexible implementation of targets, improve cross-channel provision of services, and increase efficiency.

3. The internal transformation of the government, which does not necessarily externally affect public services, but is vital for better interaction between parts of the state apparatus and for the implementation of "digital" transformations.

**The USA example.** The US Digital Service (USDS) was established in 2014 to address the most important public digital services of the federal government. USDS is focused not only on how American people can interact with their government on the Internet.

As of June 2017, USDS has established the appropriate teams in seven federal agencies: the Department of Defense, the Department of Veterans Affairs, the Department of Homeland Security, the Department of Health and Human Services, the Department of Education, the Office of General Services and the Small Business Administration.

The US pursues a policy to develop the digital service in the following areas: modernization of immigration policy, benefits for veterans, health care, education, taxpayer data, defense system of imports and exports.

**Singapore example.** In order to most effectively serve its people, the Government of Singapore has taken the following steps:

1. A 10-year "Basic plan for ICT 21" was developed, according to which, until 2021, Singapore's strategic goal is to prepare the state-city for the information society of the future.

2. The practice of conducting electronic elections and censuses of the population is being introduced and improved.

3. The Ministry of Justice and its structural subdivisions are working to develop a "roadmap" for the creation of a three-dimensional land information system based on geospatial data.

4. A remote monitoring and evaluation system was created (i) the status of patients (telemedicine), (ii) electronic transactions, and (iii) the effectiveness of e-government.

In 2017, the Government of Singapore embarked on the following innovations in terms of digitalization:

1. Re-equipment of libraries in order to make it convenient for readers to search and read electronic books.

2. The Government has expanded the HomeAccessProgram, which allows low-income households access to affordable digitalization services.

3. Electronic services will be improved through the GovTech national platform. GovTech will use advanced services, such as "AskJamie" - virtual assistant.

In 2017, Singapore continued to implement the SmartNation initiative and conducted work on the development of digital, information and cyber-safe SmartNation applications.

The experience of Korea. In terms of informatization and the development of e-government in Korea has the highest rates in the world. In the ranking of E-participationIndex, Korea ranked 1st in 2010, 2012 and 2014.

In 2011, the formulated Smart Electronic Government (Smart E-GovPlan) Plan translated the computer e-government into a mobile e-government using smartphones and tablets.

Since 2013, Korea is guided by the strategic direction of "Government 3.0", within which there are three strategic directions: Government oriented to services; Transparent Government; The best administration (in other words, the competent government).

The Korean government creates a consolidated system that provides information and services by integrating government bodies, domains and geographical jurisdictions into the process.

The following portals were created to provide services to citizens of the country: Electronic procurement system - [www.g2b.go.kr](http://www.g2b.go.kr), Electronic system for the provision of customs services - [www.portal.customs.go.kr](http://www.portal.customs.go.kr), Electronic system of comprehensive tax services - [www.hometax.go.kr](http://www.hometax.go.kr), Electronic civil services - [www.egov.go.kr](http://www.egov.go.kr), Electronic patent services - [www.kiporo.go.kr](http://www.kiporo.go.kr), Online portal for applications and discussion of issues e-People - [www.epeople.go.kr](http://www.epeople.go.kr), Single window on business services - [www.g4b.go.kr](http://www.g4b.go.kr), System of Business Processes On-nara (Business Process System), Administrator Sharing implicit information - [www.share.go.kr](http://www.share.go.kr).

Thus, for the development of the digital sector in the analyzed countries, the skills of conducting in-depth research and creativity became a competitive advantage. These countries, in their desire to develop the digital economy, create a digital infrastructure, form digital skills and strengthen cyber defense for the safe servicing of their citizens. All this creates a basis for successful digitization of the countries themselves.

At the same time, Kazakhstan does not start from scratch. In the 1990s, the state program on accelerated industrial and innovative development was launched, the international education program "Bolashak" was initiated, and in 2005 the formation of "e-government" was started. One of the steps to create conditions for the transition to an information society was the state program "Information Kazakhstan 2020", approved in 2013. As the basis for the digital transformation of the country's economy,

this program contributed to the development of the following factors: the transition to an information society, the improvement of public administration, the creation of "open and mobile government" institutions, and the growth of accessibility of information infrastructure not only for corporate structures but for citizens of the country. The Head of State in his Address to the People of Kazakhstan on January 31, 2017 announced the Third Modernization, the core of which is digitalization, noted the need to cultivate new industries created using digital technologies, and that "it is important to ensure the development of communications, widespread access to fiber-optic infrastructure. The development of the digital industry will provide an impetus to all other industries. " In the fifth priority of the Third Modernization, the President of the country outlined the relevance of the fight against cybercrime, religious extremism and terrorism. In the Address of the Head of State, an instruction was sent to the Government and the National Security Committee to develop the concept of "Cybershield of Kazakhstan", whose goal is to ensure the information security of the society and the state in the field of information and communication, as well as protect the privacy of citizens when using their information and communication infrastructure.

The creation of e-government was necessary in order to make the work of government bodies more efficient, open and accessible to citizens. Previously, every state body "lived its own life" and had little contact with the rest, and citizens had to bypass many instances to collect all kinds of certificates, confirmations and other papers. All this turned the process of getting one service into endless walking through institutions. Now this is done, thanks to e-government projects.

E-government is a single mechanism for interaction between the state and citizens, as well as state bodies with each other, ensuring their coherence through information technology. It is this mechanism that made it possible to shorten queues to state bodies and simplify and speed up the receipt of certificates, certificates, permits and much more.

The idea of creating an e-government in our country was initiated by the head of state in the annual Message to the people of Kazakhstan on joining the republic among the fifty most competitive countries of the world. On November 10, 2004, the program on the introduction of e-government was approved by the Presidential Decree "On the State Program for the Formation of E-Government in the Republic of Kazakhstan for 2005-2007" (expired). The availability of electronic services has also been made possible through the provision of electronic digital signatures to citizens free of charge. To date, more than 10 million EDS have been issued in Kazakhstan, of which about 4.5 million are recorded on citizens' identity cards.

A single electronic document management system for government agencies (EDMS) using electronic digital signature technology was created and launched into commercial operation in April 2006. Interdepartmental electronic document management in Kazakhstan differs radically from the systems used in Europe or the countries of the post-Soviet space: it allows unifying the departmental systems of electronic document circulation of all central state bodies. EDMS is now applied in 80 central and 16 local executive bodies of the republic.

On April 12, 2006, the web portal of the "e-government of the Republic of Kazakhstan" was put into operation, which became a practical mechanism for access to information and interactive services of state bodies. To solve the main task of the portal - providing electronic services - software for integration modules with the unified EDMS and state databases, including "State Land Cadastre", "Integrated Tax Information System", "Physical", "Legal persons", "Address register", "Real estate register", database of the State Center for the payment of pensions.

According to the "State program for the formation of e-government in the Republic of Kazakhstan for 2005-2007", developed in view of world experience, the implementation of e-government in Kazakhstan envisages the following stages.

The first stage is informational. It was during this period that the e-government portal was launched and filled with information. Information appeared on the state bodies, their work and the services they provide to the population. In addition, the regulations for the provision of services were given and regulatory and legal acts were posted for familiarization.

At this stage, every Kazakh could get all the necessary information on the portal - a list of necessary documents, the size of the state duty, contact information of the state body, which you need to contact.

Already at the first stage, the running around the authorities and the number of visits were reduced, due to the provision of the full amount of necessary information.

The second stage - interactive, was marked by the launch of the provision of electronic services on the portal. Users of the portal have the opportunity to receive certificates from various institutions, without running through institutions and without losing time in queues, send a request to any government agency without leaving home and monitor its status. The introduction of interactive services on the e-government portal has allowed saving time on collecting the package of documents.

On November 30, 2007, the Resolution of the Government of the Republic of Kazakhstan No. 1155-1 "On Approving the Program for the Development of the" Electronic Government "of the Republic of Kazakhstan for 2008-2010" was abolished.

In accordance with this Government Decree, the formation of e-government was carried out according to the classical Western implementation scheme and consists of two circuits and three modules:

1. The internal loop regulates internal operations between state bodies through internal information channels. With a high level of information security, this connection is suitable for the transfer of sensitive information. This type of connection is called, as in the Western countries, the module "Government to Government" (government for government; G4G).

2. The external outline regulates relations between citizens, enterprises and the government and consists of two modules: "Government to Citizens" (G4C) and "Government to Business" (G4B).

It was at this stage that departmental information systems, state databases, electronic licensing and the electronic government gateway were introduced. In 2009, the introduction of the project "E-licensing", which is mainly intended for business entities, began. This is a simplification of procedures for obtaining by enterprises various licenses and permits for the implementation of licensed types of activities. E-licensing makes it possible for a person who applies for a license to track the entire procedure for its consideration. At the same time, contact between the person who is considering the application and the person who submits it is completely excluded. It has tremendous effectiveness in combating corruption.

The third stage in the development of e-government is transactional. To provide transactional "e-government" services, an automated system "Payment gateway for e-government" was created for Internet payments, such as paying taxes, fines, penalties, etc. The payment gateway of "electronic government" is a kind of shop that allows user to make orders for public services and, accordingly, pay them by means of a payment card or from a current bank account. From the point of view of information exchange, the payment gateway of "e-government" directly interacts with the information system of acquiring banks, and those in turn - with the Kazakhstan Interbank Settlement Center and the Treasury system. The information on the payer and the details of his payment card will be reliably protected against various types of information hacking by means of their transmission through special communication channels.

In advanced economies, such as Sweden, Denmark, Norway, the United States, Singapore and others, the payment of public services by bank magnetic cards through Internet banking systems, through electronic e-cash systems of state electronic services, has long been a practice. In Kazakhstan, a similar project is being implemented for the first time.

For entrepreneurs, the transactional stage presented a truly valuable gift - electronic public procurement. The benefits are obvious - the transparency and openness of the competitions and tenders that have been held have increased. Henceforth, an entrepreneur, without leaving the office, can participate in tenders. Since January 1, 2010, all government purchases by means of requesting price proposals are made only in electronic format, on the web portal of state purchases [www.goszakup.gov.kz](http://www.goszakup.gov.kz). Thus, the portal successfully demonstrates the fulfillment of its main tasks: increasing the openness of the public procurement process, creating equal competition conditions, and reducing budget spending on the acquisition of goods and services.

The fourth stage of e-government is transformational; at this stage of development e-government is today. The main goal from now on is maximum efficiency in providing services to citizens. It is for the sake of achieving this goal that interactive and transactional services are combined into complex services, which the Kazakhstani population often needs. Users have the opportunity to register a legal entity in 15 minutes or register the birth of a child while simultaneously solving all the related issues - to apply for the assignment of benefits and put the child on the queue in the kindergarten. Special attention is paid to e-government portal on socially-significant services, that's why all of them are translated into electronic format.

During its existence, the e-government of the Republic of Kazakhstan has overcome four stages of formation and development; it was positively accepted and highly appreciated by the world community - high positions in international and republican ratings, nominations in competitions testify to this. The degree of development of the Kazakh electronic government is estimated as "emerging" and is considered one of the most successful.

May 13, 2013 in Geneva, the results of the international competition WSIS Project Prizes 2013, this was held in the framework of the Forum of the World Summit on the Information Society. Electronic licensing system of Kazakhstan ([www.elicense.kz](http://www.elicense.kz)) became the best project in the category "E-Business". More than 280 projects from 64 countries of the world took part in the competition. The success story of the project was published on the official resource of the International Telecommunication Union.

It should be noted that [www.elicense.kz](http://www.elicense.kz) is an electronic system that allows you to receive various permits through the Internet. The idea of creating this tool, as a regulatory mechanism, monitoring in the field of permits, was born in 2008. Within the framework of this project, a lot of work was done to optimize the processes in the licensing area.

In particular, as a result of the inventory, the number of permits was reduced from 1035 to 517. Integration with 27 information systems of state bodies allowed to abolish more than 600 types of documents that were previously required for obtaining permits and to shorten the terms for their issuance. We note that since August 2012 100% of the license in Kazakhstan has been issued electronically. In July 2016, the World Economic Forum (WEF) report was published, according to which the Kazakhstan's network readiness index ranks 39th out of 139 countries. Compared to 2012 and the 55th position in the rating, the country shows a rapid growth in many parameters and is the best among the CIS countries. The network readiness index determines the level of development of information and communication technologies (ICT) in the country and consists of 54 indicators reflecting the contribution of ICT to the economy and the willingness of national economies to use these technologies.

Every two years, the United Nations Department of Economic and Social Affairs conducts studies to assess the level of development of e-government in the world. In 2012, the e-government of the Republic of Kazakhstan ranked 38th in this rating. At the same time, the index of online services grew by 10 positions, and the telecommunications infrastructure by 14 positions. According to the e-participation index, which determines the possibility of citizens' communication with the government, Kazakhstan took the second place, dividing it with Singapore. And in 2016, the electronic government of the Republic of Kazakhstan in this rating took 33rd place. At the same time, the telecommunications infrastructure index climbed 1 position.

At the annual International Government Summit the World Government Summit, which was held in Dubai in February 2017. About four thousand prominent public and political figures, scientists and experts from 139 countries of the world, including from Kazakhstan, took part. The mobile application "Egov" was awarded the First World Govtechineers Race-2017 prize, as the best and most advanced mobile government application. Further, on June 13, 2017 in Geneva (Switzerland), in the framework of the Forum of the World Summit on the Information Society, the ceremony of awarding winners and champions of the international competition WSIS Prizes-2017 was held.

The international competition was conducted in 18 categories. In the e-government category, the e-Government of Kazakhstan projects ([eGov.kz](http://eGov.kz)), the Open Government ([Open.egov.kz](http://Open.egov.kz)), in the category "The role of government and all stakeholders in promoting the use of ICT for development" The project "Single contact center 1414".

To be in the trend of modern technologies, the President of Kazakhstan NursultanNazarbayev initiated the state program "Digital Kazakhstan". Its main goal is to improve the quality of life of the population through the progressive development of the digital ecosystem and the competitiveness of Kazakhstan's economy.

Resolution of the Government of the Republic of Kazakhstan No. 827 of December 12, 2017 approved the State Program "Digital Kazakhstan" for 2017-2020. The implementation of the state program Digital Kazakhstan will be conducted in four key areas. The creation of the "Digital Silk Road" implies the development of a reliable, affordable, high-speed and secure digital infrastructure. Formation of the "Creative Society" will give impetus to the development of competencies and skills for the digital economy, will allow to work on increasing the digital literacy of the population and to train the sectoral

ICT specialists. Digital transformations in the economic sectors will ensure the widespread introduction of digital technologies to enhance the competitiveness of various sectors of the economy. The formation of the "Proactive Digital Government" guarantees the possibility of improving the electronic and mobile government system, as well as optimizing the provision of public services.

### **Conclusion**

Expected dividends for the country from the implementation of the state program "Digital Kazakhstan" are defined and identified in accordance with the strategic objectives of the state. First of all, we are talking about such important and relevant issues for the country as improving the efficiency and transparency of public administration, providing employment for the population, improving the quality of education and health, improving the investment climate, raising labor productivity and increasing the share of small and medium-sized businesses in the GDP structure. Economic experts estimated that as a result of the implementation of DP "Digital Kazakhstan", the share of the ICT sector (information and communication technologies) in GDP (gross domestic product) of Kazakhstan will reach 4.85% by 2020, and labor productivity in this industry will grow by 31%. Digital literacy of the population will be 80%, the share of Internet users will increase to 78%, and the percentage of e-government services rendered in relation to the total number of services received in paper and electronic forms will increase to 80%.

In particular, Kazakhstan in the Doing Business rating of the World Bank in 2020 should be on the list of the first 35 countries. The index of "e-government" (according to the UN methodology) in 2020 should be among the first 25 countries. The availability of information and communication infrastructure in the households of the Republic of Kazakhstan should reach 100%, and the number of Internet users in 2020 - 75%.

As you know, the implementation of the state program is carried out in two stages - for 2013-2017 and 2018-2020. Within the first stage, the Government of the Republic of Kazakhstan approved the Action Plan for the implementation of the State Program "Information Kazakhstan 2020" for 2013-2017. As a result of the implementation of the program for 2013-2015, Kazakhstan in the Doing Business ranking of the World Bank in 2017 was in the list of the first 38 countries. The index of "e-government" (according to the UN methodology) in 2017 allowed to be among the first 30 countries. The share of households with access to the Internet, fixed telephony and mobile phones has increased. The volume of the Kazakhstani blogosphere, as well as the share of healthcare organizations connected to a single healthcare network, has increased - from 25% in 2014 to 91.5% in 2015.

A new important stage in the development of the infrastructure for the provision of electronic services, taking into account the active penetration of mobile communications and mobile technologies among the population, is the creation of the Mobile Government. Now in Kazakhstan through the mobile application eGov for platforms iOS, Android and Windows Phone you can get 80 different services and services.

### **REFERENCES**

- [1] Fedoseeva N.N. Concept and essence of the concept of an electronic state // Russian Justice. **2011**. No. 11. P. 6-10.
- [2] Tikhonova S.V. Branches of power in the electronic state // Bulletin of the Saratov State Law Academy. **2013**. No. 3 (92). P. 11-16.
- [3] Chebotarev V.E, Konovalova E.I. Electronic state, e-government, e-democracy at the present stage of the development of the Russian Federation // The legal world. **2012**. No. 7. P. 35-38.
- [4] Kovaleva N.N. The correlation between the terms "electronic state" and "electronic government" // Bulletin of the Saratov State Law Academy. **2011**. No. 6. P. 106-109.
- [5] Azizov R.F. Electronic government as an element of an electronic state // Scientific works of the Russian Academy of Advocacy and Notary. **2014**. No. 4 (35). P. 22-27.
- [6] Kusainov, D.O. and D.A. Ospanova, 2012. Improvement of the Institute of the Republic of Kazakhstan. European Science and Technology: materials of the III international research and practice conference, Vol. II, Munich, October 30 th - 31, 2012. / publishing office Vela VerlagWaldkraiburg. Munich. Germany. pp: 243-246.
- [7] Message from the President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan on March 19, 2004 "Towards a Competitive Kazakhstan, Competitive Economy, Competitive Nation" // [http://www.akorda.kz/en/addresses/addresses\\_of\\_president/poslanie-prezidenta-respubliki-kazakhstan-na-nazarbaeva-narodu-kazakhstan-19-mart-2004-g\\_1342416361](http://www.akorda.kz/en/addresses/addresses_of_president/poslanie-prezidenta-respubliki-kazakhstan-na-nazarbaeva-narodu-kazakhstan-19-mart-2004-g_1342416361)
- [8] Decree No. 1471 of the President of the Republic of Kazakhstan of November 10, 2004 "On the State Program for the Formation of" Electronic Government "in the Republic of Kazakhstan for 2005-2007" (lost force) // [https://online.zakon.kz/Document/?doc\\_id=1051540](https://online.zakon.kz/Document/?doc_id=1051540)

- [9] Law of the Republic of Kazakhstan dated January 7, 2003 No. 370-II "On electronic document and electronic digital signature" (with changes and additions as of December 28, 2017) // [https://online.zakon.kz/Document/?doc\\_id=1035484](https://online.zakon.kz/Document/?doc_id=1035484)
- [10] Resolution of the Government of the Republic of Kazakhstan dated November 30, 2007 No. 1155-1 "On approval of the Development Program for" e-government "of the Republic of Kazakhstan for 2008-2010" (lost force) // [https://online.zakon.kz/Document/?doc\\_id=30154572](https://online.zakon.kz/Document/?doc_id=30154572)
- [11] What is electronic government and what is it for? // <http://egov.kz/cms/ru/information/about/help-elektronnoe-pravitelstvo>
- [12] Kazakhstan project "E-licensing" is recognized as the best in the competition WSIS Project Prizes 2013 // <http://profit.kz/news/9704/Kazahstanskij-proekt-E-licenzirovanie-priznan-luchshim-v-konkurse-WSIS-Project-Prizes-2013>
- [13] Kazakhstan participates in The World Government Summit in Dubai // [https://forbes.kz/news/2017/02/13/newsid\\_135389](https://forbes.kz/news/2017/02/13/newsid_135389)
- [14] Prize-2017 Champions Awards ceremony // <https://www.nitec.kz/story/nagrajdenie-chempionov-wsis-prizes-2017>
- [15] Resolution of the Government of the Republic of Kazakhstan No. 827 of 12 December 2017 on the approval of the State Program "Digital Kazakhstan" // <https://primeminister.kz/en/page/view/>
- УДК 342.7(574)

Д.А. Оспанова, Д.М. Баймаханова

Казахский Национальный университет имени аль-Фараби, г. Алматы

## АДМИНИСТРАТИВНО-ПРАВОВОЕ ОБЕСПЕЧЕНИЕ ЦИФРОВИЗАЦИИ ГОСУДАРСТВЕННЫХ УСЛУГ В УСЛОВИЯХ РАЗВИТИЯ КИБЕР ПРОНСТРАНСТВА РЕСПУБЛИКИ КАЗАХСТАН

**Аннотация:** Целью работы является анализ правовых нюансов развития электронного правительства в Республике Казахстан; определение периодизации развития формирования и деятельности электронного правительства; определение особенностей электронного документооборота посредством электронного правительства. Актуальность статьи обусловлена следующими факторами: ускорение процессов цифровой модернизации в Казахстане под влиянием глобальной информатизации ведет к переходу к электронному документообороту; повышение эффективности казахстанского правительства за счет внедрения информационных технологий; необходимость разработки государственной политики в области применения новых технологий во всех сферах жизнедеятельности (НАО «Государственная корпорация «Правительство для граждан»); необходимость ускорить экономическую и политическую модернизацию казахстанского общества посредством широкого использования информационных технологий, а также теоретический и практический интерес к изучению потенциальных преимуществ электронного правительства и электронного документооборота.

**Ключевые слова:** портал электронного правительства, электронное правительство, электронная цифровая подпись, электронный документооборот.

### Information about authors:

Ospanova D.A. – candidate of law, associate professor of chair of the theory and history of state and law, constitutional and administrative law, law department, al-Farabi Kazakh National University, Republic of Kazakhstan, Almaty, E-mail: [azizkhan\\_0606@mail.ru](mailto:azizkhan_0606@mail.ru); <https://orcid.org/0000-0001-7561-6596> ;

Baimakhanova D.M. – doctor of law, professor of chair of the theory and history of state and law, constitutional and administrative law, law department, al-Farabi Kazakh National University, Republic of Kazakhstan, Almaty, E-mail: [dina\\_405@mail.ru](mailto:dina_405@mail.ru), <https://orcid.org/0000-0002-2741-4348>

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.27>

Volume 5, Number 321 (2018), 160 – 165

UDK 332.87

**M.O. Ryspekova, E.B. Tlessova, F. Khaitbayeva**

L.N. Gumilyov Eurasian National University, Astana, Kazakhstan  
madinal0081957@mail.ru, T.ilvira@mail.ru, [feru\\_hf@mail.ru](mailto:feru_hf@mail.ru)

**FACTORS OF INNOVATIVE MODERNIZATION  
AND IMPROVEMENT OF ACTIVITY OF HOUSING  
AND COMMUNAL SERVICES IN KAZAKHSTAN**

**Abstract.** The article shows the role of the sphere of housing and communal services for the quality of life of the population of Kazakhstan. It is shown that the sphere of housing and utilities is one of the main factors for the country's economy. The achievements in the basic directions of this sphere were considered in the conducted research of housing and communal services of the Republic. How many areas have been introduced, where there are followings: the area of public housing for waiting lists, the area of apartments for rental housing for young families, the area of housing loans through the system of housing savings, as well as in the context of the regions in 2016. But at the same time, with the development of this sector of the economy there are both positive sides and negative sides. The main problems are listed, and to effectively solve the problems it is necessary to find the points of sustainable development of housing and communal services.

The Program for the Development of the Regions to 2020 and ‘Nurly Zhol’ for 2015-2019 [1], as well as the priority tasks for effective modernization of housing and communal services at the state level are considered. For greater efficiency of housing and communal services, factors that influence the increase of efficiency of the system of modernization and innovative development of the sphere of housing and communal services are suggested.

**Key words:** housing and communal services, population, welfare, system modernization, innovations, factors, effect, services, development.

**Introduction**

In the market conditions of well-being and qualitative living standards of the Kazakh population is directly dependent on the effective functioning of the sphere of housing and communal services. This issue is also on the agenda in the state strategic plan for effective system modernization of the housing and communal services sector [1, 2]. It is based on the application of market reforms using modern, managerial, innovative and technological methods, as well as creating conditions for attracting private business and forming an institution of efficient homeowners [3].

In the economic literature, the issues of effective modernization of management and development of housing and communal services in the national economy are reflected, mainly, in the works of foreign scientists, but even in them the problems of the development of housing and communal services are not fully reflected. In general, the attention of scientists is focused on the processes of formation and functioning of housing and communal services. Separate aspects of it were devoted to the works of many economists, such as: Levina A.V. [9], Lembik S.A. [5], Mezentseva A.S. [23], Mozhevikina M.V. [8], Mursakina M.U., Islamov E.I. [10], Pavlenkov Yu.V. [4], Pronina L.I. [7], Primak L.V., Chernyshov L. [22], Ryakhovskaya A.N. [6], Sivaev S.B., Gordeev D.P., Lykova T.B., Rodionov A.Yu. [11], Simonov S.G., Shelomentsev P.Yu. [15], Uvarova N.N. [19, 20, 21] and others.

Reforms carried out by the Government over the past decades have not given proper innovative development of housing and communal services. In this regard, the purpose of the study is to identify problems and factors of innovative modernization of efficient, effective activity of housing and communal services in Kazakhstan.

**Methods of research.** To solve the goals set in the study, general scientific methods of cognition using system and comparative approaches, analytical, historical, generalizing methods, content analysis of information sources, induction and deduction methods, as well as other general scientific methods of cognition of economic processes were used.

**Results of the study.**

Currently, the housing stock of the Republic of Kazakhstan has 78371 apartment buildings, of which 20437 houses (26.1%) require major repairs.

At the same time, in the conditions of transformations and systemic modernization, in addition to the existing positive aspects there are accumulated shortcomings, which indicate that in this sphere there is not an insurmountable development crisis and problems to which [4, 5, 6, 7] refer:

- inconsistency of tariffs for payment of housing services to the level of their quality;
- inconsistency of the quality of most of the housing services with modern requirements and standards;
- high level of physical and moral deterioration of most of the objects of communal infrastructure;
- the need for accelerated modernization and technological re-equipment of public utilities infrastructure facilities in the housing and communal services sector;
- slow introduction of market management methods in the relationship of economic entities in the housing and communal services sector [9, 10];
- inadequate level of attracting private investors while reducing the state's participation in financing the development of the housing and communal services sector and a number of others [11].

For a comprehensive solution of all problems, it seems advisable to combine the efforts of state, regional and district management structures, together with economic entities in the housing and communal services sector and homeowners [12, 13, 14, 15, 16, 17, 18].

The specifics of the functioning of the housing and communal services sector is manifested in the specific features of the activities of its economic entities related to the operation and management of the use of the existing housing stock stock, as well as the organization of the housing and communal services market. As in our country the demand for housing, as well as the demand for adequate quality housing services, remains quite high, the influence of sanctions restrictions and the main problems associated with their actions, typical for most of the leading sectors of the economy of Kazakhstan, in the sphere of housing and communal services can be considered minimal. In this regard, the implementation of comprehensive modernization of the housing and communal services sector and the innovative development of its infrastructure is not only a prerequisite for its reform, but it can also become one of the so-called points of sustained economic growth throughout the country.

Among these factors, first of all, it is necessary to distinguish the following:

1) provision of favorable conditions for the development of a competitive environment and entrepreneurship of housing and communal services, as well as attracting private business;

2) for private business in the context of sanctions restrictions [6, 19] the priority interest is represented by such industries and spheres of the economy that are weakly dependent on external factors. The sphere of housing and communal services is relevant to such industries, since its functioning is virtually independent of the impact of sanctions restrictions, and a significant part of the population of our country has a stable demand for housing and quality housing and communal services. In the Kazakh economy today, there is hardly even one more industry in which demand would be so stable and high. On this basis, we can say that the interest of private investors in the sphere of housing and communal services is growing, as it is a lucrative market with great potential for gaining additional profit on the invested funds. For this reason, private businesses are already showing their interest in implementing investment projects in the housing and communal services sector;

3) liquidation of inefficient management of the housing and communal services sector implemented by unitary enterprises, and transfer of housing stock and infrastructure to the operation and management of efficient owners and private enterprises [10];

4) development and implementation of modern mechanisms that reduce the participation of budgets of all levels in financial support for the development and modernization of the communal infrastructure of the housing and communal sector, primarily by taking into account the specifics of implementing investment projects for its comprehensive modernization by private business structures;

5) introduction of modern innovative technologies used in the implementation of complex modernization of communal infrastructure facilities and ensuring their effective operation;

6) improvement of the legal relationship in the provision of housing services between organizations, service providers and resources, and property owners, the development of the settlement system for the supplied utility services, regulation of settlement centers, the development of remote payment services [19];

7) introduction and implementation at the level of contracts of direct measures aimed at increasing payment discipline by homeowners and establishing their specific responsibility for late payment of housing and communal services [20, 21];

8) provision of measures for the transition to long-term tariff regulation in terms of providing homeowners with heat, electricity, gas, water and sanitation [22];

At the same time, the formation of tariffs for the supply of these services and resources must necessarily take into account the calculated entrepreneurial profit of the supplier organizations in the amount of not less than 5% (for unitary enterprises, the profit level may be set below this value);

9) development and implementation of measures aimed at saving all types of resources while providing homeowners with the necessary complex of housing and communal services and increasing the efficiency of their use [23];

10) the exclusion of unjustified increase of citizens housing services provided to them through the use of pay when calculating the total payment mechanism for long-term management of the citizen, to limit the size installed in the area of tariffs HCS payment;

11) improving the mechanisms for identifying orphaned infrastructure in the housing and communal services sector through the stimulation of local government bodies with subsequent registration of property rights on them.

In order to improve the quality, reliability, efficiency and improvement of public services, the activities of housing and communal services, the State adopted the Program for the Modernization of Housing and Communal Services until 2020, which consists of 2 stages of implementation.

For today, this program is at the second stage: 2016-2020 [2]. The necessary regulatory framework has been created for carrying out active and purposeful work on reforming the housing and communal services.

At present, the Kazakhstani economy is the sphere of housing and communal services (HCS) is one of the main strategic industries, since the quality of life of the country's population depends on its development [2, 3].

In total, during the years of the Program for the Development of the Regions (Modernization of Housing and Communal Services), 2.322 residential buildings were repaired in the amount of 33.6 billion tenge. Enterprises and organizations of state property for 2016 put into operation 1.0214 thousand square meters. meters of housing. The state sector occupies only 9.7% of the total volume of housing construction in the republic. Enterprises and organizations of private ownership and the population for the same period introduced 9140.2 thousand square meters. meters of the total area of residential buildings. A total of 89.385 housing units have been put into operation in the country,

35884 individual houses. In 2016, commissioned 103.2 thousand square meters. meters of the area of public housing for waiting lists (1.796 apartments) or 221% to the annual plan, 63.2 thousand square meters were put into operation. meters of rental housing for young families (1.047 apartments) or 226% of the annual plan. In 2016, commissioned 210.0 thousand square meters. meters of the area of apartments of credit housing through the system of housing construction (3.323 apartments), including: at the expense of the republican budget - 105.9 thousand square meters. meters (1.770 apartments); at the expense of the National Fund allocated in 2015 - 104.1 thousand square meters. meters (1553 apartments). With JSC 'Housing Construction Savings Bank of Kazakhstan' in 2016 concluded contracts for housing construction savings of 814.629 participants with a total accumulation of about 407.0981 million tenge. The largest share of contracts on housing construction savings falls on the cities of Astana (14.3%) and Almaty (13.5%), East Kazakhstan (8.1%), Aktobe (7.3%) and Karaganda (7.1% %) of the region.

At the beginning of 2017 with the implementation of regional development programs until 2020 and 'Nurly Zhol' in the 2015-2019 refund owners of apartments is 6.7 billion tenge at the plan of 9.7 billion tenge or 68.4%.

In the state program [1], by 2020, sets the following priority tasks:

1. not less than 70% of consumers in each region of the country should be satisfied with the quality of public services;
2. Decrease in the volume of waste water from industrial enterprises entering urban sewage treatment plants by 2020 compared to 2010 - up to 15%;
3. Reducing the specific energy consumption of civil buildings to 180 kW per square meter;
4. increase in the share of scientific and innovation services from the total volume of services in the sphere of housing and communal services by 2020 compared to 2010 - up to 5%;
5. increase in the share of qualified specialists in the sphere of housing and communal services by 20% compared with 2010;
6. for today the deterioration of the networks of heat, water and sanitation is 60% and by the end of 2018 it is planned to reduce it to 57%;
7. It is planned to build and reconstruct 1778 km of engineering networks for: heat supply - 91 km; water supply – 1.578 km; water disposal - 109 km.

**Conclusions:** The practical implementation of the above factors to solve problems depends on the effectiveness of the comprehensive modernization and innovative development of the housing sector, then its successful development it seems appropriate to combine the national, regional and local governance structures effort, in conjunction with the economic actors housing sector and homeowners to ensure the successful solution of all problems.

**Source of research funding:** The study was carried out as part of the implementation of the scientific project AR05134552, a scientific project: "Economic evaluation of investment projects for the modernization of housing and communal services in the Republic of Kazakhstan."

#### REFERENCES

- [1] The state program "Infrastructure Development of the Nurly Zhol" by 2015-2019. № 1030, с. Astana, 06.04.2015.
- [2] The Program is aimed at developing the Regional Development Program in 2020, the Ministry of Investment and Development of the Republic of Kazakhstan, the Committee for Civil Society and Communal Services, Realization of Regional Development Programs from 2020 to 2016 and the "Nurly Zhol" <http://kds.mid.gov.kz/ru/pages/realizaciya-programm-razvitiya-regionov-do-2020-goda-i-nurly-zhol-na-2015-2019-gody>, 16.03.2017.
- [3] Resolution of the Government of the Republic of Kazakhstan # 473 "On Modernization of Housing and Communal Property of the Republic of Kazakhstan for 2011-2020", April 30, 2011.
- [4] Pavlenkov Yu.V. Selective renovation or complex energy-efficient modernization of housing and municipal infrastructure //Multi-apartment management house, 2013. № 5. P. 48-58.
- [5] Lembik SA Кто, если не собственник //Управление многоквартирным домом, 2013. № 7. С. 11-19.
- [6] Ryakhovskaya A.N. The role of the regulator in the sphere of the state regulation of the ICDs: kineness and non-conformity //Housing and communal property, 2013. № 4. P. 10-14.
- [7] Pronina LI Public Finance and Utilities Sector in the Sphere of Financial Supervision, **2013**. № 5. P. 35-43.
- [8] Mojevikina B. Mechanism of self-identification in the sphere of natural monopoly of communal and communal property, Ust-Kamenogorsk: Izd VO VKGU, **2010**. 0,3 p. l.
- [9] Levine A.B. Развитие формы хозяйствования в жилищно-коммунальном секторе (в Свердловской области), Специальность 08 00.05 - Economics and management of narodnoy property - Economy, organization and management of enterprises, settlements, complexes services, **2007**. p. 185
- [10] Moushaksyn M.U., Islamov EI. «Kazakhstan Center for Modernization and Development of Industrial Designs», «Algorithms for selecting and controlling the multi-stakeholder house of the NPA of the Republic of Kazakhstan, Magazine Vestnik UGHTTU. Science, education, economy. Series: Economy, BAK, Казахстан, г. Astana, 2015. p. 58-61
- [11] Sivaev S.B., Gordeev D.P., Lykova T.B., Rodionov Yu. "Institutional Energy Efficiency in Energy Efficiency and Budget Sectors", Publications: Institute for Economies. Series: Municipal economic development. ISBN: 978-5-8130-0155-0, г. Moscow, **2010**. p.169.
- [12] Rules for the provision of communal services for ownership and utilization, Publishing: Prospect. . ISBN: 978-5-392-23520-9, 978-5-392-26896-2. г. Moscow, **2017**. p.130.  
[http://www.zhkh.su/literatura/pravila\\_predostavleniya\\_kommunalnyh\\_uslug\\_sobstvennikam\\_i\\_polzovateljam\\_pomewenij\\_558560/](http://www.zhkh.su/literatura/pravila_predostavleniya_kommunalnyh_uslug_sobstvennikam_i_polzovateljam_pomewenij_558560/)
- [13] Law of the Republic of Kazakhstan, On Family Relationships 16 April 1997, No. 94-I, (with amendments and additions as of 10.01.2015).

[14] Law of the Republic of Kazakhstan "On State Property" (with amendments and additions to 22.04.2015), № 413-IV ЗРК, Astana, Akorda, 1 March 2011.

[15] Simonov S.G., Shelomentsev P.Yu. Reforming the communal spheres of the Republic of Kazakhstan: independence, mechanism, social commitment / Background. AN Silina. Tyumen: Vector Buck, **2003**.

[16] Order of the President of the Republic of Kazakhstan on the Construction and Housing and Communal Services, No. 471, "The Universal Declaration of Human Rights (Governing Body), entitled to receiving a bribe, as well as to the giving of a state on a white background or on a white background, an arranged local executive body on a white background", 05.12. 2011.

[17] Decree of the Government of the Republic of Kazakhstan, № 2314, "Providing for the approval of the Covenant of Mayors (with amendments and additions by 17.02.2017), 30.12. 2009.

[18] Order No. 665 of the Ministry of National Economy of the Republic of Kazakhstan "On the Construction, Reconstruction and Modernization of the System of Water Subsidy, Water Supply and Vaporization", 14.10. 2015.

[19] Uvarova N.N. Sovereignty of the Republic of Kazakhstan on Normative-Legal Regulation of the communal-communal system //The Constitutional Constitution of the 15th edition of the Constitution of the Republic of Kazakhstan "Institutional constitutionalism: problems and perspectives". 26.03. 2010. Semipalatinsk, **2010**. S. 222-226. 0.3 pp. l.

[20] Uvarova N.N. Law of the Republic of Kazakhstan on Land Use and Public Utilities - Part 1, LLC "Fregat" г. Ust-Kamenogorsk, **2010**. P.1-16. 0.5 pp.

[21] Uvarova N.N. Legal status of cooperatives in apartment houses in Kazakhstan //Materials of the scientific-practical conference of young scientists and students "The contribution of industrial innovation in Kazakhstan." April 8-9, **2010**.S. 20-37. 1 p.

[22] Primak L.V., Chernyshov L.N., "Energosberzhenie in JKC", Publishing House: Academician project. Series: Economics. Right. Governance. ISBN: 978-5-8291-1325-4, г. Moscow, **2011**. P.,180.

[23] Mezentseva A.S. "50 energetic energy resources How to save money on communal levies?" Publisher: Exmo-Press. Series: Азбука строительства и ремонта. ISBN: 978-5-699-86629-8, г. Moscow, 2016 h 135.

УДК 332.87

**М.О. Рыспекова, Э.Б. Тлесова, Ф.К. Хаитбаева**

Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана, Қазақстан

### **ҚАЗАҚСТАНДАҒЫ ТҰРҒЫН ҮЙ-КОММУНАЛДЫҚ ШАРУАШЫЛЫҚ ҚЫЗМЕТІН АРТТЫРУ ЖӘНЕ ЖАҢҒЫРТУ ФАКТОРЛАРЫ**

**Аннотация.** Мақалада Қазақстан халқының өмір сүру сапасы үшін тұрғын үй-коммуналдық шаруашылық саласының рөлі көрсетілген. Тұрғын үй-коммуналдық шаруашылығы ел экономикасы үшін негізгі салалардың бірі екені көрсетілген. Қазақстан Республикасының тұрғын үй-коммуналдық шаруашылық жағдайын зерделеу барысында осы саланың негізгі бағыттары бойынша жетістіктер қарастырылды: қанша тұрғын аудандары енгізілді, оның ішінде күту тізімдері бойынша мемлекеттік тұрғын үй ауданы, жас отбасыларға арналған жалдамалы тұрғын үй пәтерлерінің ауданы, 2016 жылға арналған тұрғын үй жинақтар жүйесі арқылы пәтерлерді несиелеу аудандары, сондай-ақ өңірлер бойынша Ұлттық қор қаражаттары есебінен несиеленген үйлердің аймақтары қарастырылды. Сонымен бірге, экономиканың осы секторының дамуында оң және теріс аспектілер байқалады. Тұрғын үй-коммуналдық шаруашылықты дамытудың негізгі мәселелері тізіліп, алға қойылған мәселелерді тиімді шешу үшін осы саланы тұрақты дамыту жолдары ұсынылады. 2020 жылға дейінгі өңірлерді дамыту бағдарламасы және 2015-2019 жылдарға арналған «Нұрлы жол» бағдарламасы [1], сондай-ақ мемлекеттік деңгейде тұрғын үй-коммуналдық шаруашылықты тиімді жаңғыртудың басым міндеттері қаралды. Тұрғын үй-коммуналдық шаруашылықтың тиімділігін арттыру үшін тұрғын үй-коммуналдық шаруашылықты жаңғырту және инновациялық дамыту жүйесінің тиімділігін арттыруға ықпал ететін факторлар ұсынылады.

**Түйін сөздер:** тұрғын үй-коммуналдық шаруашылық, халық, әл-ауқат, жүйелік жаңғырту, инновациялар, факторлар, әсер, қызметтер, даму.

**М.О. Рысбекова, Э.Б. Тлессова, Ф.К. Хаитбаева**

Евразийский национальный университет им. Л.Н. Гумилева, Астана, Казахстан

**ФАКТОРЫ ИННОВАЦИОННОЙ МОДЕРНИЗАЦИИ И СОВЕРШЕНСТВОВАНИЯ  
ДЕЯТЕЛЬНОСТИ ЖИЛИЩНО-КОММУНАЛЬНОГО ХОЗЯЙСТВА В КАЗАХСТАНЕ**

**Аннотация.** В статье показана роль сферы жилищно-коммунального хозяйства для качественного уровня жизни населения Казахстана. Показано, что ЖКХ является одной из главных отраслей для экономики страны. В проведенном исследовании состояния жилищно-коммунального хозяйства Республики Казахстан рассмотрены достижения по основным направлениям данной сферы - сколько площадей введено, из них площади квартир коммунального жилья для очередников, площади квартир арендного жилья для молодых семей, площади квартир кредитного жилья через систему жилстройсбережений, за счет средств Национального фонда, а также в разрезе областей за 2016 год. Но, в то же время, в развитии данной сферы экономики наблюдаются как положительные, так и отрицательные стороны. Перечислены основные проблемы развития жилищно-коммунального хозяйства и в целях эффективного решения поставленных проблем предложены пути устойчивого развития данной сферы.

Рассмотрена Программа развития регионов до 2020 года и «Нұрлы жол» на 2015-2019 гг. [1], а также приоритетные задачи по эффективной модернизации ЖКХ на государственном уровне. Для большей результативности ЖКХ предложены факторы, которые влияют на повышение эффективности системы модернизации и инновационного развития сферы жилищно-коммунального хозяйства.

**Ключевые слова:** жилищно-коммунальное хозяйство, население, благосостояние, системная модернизация, инновации, факторы, эффект, услуги, развитие.

**Information about authors:**

Ryspekova Madina Orazovna - Candidate of Economic Sciences, acting. Professor of the Department 'Economics and Entrepreneurship' ENU them. L.N. Gumilev, Astana, E-mail: madina10081957@mail.ru.

Tlessova Elvira Bulatovna - Candidate of Economic Sciences, Associate Professor of the Department 'Economics and Entrepreneurship' ENU them. L.N. Gumilev. Astana, E-mail: t.ilvira@mail.ru;

Khaitbayeva Feruza Kudratovna - master student ENU to them. L.N. Gumilev, Astana, E-mail: feru\_hf@mail.ru

**NEWS**

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2018.2224-5294.28>

Volume 5, Number 321 (2018), 166 – 173

UDC 336.71.02 (574)

**G.T. Sultanova<sup>1</sup>**

JSC "Financial Academy", Astana, the Republic of Kazakhstan  
[guzel1010@mail.ru](mailto:guzel1010@mail.ru)

**TRENDS AND PRIORITIES FOR THE DEVELOPMENT  
OF EXPORT POTENTIAL OF THE AGRARIAN SECTOR**

**Abstract.** The urgency of the development of scientific research is determined by the fact that the agro-industrial complex The agro-industrial complex is the main and most promising branch of the economy of Kazakhstan. Few countries in the world have the potential for agricultural development, comparable to the potential of Kazakhstan. Already today it becomes obvious that, in the future, with the growth of the world's population, countries that are able to export food will become the main ones on the world market. In Kazakhstan, much attention is paid to the development of the agro-industrial complex. The volume of financing of the industry is increasing, new programs are being developed, new instruments of state support are being created. Statistics show positive dynamics: gross output increases, investment in the sector grows, new agricultural objects appear

In this report, the matrix of the agro-industrial complex is presented, which allows to determine the place to promote innovative development of agriculture, mechanization and intellectualization of labor, as well as to ensure transition to resource-saving technologies, as well as to develop the export potential of the agricultural sector.

**Key words:** tendencies, agro-industrial complex, food products, state support, gross agricultural output, mechanism of agricultural development, intellectualization of labor, resource-saving technologies.

**Introduction.** In the Message to the People of Kazakhstan of January 10, 2018, "New Development Opportunities in the Conditions of the Fourth Industrial Revolution", the President of the country, N.A. Nazarbayev clearly noted: "Smart technologies" - a chance for a breakthrough in the development of the agro-industrial complex. " This is our traditional industry. The global need for food will grow. The agrarian policy should be aimed at a radical increase in labor productivity and growth in exports of processed agricultural products. Provision and processing of raw materials and reorient the entire agro-industrial complex to this task. At the same time, the head of state stressed the need to revise the role of agrarian universities, and a multiple increase in productivity can be achieved through technologies for predicting the optimal time for sowing and harvesting, "smart irrigation," intelligent mineral fertilization systems, and pest and weed control. It is necessary to increase labor productivity in the agroindustrial complex and export of processed agricultural products at least 2.5 times within 5 years [1].

In the agricultural sector of Kazakhstan, there is a high dependence on natural and climatic conditions, a high proportion of agricultural production in the households, low labor productivity, a weak credit system, the use of simplified technologies for cultivating crops and growing animals, low technical equipment and insufficient introduction of innovative technologies, which prevents the effective conduct of production.

**Research methods** - the agro-industrial complex of the Republic of Kazakhstan has good prospects for further development: the export positions of the oilseed and meat sectors are increasing, and in terms of grain and flour, Kazakhstan has become one of the largest exporting countries in the world as soon as possible. Kazakhstan's membership in the Eurasian Economic Union (hereinafter referred to as the EAEC) and the World Trade Organization (WTO) creates opportunities and at the same time makes high demands on competitiveness in both the domestic and foreign markets. In this regard, the role of state regulation of the agro-industrial complex is extremely important.

During the period of independence, nine program documents were developed on the basis of which the state policy in the sphere of the agro-industrial complex was implemented: the Aul socio-economic development program for 1991-1995 and for the period up to 2000, the Conceptual Program for the Development of the Agro-industrial Complex for 1993-1995 and up to 2000, the Program for the Development of Agricultural Production for 2000-2002, the State Agro-Food Program for 2003-2005, the State Program for the Development of Rural Areas for 2004-2010, the Concept of Sustainable Development of the Agro-industrial Complex for 2006 2010-2010, the Program of Priority Measures for the Implementation of the Concept of Sustainable Development of the AIC of the Republic of Kazakhstan for 2006-2010, the Agro-Industrial Development Program for 2010-2014 and the Agro-business development program in the Republic of Kazakhstan "Agro-business 2017".

The results of the study - lead to the fact that in agriculture, about 5% of the country's gross domestic product (hereinafter - GDP) is created. In 2015, the gross output of agriculture amounted to 3.3 trillion. KZT, which in real terms below the level of 2011 by 4.1%.

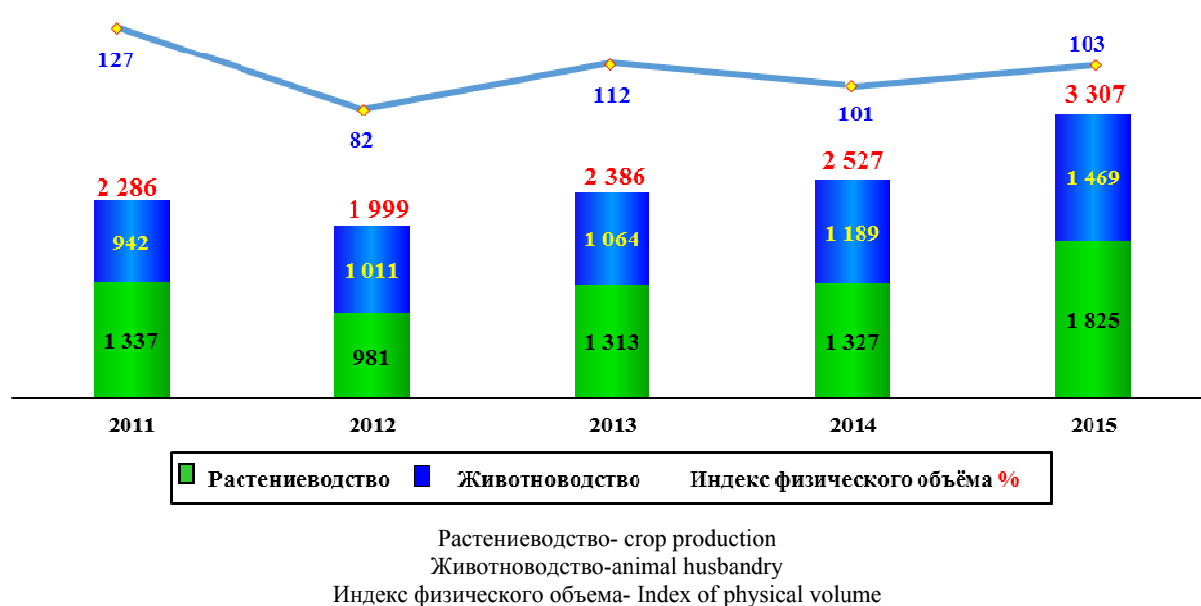


Diagram 1. Dynamics of gross production of agriculture, billion tenge

In the structure of the gross output of the industry there is a high share of production of personal subsidiary plots. About 80% of agricultural products produced in Kazakhstan are sold as raw materials, without processing, and finished products have weak competitiveness [2].

Table 1- SWOT analysis of the AIC industry

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Kazakhstan takes the ninth place on the territory in the world;</li> <li>- Kazakhstan occupies the second place in the world in terms of arable land per capita;</li> <li>-Kazakhstan is one of the largest exporters of grain and flour;</li> <li>- a multitude of rural population (43% of the total population), a high proportion of employed (18% of the employed population);</li> <li>-a large potential demand for food products markets of the CIS countries and Central Asia;</li> <li>-constant growth of the gross product of the agro-industrial complex;</li> <li>-high production and export potential of organic products</li> </ul>	<ul style="list-style-type: none"> <li>-low share in the country's GDP (4.8%);</li> <li>-development of trade, including export;</li> <li>-low level of implementation of research and development;</li> <li>- Insufficient level of veterinary and food safety;</li> <li>- High capital intensity;</li> <li>-long payback period;</li> <li>-dependence on natural and climatic conditions;</li> <li>-low labor productivity;</li> <li>-low level profitability of SHPP</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>- the possibility of increasing volumes for all types of agricultural products due to the growing number and changing structure of the population's nutrition;</li> <li>-formation of effective state support of SCPP and agricultural cooperatives;</li> <li>-extension of the geography of supplies and exports in promising sectors</li> </ul>	<ul style="list-style-type: none"> <li>- unfavorable changes in natural and climatic conditions, instability of weather conditions;</li> <li>- spread of diseases of animals and plants and pollution of the natural environment;</li> <li>- Growth of competition in international markets for certain types of products in connection with accession to the WTO;</li> <li>risk of inefficient state regulation of the industry</li> </ul>

The average annual growth rates of food production in general do not keep pace with the growth rates of consumption and income of the population, as a result of which the free niche in the market is filled by imports and its share in domestic consumption remains very significant.

The gross output of food production in 2017 amounted to 1.1 trillion. KZT, which in real terms is higher than the level of 2013 by 12.5%.

The main share in the structure of food production is occupied by the grain processing industry (22.3%), dairy (16.7%), bakery (15%), meat processing (13.6%), fat and oil (7.9%), fruit and vegetable (7, 6%) and other industries (16.9%).

Kazakhstan, which has a great potential for agricultural production, still imports a lot of food (40%), and the industry itself is not developing fast enough. The main problem of the agro-industrial complex is the low level of state support [3].

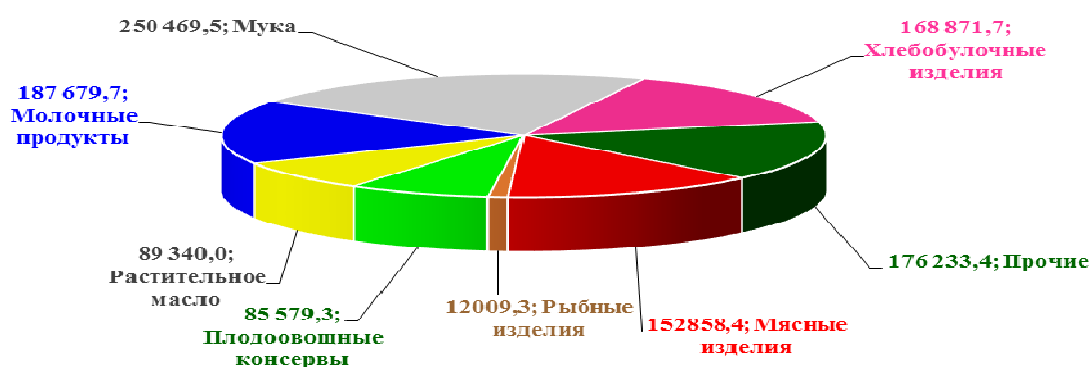


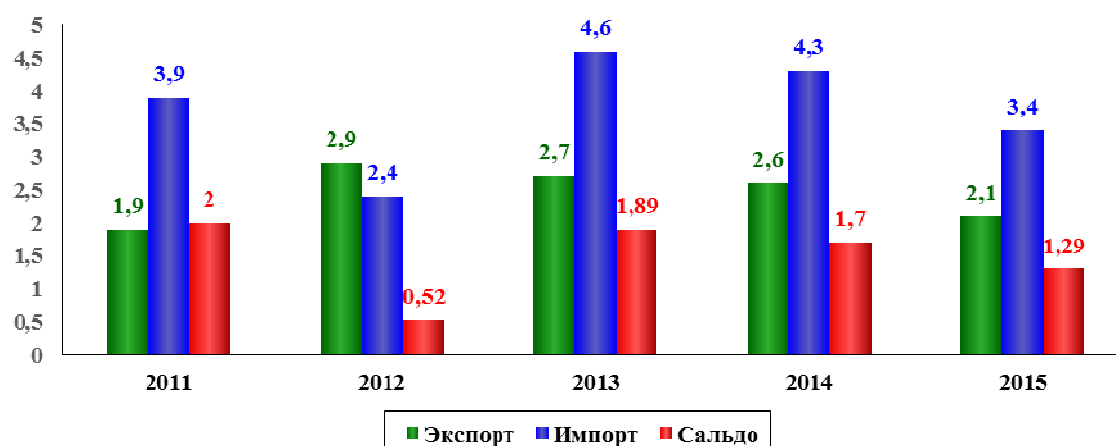
Diagram 2 - Production of agricultural products in monetary terms in 2017, m. Tenge

The volume of foreign trade turnover on products of processing of agricultural raw materials and the food-processing industry of the country in 2017 amounted to 3.2 billion US dollars, which is 17.7% less than in 2013 (3.8 billion US dollars).

The volume of exports by products of processing of agricultural raw materials and food industry decreased by 6.5% (from 1.0 to 0.9 billion US dollars).

The volume of imports in 2017 compared with 2013 decreased by 21.6% and amounted to 2.3 billion US dollars.

A high share of imports is maintained by the most high-tech industries. On average, for five years, the largest share of imports for products of processing livestock products is cheese and curd (51%), sausages (46%), meat and canned meat (40%) and butter (36.4%). By products of processing of plant products, the largest share of imports is recorded for sugar (42%), and taking into account the import of cane sugar, imports reach 97%. At the same time, the production capacity of sugar factories was loaded by 37.1%. Import of canned fruits and vegetables in 2015 amounted to 98.7 thousand tons, or 84% of domestic consumption, while the fruit and vegetable processing enterprises were busy at 27%. The share of imports in domestic consumption of oil and fat products reaches 30-40%. At the same time, capacities of oil and fat companies are loaded by 45-50%. The problem of lack of quality raw materials for loading production capacities is acute for the entire processing industry as a whole. The production of cereals and flour completely ensures internal consumption [4].



Экспорт-Export  
Импорт-Import  
Balance

The diagram 3 - Export, import and balance of production of AIC, billion US dollars

Export amounted to 24.9 thousand tons in the amount of 52.6 million US dollars. Import of fish and fish products amounted to 52.2 thousand tons to the amount of 61.5 million US dollars.

This system consists of several components that allow you to trace the chain of origin of products from the farm to the consumer's table. Thus, in order to increase consumers' confidence in domestic products, it is necessary to introduce world-class information systems for the registration of animals, traceability of the origin of livestock products that meet the requirements of importing countries of meat.

Table 2 - Institutes of state support of agroindustrial complex

№	Groups of companies JSC NMH "KazAgro"	Mission
1	Food Contract Corporation	management of state grain resources on behalf of the state
2	Fund for Financial Support of Agriculture	microcrediting of the rural population and SSTP, lending to microcredit organizations
3	KazAgroFinance	ensuring access of agricultural producers to financial resources, as well as to agricultural machinery and technological equipment on a leasing basis
4	Agrarian Credit Corporation	development of an affordable credit system for the subjects of the agro-industrial complex of the Republic of Kazakhstan
5	KazAgroMarketing	providing accessible information and marketing and consulting services to agribusiness entities
6	KazAgroGarant	stimulation of attracting investments in the agrarian sector by developing a system for guaranteeing the fulfillment of obligations of the subjects of the AIC
7	KazAgrounim	ensuring food security and development of the export potential of the livestock sector by supporting the production and promotion of livestock for export products by agro-business entities

Note - Authorized systematization using the data of JSC NMH KazAgro

Subsidizing is used as a key instrument to support agricultural production and stimulate exports. The volume of subsidies to the industry in 2016 amounted to: plant growing - 43.4 billion tenge, livestock - 41.6 billion tenge. By 2020, it is planned to increase the volume of state support to agriculture by subsidizing the subjects of the agro-industrial complex by 4.5 times [5].

The discussion of the results. Based on the analysis of Kazakhstan's geographical location, agricultural market capacities, transport accessibility, it can be concluded that the potential markets for sales remain the countries of the EEA, the CIS, China, Iran, Afghanistan and the UAE.

Leading in terms of exported products based on the results of 2015 are: - crop production - wheat, barley, corn, oilseeds; - livestock products - beef, pork, lamb, poultry.

In general, in the structure of imports of such countries as Russia, Uzbekistan, Kyrgyzstan and Tajikistan, products from Kazakhstan account for more than 86% for certain types of crop products. Thus, in 2015, the share of wheat from Kazakhstan totaled 86.6% of the total volume of the imported wheat rancid in Russia. In Uzbekistan's imports of wheat, flour and oilseeds, the share of products from Kazakhstan is 100%, 99.2% and 98.7%, respectively.

According to livestock products, taking into account the domestic supply of domestic production, export potential has beef, pork and lamb. The largest volumes of imports of these products are observed in countries such as China, Russia, Iran and the United Arab Emirates.

The indicator of regional labor productivity of agricultural production is determined by the ratio of the value of agricultural production in the region for the year and the number of people employed in the region's agriculture (million tons / person). Agricultural products represent the sum of crop production and livestock production of all agricultural producers, including the population's economy, peasant (farm) farms and agricultural enterprises, in value evaluation at actually effective prices. The summarizing indicator of the regional competitiveness of agricultural production is the ratio of the profitability of production in agriculture to the productivity of labor employed in agricultural production:

$$I = P / P (1)$$

Where

I - generalizing indicator of regional competitiveness of agricultural production

P - profitability of production in agriculture

P - productivity of labor employed in agricultural production [5].

Table 3. Calculation of the generalized indicator of the competitiveness of agricultural production

Regions	number of people employed in agriculture, persons	gross output of agricultural production mln.	labor productivity in agriculture, mln.tn / person.	profitability production%	generalizing competitiveness indicator
Kazakhstan	2 125 700	1 999 046,60	0,9	24,8	0,27
Akmola	164200	148 822,90	0,9	25,4	0,28
Aktobe	72600	113 468,00	1,6	-0,8	-0,01
Almaty	428200	342 543,20	0,8	22,7	0,28
Atyrau	13300	40 376,10	3	15,3	0,05
Western Kazakhstan	90800	73 418,90	0,8	4,1	0,05
Jambyl	110200	94 393,80	0,9	19,3	0,23
Karagandy	88300	114 056,70	1,3	20,6	0,16
Kostanay	197300	184 938,90	0,9	23,7	0,25
Kyzylorda	34100	48 505,20	1,4	8,5	0,06
Mangystau	1500	7 822,50	5,2	30,9	0,05
Southern Kazakhstan	468400	259 203,70	0,6	16,3	0,29
Pavlodar	93400	79 643,40	0,9	27,2	0,32
NorthernKazakhstan	175400	252 501,90	1,4	34,4	0,24
Eastern Kazakhstan	188000	237 221,80	1,3	45,8	0,36
Note - Author's calculations using the data of the Ministry of National Economy of the Republic of Kazakhstan Committee on Statistics					

In essence, these indicators are a relative value of intensity, which shows how much tenge of profit is an average of one tenge of produced agricultural output (output). As a result of data processing, groups of regions were identified that characterize the features of the territorial formation of agricultural labor

productivity indicators and the profitability of production, and the possibility of diversifying exports of the agroindustrial complex was identified by involving 10 regions of Kazakhstan in foreign economic activity.

The most competitive regions (East Kazakhstan, Akmola, Pavlodar, South Kazakhstan, Kostanay, Almaty oblasts) have a generalizing indicator of competitiveness at the level of 0.25 or more. The western regions of the country are the least competitive.

Table 4 - Classification of the regions of Kazakhstan by the level of competitiveness of agricultural production

Competitiveness level	Regions	Average
Competitive (0.25 or more)	East-Kazakhstan, Akmola, Pavlodar, South-Kazakhstan, Kostanay, Almaty regions (6)	0,25
Having the potential of competitiveness (0.05-0.25)	Karaganda, Zhambyl, North-Kazakhstan, Kyzylorda regions (4)	0,18
Less competitive (up to 0.05)	Aktobe, Atyrau, Western Kazakhstan, Mangystau regions (4)	0,04
Note - Note - Author's calculations using data from the Ministry of National Economy of the Republic of Kazakhstan Committee on Statistics		

It should be emphasized that these indicators of competitiveness are generalizing, because the export potential in the agrarian sector of a particular region depends on a number of objective factors. So, in Kazakhstan there are differences between the natural and climatic conditions of the regions, the level of infrastructure development, the material and technical equipment of farms, which leads to a different cost of production of agricultural products at the level of the republic, at the level of individual regions. Ignoring such differences inevitably leads to the support of non-competitive industries. Therefore, specific specialization of regions is needed [6].

At the same time, the strategy of increasing competitiveness should be primarily focused on the development of the quality of life of the rural population. This is the only way to ensure a comprehensive approach to achieving the competitive advantages of the agricultural sector of the economy.

The directions of increasing the competitiveness of the agro-industrial complex should be expressed in three aspects:

- creation of a sustainable system of expanded reproduction of high-quality agro-food products;
- the maximum possible reduction of the gap in the social and economic development of urban and rural areas;
- the formation of a regional food security system that is resistant to internal and external threats and impacts (Figure 1).

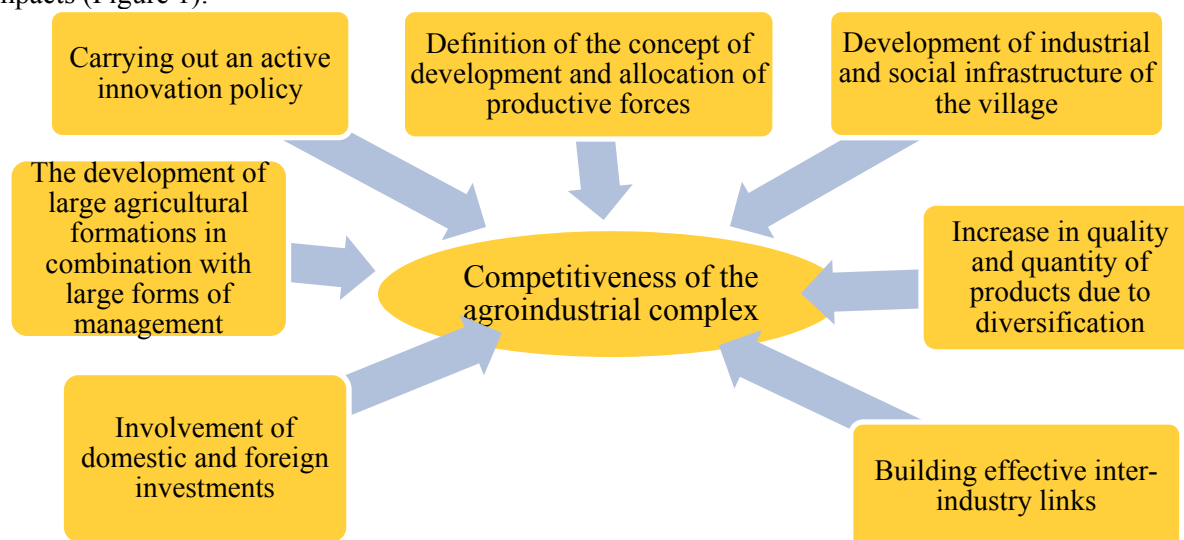


Figure 1 - The basic directions of increase of competitiveness

Note - Author's suggestions

For realization of the indicated directions it is proposed:

- create the necessary conditions aimed at breaking the trend of outflow of the educated and young people from rural areas, as well as improve the level of rural education;
- to increase household incomes and self-sufficiency of rural residents;
- to promote innovative development of agriculture, mechanization and intellectualization of labor, and also to ensure transition to resource-saving technologies;
- to regulate land relations and expand access to factors of production;
- Develop the social infrastructure of the village, focusing on the degree of development of urban infrastructure;
- improve housing conditions in rural areas, by building modern and affordable housing;
- promote the use of marketing and information technology in agriculture;
- To significantly reduce the tax burden on all categories of agricultural producers, including, by way of complete exemption from taxation during the first five years of the operation of new entities of agrarian business;
- to form and promote the promotion of regional brands in Kazakhstan and foreign food markets;
- to reform unprofitable agricultural organizations, to develop small forms of management and cooperation [7].

At the same time, none of these areas of development can be implemented without adequate state support. Therefore, effective state support is a prerequisite for both improving product competitiveness and export capacity. At the same time, if the regional level of state support for exports is formed in some way, the local level in matters of involvement in the system of support and stimulation of exports is left without attention. The local level of organization and support for the export of agro-industrial complex is today the most important, since it allows attracting the largest number of participants in foreign economic activity (farms, small and medium-sized businesses).

Conclusions. Thus, on the basis of the conducted research, the problems that are the reason for the low competitiveness of the agricultural sector were systematized. Therefore, the implementation of the export potential of the agricultural sector is seen in addressing the issues of increasing the competitiveness of the industry. First of all, there is a need for a clear specialization of the regions of the country in the production of a particular type of agricultural products, taking into account the natural, climatic, organizational, production, investment and other characteristics of the regions, which will make it possible to use factors of production more efficiently, reduce production costs and, consequently, increase competitiveness. In connection with this, it is also necessary to review the measures of state support for the regions taking into account their specialization. In connection with the concentration of agricultural production in the households of the population, it is necessary to strengthen the local level of support for producers and exporters of agricultural products through the creation of a Territorial Export Support Center. In order to increase the competitiveness of products, it is necessary to continue work on the introduction of international quality standards, the development of processing industries. Increasing the competitiveness of products will help to strengthen the country's position in the world market as a reliable supplier of agricultural products and thus, all prerequisites will be created for increasing the export potential of the country's agrarian sector [8].

Export policy will be based on targeted support for the promotion of products in potential sales markets. For this purpose, due to own funds, NUK "KazAgro" JSC, "NC" Food Corporation "JSC will act as an export center of the agro-industrial complex in close cooperation with JSC" KazExportGarant "and JSC" National Agency for Export and Investment of JSC "KAZNEX INVEST", and also diplomatic missions abroad. The Center will:

- 1) analysis of external markets and drawing up of road maps of promotion of production for perspective countries of sale;
- 2) forward purchase of products from SHPP and formation of large export batches;
- 3) creation of export sales channels for agricultural products in demand on the foreign market;
- 4) provision of insurance and guarantee of export contracts of SHTP;
- 5) promotion of umbrella brands, including "KZ ORGANIC FOOD";
- 6) advisory services on export of products, including contract maintenance.

Also, to increase the attractiveness of the agricultural sector to investors, the Government will take

measures to improve the position of the Republic of Kazakhstan in the Global Competitiveness Index of the World Economic Forum in terms of the indicator "The aggravation of agrarian policy", as well as the inclusion of Kazakhstan in the World Bank's "Enabling the Business of Agriculture" "Development of agribusiness").

#### REFERENCES

- [1] Message from the President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan on January 10, 2018 "New opportunities for development in the conditions of the fourth industrial revolution".
- [2] The State Program for the Development of the Agro-industrial Complex of the Republic of Kazakhstan for 2017-2021
- [3] A. Kurishbaev. Only the strategic development of agrarian science will allow Kazakhstan to create its own "Food Valley" // Problems of Modern Economy. - Almaty, - 2014. - №3. - 145 sec.
- [4] The State Program for the Development of the Agro-industrial Complex of the Republic of Kazakhstan for 2017-2021.
- [5] Ministry of National Economy of the Republic of Kazakhstan Committee on Statistics - [www.stat.gov.kz](http://www.stat.gov.kz)
- [6] Terms and stages of the implementation of the Program for the Development of the Agro-Industrial Complex in the Republic of Kazakhstan for 2013-2020 "Agro-business 2020"
- [7] Ministry of Agriculture of the Republic of Kazakhstan <http://mcx.gov.kz/ru>
- [8] JSC National Holding Company KazAgro

**Г. Т. Султанова**

АО «Финансовая академия», Астана, Республика Казахстан

#### ТЕНДЕНЦИИ И ПРИОРИТЕТЫ РАЗВИТИЯ ЭКСПОРТНОГО ПОТЕНЦИАЛА АГРАРНОГО СЕКТОРА

**Аннотация.** Актуальность развития научных исследований определяется тем, что Агропромышленный комплекс является основной и наиболее перспективной отраслью экономики Казахстана.

**Ключевые слова:** тенденции, агропромышленный комплекс, продукты питания, государственная поддержка, валовая продукция сельского хозяйства, механизм развития сельского хозяйства, интеллектуализация труда, ресурсосберегающие технологии.

**Г. Т. Султанова**

«Қаржы академиясы» АҚ, Астана қаласы, Қазақстан Республикасы

#### АГРАРЛЫҚ СЕКТОРДЫҢ ЭКСПОРТТЫҚ ӘЛЕУЕТІН ДАМУҒА БАҒЫТТАЛҒАН ҮРДІСТЕР МЕН БАСЫМДЫҚТАР

**Аннотация.** Ғылыми зерттеулерді дамытудың өзектілігі Агроөнеркәсіптік кешен Қазақстан экономикасының басты және перспективалы секторы болып табылады.

**Түйін сөздер:** үрдістер, агроөнеркәсіптік кешен, азық-түлік өнімдері, мемлекеттік қолдау, ауыл шаруашылығының жалпы өнімі, ауыл шаруашылығын дамыту механизмі, еңбек интеллектуализациясы, ресурс үнемдейтін технологиялар.

#### Information about authors:

Sultanova Guzel Tahirovna - PhD doctoral student of the 2-nd year, [guzel1010@mail.ru](mailto:guzel1010@mail.ru)

## Мерейтой – 60 жас

### РУХАНИЯТ ТІРЕГІН ІЗДЕГЕН ҒАЛЫМ



Халқымыз даналыққа, ақылдың құдіретіне ежелден бас иген, сөздің қадірін білген, ойдың ұшқырлығын дәріптеген қауымдастық. Сондықтан әрбір сөздің түбірінде келелі ой саптауы, өмір тәжірибесінен туындайтын қисынның қиыстырылуы жатқанын ұлттың зияткерлік жолындағы азаматтары мен оның рухани тарихи санасы қалыптастырушы бөлігі жақсы байыптаған. Ұлтымыздың ілкі заманнан келе жатқан әлемді рухани игеруге деген ұмтылысы көрініс беріп отырған. Ұлт философиясы сан ғасырлар бойы қалыптасып, нағыз даналықтың қайнар көзіне айналғаны белгілі. Сондықтан қазіргі заманауи ел руханияты туралы сөз қозғағанда рухани мәдениетіміз бен тарихымызға назар аударатыныз анық. Міне осы әрекетті өзінің шығармашылығы мен ғылыми қызметіне құндылықтық бағдар еткен, жастарға өнеге боларлықтай азаматтығы бар, бірегей тұлға, замандас ғалым ініміз Нұрмұратов Серік Есентайұлы.

Серік Есентайұлы – елімізге белгілі ғалым-философ, философия ғылымдарының докторы, профессор, қазақ философиясының негізін қалаушылардың бірі, бұл күндері 60 жасқа толып отыр. Ол ғылымға зор үлес қосқан, әлі де одан сайын үдемелі үлес қоса беретін көрнекті абыз ғалым, есімі мақтанышпен айтылатын, өмірі өнегелі ұлағатты ғалым, парасатты азамат.

Өмір бойы өзінің әртүрлі қызметтерінде білім мен ғылымды өзара ұштастырып келе жатқан Серік Есентайұлы сонау Сыр бойындағы Қызылорда облысының Жалағаш қыстағында 1958 жылдың 5 қазанында педагогикалық салада жұмыс атақарған зиялы азаматтар отбасында дүниеге келген. Оның ата-аналары Нұрмұратов Есентай мен Нұрмағанбетова Зағипа өзінің саналы ғұмырларын ұстаздыққа, балаларды тәрбиелеуге арнаған еді. Елге сыйлы болған Есентай ағайымыз бен Зағипа апайымыз жас ұрпаққа өзінің білімдерін жеткізуден жалықпаған гибратты жандар

болатын. Ол кісілердің оқушыларға берген сапалы дәрістері нағыз білімді мұғалімдердің жас ұрпаққа арнаған шеберлікке толы тәлімдері еді және көп жылдық білім саласындағы кәсіби іскерліктерінің көріністері болды десе де болады.

Әрине, өткен ғасырдағы авторитарлы биліктің шексіз үстемдігі болған қоғамда тарихты нағыз объективті тұрғыдан жеткізе білу де, Ақиқатты шынайы түрде баяндау да оңай шаруа емес еді. Өйткені Кеңес Үкіметінің идеологиясы қоғамдық пәндерді таптық тұрғымен, марксизм-ленинизм теориясының қағидаттарымен, коммунистік тәртіптің ережесімен барынша шегендеп тастаған еді. Кез келген ұстаз өзінің шығармашылығында мемлекет анықтаған бағдарламадан шамалы ғана ауытқыса коммунистік тәртіптің қаһарына ұшырайтын. Заманның саяси және идеологиялық ахуалы сондай еді. Соның өзінде халқымыздың шынайы және нақты әдебиеті мен тарихын тәлім алушысына жеткізудің тиімді жолын тапқан аға ұрпағымыз қазіргі тәуелсіздік заманының келетініне, халқымыздың нағыз тарихын баяндайтын уақыттың туатынына сенгендей барынша адал еңбек етті, жас ұрпақтың санасына болашаққа деген сенімді ұялата білді деген жөн.

Әрине, әрбір заманның өзіндік ерекшелігі мен ауыртпашылықтары болатыны белгілі. Оны барынша рухани сабырлықпен қабылдап, қиындықты жеңе білу, жасампаздық идеясын жүзеге асыруға тырысу нағыз көрнекті тұлғалардың ісі мен әрекеті. Міне осы мағынада Серік Есентайұлы ата-анасының өмірлік философиясы мен гуманистік дүниетанымын өте жақсы бойына сіңіріп, қазақ даласындағы даналардың рухани әлемінен, тағылымдарынан сусындауға тырысқаны байқалады. Кейін студент болған шағында Серік Есентайұлы шығыстың көрнекті тұлғасы әл-Фарабидің адамға білім алумен бірге рухани тәрбиенің де маңыздылығы жоғары екендігін атап өткеніндігін терең ұғынады, есінді сақтап жүрді. Ата-анасы сияқты ол да өзін ғылым мен ұстаздық жолына барлық өмірін риясыздықпен арнауды толықтай ұйғарады.

Жалпы білім алу мен рухани тәрбиенің адамның өмірінде егіздің жұбындай болатыны туралы ежелден Батыс пен Шығыстың кемеңгер даналарының шығармашылығында кеңінен айтылып келгені белгілі. Тіпті ел руханиятының қалыптасуы мен дамуы дуралы сөз болғанда осы мәселелерді айналып өту мүмкін емес. Тек білімді ғана емес, сонымен қатар тәрбиелі, өркениетті ел ғана «Рухани жаңғыру» жолында болатындығы үлкен мінбелерден де айтылып та жатыр. Қазіргі таңда өткен ғасырдың екінші жартысында барынша адал қызмет атқарған аға ұрпақтың білікті де білімді шәкірттері еліміздің түкпір-түкпірлерінде табысты қызмет атқаруда. Егер адамның еңбегін оның нәтижесімен бағалайтын болсақ, онда қазіргі тәуелсіздіктің іргесін нығайтып жатқан азаматтар осындай еңбекқор жандардан алған тәрбиеден сусындағанын ескергеніміз жөн.

Қазіргі тарихи кезең жаһандандудың жүйткіген үдерістерінің өмірдің барлық саласын қамтыған кезеңі. Бірақ қоғамды берік ұстап тұратын ұлттық құндылықтарсыз бір рухани мықты халыққа айналмаймыз. Ұлтымыздың барлық рухани байлығын, салт-санасын, әдет-ғұрпын сақтауға, оны дамытуға үлес қосқан азаматтардың, тұлғалардың іс-әрекеттерін үнемі насихаттаудан жалықпауымыз керек. Өйткені, барынша интернет пен ұялы телефондарға жабысқан қазіргі жастарымыз кейде жақсы мен жаманды, асыл мен арзанды ажыратудан қалып барады. Нағыз өмір туралы білім адам мен адамның қатынасын және олардың өзара сыйластығын дәріптеуден басталады. Нағыз ұстаздың әрбір сөзі, жасаған ісінің барлығы кейінгі ұрпақ үшін тәрбиенің қайнар бұлағы. Осындай ерекше тағылымдық қасиеті бар, әлемді бір сүйем болса да жетілдіруге үлес қосқан жандарды ел руханиятының тірегі болған кісілер деуге болады. Осы қағидалы ұстанымдардың өзінің шығармашылығы арқау еткен Серік Есентайұлы ғылым жолында да үлкен табыстарға жетті.

Нұрмұратов Серік Есентайұлы өзінің көрнекті өмір жолында ғылымның бірнеше асуларын, биіктерін бағындырған ғалым. Атап айтқанда, қазіргі кезеңде философия ғылымдарының докторы, профессор, Қазақстанның әлеуметтік ғылымдар академиясының академигі. Енді оның өмір жолына нақтырақ көз жіберсек. Қызылорда облысының Қармақшы ауданының Қармақшы совхозындағы №113 орта мектебін алтын медальмен 1975 жылы бітіріп, 1976 жылы Алматыдағы ең белгілі жоғары оқу орнына түседі. Сөйтіп, 1981 жылы осы С.М.Киров атындағы Қазақтың мемлекеттік университетінің философия-экономика факультетінің философия бөлімшесін табысты бітіргеннен кейін С. Нұрмұратов өзінің шығармашылыққа толы еңбек өмірбаянын еліміздің жоғары оқу орындарында, ғылыми-зерттеу институттарында дәріс беруге және ғылыми зерттеулер жүргізуге толықтай арнайды. Өзінің шығармашылыққа толы еңбек жолын 1981-1985 жылдары Шымкент қаласындағы Қазақтың химия-технология институтында қызмет етуден бастады, содан кейін 1985-

1988 жылдары аралығында Абай атындағы Қазақтың педагогикалық институтындағы философия мамандығы бойынша күндізгі аспирантурада оқиды.

Аспирантураны аяқтаған соң 1988 жылдан бастап қазіргі уақытқа дейін алдымен Қазақстанның Ұлттық Ғылым Академиясының Философия институтында ғылыми қызметкер лауазымынан бастайды, содан кейін өзінің ресми мәртебесін өзгерткен ҚР БҒМ Ғылым Комитеті философия, саясаттану және дінтану институтында ғылыми зерттеулермен айналысады және қазіргі кезеңде 30 жылдай қызмет атқарған осы ғылыми мекемеде директордың ғылыми жұмыстар жөніндегі орынбасары деген лауазымға дейін қызметтерді атқарып келеді.

1989 жылы белгілі қазақстандық философ, дінтанушы Қатыршат Шапағатұлы Шүлембаевтың ғылыми жетекшілігімен «Қоғамдық пікірдің адамның дүниетанымының қалыптасуына әсері» деген тақырыпта кандидаттық диссертациясын сәтті қорғайды. Қоғамдық пікірдің елдің санасына әсері мол екендігі және әлеуметтік дүниені демократиялан-дырудағы белгілі бір фактор болатындығын диссертант дәлелді қорғап шығады. Серік Есентайұлының ғылым жолындағы алғашқы ұстазы, ғылыми жетекшісі философия ғылымдарының докторы, профессор Қатыр Шапағатұлы Педагогикалық жоғары білім беру саласында сапалы гуманитарлық білімнің негізін қалаумен айналысқаны белгілі. Көрнекті тұлға ретінде ол кісі өз заманында руханилықтың, адамгершіліктің озық үлгісін танытқан еді. Өзінің ерекше мейірімді жүзімен, даналыққа толы ақылды кеңестерімен адам өмірінің әртүрлі қалтарыстарынан туындайтын асулардан өтудің жолдарын өзінің шәкірттерімен, жас ұрпақпен біріге отырып іздейтін, табатын да еді. Талай қиналған адамдардың жүрегіне үміт отын жағып, барынша өмір деген кемеңіздің үстінде оны сөндірмеуге ұмтылатын. Міне, осы қасиеттердің арқасында Қатыршат ағаның аты қазіргі уақытқа дейін талайлардың санасында ұмытылмайды, жадында құрметпен сақталады.

Өзінің өткенін қадірлемеген халық болашағына жол аша алмайды. Зиялылықтың үлгісін танытқан Қатыршат ағамыз ерен еңбегі тәрбие мен руханилықтың қайнар көзі еді. Ол кезде елімізде демократиялық принциптердің әлеуметте орнығып, енді-енді ғана белең ала бастаған кезеңі болатын. Сондықтан диссертация тақырыбы ғылыми орта үшін өзінің өзектілігімен, өміршеңдігімен танылды, еңбекте социализмнің көптеген кемшіліктері батыл түрде атап көрсетілді. Көптеген жылдар бойы догматикалық түрде түсіндіріліп келген философиялық ұғымдар мен түсініктерге автор тарапынан жаңаша көзқарастар айтылады. Сөйтіп, диссертациялық еңбекті отанымыздың сол кездегі орталығы Мәскеу қаласындағы бұрынғы КСРО-ның Ғылым саласындағы Жоғары аттестациялық комиссиясы оң бағалап, уақытылы бекітеді.

Серік Есентайұлы философия мамандығы бойынша аспирантурасын сәтті аяқтаған соң профессор Марат Мұхамбетқалиұлы Сужиков басқарған Ұлтаралық қатынастар зерттеу орталығына жас маман ретінде қабылданады. Желтоқсан оқиғасынан кейін елімізде ұлт мәселесін жан-жақты ғылыми зерделеуге, қоғамдағы әртүрлі қайшылықтарға ерекше көңіл бөлінгені белгілі. Осы бағытта бірнеше ғылыми-зерттеу бағыттарын орындауға ат салысқан ғалым бірте-бірте рухани құндылықтардың терең мазмұнын қарастыруға толықтай бет бұрады. Сөйтіп, қазақстандағы гуманитарлық білімде алғашқылардың бірі болып аксиология саласының өрбуіне, орнығуына және жаңа қырынан дамуына өзінің үлесін қосады. Докторлық диссертацияның тақырыбы да осы күрделі тақырып – рухани құндылықтардың қалыптасуы мен дамуына арналған еді.

Нұрмұратов Серік Есентайұлы Институт докторантурасын уақытынан бұрын аяқтаған соң «Рухани құндылықтардың қалыптасуы мен дамуы: әлеуметтік-философиялық талдау» деген тақырыпта әлеуметтік философия мамандығы бойынша Институттың Диссертациялық кеңесінде докторлық диссертациясын қорғайды. Аксиологиялық мәселелерді елімізде теориялық тұрғыда қазақ тілінде гуманитарлық салада жүйелі түрде алғашқылардың бірі болып көтерген ғалым ретінде С.Нұрмұратов кезінде ғылыми көпшілікке танылды. Құндылықтар тақырыбына арналған көптеген еңбектерде, диссертацияларда зерттеуші ғалымның шығармашылығының нәтижелеріне сілтемелер көбейгені байқалды. Ол рухани құндылықтардың адам руханилығының нағыз қайнар көзі екендігін сәтті дәйектеген еді. Жалпы қазақ руханиятының сан ғасырлық тарихындағы эволюциясы жайлы тұжырымдар осы мәселеге арналған еңбектерде жиі көріне бастайды.

ҚР ҰҒА Философия және саясаттану институтының ұзақ жылдар бойы директоры болған академик Әбдімәлік Нысанбаевтың ұсынысымен жас ғылым докторы 2000 жылдан бастап осы институттағы Қазақ философиясы тарихы бөлімін басқарады. Алдында бірнеше жылдар бойы

жазылып келген «Қазақ даласының ойшылдары» деген 5 томдық жинақтың жарық көруіне, соңғы 3 томының жазылуына өзінің қомақты үлесін қосады. Бұл көп томдық іргелі шығармада Қорқыт Ата, әл-Фараби, Қожа Ахмет Иассауи, Ахмед Иүгінеки, Қадырғали Жалайыри, Махамбет Өтемісұлы, Абай және Шәкәрім сияқты қазақ философтарының көзқарастары сараптаудан өткізіліп, олардағы шығыстық дүниетанымға тән құрылымдары алғашқы рет философиялық мағынада жүйеленеді.

Кейін Серік Есентайұлының ғылыми жетекшілігімен «Қазақ руханияты: тарихи-философиялық және этномәдени негіздер» және «Қазақ философиясының тарихы. Ежелгі заманнан қазіргі кезеңге дейінгі» 5 томдық топтамасы ғылыми зерттеу жобалары орындалды. Бұл еңбектер халқымыздың сан ғасырлық руханиятының терең қатпарларындағы құнды дүниелерге философиялық зерделеулер жасаумен айналысқан іргелі шығармалар екені байқалды. Өйткені оқырмандар тарапынан, әсіресе студенттер тұрғысынан үлкен сұранысқа айналған іргелі жұмыстар болғаны белгілі.

Қазіргі кезеңде Нұрмұратов С.Е. өзінің 300 –ден аса мақалалары мен жеке монографияларын әртүрлі тілдерде елімізде және халықаралық деңгейде жариялады. Олардың ішінде дін мәселесіне, этностың саяси және мәдени өміріне, менталитетін анықтауға арналған шығармалары көптеп саналады. Әсіресе, қазақ этносының тарихтағы және қазіргі кезеңдегі әлеуметтік-философиялық, психологиялық проблемаларын зерттеу нысанына айналдырған еңбекке «Ұлттық болмыс пен ұлттық сана» Алматы, 1996 жатады. Бұл шығармада ұлттың қалыптасуына негіз болатын әлеуметтік, рухани, саяси, психологиялық элементтердің жүйесі зерделенеді. Нұрмұратов Серік философия ғылымдарының докторлы ғылыми дәрежесін алу үшін 2000 жылы 22 желтоқсанда өзінің ғылыми жұмысын Қазақстан Республикасы Ұлттық ғылым Академиясының Философия және саясаттану институтында табысты қорғайды.

Нұрмұратовтың С.Е. негізгі философиялық еңбегі құндылықтар мәселесіне арналған, сондықтан – «Рухани құндылықтар әлемі: әлеуметтік-философиялық талдау» (Алматы, 2000. 180 б.) деп аталады. Шығармашылығының өзегі – аксиологиялық мәселелер болғандықтан Нұрмұратов С.Е. құндылықтардың әр түрлі қырларын анықтауға тырысады. Құндылықтар адамдар үшін маңыздылықтарға ие болған құбылыстар ретінде қарастырылып, олар әлеуметтік практикада субъектаралық қатынастарды реттеуші мәнділік ретінде танылады. Автор тарихта қордаланған құндылықтар жүйесін тұжырымдау, халық діліндегі ерекшеліктерді бейнелеу – үлкен ғұлама ойшылдардың шығармашылық иегерлерінің еншісінде деген концепцияны ұстанады. Сондықтан «әрбір халықтың ғасырлар бойы жинақтаған рухани мұрасын игеру арқылы тұлғалық дүниетанымдық көкжиекті кеңейтуге болатындығы туралы» ой тұжырым отандасымыздың философиялық позициясының негізгі іргетасын құрап тұрғанын байқаймыз.

Ғалым бірнеше іргелі зерттеу кітаптарының авторларының қатарында. Мәселен, «Мәдени мұра» бағдарламасы бойынша 5 томның құрастырушысы және аудармашысы болды. «Мәшһүр Жүсіп Көпеевке» арналған «Ұлы дала тұлғалары сериясымен шыққан еңбектің авторларының бірі. Қазақ тіліндегі алғашқы «Философиялық энциклопедиялық сөздіктің» авторларының бірі. Ғалымның басшылығымен екі рет Философия және саясаттану салаларының терминдерінің сөздіктері жарық көрді. Оның философия мен саясаттану саласында ұсынған терминдерінің көбісін Терминком бекітіп, қазіргі кезеңде қолданысқа енген. Мәселен, ғалым «менталитет» деген ұғымның қазақша баламасы «діл» екенін айтқандардың қатарында. Сонымен қатар өткен жылдары қазақ философиясына қатысты автордың қатысуымен бірнеше оқу құралдары жарық көрді. Серік Нұрмұратов шетелдегі қазақ диаспорасының қазіргі кезеңдегі құндылықтарын зерттеу бойынша бірнеше ғылыми-зерттеу жобаларына қатысып, үш ұжымдық жобаның жарық көруіне себепкер болды.

Ғалымның ғылыми жетекшілігімен 2 ғылым докторы, 5 ғылым кандидаты, 1 PhD докторы ғылыми дәрежелерін алуға арналған өздерінің ғылыми диссертациялық жұмыстарын философия, саясаттану және дінтану салалары бойынша сәтті қорғап шықты және олар еліміздің жоғары оқу орындарында қызмет істеуде. Ол көптеген жылдар бойы Институттағы Диссертациялық кеңестің ғалым хатшысы қызметін атқарды, қазіргі уақытта ҚР БҒМ ҒК Философия, саясаттану және дінтану институты директорының ғылыми жұмыстар бойынша орынбасары. Жақсы ұйымдастырушы-ғалым ретінде Институттың қомақты табыстарға жетуі мен заманауи туындаған қиындықтарынан өтуіне өз үлесін қосып келе жатқаны белгілі.

Нұрмұратов С.Е. мемлекеттік «Мәдени мұра» бағдарламасының жүзеге асуына белсене қатысып, алты томның құрастырушысы, төрт томның ғылыми редакторы, алты томның аудармашысы ретінде еңбек сіңірді. Сонымен қатар «Ғылыми қазына», «Халық тарих толқынында» деген мемлекеттік бағдарламаларында белсенді қатысып, қазіргі кезеңде елімізде жүзеге асырылып жатқан «Рухани жаңғыру» концептісін теориялық және практикалық түрде өрбітуге ат салысуда. Ғалым осы бағыттағы үлкен ғылым бағдарламасының саяси ғылымдарының докторы, профессор, Институт директоры, профессор Бижанов Ақан Құсайынұлымен бірге ғылыми жетекшілерінің бірі болып табылады.

Нұрмұратов Серік Есентайұлы отбасылы азамат. Әйелі – Жазира Кошманова Алматы қаласының №86 гимназиясында кітапханашы болып қызмет атқарады және қыздары Толғанай мен Айсұлу, ұлы Жандос Алматының мектеп сыныптарында тәрбиеленіп, дәріс алып жатыр. Олар заманауи мектеп сыныптарының озық оқушылары және жастарға үш тілді қатар үйрену жөніндегі ұстанымды басшылыққа ала отырып өсіп келе жатқан жас ұрпақ.

Қазіргі кезеңде ғалымның екі тетелес інісі және бір қарындасы әлеуметтің әр қилы салаларында табысты қызмет атқаруда. Мәселен, Нұрмұратов Берік тарих пәнінің мұғалімі болса, Нұрмұратов Болат темір жол саласының мекеме басшысы, ал Нұрмұратова Жанат мектепте қазақ тілі мен әдебиетінен сабақ беретін ұстаз. Олардың барлығы өз отбасыларын қазақ руханиятын өркендету бағдарында ұйытып отырғанын атап өтуге болады.

Серік Есентайұлы – жоғары мәдениетті, парасатты ойшыл, зиялы, өзінің айналасындағы адамдарға қамқоршы, жанжақты білімнің иегері, ізгі жан, қарапайым адам. Сондықтан ол өз әріптестері мен шәкірттерінің арасында шынайы бедел мен құрметке ие. Оның философиясы қазіргі тәуелсіз Қазақстан азаматына аса қажет деп ойлаймын. Философтың өнегелі өмірі қалың оқырманға бағдар, рухани азық болары айқын. Алдағы уақытта философ-ғалымның салмақты ой, мазмұнды идеялармен тұнып тұрған шығармашылығын шәкірттері тың серпінмен зерттейді.

*Рашанбек Әбсаттаров,  
ҚР ҰҒА корреспондент-мүшесі,  
философия ғылымдарын докторы, профессор*

## МАЗМҰНЫ

<i>Алтыбаева С.М., Сағындыков Е.С.</i> Көркем мәтін құрылымындағы мифопоэтикалық модельдеу және мәдени код.....	5
<i>Сембиева Л.М., Мажитов Д.М., Карпицкая М.Е., Хамитова Д.М.</i> Экономиканы жаңғырту жағдайындағы ЕАЭО елдерінің монетарлық жүйесінің өзгеруі .....	12
<i>Құлсариева А.Т., Султанова М.Э., Шайгозова Ж.Н.</i> Фольклор және сәйкестілік: Қазақстанның қазіргі заманғы мәдениетіндегі тарих, жады және аңыз шығармашылығы .....	19
<i>Кенжебаев Д.А.</i> Олигон Сарышаған – қысқаша тарихи талдау.....	26
<i>Абдуллина Г.А., Базарбаева А.Г.</i> Ұйымдардағы адам ресурстарын басқарудың заманауи тұжырымдамалары.....	33
<i>Ағыбаев А.Н., Адибаева А.Қ.</i> Геноцид туралы БҰҰ Конвенциясының қатысушы мемлекеттердің қылмыстық заңнамаларындағы имплементациялық тетіктері: жалпы салыстырмалы талдау.....	39
<i>Ахметжанов Б., Тәжібекова К.Б., Шаметова А.А.</i> Қазақстан көлік өнеркәсіптің дамуын талдау.....	44
<i>Аюпова З.К., Құсайынов Д.Ө.</i> Тәуелсіздік жағдайындағы қазақстан республикасының конституциялық-құқықтық дамуының мәселелері.....	48
<i>Нурпеисова А.А., Рей И.Ю., Бижанов Д.Т., Тлеужанова Д.А.</i> Инновациялық өндірісді жасаудың процесін бақылауының негізгі элементтері.....	53
<i>Гиздатов Г.Г.</i> Қазақстандық дискурсының құрылымы психолингвистикалық зерттеу.....	57
<i>Ищанова Р.К.</i> Мемлекеттік шығындарды басқару - мемлекеттің қаржылық тұрақтылығын қамтамасыз ету.....	64
<i>Мадышева А.М., Бикенова А.С., Елеусіз Л.Т.</i> Білім саласындағы туристік қызметтер.....	68
<i>Ескальева А. Ж., Баймуханова М.Т., Ахмурзина Д.О.</i> Әлеуметтік сала адам капиталының сапасын қолдаудың перспективалары.....	73
<i>Мархаева Б.А., Козбахова Д.Л.</i> Жауапкершілік орталық және трансферттік баға белгілеу.....	79
<i>Сабирова Р.К., Утепкалиева К.М., Кабаков С.Б.</i> Қазақстандағы ауыл шаруашылығы экономикасының экологиялық аспектілері.....	85
<i>Тлесова Э., Хойч А., Кураш Н.</i> Қазақстан республикасының ғылыми инновациялық потенциясы және оның перспективалары.....	89
<i>Хамитхан Н.</i> Қазақстандағы банктік қызметтердің сапасын жақсарту жағдайында банкаралық басекелестік.....	95
<i>Шалдарбеков Қ.Б., Муханова Г.С., Нурмухамбетова З.С.</i> Аймақтарды дамыту бағдарламаларын жүзеге асырудағы жобалық басқаруды қолданудың шетелдік тәжірибесі.....	101
<i>Каратаева А.М., Бердиярова Ж.С.</i> Мемлекеттік қызметшінің әдептік мәдениеті және құқықтық мәдениеті сыбайлас жемқорлыққа қарсы мәдениеттің негізі ретінде.....	106
<i>Алдабергенова А.А.</i> Абсурд әдебиетін аударудың лингвомәдени аспектілері .....	113
<i>Стукач В. Ф., Байдалинова А. С., Сандыбаева Б. А.</i> Қазақстанның қаржылық қауіпсіздігі.....	119
<i>Баймаханова Д.М., Оспанова Д.А.</i> Конституциялық-құқықтық сана - конституционализмнің маңызды компоненті ретінде және оның адам құқықтары мәселелерін шешудегі рөлі.....	126
<i>Имангожина З.А.</i> Сланцевая революция: глобальный тренд на мировом энергетическом рынке.....	137
<i>Ракаева А.Н., Жуматаева Б.А., Успанбаева М.К., Доскалиева Б.Б.</i> Экологиялық есеп қазақстандағы кәсіпорын экономикасының даму кезеңі ретінде.....	142
<i>Нуржанова Г.И.</i> Экономиканың аграрлық секторындағы еңбек әлеуетіне демографиялық фактордың әсері.....	147
<i>Оспанова Д.А., Баймаханова Д.М.</i> Қазақстан Республикасының кибер кеңістігін дамыту жағдайында мемлекеттік қызметтерді цифрландыруда әкімшілік-құқықтық қамтамасыз ету .....	152
<i>Рысбекова М.О., Тлесова Э.Б., Хаитбаева Ф.К.</i> Қазақстандағы тұрғын үй-коммуналдық шаруашылық қызметін арттыру және жаңғырту факторлары.....	160
<i>Султанова Г. Т.</i> Аграрлық сектордың экспорттық әлеуетін дамытуға бағытталған үрдістер мен басымдықтар.....	166

# СОДЕРЖАНИЕ

Алтыбаева С.М., Сагындыков Е.С. Культурный код и мифопоэтическое моделирование в структуре художественного текста.....	5
Сембиева Л.М., Мажитов Д.М., Карпицкая М.Е., Хамитова Д.М. Трансформация монетарной системы стран ЕАЭС в условиях модернизации экономики.....	12
Кулсариева А.Т., Султанова М.Э., Шайгозова Ж.Н. Фольклор и идентичность: история, память и мифотворчество в современной визуальной культуре Казахстана.....	19
Кенжебаев Д.А. Полигон Сарышаган – краткий исторический анализ.....	26
Абдулина Г.А., Базарбаева А.Г. Современные концепции управления человеческими ресурсами в организациях.....	33
Агыбаев А.Н., Адибаева А.К. Имплементационные механизмы Конвенции ООН о геноциде в уголовных законодательствах государств-участников: общий сравнительный анализ.....	39
Ахметжанов Б., Тажобекова К.Б., Шаметова А.А. Анализ развития угольной промышленности Казахстана.....	44
Аюпова З.К., Кусаинов Д.У. Проблемы конституционно-правового развития республики Казахстан в условиях суверенитета .....	48
Нурпеисова А.А., Рей И.Ю., Бижанов Д.Т., Тлеужанова Д.А. Основные элементы управления процессом создания инновационной продукции.....	53
Гиздатов Г.Г. Психолингвистическое исследование концептов казахстанского дискурса .....	57
Ищанова Р.К. Управление государственными расходами - как обеспечение финансовой устойчивости государства.....	64
Мадышева А.М., Бикенова А.С., Елеусиз Л.Т. Туристские услуги в сфере образования.....	68
Ескашева А.Ж., Баймуханова М.Т., Ахмурзина Д.О. Перспективы усиления качества человеческого капитала социальной сферы.....	73
Мархаева Б.А., Козбахова Д.Л. Центр ответственности и трансфертное ценообразование.....	79
Сабирова Р.К., Утепкалиева К.М., Кабаков С.Б. Экологические аспекты экономики сельского хозяйства в Казахстане.....	85
Тлесова Э., Хойч А., Кураш Н. Научно-инновационный потенциал республики Казахстан и его перспективы.....	89
Хамитхан Н. Межбанковская конкуренция в условиях повышения качества банковских услуг в Казахстане.....	95
Шалдарбеков К.Б., Муханова Г.С., Нурмухамбетова З.С. Зарубежный опыт применения проектного управления при реализации программ развития регионов.....	101
Каратаева А.М., Бердиярова Ж.С. Этическая культура и правовая культура государственных служащих как основа антикоррупционной культуры.....	106
Алдабергенова А.А. Лингвокультурологические аспекты перевода литературы абсурда.....	113
Стукач В. Ф., Байдалинова А. С., Сандыбаева Б. А. Казахстанская финансовая безопасность.....	119
Баймаханова Д.М., Оспанова Д.А. Конституционно-правовое сознание как важный компонент конституционализма и его роль в решении проблем прав человека.....	126
Имангожина З.А. Сланцевая революция: глобальный тренд на мировом энергетическом рынке.....	137
Ракаева А.Н., Жуматаева Б.А., Успанбаева М.К., Доскалиева Б.Б. Экологический учет как ступень развития экономики предприятия в Казахстане.....	142
Нуржанова Г.И. Влияние демографического фактора на трудовой потенциал аграрного сектора экономики.....	147
Оспанова Д.А., Баймаханова Д.М. Административно-правовое обеспечение цифровизации государственных услуг в условиях развития кибер пространства республики Казахстан.....	152
Рысбекова М.О., Тлесова Э.Б., Хаитбаева Ф.К. Факторы инновационной модернизации и совершенствования деятельности жилищно-коммунального хозяйства в Казахстане.....	160
Султанова Г. Т. Тенденции и приоритеты развития экспортного потенциала аграрного сектора.....	166

## CONTENTS

<i>Altybayeva S.M., Sagyndykov E.S.</i> Cultural code and myth poetic modeling in the structure of the artistic text.....	5
<i>Sembiyeva L.M., Mazhitov D.M., Karpitskaya M.E., Khamitova D.M.</i> Transformation of the monetary system of the eurasian economic UNION countries in the conditions of modernization of the economy.....	12
<i>Kulsarieva A.T., Sultanova M.E., Shaigozova Zh.N.</i> Folklore and identity: history, memory and myth-making in the modern visual culture of Kazakhstan.....	19
<i>Kenzhebayev D.A.</i> The Saryshagan Ground – the short historical analysis.....	26
<i>Abdullina G.A., Bazarbaeyeva A.G.</i> Modern concepts of human resources management in organizations.....	33
<i>Agybayev A.N., Adibayeva A.K.</i> Implementing mechanisms of the UN Convention on genocide in the criminal legislation of the participating States: general comparative analysis.....	39
<i>Akhmetzhanov B., Tazhibekova K.B., Shametova A.A.</i> Analysis of development of the coal industry of Kazakhstan.....	44
<i>Ayupova Z.K., Kussainov D.U.</i> Problems of constitutional and legal development of the republic of kazakhstan in the conditions of sovereignty.....	48
<i>Nurpeisova A.A., Rey I.Yu., Bizhanov D.T., Tleuzhanova D.A.</i> Main elements of managing the process of creating innovation production.....	53
<i>Gizdatov G.G.</i> Psycholinguistic study of the concepts of Kazakhstani discourse.....	57
<i>Ichshanova R.K.</i> Management of state expenditures - as the ensuring of the financial stability of the state.....	64
<i>Madisheva A.M., Bikenova A.S., Eleusis L.T.</i> Tourist services in the sphere of education.....	68
<i>Eskalieva A. Zh., Baymukhanova M.T., Ahmurzina D.O.</i> Perspectives of strengthening the quality of the human capital of the social sphere.....	73
<i>Markhayeva B.A., Kozbakhova D.L.</i> A responsibility center and transfer pricing .....	79
<i>Sabirova R.K., Utepkalieva K.M., Kabakov S.B.</i> Ecological aspects of economics of agriculture in Kazakhstan.....	85
<i>Tlessova E., Khoich A., Kurash N.</i> Scientific innovation potential of the republic of Kazkahstan and its perspectives.....	89
<i>Hamitkhan N.</i> Interbank competition in conditions of improving the quality of banking services in Kazakhstan.....	95
<i>Shaldarbekov K., Mukhanova G., Nurmukhambetova Z.</i> International practices in project management in implementing regional development programs .....	101
<i>Karatayeva A., Berdiarova Zh.</i> The ethical culture and legal culture civil servants as to basis of anticorruption culture.....	106
<i>Aldabergenova A.A.</i> Linguocultural aspects of translation of absurd literature.....	113
<i>Stukach V. F., Baydalina A. S., Sandybayeva B.A.</i> Kazakhstani financial safety.....	119
<i>Baimakhanova D.M., Ospanova D.A.</i> Constitutional and legal consciousness as an important component of constitutionalism and its role in the solution of human rights problems .....	126
<i>Imangozhina Z.A.</i> Shale gas revolution: global trend in the world energy market.....	137
<i>Rakaeva A.N., Zhumataeva B.A., Uspanbayeva M.K., B.B.Doskalieva.</i> Level of ecological report development in the economic of Kazakhstan's companies.....	142
<i>Nurzhanova G.I.</i> Impact of demographic factors on labor potential of economy's agricultural sector .....	147
<i>Ospanova D.A., Baimakhanova D.M.</i> Administrative and legal support of digitalization of public services in the context of the development of cyber space in the republic of Kazakhstan.....	152
<i>Ryspeкова M.O., Tlessova E.B., Khaitbayeva F.</i> Factors of innovative modernization and improvement of activity of housing and communal services in Kazakhstan.....	160
<i>Sultanova G. T.</i> Trends and priorities for the development of export potential of the agrarian sector.....	166

**PUBLICATION ETHICS AND PUBLICATION MALPRACTICE  
IN THE JOURNALS OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN**

For information on Ethics in publishing and Ethical guidelines for journal publication see <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

Submission of an article to the National Academy of Sciences of the Republic of Kazakhstan implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <http://www.elsevier.com/postingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, including electronically without the written consent of the copyright-holder. In particular, translations into English of papers already published in another language are not accepted.

No other forms of scientific misconduct are allowed, such as plagiarism, falsification, fraudulent data, incorrect interpretation of other works, incorrect citations, etc. The National Academy of Sciences of the Republic of Kazakhstan follows the Code of Conduct of the Committee on Publication Ethics (COPE), and follows the COPE Flowcharts for Resolving Cases of Suspected Misconduct ([http://publicationethics.org/files/u2/New\\_Code.pdf](http://publicationethics.org/files/u2/New_Code.pdf)). To verify originality, your article may be checked by the originality detection service Cross Check <http://www.elsevier.com/editors/plagdetect>.

The authors are obliged to participate in peer review process and be ready to provide corrections, clarifications, retractions and apologies when needed. All authors of a paper should have significantly contributed to the research.

The reviewers should provide objective judgments and should point out relevant published works which are not yet cited. Reviewed articles should be treated confidentially. The reviewers will be chosen in such a way that there is no conflict of interests with respect to the research, the authors and/or the research funders.

The editors have complete responsibility and authority to reject or accept a paper, and they will only accept a paper when reasonably certain. They will preserve anonymity of reviewers and promote publication of corrections, clarifications, retractions and apologies when needed. The acceptance of a paper automatically implies the copyright transfer to the National Academy of sciences of the Republic of Kazakhstan.

The Editorial Board of the National Academy of sciences of the Republic of Kazakhstan will monitor and safeguard publishing ethics.

Правила оформления статьи для публикации в журнале смотреть на сайте:

**www:nauka-nanrk.kz**

**social-human.kz**

Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*  
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 10.10.2018  
Формат 60x88<sup>1</sup>/<sub>8</sub>. Бумага офсетная. Печать – ризограф.  
11,6 п.л. Тираж 500. Заказ 5.